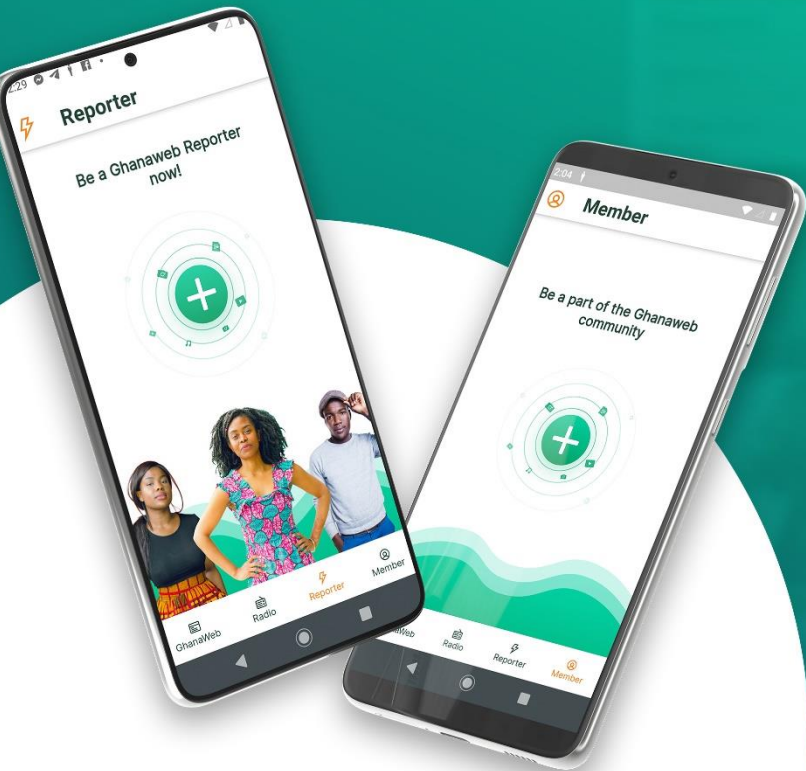




# Placing Ghana on the Web

[www.ghanaweb.com](http://www.ghanaweb.com)



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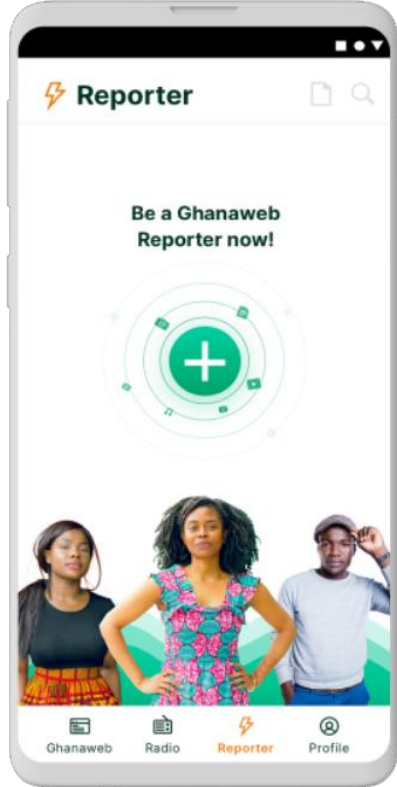
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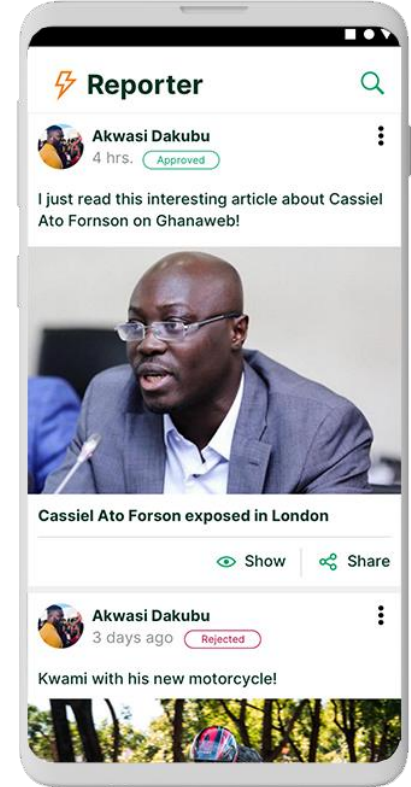
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# GhanaWeb Reporter is Ghana's first digital media sharing platform created to democratize journalism and empower content creators

