



BIOBORD
PLATFORM



PUBLISHING A NEWSLETTER IN BIOBORD FORUM

Process description

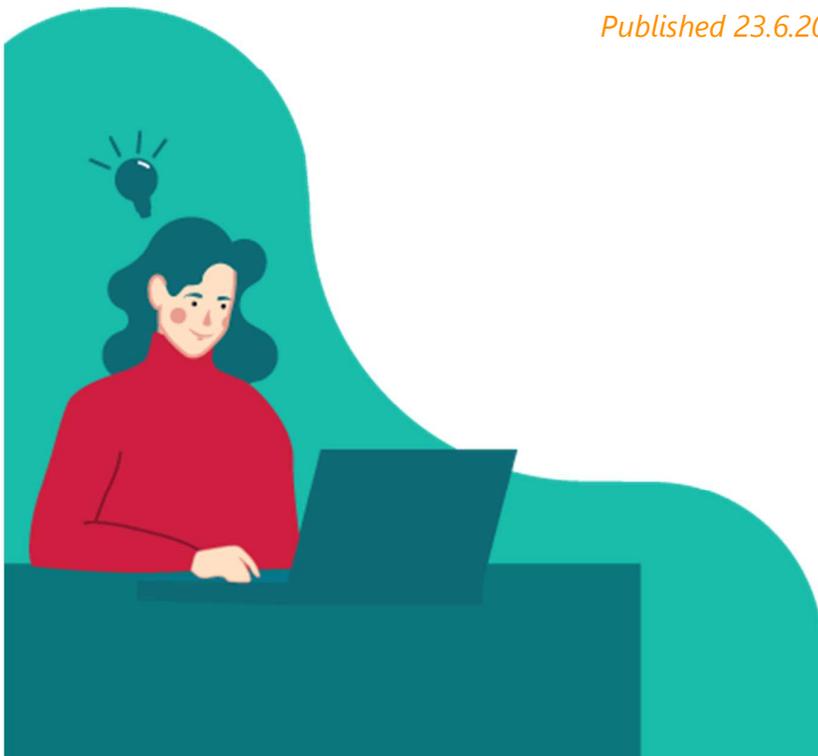
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1 Designing the newsletter

Newsletters can be published using Biobord Forum section. Following chapters will guide you through developing and carrying out the plan for publication as far it is related to functionality of Biobord. Remember to take into consideration laws regulating data protection and personal data (<https://gdpr-info.eu/>). This is linked to designing the newsletter service, it may require collecting personal information such as name and email address to inform receivers of newsletter releases. The overall process is described in Figure 1.

