

AFRICA...

FAR  WILD
COME TO LIFE



contributor guidelines

...in your words



this way



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This booklet explains the Far & Wild People Initiative and tells you how you can put '*Africa in your own words*' by sharing your thoughts, photographs, reviews and more.

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follow me...



WHAT

Just what is the Far & Wild 'People Initiative'?

20 years of organising trips all over the world has taught me that you - **our customers** - often know a lot more than we do. Returning from a safari holiday with us, you'll naturally be more up-to-date than we are in our office, so at that moment, **it's you who are the specialists.**

I'm also frequently reminded that our suppliers and colleagues on the ground in our destinations are an incredibly valuable repository of information. A wildlife warden, a lion researcher or an expert guide in the Masai Mara will be infinitely more knowledgeable than we'll ever be about the best times to visit the Mara, where lions might den when having cubs, or where to witness a famed 'river crossing' by herds of wildebeest during the great migration.

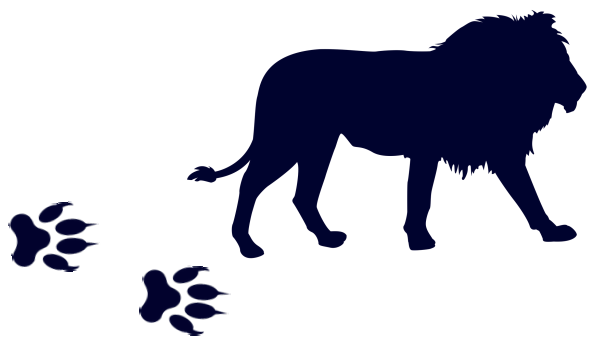
So how do we harness all this knowledge and expertise?

We've decided to let you - our customers, partners and suppliers around the world - **create all the content on our website.** Why? Because if our customers can use the expertise and insights of our travel community, we'll be radically improving the likelihood of you having not just a good holiday, but a truly great one!

History making...

In due course we are going to publish a brochure comprised entirely of contributions from this community...all the words and all the photos...from front cover to back. Real. Expert.

And History Making. **This will be a travel industry first, and we'd love you to be part of that.**



Our team is led by Ben, our MD, who has 20+ years of experience in the UK travel sector, the last 15 setting up and running a leading UK specialist tour operator.

A handwritten signature in black ink, appearing to be 'Ben'.