GhanaWeb Reporter:  
Democratizing journalism and empowering content creators

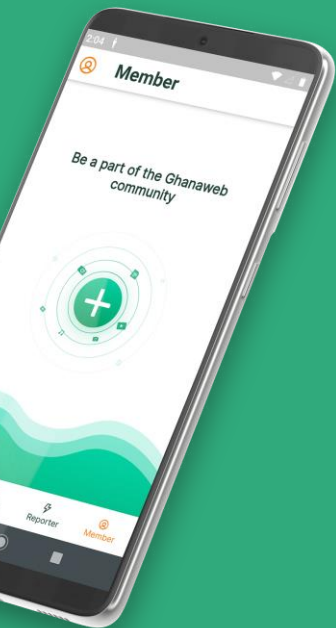


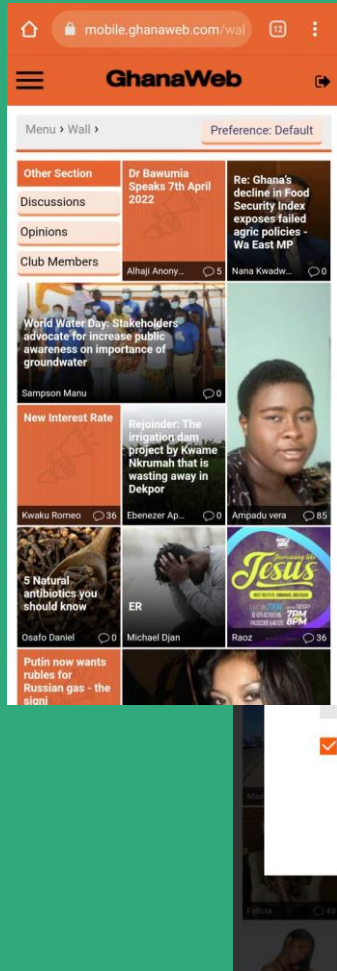
# About GhanaWeb Reporter

GhanaWeb Reporter is Ghana's first digital media sharing platform created to democratize journalism and empower content creators. Developed to give Ghanaian audiences direct access to a wide range of local content produced by citizen journalists and content creators, the GhanaWeb Reporter empowers niche journalists and content creators to avoid the cost of owning websites, search engine optimization and web hosting as they are granted access to monetized niche blogs that earn them a share of advertising revenue and Self-Service Advertising created to promote local advertising.

Integrated into the GhanaWeb App, the award-winning platform which runs on both iOS and Android operating systems allows users to share videos, audio, files, images and text of news, entertainment and opinion content as well as their social media posts to the App at their convenience. The posts are screened and published on the user's page and on the GhanaWeb Wall for a wider reach.

GhanaWeb Reporter was the only project from Ghana among 21 projects from 13 countries in the Middle East, Turkey and Africa region to receive \$1.93 million in funding from Google in 2020 as part of the first Google News Initiative (GNI) Innovation Challenge to help journalism thrive in the digital age and to see news innovators step forward with new thinking





# WALL

The Wall on the AfricaWeb platforms displays a mix of the following user-generated content:

- Reporter content (video, audio, social media post, text posts)
- Opinions and Discussions
- Blog posts, charity posts and VIP posts
- Photos of registered members
- Promotional content

The content of choice can be segmented by using the Preference button.