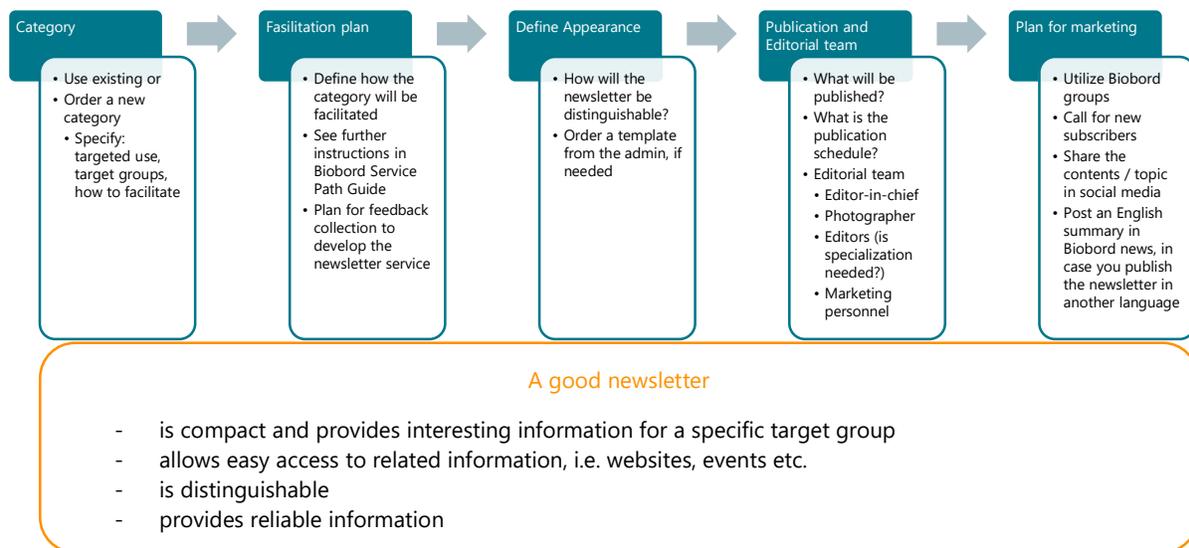


Figure 1. Planning and publishing the newsletter in Biobord

1.1 Creating a category

A newsletter can be published in a separate category. Category can be set as a top-level category, but it might be more practical to set it up as a second-level category below a suitable one, e.g. the main category of your region / organization. Publishing the newsletter in a separate category enables more precise analytics together with possibility to order the category or new topic in it. Thus, the subscriber can be notified by email of new releases.

New category can be ordered from forum administrators and you need to provide some information together with the category request. This information contains definition of targeted

use of the category, target groups, activation plan for target groups and facilitation plan for the category. A guide for the facilitation plan can be found in the forum ([Guide 2: Service Path Guide for Biobord Members](#)). Purpose of the facilitation plan is to support definition and development of actions to promote active participation in the forum. In practice, this means e.g. having a moderator in the category looking after communication at the forum.

1.2 Creating a template for newsletter

After defining the newsletter, begin the development of appearance. A newsletter should be distinguishable, and this can be supported by using a template as the basis for each newsletter release. Template can be set up with specific fonts, colors and e.g. a banner of the newsletter. Thus, all letters will comply with the defined look. Template can be ordered from the administrators.

A newsletter should be kept short and informative, providing possibilities to easily reach additional information of interesting topics. Links can lead to other websites, events, social media publications etc. When designing for the newsletter, think of whether you will need another website in which you can publish broader descriptions of the topics.

1.3 Publishing the newsletter and defining Editorial team

Plan for the publication schedule for newsletter together with the extent and scope. Publishing the letter may require collecting news and up-coming events several weeks or months in advance. Thus, it is advised to name an editorial team for the newsletter, taking into consideration the needs of your newsletter service. Roles and responsibilities might be e.g.

- Editor-in-chief
- Photographer
- Editors (define specialization needed)
- Marketing personnel

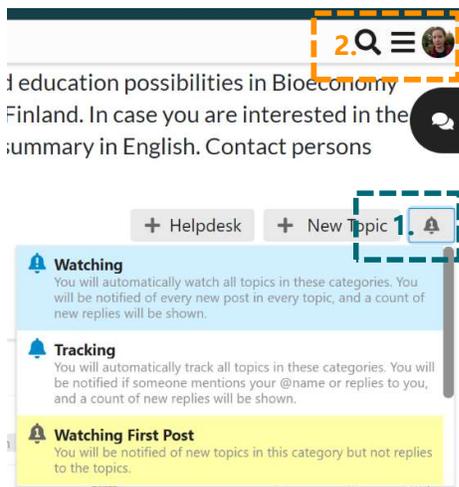
With the editorial team, agree the annual publication plan and actions needed to fulfill it. Take into consideration time needed for the planning, execution, and release. You might also want to schedule meetings for the team on a regular basis. If not yet defined, think of how to collect feedback from the subscribers to further develop the contents and usability of the newsletter. For registered users, feedback collection can be performed in Biobord also, but you might need other possibilities for non-registered users. Such tools might be for example Google or Office forms. When collecting feedback, also remember to take care of user privacy!