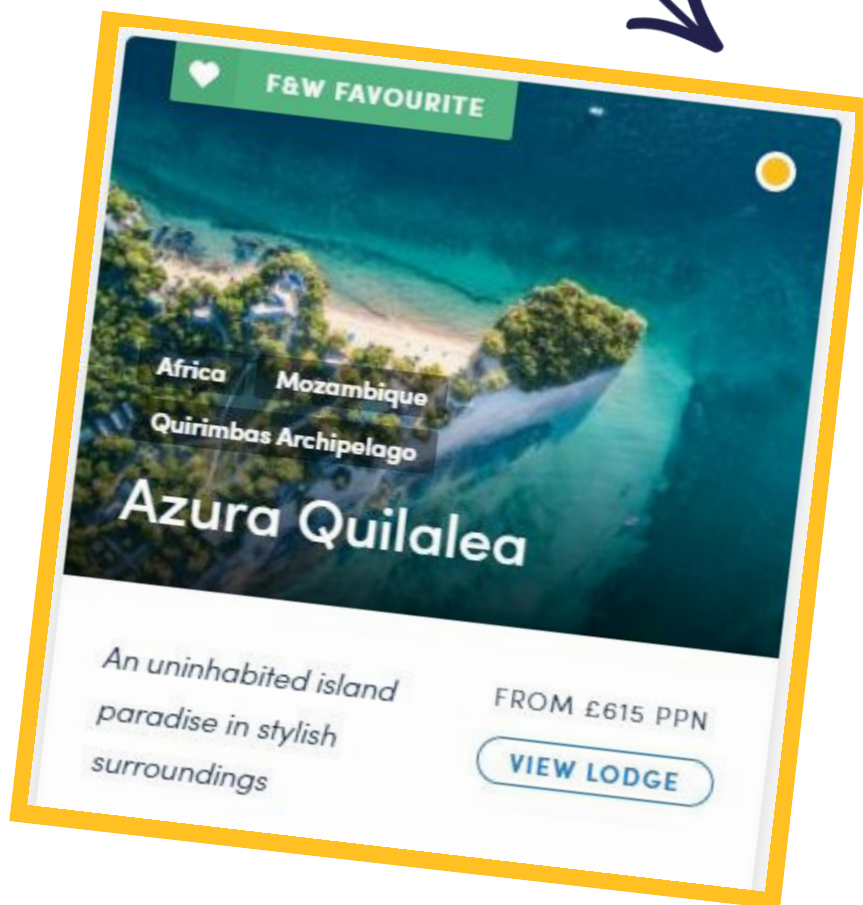
WHO

Our Travel Community

Our travel community has 3 different contributor categories, and you'll see their content indicated by small coloured dots all over our website:

TRAVEL INDUSTRY

insider experts from within
the travel sector

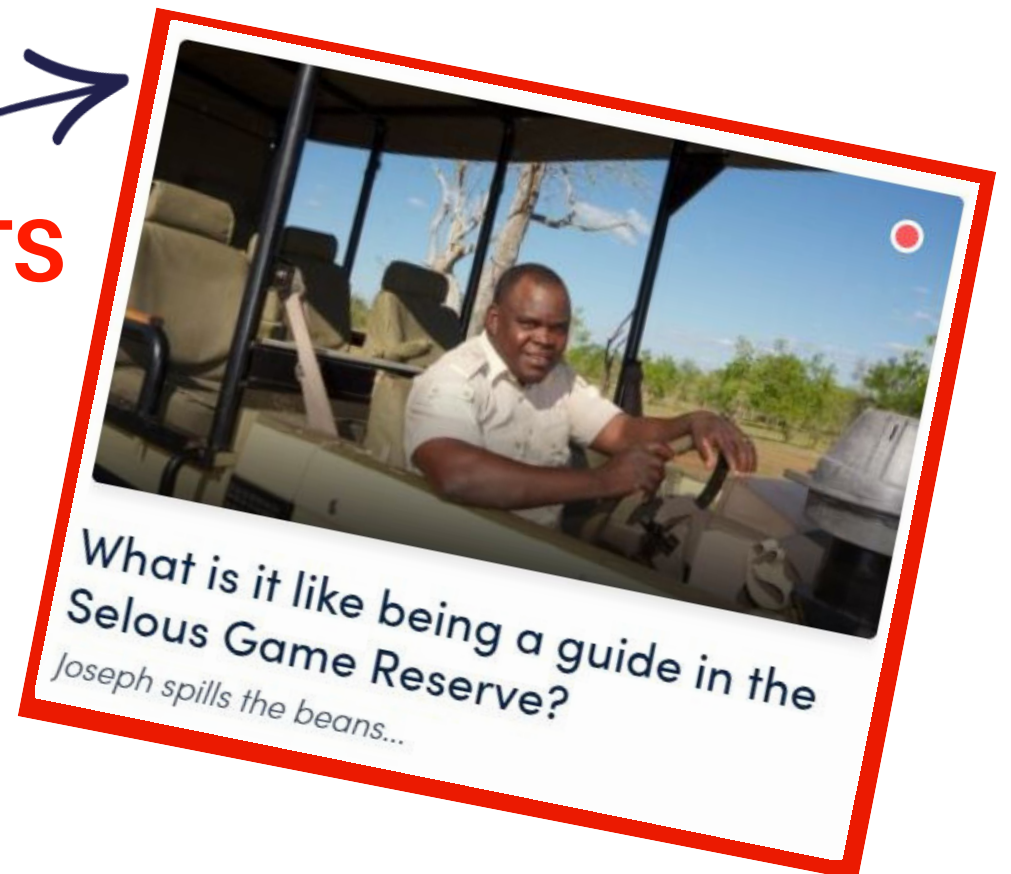


TRAVELLERS

customers, travellers,
people who've been there
and experienced it

LOCAL EXPERTS

local experts,
conservationists, city
guides, wildlife guides,
biologists...



To date contributions have come from: customers, journalists, past employees, future employees, suppliers, expert guides, and many more...

All contributions should be sent to heather@farandwild.travel



CONTENT

*What can you
contribute?*

Articles and photographs: use our website to share opinions, stories or insights about anything to do with the holidays we organise. So get in touch if you've had an incredible wildlife encounter, taken a great photograph or learnt something worth sharing.