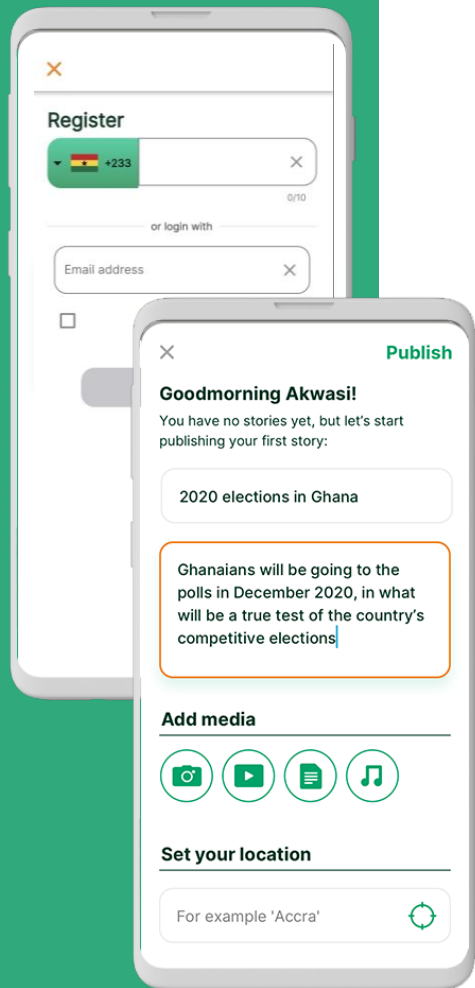


# BASIC REPORTER - General Public

The Reporter was created for the General public to post videos, images, audio, text and share social media posts through the App to the wall of AfricaWeb platforms to inform, educate, inspire and entertain millions of people. The content shared by the public is SCREENED before published to ensure it meets AfricaWeb requirements.

Basic Reporters have the following benefits:

- Specialised pages and URL
- Free publicity and wider reach on GhanaWeb
- Build a fan base on GhanaWeb
- Engage followers using the private chat feature
- Access to GhanaWeb services and discounts



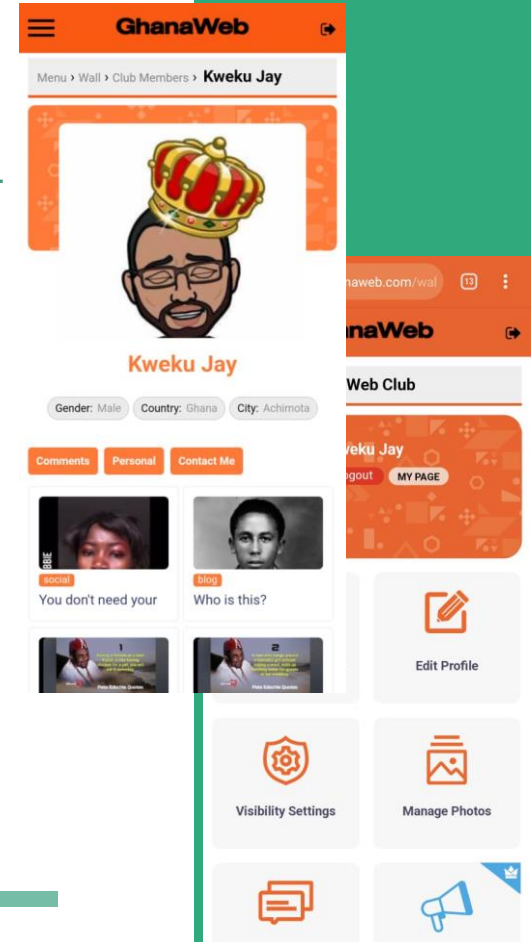
# PROFESSIONAL REPORTER

Professional Reporters are those who earn income from their content on GhanaWeb. They are:

Basic Reporters have the following benefits:

- Blog Reporters
- VIP Reporters
- Advocacy Reporters
- Publisher Reporters\*\*\*

They earn income through two streams of revenue: self-service advertising and advertising revenue share.



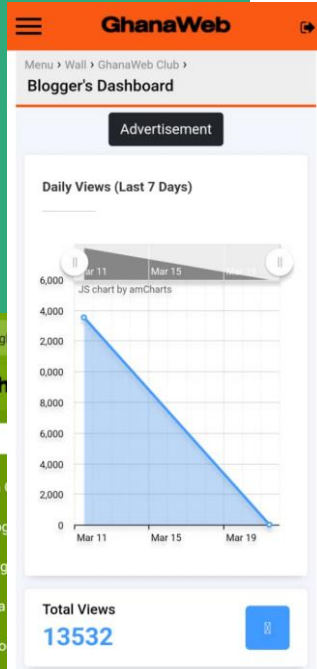


# BLOG REPORTER - Bloggers/ Citizen Journalists

Monetized blogs are created for verified bloggers and citizen journalists to post content through the GhanaWeb Reporter. The blogs are categorized under various themes including cities, music genre, pop culture, sports, tech, politics etc.