1.4 Registration to forum and ordering the newsletter

Newsletter can usually be read without logging in to forum. To order the newsletter, user must be registered and logged in. Registration can be done using existing credentials, such as Google and LinkedIn. It is also possible to create a separate user account for Biobord. Forum provides guidance for the registration:

GDPR regulation requires communication to be targeted and transparent. In order to provide the subscribers with the newsletter contents, you need to collect personal information. Thus, you will become a registrar. Service provider needs to inform the registered customers why and how they will handle the personal information. It also needs to inform, how communication is targeted to specified people. In this model, the subscriber themselves order the newsletter, thus giving informed consent to be receiving them. In this case, processing of personal data is based on the agreement for specific use (i.e. receiving newsletter) given by the individual.

There are two ways to order the newsletter category:



Log in to forum and open the category / subcategory you wish to receive notifications from. On the right border of page, below category description, click on the bell icon (1). Select either Watching / Watching First Post depending on how you wish to follow the category. After selection, bell icon is updated with the selected level of notification. This helps you easily see, which categories you are watching.

Notifications of new topics / posts will be shown next to your profile picture (2). If are not logged in to the forum, you will receive an email notification.

Figure 2. Setting category to be watched

Another possibility is to set categories or tags to be watched via user preferences (Figure 3). Click on your profile picture (1) and then on your name (2). A list of links will be opened, select preferences (3).

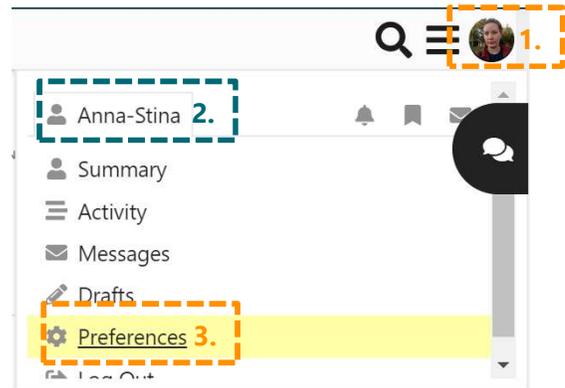


Figure 3. Opening user preferences

On the top of the opened page (Figure 4), select Preferences (1). You can set categories and tags to be watched (2). Select one of these and add the categories or tags you wish to watch into the boxes below Watched / Watching First Post (3), notifications will work the same way as described earlier.

Remember to save changes at the bottom of the page!

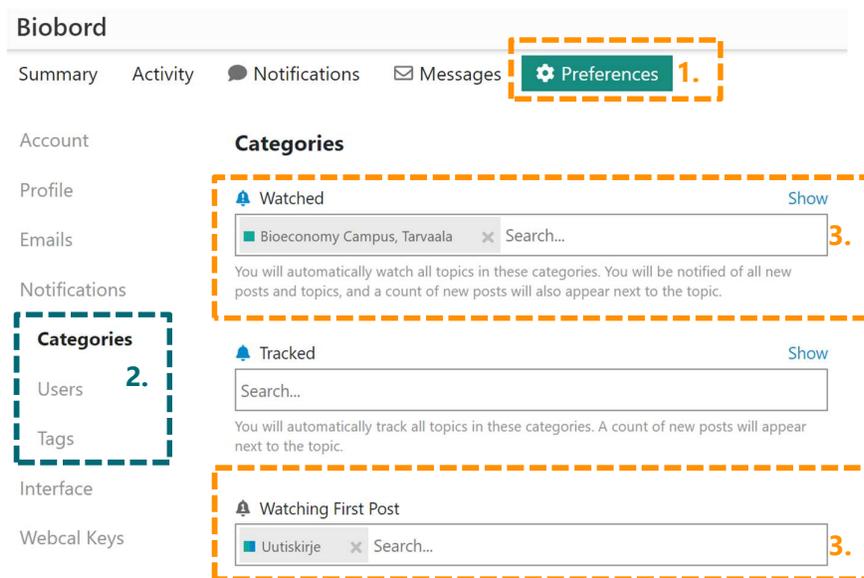


Figure 4. Setting categories and tags to be watched

2 Publishing the newsletter

After finalizing the design and contents of newsletter, it's time to publish it! It might be useful to inform the subscribers about publishing schedule, so that they know when to expect new one and will be able to propose ideas and contents for the following releases.