Q&A style interviews: with interesting people connected to your holiday e.g. a safari guide, a community elder, an artist, a wildlife researcher.

Experiences: such as fly camping, hot air ballooning, climbing Table Mountain etc.

Property Descriptions and Photos: for our website and brochure.

Area Descriptions: of countries, regions, national parks and cities.

We're interested in **WORDS** and **IMAGES**...so for most of the above you can contribute one or the other, or both.

Have a look at the following pages for more detailed guidelines on specific content you can contribute...

*The best way to get a feel
for what to write is by
looking at our website*

FAQs at the back of this booklet!

This way...



ARTICLES & PHOTOS



'**Wilder**' is our community blog. It's a platform to share informative storytelling, and a chance for you to tell other travellers about your trip.

We use '**Wilder**' articles throughout our website, so if you've booked a holiday with us you will almost certainly have read a few of them. They cover diverse topics such as:

Self driving in South Africa

Stargazing safaris in Malawi

A day in the life of a guide in Tanzania

Water levels at Victoria Falls

*Have a search on
'Wilder' to see what
other people have
contributed!*

We think the best recipe for a good article is:

A Title that Asks a Question - to get readers engaged from the start.

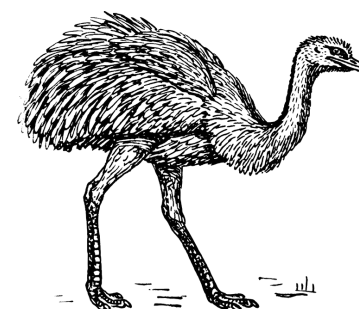
An Article Body - that has short paragraphs interspersed with 5 - 10 images.

Photos - should be labelled correctly and contain people if possible. Please indicate where these should be placed within the text.

And that's it...simple.

Having said all that, there will be many gifted writers with contributions to make on issues of interest to our community...so ignore all that if you want to and just send us what you feel is best!

onwards...

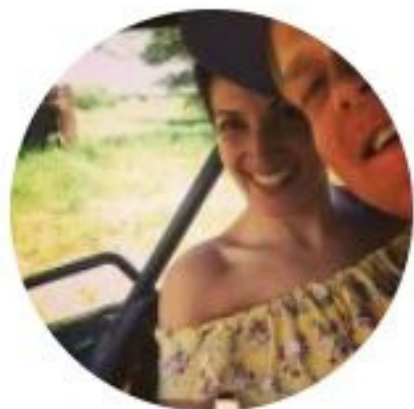


CONTRIBUTOR BIO



If you're contributing an article or photos, we'll also need a short bio about you and a photo...we want to know who you are as this has a big influence on how people interpret the article. It's also important for transparency.

Here are a couple of examples:



Naomi

Hi we're Naomi & Charlie are we're off on an epic adventure in Africa. We're travelling the huge distance from the Equator in Kenya, down to Cape Town, on our trusty two wheeled friends. We're going to keep the Far & Wild team up-to date on our adventure through the Wilder articles.



Predi

ACTIVITIES MANAGER AT AZURA QUILALEA PRIVATE ISLAND

Hi, I'm Predi, Activities Manager for the past year as well as Dive Instructor at Azura Quilalea Private Island in northern Mozambique. I am passionate about the outdoors, in particular the underwater realm and cannot wait to show you the wonders that await you on and around our beautiful little island.

We usually stick to first names only - for confidentiality purposes

it's a breeze isn't it...



Q&A STYLE INTERVIEWS

Interviewing the personalities you encounter whilst travelling can be a brilliant way of highlighting what's special about different holiday experiences. These articles let us champion people on the ground whose contributions might otherwise go unnoticed, and give a great insight into the interactions that fellow travellers are likely to experience on their own trip.

EXAMPLES: safari guide, fellow traveller, lodge manager, community elder, artist, wildlife researcher, chef, astronomer, tracker, driver, dive instructor, housekeeper...

HOW?

Once you've found your subject:

1. **Write down 5 - 15 questions** (making sure they get to the heart of what is notable about your subject or what they do).
2. **Press the voice recording function on your smartphone**, then ask your questions. Or just write down the answers if you find this easier.
3. **Take some photos** of the person (we'll need at least 1 image of the interviewee!), where they work, live, the environment, whatever makes sense.