Blog Reporters have the following benefits:

- No screening / direct publishing
- Specialised URL
- Self-service ad revenue / advertising revenue share
- Blog / Ad performance dashboard
- Google indexing
- Engage followers using the private chat feature
- Free publicity and promotion on GhanaWeb

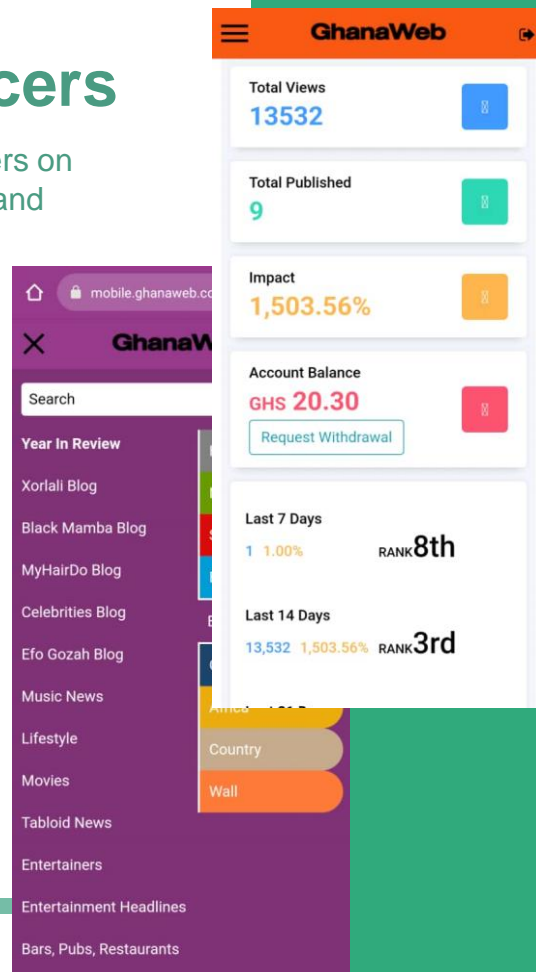


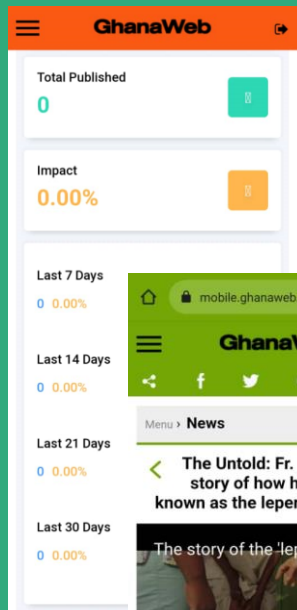
# VIP REPORTER - Celebrities / Influencers

Monetized blogs are created for Celebrities and Influencers to reach their followers on the most visited website of Ghana. VIP Reporters can post videos, images, text and share social media posts on their blogs anytime.

VIP Reporters have the following benefits:

- VIP Reporters have the following benefits:
- No screening/ direct publishing
- Specialised URL
- Self-service ad revenue/ advertising revenue share
- Blog/Ad performance dashboard
- Google indexing
- Engage followers using the private chat feature
- Free publicity and promotion on GhanaWeb





# ADVOCACY REPORTER - Charities / Agencies / NGOs

Monetized blogs are created for advocacy agencies and charities to be able to bring media attention to their cause and raise revenue to support their activities.

Advocacy Reporters have the following benefits:

- No screening/ direct publishing
- Specialised URL
- Advertising revenue share
- Keep 100% self-service ad revenue
- Blog/Ad performance dashboard
- Google indexing
- Engage followers using the private chat feature
- Free publicity and promotion on GhanaWeb

