

Guidelines for the publication of News and Events

on www.StartupLuxembourg.com

The "News and Insights" section of the Startup Luxembourg website aims to showcase the news, programmes and events of the national startup ecosystem. It is open to all content published by the members of the ecosystem. Each piece of content submitted via the dedicated form available from the website will be reviewed by the Startup Luxembourg team and published on the web platform as well as on the Startup Luxembourg social media channels.

In order to guarantee consistency, relevancy and quality of the content published on the Startup Luxembourg website, please make sure the following standards are respected:

Topics

The objective of the "News and Insights" section of the Startup Luxembourg website is to highlight the latest news and upcoming events of the ecosystem.

Example of relevant topics: new startup born in the ecosystem, fund raisings, innovations and major developments for startups, strategic changes within an incubator (change of CEO, move, expansion, etc.) or any other player of the ecosystem, upcoming startup event.

Exemple of irrelevant content: "internal life" of an ecosystem player such as social events, participation to a charity or external event; job opportunities.

Publication tips

Here are some rules to maximise the chances of an article to get visibility.

1. Define your main keywords and make sure they appear in the title and the heading.
2. Choose a simple and informative title - *45 characters maximum including spaces*
3. Write a heading that summarises the main information of the article - *300 characters maximum including spaces*
4. In the body of the article, make sure that the main questions are answered (who, what, when, how, why) and think about using sub-headings
5. Don't forget to attach a visual or picture (with credits if appropriate) in a good quality.
6. If you want to publish a video, please include the platform link (e.g. YouTube), the credits, a title and a short introduction - *300 characters including spaces*.
7. Please make sure you provide your newest logo in good resolution (jpeg or png or svg)
8. Make sure the contact email address you provide is correct and appropriate as you may get contact requests back from your publication on Startup Luxembourg.

Any questions please contact us through the Contact form or via info@startluxembourg.com.