

KARANDAAZ PAKISTAN BLOG GUIDELINES

KARANDAAZ PAKISTAN, a private company established in August 2014, promotes access to finance for small businesses through a commercially directed investment platform, and financial inclusion for individuals by employing technology enabled digital solutions.

Informed by local experts to help advance Pakistan's financial inclusion agenda, this blog aims to present new, innovative and interesting information on financial inclusion from across Pakistan and the globe. A collaborative space, this blog has been created to facilitate an exchange of innovative ideas and productive dialogue across the multitude of financial inclusion stakeholders in Pakistan. Posts should be focused and concise, revolving around new research, developments and ideas. The best posts will bring a new perspective to the market. Following are some general guidelines for blog writing and posting:

- ❑ Length: 900 – 1200 words (1200 words is the maximum limit; writers are encouraged to keep the word limit around 1000-1100 words)
- ❑ Tone: The blogs should have a professional tone and feel, and should be written in a clear, simple manner. They should be able to engage the target audience with the intention to build interest in the topic and provide knowledge in terms of new insights and innovation. Writers are encouraged to voice their opinions backed by strong references. Collaboration between multiple writers is encouraged.
- ❑ References: Any references (stats, media etc.) in the blog should be hyperlinked to the web source.
- ❑ Media: Pictures, graphs and videos, all make the blog reading experience more exciting. Writers are encouraged to add these in their posts.

- ❑ Examples, particularly any case studies, with data and new statistics, as well as human-interest stories, can help bring the piece alive
- ❑ Try for a catchy title and an attention grabbing opening paragraph. You can also make your post easier to read by using subheadings
- ❑ The editing process: The Karandaaz Pakistan Blog Committee will evaluate each post for relevance and flow, and share any edits with the writer for approval.
- ❑ Writer profiles: Each writer will be given a byline linked to a profile. Writers are encouraged to provide a short write up on themselves along with a picture and links to social media.
- ❑ Contributors are encouraged to cross-post their blog post on their website and promote it through their social media channels.

**blogs get promoted through our monthly newsletter and social media channels, including Twitter, LinkedIn and Facebook*