Free media  
attention on  
GhanaWeb

Advertising  
Revenue  
= 100%

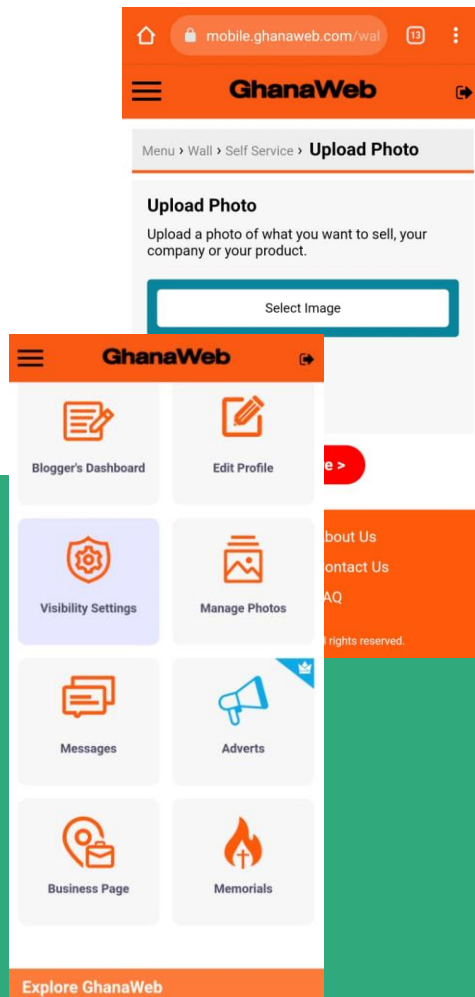




# Self-Service Advertising

Self-service advertising slots are available on all blogs of Professional Reporters to enable them to sell those slots to local businesses and earn some direct income.

- **Blog Reporter:** Earn 50% of advertising revenue
  - **VIP Reporter:** Earn 50% of advertising revenue
  - **Advocacy Reporter:** Earn 100% of advertising revenue
- Advert rates are pegged at a minimum of **GHS50** a week per advert
  - The minimum price can be raised based on the popularity of a blog and the price will be publicly displayed for transparency
  - Reporters can sell advertising themselves with 50% deduction calculated automatically before it is activated
  - Blogs can have as many ad slots as they can sell
  - Reporters have access to the ad performance dashboard presenting results, pageviews and earnings
  - Payment is managed by ADPU on behalf of GhanaWeb and violation of terms will result in the termination of cooperation with the Reporter



# Advertising Revenue Share

The second stream of income for Professional Reporters is the advertising revenue share which earns Reporters GHS 1.50 per 1,000 pageviews.

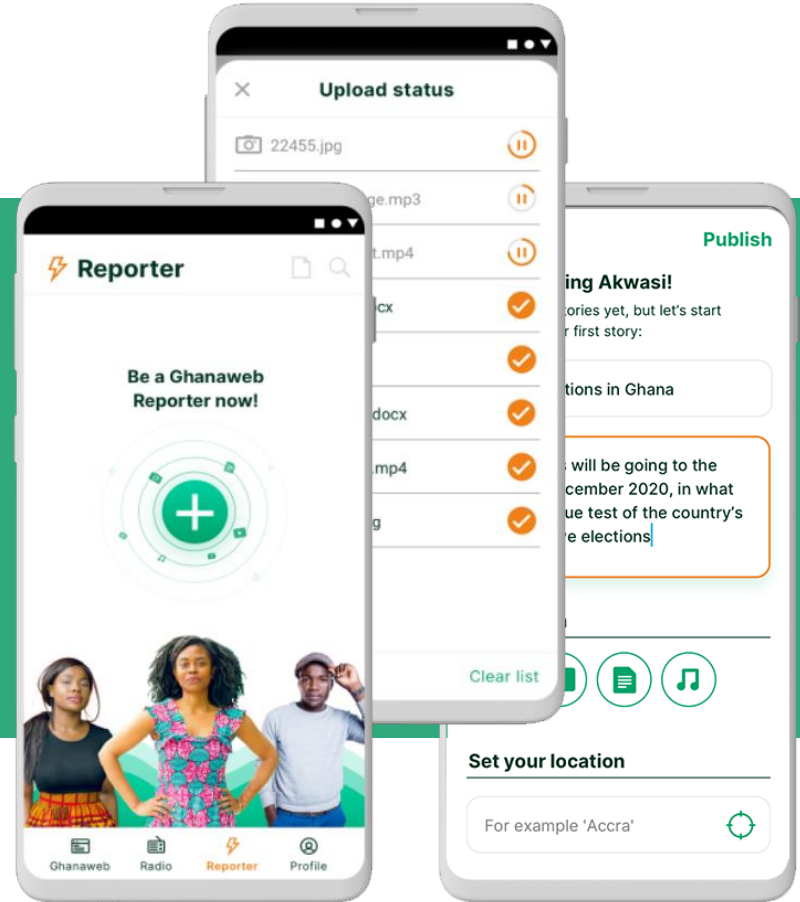
Calculated based on GHS 1.50 per 1,000 pageviews, Reporters would:

- have access to the ad performance dashboard presenting their earnings in real-time
- receive payment upon request only when their earnings surpass a threshold of Three Hundred Ghana Cedis (GHS300) after deductions
- be paid by ADPU on behalf of GhanaWeb either by electronic funds transfer or by third-party payment processors supported by GhanaWeb
- violation of terms will result in the termination of cooperation with the Reporter



# Terms & Conditions

Every Reporter has to accept and agree to the Reporter - Terms of Use agreement which contains the terms and conditions of the Reporter



# Basic Reporter to Professional Reporter

Reporters can also become Professional Reporters if they fulfil all of the following requirements:

- have an active GhanaWeb Reporter account
- have a fully-filled profile page with a photo of yourself
- proof of engagement on your GhanaWeb Reporter page
- Abide by all GhanaWeb Reporter [Terms of Use](#)
- fill out the [Professional Reporter](#) application
- provide verifiable company or organisation details in your application (for Advocacy Reporters)
- have a publicly verifiable proof of status (blogger, citizen journalist, celebrity, influencer, charity, NGO, publisher)

# Advertising Revenue Share

The second stream of income for Professional Reporters is the advertising revenue share which earns Reporters GHS 1.50 per 1,000 pageviews.

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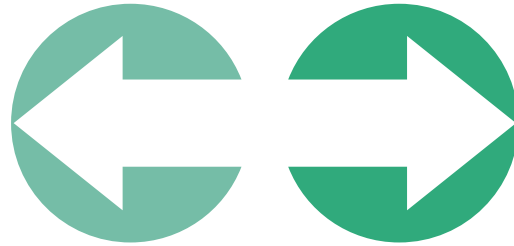
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- violation of terms will result in the termination of cooperation with the Reporter

News / Opinions

Local News

Niche Interest Content

Infotainment /  
Entertainment



**Democratizing  
Journalism**

**Empowering  
Content  
Creators**

# GhanaWeb Reporter FAQ

## What is the GhanaWeb Reporter?

Ghana's first digital media sharing platform that allows citizen journalists and content creators to share information, ranging from the latest news, pictures, videos and audios from all social media platforms as well as trending stories, news, opinions and entertainment gist to millions of Ghanaians

## Why use the GhanaWeb Reporter?

Publishing news, opinions and entertainment content is now easier. Share your social media posts to GhanaWeb and access all your content on your own page with a custom URL.

## Who can be a GhanaWeb Reporter?

Anybody with a smartphone can be a GhanaWeb Reporter. You stand a chance to get an upgrade to the Professional Reporter account to earn some money from your content.

## Do I have to pay to be a GhanaWeb Reporter?

Feel free to become a GhanaWeb Reporter because it is absolutely free. You may apply for an upgrade to the Professional Reporter account to earn money from your content.



## **How the GhanaWeb Reporter works?**

Simply take a photo, shoot a video, write your text, record your audio and share your social media post to the GhanaWeb Reporter for screening. It will be published on the GhanaWeb Wall.

## **What you can share as a GhanaWeb Reporter?**

Your feelings about an issue, photos and videos of an incident in your community, audio on the economic crisis, your favourite Facebook post, your popular TikTok video, opinion article, news story you have written, photo of your son's beautiful painting, etc.

## **Where to find and download the GhanaWeb Reporter**

Search for GhanaWeb on Google Playstore for Android phones. On iPhones, search for GhanaWeb on the App Store.

## **How to get started on the GhanaWeb Reporter**

Tap on Member and input your phone number or email address for the two-step verification. Input your name and photo and then Save. Tap on Reporter to publish your first text or audiovisual content. You can visit any social media post and share to the GhanaWeb App.



