



By Jannice Tagoe (Founder, Jannice Digital / Executive Director, Jannice Humanitarian Initiatives)

Content comes in many different forms, such as blog posts, social media updates, videos, infographics, podcasts, and more. The key here, is to create content that is relevant, valuable, and interesting to your target audience.

What is a content strategy?

Any type of content that captures the attention of your target audience and motivates them to engage with your brand is considered compelling content. Compelling content is an important component of branding strategies because it helps to establish your brand's identity, showcase your expertise, and build trust with your audience. The goal of content creation is to provide value to a target audience while also driving engagement, traffic, leads, and sales for a company or organization. Content creation involves several steps, including planning, research, creating, editing, publishing, and measuring.

It's crucial, as you craft your next content strategy, to ask the following questions:

1. What information do you want to publish or share?
2. What is the reason for publishing or sharing said information?
3. Who exactly is the information for?
4. What content type will you use to publish, or share said information?
5. On which platforms or channels will the content have the most impact or reach?
6. When is the optimal time to engage in sales conversations?
7. Who will create, manage, and track the content and its performance?
8. What organizational changes must be made to carry out your content strategy?

Consider the following ideas if you want to develop compelling content for your branding strategies:

1. Know your audience: You have to understand your target audience's needs, interests, and pain points, and create content that addresses those areas. This will help establish a connection with your audience and build trust.
2. Be informative: Provide valuable information that helps your audience learn something new or solve a problem they're facing. This will position your brand as a thought leader and establish your expertise.
3. Be entertaining: Use storytelling, humor, or other creative techniques to make your content interesting and engaging. This will keep your audience hooked and increase the likelihood that they'll share your content with others.
4. Be authentic: Be true to your brand's values and personality in your content. This will help establish a genuine connection with your audience and build brand loyalty.
5. Be consistent: Create a content schedule and stick to it. Consistency helps to establish trust with your audience and keeps them engaged with your brand.

Keep in mind that content is king. The goal of content is not to direct customers to your business, but to provide them with the answers they seek through your business. A haphazard approach to content creation will only harm your company or brand and everything it stands for. A solid content strategy aids in the definition of the brand and the development of the business as it should be perceived by the outside world.

It is easier and faster to generate ideas, topics, and inspiration when you have a good content strategy. Because there is a clear understanding of what the target audience wants, this can also save you the trouble of experiencing bouts of writer's block. By creating content that is relevant, informative, entertaining, authentic, and consistent, you can establish your brand's identity, showcase your expertise, and build trust with your audience.



**President Bola Tinubu, Nigeria's President Places 3 Month Ban On Ministers, Heads Of Agencies, And Other Government Officials From Embarking On Public Funded Foreign Trips.**



By Jabez Yakah - International Research Analyst

President Bola Tinubu of Nigeria has placed a three-month ban on ministers and all other government officials from public funded trips overseas in order to decrease his government's expenditure. The president's chief of staff applauded this decision following the concerns raised about the mounting cost of international travels incurred by the government. Particular among the concerns raised was the sponsorship of over 400 people to Dubai for the COP28 climate conference last November.

Reports indicate that since President Tinubu assumed office till the first half of his Governance, his expenditure on all travels (both domestic and international) are estimated at over 3.4 billion naira (\$ 2.2 million).

Giving the current high cost of living in Nigeria, his administration sees this ban as a step in the right direction as the earlier measure he took was for a significant reduction in the size of travel delegations to be effected.

The upcoming ban requires officials

permitted to travel to serve the president with at least a two-week advance notice, of which their entourage and the purpose of travel is subject to scrutiny by the president.

The president's administration had previously justified his international travels in the interest of the Nigeria's economic growth. However, the president himself is yet to indicate whether or not he will scale back on his trips.

Source: [www.africanews.com](http://www.africanews.com), [www.punchng.com](http://www.punchng.com)

## Discover Africa's Travel Destination with Rostelie.

By Rostelie Mavoungou

For nature, retreat, and wildlife lovers; We invite you to discover today's travel destination Maasai Mara National Reserve in south-western Kenya.