Have a look at these '**Wilder**' articles for **examples of Q&A interviews**:

www.farandwild.travel/wilder/article/being-a-guide-in-the-selous-game-reserve

www.farandwild.travel/wilder/article/climbing-mount-mulanje

www.farandwild.travel/wilder/article/astronomy-pumulani-lake-malawi



EXPERIENCES

We have individual pages for experiences, have a look at these examples:

www.farandwild.travel/experiences/hot-air-ballooning

www.farandwild.travel/experiences/lion-tracking

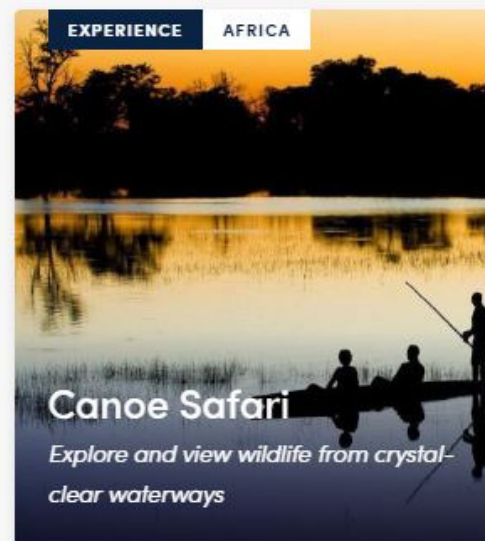
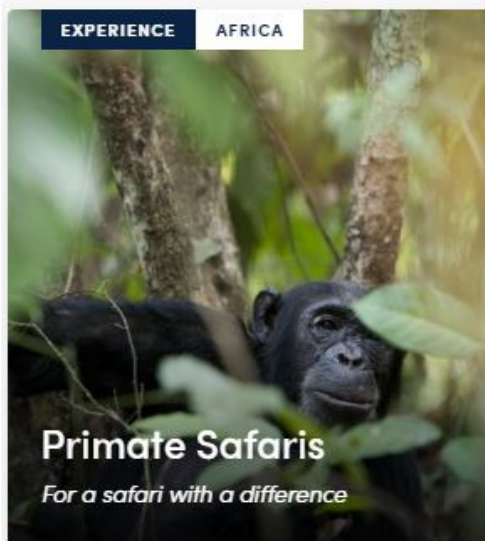
www.farandwild.travel/experiences/fly-camping

*We love photos with
PEOPLE in them!*

150 - 300 words

1 - 10 images

Here's what Experiences look like on the website...



swim along... 

PROPERTY DESCRIPTIONS

When it comes to accommodation descriptions, please write whatever you like, so long as it's accurate of course! The format we use is more or less the following (you don't have to use this, but please try to include these general areas):

3 Paragraphs:



Location & People: where the property is, its signature features and the driving characters behind it.



Rooms & Facilities: number of rooms, what facilities are on offer, what you feel about them.



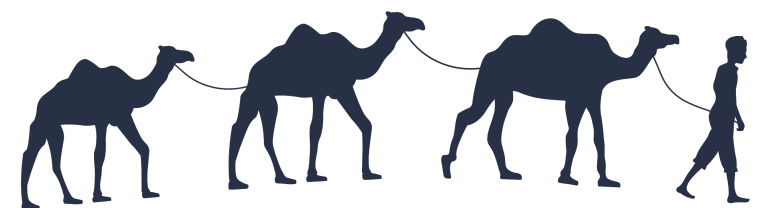
Activities: what you do whilst you're there.

We just want to hear how it makes you 'feel'

200 - 450 words

Can be written in first or third person

Follow the camels...



PROPERTY PHOTOS

Properties on our website have a gallery of 10 - 20 images.

You don't have to take photos to accompany a property description, as the properties provide library images for us, **but we'd much prefer yours.**

Our guidelines for property images are:

BED IMAGE: a must! We all need to be able to imagine where we will sleep.

PEOPLE: we love people pictures, it makes it easier for viewers to imagine themselves there.

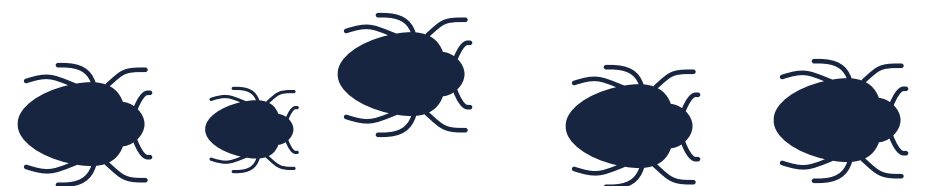
UNIQUE FACTORS: images that show what is special or unique about the property.