## **Two steps in verifying your GhanaWeb Reporter account**

You can verify your account through your phone number or your email during the registration process to become a GhanaWeb Reporter.

## **How to share social media posts to the GhanaWeb Reporter?**

In the Share options of the Facebook, Twitter, Instagram, YouTube, TikTok content you want to share, find and select the GhanaWeb App and then share the post through the Reporter with a caption.

## **Exploring the GhanaWeb Wall**

The GhanaWeb Wall displays your GhanaWeb Reporter image, video, audio, social media posts and text content. It also features opinions and discussions, blog posts, and photos of registered members.

## **Navigating your GhanaWeb Reporter page**

Visit GhanaWeb on the mobile, desktop and the GhanaWeb App to log in or register. After logging in, tap on Home in the navigation menu to access your account. Tap on My Page to see all your published content.





## **What is GhanaWeb's Self-Service Advertising?**

GhanaWeb's Self-Service Advertising allows advertisers and the public to digitally place their own ads on GhanaWeb through the GhanaWeb App, mobile and desktop. It was created to promote local advertising.

## **How to post Self-Service Ads as a GhanaWeb Reporter**

Log into your GhanaWeb account on the GhanaWeb App, mobile or desktop, tap Adverts and go through the process to upload your advertisement.

## **How to earn money as a GhanaWeb Reporter**

As a GhanaWeb Reporter, you can only earn money when you are on the Professional Reporter account that comes with a monetized niche blog and a content performance dashboard.

## **How to get a blog as a GhanaWeb Reporter**

As a GhanaWeb Reporter, you can only get a monetized niche blog if you qualify to be under the Professional Reporter account that will earn you some money. You need to garner some engagement on your Reporter page and then apply.



## **Who is a Professional Reporter?**

A Professional Reporter is a GhanaWeb Reporter with a monetized niche blog under specific topics and a content performance dashboard. Professional Reporters include Blog Reporters, VIP Reporters and Advocacy Reporters. They earn a share of the advertising revenue their blogs generate.

## **Who is a Blog Reporter?**

Blog Reporters are verified bloggers and citizen journalists who post content on monetized niche blogs to inform and entertain their followers through the GhanaWeb Reporter. They earn 50% of local advertising revenue.

## **Who is a VIP Reporter?**

VIP Reporters are celebrities and influencers who post content on monetized niche blogs to reach their followers on GhanaWeb through the GhanaWeb Reporter. They earn 50% of local advertising revenue.

## **Who is an Advocacy Reporter?**

Advocacy Reporters are NGOs, advocacy agencies and charities that post content on monetized niche blogs to get media attention for their cause and raise revenue to support their activities. They keep all the local advertising revenue.



## **Does the GhanaWeb Reporter affect my blog?**

You rather gain with the GhanaWeb Reporter. Your blog and social media pages are exposed to a wider audience on GhanaWeb with more traffic directed to your content on other platforms.

## **How to get traffic to your YouTube page with the GhanaWeb Reporter**

Just share your YouTube video to the GhanaWeb Reporter and the views you generate from GhanaWeb are counted by YouTube.

## **How to boost your Facebook posts with the GhanaWeb Reporter**

Share your Facebook posts to the GhanaWeb Reporter and get a wider reach and synchronised views.

## **How to make your Twitter posts go viral with the GhanaWeb Reporter**

Don't leave your interesting tweets to go unseen. Share it to the GhanaWeb Reporter for more reactions and followers.

## **How to TikTok on the GhanaWeb Reporter**

Your TikTok videos need more eyeballs to make you popular and GhanaWeb Reporter is the secret. Just share to the GhanaWeb App.



## **Your Instagram posts can also be on the GhanaWeb Reporter**

Share your Instagram pictures to the GhanaWeb Reporter and catch the glow.

## **How to get traffic to your YouTube page with the GhanaWeb Reporter**

Professional Reporters have access to a content performance dashboard that shows them their earnings and account balance.

## **Do I get to see the pageviews generated by my content?**

Professional Reporters can see the views of their content in the content performance dashboard made available to them.

## **How do I withdraw my earnings from the GhanaWeb Reporter?**

Professional Reporters can withdraw their earnings by tapping the Request Withdrawal button and choosing either to be paid by mobile money or bank account.