Maasai Mara National Reserve is one of the wildlife conservation and wilderness areas in Kenya. It is populated with lions, leopards, cheetahs, elephants, zebras and hippos.

Maasai Mara is one of Africa's Greatest Wildlife Reserves. It is situated in south-west Kenya and is one of Africa's Greatest Wildlife Reserves.

It is no surprise that tourists from the world over travel here to experience a Masai Mara Safari tour, more so as the reserve has been voted one of the new Seven Wonders of the World. Regarding the origin of the name, the word 'Masai' comes from the Maasai tribe, nomadic inhabitants of the area and the word 'Mara' is their word for 'spotted', referring to the ubiquitous flat topped acacia trees, shrubs and bushes that dot the landscape

across most of the reserve.

Maasai Mara National Reserve stretches 1,510 sq. km (580 sq. miles) and raises 1,500-2,170 meters above sea level. Add the conservancies and the area is at least twice the size. It hosts over 95 species of mammals and over 570 recorded species of birds. It is widely described as the World Cup of Wildlife.

Wildebeest Migration: Make sure you have your safari booked planned out that includes the Maasai Mara. The wildebeest migration is nothing short of amazing. It is one of the things you have to add to your bucket list. Best time to be in Kenya for it is JULY - OCTOBER although Kenya is a great year-round destination.

There is a wide selection of places to stay around the Maasai Mara and the conservancies. The conservancies surrounding the Maasai Mara have restricted number of vehicles allowing a



more private game viewing of wildlife. We recommend staying 3 or 4 nights and add in a couple of other destinations too to your safari. There are also plenty of places to stay in Nairobi City and have a look at other destinations in Kenya.

During your visit, you can fill your days with activities such as camping, hiking, having a chit chat with the local Maasai tribe, and view of the Reserve in a hot air balloon. After that you can get a fresh breath of air in many of the amazing resorts in the surroundings.

Wait!! Don't forget to take amazing photos

Source: [www.massaimara.com](http://www.massaimara.com), [www.masaimara.travel](http://www.masaimara.travel)

## PROFESSOR FESTUS EBO TURKSON CHAIRS A TEAM OF ACADEMIC CONSULTANTS TO INTEGRATE THE AfCFTA INTO AFRICA'S TERTIARY EDUCATION CURRICULUM UNDER THE GITFiC-AfCFTA TERTIARY STUDENTS CLUB



1. Under the review, approval and direction of Dr. Edwin Alfred N.O Provençal, chairman of the GITFiC-AfCFTA Tertiary Students Club, a team of highly respected and

intellectual subject-related academicians, selected from some strategic tertiary institutions in Ghana have been constituted to draft courses to integrate the AfCFTA into Africa's Tertiary Education Curriculum, ratified member state specific.

2. This mandate has become necessary considering several calls from member states, public and private actors within the trade space of Africa's economies to the Ghana International Trade and Finance Conference - GITFiC.

3. After successfully inaugurating the AfCFTA Tertiary Students Clubs in four of Ghana's prime tertiary institutions namely; University of Ghana, All Nations University, University for Development Studies and the Kwame Nkrumah University of Science and Technology, the call became daunting on us to charter this path and as always lead the direction in making this happen.

4. The constituted team of consultants include; i. Prof. Festus Ebo Turkson - Associate Professor and Development Economist, Department of Economics, University of Ghana. ii. Dr. Deodat E. Adenutsi - Senior Lecturer, Ho Technical University. iii. Dr. Ellis Akwaa-Sekyi - Lecturer, Kwame Nkrumah University of Science and Technology. iv. Dr. Prince Brako - Lecturer, All Nations University v. Mr. King Effah-Nkyi, Trade Investigation Officer - Trade Commission vi. Mr. Gerald Ekow Woode - Director for Research Policy and Advocacy, Ghana International Trade and Finance Conference.

5. The final presentation of the draft course

will be marked with a small ceremony and submitted to various universities across ratified member states for onward submission to their various state actors and curriculum assessment units for review, evaluate and approve into their various course for studies.