2.1 Publishing newsletter as a topic

In this model, each newsletter is published as a separate topic under specific category. This enables subscribers to set new topics to be watched as described earlier. We suggest naming the topic in a way it is recognizable on the main page of forum also, e.g. Bioeconomy Campus Newsletter 1/2020. Thus, new readers may be able to find it without need to know which category to look for. When newsletters are published as separate topics, readers can easily select the one they are interested in and you are able to track the number of readers per newsletter. This gives the editorial team information of how broadly the newsletter is in use, and whether there are significant differences between releases. Individual topics also enable subscribers to discuss about the contents of specific newsletters and introducing related contents.

Keep newsletter short, only containing compact information of the topics and linkages to other sites etc. providing more detailed information. Links can lead to project websites, calendar of events, or some other appropriate location.

2.2 Sharing newsletter in social media

Newsletter topics can be shared in several social media services and platforms. Using this possibility gives you ways to lead people to read the newsletter and become subscribers. If needed, take into consideration how to guide people in registration and subscription processes. You can e.g. link the basic guides of Biobord at the end of newsletter or in a specific topic dedicated to subscriber support.

In each post in a topic (Figure 5), there's an icon (1) for sharing the post in question. At the end of the discussion there's an icon to share the topic as a whole (2). Contents can be shared straight to Twitter, Facebook and using email. You are also able to use the link provided to share topic or posts in other media also.

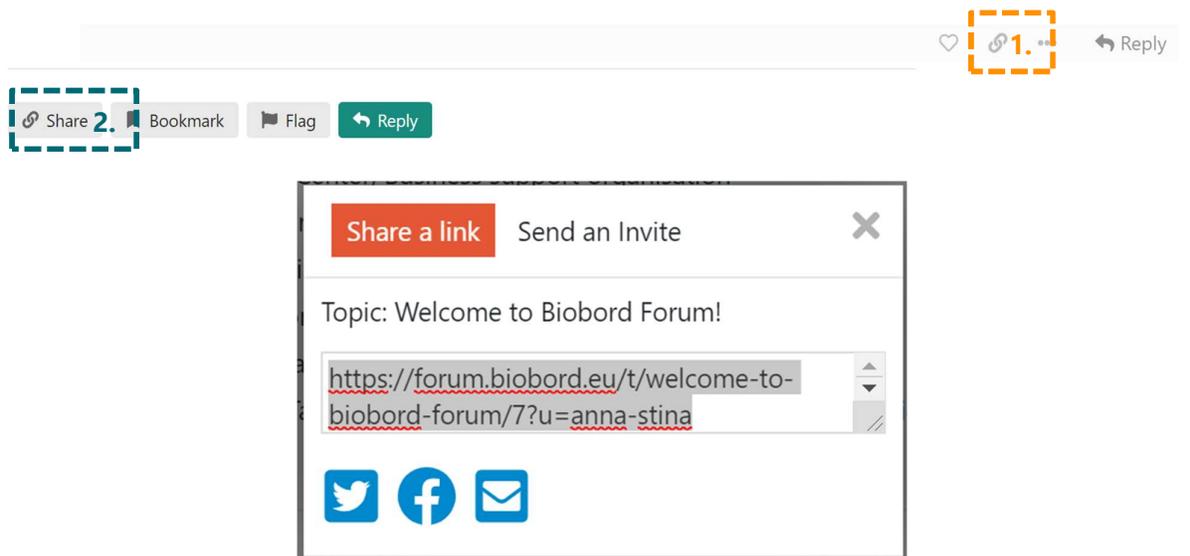


Figure 5. Sharing a topic or a post

2.3 Summary of newsletter published in Biobord News

You can publish an English summary of the newsletter in Biobord News section in case the letter is published initially in another language. This provides international publicity and allows interested people to contact for further information. Remember to add suitable contact information at the end of the news posting! Note, that news cannot be linked to. Contact forum administrators to plan for the news posting.

2.4 Example of a newsletter

One example of a newsletter published in Biobord is the newsletter on Bioeconomy Campus, Central Finland. [This link leads to the first newsletter](#) (published in Finnish) providing an example of layout and setup.