## **What is the threshold for withdrawal of earnings as a GhanaWeb Reporter?**

Professional Reporters can withdraw their earnings when they reach the threshold of GHS300 cedis.



## **What is the difference between a Basic Reporter and a Professional Reporter?**

Basic Reporter account users have access to a large GhanaWeb audience and get all content published after screening. Professional Reporters have access to monetized niche blogs, publish without screening and earn a share of advertising revenue.

## **The two streams of income for Professional Reporters**

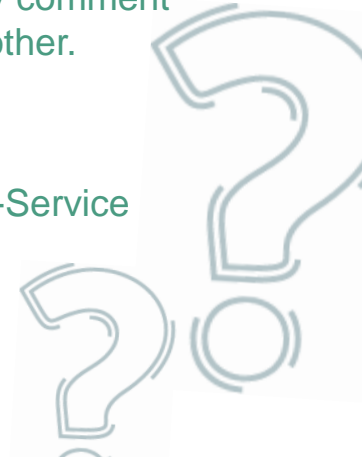
Professional Reporters earn income from a share of the advertising revenue generated by their niche blogs and Self-Service Advertising.

## **How to engage followers on GhanaWeb Reporter**

Every GhanaWeb Reporter post has a comment section that allows engagement. Every comment can be flagged if it is inappropriate and Reporters can send private messages to each other.

## **GhanaWeb services and discounts available to Reporters**

All GhanaWeb Reporters have access to free services and discounts including the Self-Service Advertising and GhanaWeb Business Pages among others.



## **Blog categories available to Professional Reporters**

Professional Reporters can blog on various topics including Cities, Sports, Diaspora, Tech, Education, VIP, Lifestyle, Health, Regional etc.

## **How to report comments and posts by GhanaWeb Reporters**

All GhanaWeb users can flag comments on the platform and flagged comments are blocked and marked as inappropriate. The flagged comments are reviewed by GhanaWeb before removal.

## **Sharing news and opinion articles through the GhanaWeb Reporter**

You can share your news and opinion articles to GhanaWeb by sending the text and photos through the Reporter for screening and publishing.

## **Sharing photos, videos, audio and documents through the GhanaWeb Reporter**

You can share your photos, videos, audio files and documents to GhanaWeb through the GhanaWeb Reporter for screening and publishing onto the GhanaWeb Wall.



Download the GhanaWeb App on your Android phone:

<https://play.google.com/store/apps/details?id=com.ghanaweb.radio>

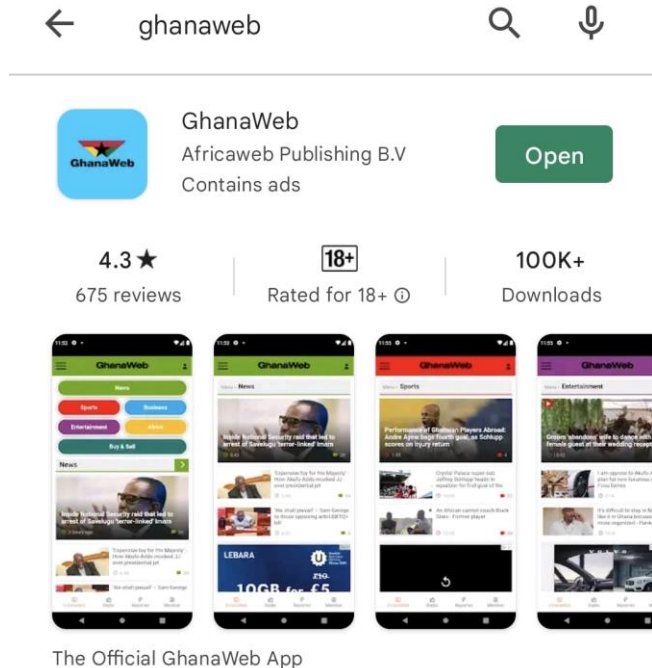
Download the GhanaWeb App on your iPhone:

<https://apps.apple.com/us/app/ghanaweb/id1553605701>

Watch how to use the App here:

<https://www.youtube.com/watch?v=Z4SWdmi0Hos&t=2s>

For more information, contact: [info@ghanaweb.com](mailto:info@ghanaweb.com)







**Thank You**



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