6. The significance of incorporating AfCFTA into tertiary education, elucidate the objectives of the proposed module, and underscore the critical role of universities as catalysts for knowledge dissemination and capacity building in support of regional integration and sustainable development agendas. Through this initiative of ours, we aspire to nurture a generation of forward-thinking leaders equipped to shape Africa's economic future and leverage the AfCFTA as a catalyst for inclusive growth and prosperity. With a shared commitment to advancing youth empowerment and education, we at the Ghana International Trade & Finance Conference - GITFiC seek to endeavor the transformative potential of AfCFTA and pave the way for a more prosperous and integrated Africa.

**Objectives of GITFiC's Integrated AfCFTA Tertiary Curriculum:**

- i. To equip students pursuing education degrees in various disciplines with a comprehensive understanding of AfCFTA's principles, objectives, and implications.
- ii. To foster an informed participation and leadership among students in the evolving landscape of international trade.
- iii. To encourage critical thinking, problem-solving, and policy analysis skills essential for addressing the challenges and maximizing the opportunities associated with AfCFTA implementation.
- iv. To underscore the role of universities as catalysts for knowledge dissemination, capacity building, and policy advocacy in support of regional integration and sustainable development agendas.

**Significance of GITFiC's Integrated AfCFTA Tertiary Curriculum:**

- i. **Grasping Fundamental Concepts:** Introducing the AfCFTA as a subject enables students to grasp the fundamental concepts and principles underpinning regional integration and economic cooperation among African nations. They can explore topics such

as trade liberalization, tariff reductions, market access, and regulatory harmonization, gaining insights into the mechanisms driving intra-African trade and economic development.

- ii. **Analyzing Socio-Economic Impacts:** It empowers students to analyze and evaluate the potential socio-economic impacts of the agreement within the context of their respective countries and regions. This interdisciplinary approach encourages critical thinking and problem-solving skills essential for addressing the challenges and maximizing the opportunities associated with AfCFTA implementation.

- iii. **Role of Universities as Catalysts:** The module underscores the role of universities as catalysts for knowledge dissemination, capacity building, and policy advocacy in support of regional integration and sustainable development agendas. Tertiary institutions contribute to shaping a cadre of future leaders, policymakers, and practitioners equipped to navigate the complexities of global trade governance and contribute meaningfully to Africa's socio-economic transformation.

**ABOUT GITFiC AfCFTA TERTIARY STUDENT'S**

**CLUB**

The establishment of these clubs on tertiary campuses in Africa marks a significant milestone in our collective pursuit of fostering deeper engagement and understanding of the African Continental Free Trade Area (AfCFTA) agreement. With the AfCFTA poised to reshape Africa's economic landscape, it is imperative that academia plays a pivotal role in analyzing, interpreting, and advocating for its implications. The GITFiC AfCFTA Tertiary Students Club serves as a platform for students, faculty members, and researchers to convene, deliberate, inform, sensitize and collaborate on issues pertaining to regional integration, trade policies, economic development, and related themes within the context of the AfCFTA. Through a multidisciplinary approach, the club aims to explore the multifaceted dimensions of the AfCFTA, encompassing trade dynamics, legal frameworks, socio-economic impacts, and opportunities for sustainable growth across African nations.

**From Selasi Koffi Ackom  
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# Benefits of Walking Meditation

By Gustav Addo

What is walking meditation?

For Thich Nhat Hanh, the late Vietnamese monk who popularized mindfulness in the West, walking was not simply a way to get from one place to another, or an activity to be reserved for a perfect forest path

10 minutes daily for at least a week. Research suggests that mindfulness increases the more you practice it. Follow the steps below. Note that this walking exercise can be adapted for wheelchair users.

1. Find a location. Find a path that allows you to move back and forth for 10-15 paces, or around 20-40 feet—a place that is relatively peaceful, where you won't be disturbed or even observed (since a slow, formal walking meditation might look strange to people who are unfamiliar with it). You can practice this meditation either indoors or outside in nature. Your path doesn't have to be very long since the goal is not to reach a specific destination, just to practice a very intentional form of walking where you're mostly retracing your path.
2. Start your pace. Take 10-15 steps or wheel yourself for 20-40 feet along the path you've chosen, and then pause and breathe for as long as you like. When you're ready, turn and move back in the opposite direction to the other end of the path, where you can pause and breathe again. Then, when you're ready, turn once more and continue with your journey.