AUTHENTICITY: images that show the reality of what it's like. If the place is simple, don't be afraid to show that.

SIGNATURE EXPERIENCES: what are they, and show them in images with people in.



come with us...



AREA DESCRIPTIONS

Our website is organised geographically, so we're looking for 200-400 word descriptions and up to 10 images for the following:

Countries * Cities * Regions * National Parks

A few things to bear in mind when writing an area description:

GEOGRAPHY

Top points of interest most visitors want to see

WILDLIFE & PLANTS

Predominant wildlife and plant species

FAMOUS PEOPLE

Well known people from that area - musicians, athletes, historical figures

CULTURAL & HISTORICAL LINKS

Links between the destination and the UK/US

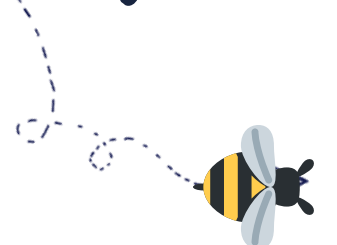
SIGNATURE EXPERIENCES

Signature experiences and events

HIDDEN THINGS

The things that people don't necessarily go there for but come away having really enjoyed

this way



NOTES ON IMAGES



Personal - images that are personal to the contributor are best. If you are in them, or you took them, they tell a far stronger story.



People - we think that having people in the pictures is key. It helps our customers to image themselves there.



Orientation - landscape rather than portrait images work best on the website.

The Far & Wild Image Library

Every one of the 1000+ properties and tourism providers we work with shares their image library, so we have a lot of stock photos!

Therefore, if you're after a generic image of an animal, classic landscape or property then just make a note in your submission along the lines of <<insert **Table Mountain aerial image here**>>. But we'd of course prefer to use yours wherever possible.

*Look at the published articles on '**Wilder**' to see what sort of images other people have chosen.*



onwards...

FAQs

We have the answers

1. Remind me again - why are you doing this?

Because we realised that there are lots of people (either customers or suppliers we work with) whose experience and insights are often more up-to-date and relevant than ours.

2. Doesn't that make your website just a review platform?

Not really. We are collaborating with different people in our community to produce content to promote holiday experiences in the destinations we feature.

3. Surely the Far & Wild website 'expert advice' is diluted by having ad hoc submissions?

Our Content Manager ensures that all third party content is factually correct. Having different contributors share their insights only serves to increase the value and relevance of our offer. So, by collaborating with others in this way, **we are enhancing our expertise.**

4. Won't you end up with lots of duplicate content?

You're right, we only need one description of an area, property or experience. So contact our Content Manager to discuss your proposal before writing it.

5. What about privacy?

We only use photos you chose to send us, so you have complete control over that. We only publish first names, but if you'd prefer us to not use your name at all, then just let us know.

6. Can I contribute photos on their own?

Yes, definitely. Get in touch with our Content Manager to see what images we require. Alternatively you can submit a 'photo essay' with just a simple caption for each.

7. Should I write in the first or third person?

Whatever comes naturally to you. We find that content written in the first person can be very engaging so by all means use "I" if you like.



FAQs CONTINUED...



8. Do I have to have a bio when contributing content?

Yes, you do. Not only does it enhance how your content is interpreted, it is important from a transparency perspective. If you have a commercial link to an experience or property that you are writing about, it should be clear.

9. What's the long-term ambition for the *Far & Wild People Initiative*?

To give our customers the most insightful, useful and relevant information in the travel industry about all our destinations.

10. Will you publish a brochure?

Yes, in due course, and it will be comprised almost entirely of contributions from our community...all the words and photos. It will be Real, Expert, and History Making...this will be a travel industry first, and we'd love for you to be part of that.

11. What is the role of the Content and Community Manager?

Our Content Manager oversees all the content going onto our website, whether it's produced internally by our team or from the various contributors that make our travel community. The Content Manager has the critical responsibility of ensuring that all content is factually correct, and they have the final say on everything we publish on our website.

12. How do I send content and contact the Content Manager?

Like this...



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Content and Community Manager
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...the end!



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