Watch out for the next edition next week for the continuation of this mental health piece.

# Opposition Candidate Faye Takes Early Lead In Senegal Presidential Polls

Early results from Senegal's presidential vote put opposition candidate Bassirou Diomaye Faye ahead, sending his supporters to celebrate in the streets, though his main rival from the ruling coalition Amadou Ba has said that a run-off will be needed to determine the winner.

At least five of the 19 candidates in the race issued statements as results trickled after the election on Sunday, congratulating Faye.

Former prime minister Amadou Ba, the ruling coalition's candidate, has said that the celebrations are premature.

"For our part, and considering the feedback of the results from our team of experts, we are certain that,

in the worst-case scenario, we will go to a run-off," Ba's campaign said in a statement.

Millions took part in a peaceful vote to elect Senegal's fifth president following three years of unprecedented political turbulence that has sparked violent anti-government protests and buoyed support for the opposition.

At stake is the potential end of an administration led by outgoing President Macky Sall that has promoted investor-friendly policies but failed to ease economic hardship in one of West Africa's more stable but coup-prone democracies.

Voters had a choice of 19 contenders to replace Sall, who is stepping down after a second term marred by unrest

over the prosecution of firebrand opposition leader Ousmane Sonko and concerns that the president wanted to extend his mandate past the constitutional limit.

The incumbent President, Macky Sall was not on the ballot for the first time in Senegal's history. His ruling coalition picked Ba (who is 62 years old), as its candidate.

**EARLY TALLIES**  
About 7.3 million people were registered to vote in the country of around 18 million. And the voting turnout was at around 71%, according to state television RTS.

The Election Day ran smoothly with no major incidents reported. And the first set of tallies announced on television showed Faye had won the majority of votes, triggering widespread street celebrations in the capital Dakar.

At least five of the opposition candidates later declared Faye the winner, effectively conceding defeat. They included one of the main contenders, Anta Babacar Ngom, who wished Faye success as leader of Senegal in a statement.

It was not clear how many of the 15,633 polling stations have been counted so far but final provisional results are expected by Tuesday. A second round of voting will only take place if no candidate secures the more than 50% majority required to prevent a runoff.

'DIOMAYE IS SONKO'

Sonko, in jail until recently, was disqualified from the race because of a defamation conviction. He is backing Faye, the co-creator of his now dissolved PASTEF party, who was also detained almost a year ago on charges including defamation and contempt of court.

An amnesty law passed this month allowed their release days before the vote. They have campaigned together under the banner "Diomaye is Sonko", and it is gathered that some high-profile politicians and opposition candidates have backed Faye's candidacy.

"The population is choosing between continuation and rupture," Faye said after casting his vote, urging contenders to accept the winner.

Sall, first elected in 2012, is leaving office after a drop in popularity that deepened when authorities sought to postpone the vote to December. It was initially scheduled for February 25. This move stoked unrest and concerns about authoritarian overreach of President Macky Sall, prompting Senegal's Constitutional Council to rule that the vote should go ahead before the end of Sall's mandate on April 2, 2024.

Faye has promised to root out corruption, restore stability and prioritize economic sovereignty, appealing to the urban youth frustrated by a lack of jobs in a country where 60% of the population is younger than 25 years old.

## JOB VACANCY

**POSITION:**  
ELECTRICAL AND MECHANICAL ENGINEERS

A reputable company is recruiting Electrical and Mechanical Engineers. Applicants should be able to prepare BOQ, Prepare technical and financial proposals, Prepare project estimates and valuations.

Experience in the fire protection industry and MEP industry is preferred.

The job location is in Accra.

CVs should be sent to [aduanek@gmail.com](mailto:aduanek@gmail.com)

Deadline for submission is 1st April 2024