

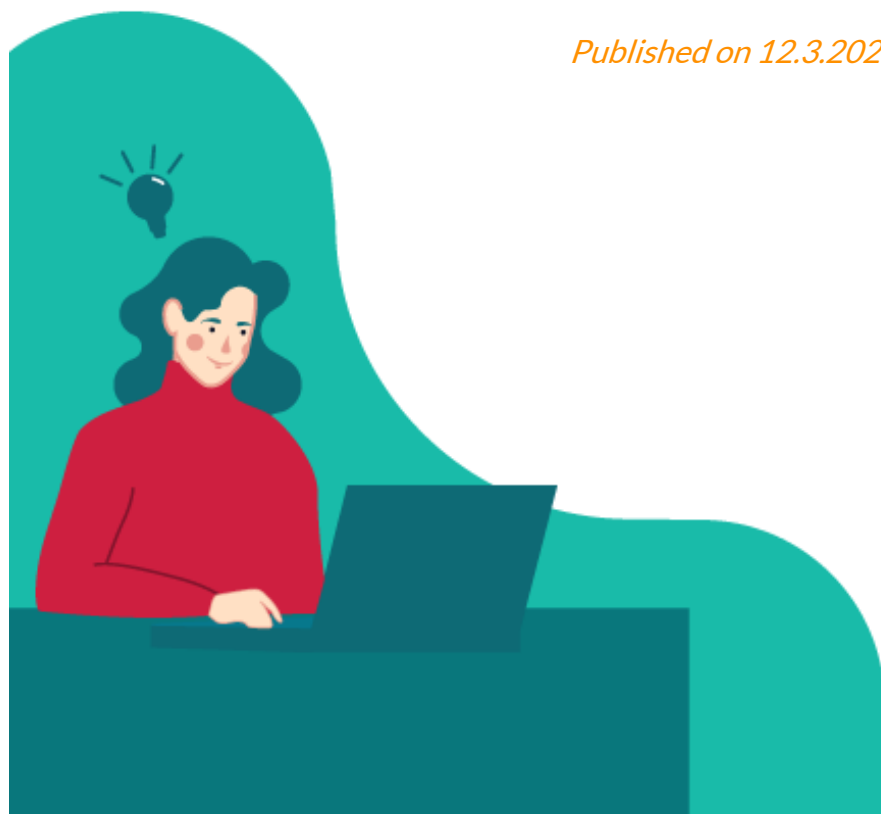


BIOBORD  
PLATFORM

# BIOBORD OPERATING MODEL

Guide 4: Platform Guide to Registered Users of  
Biobord

*Published on 12.3.2020*



 **Interreg**  
Baltic Sea Region



EUROPEAN UNION

EUROPEAN  
REGIONAL  
DEVELOPMENT  
FUND



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## 1. Introduction

Biobord platform is an open co-working and networking forum for a growing bioeconomy developers' community across the Baltic Sea Region. Biobord platform is managed and administrated by JAMK University of Applied Sciences, Finland. We hope you enjoy your experience at the platform and we, along with the international Biobord Staff, are ready to assist in getting the most out of the services available.

This guide provides information on the services and support available for all registered users of the Biobord platform. It outlines the open access innovation services that all registered users are welcomed to utilize as well as provides guidance on the interaction at the Forum. Guide also provides basic information on the rights and responsibilities of all registered users of the Biobord platform. In the end, you can find the Frequently Asked Questions (FAQ) on the use of the forum functionalities.

Biobord platform and its joint operating model for the network of bioeconomy innovation hubs has been developed in a user-centered, iterative design process involving open piloting with registered users from around the Baltic Sea Region. This document represents the first version of a user guide for the Biobord network to be used by the network in the second piloting activities in spring 2020.

The open access innovation services for all registered users will be upgraded based on user feedback to establish a sustainable operating model for the Biobord network and platform for long-term use by the Biobord network. Feedback on the Biobord services are welcomed continuously under the 'Biobord User Support' of the Biobord Forum. Feedback is also collected with an online user survey during the piloting in 2020. The sustainable operating model created based on the feedback from piloting will stipulate the rights and responsibilities of the registered users as well as outline the open access innovation services of Biobord for the long-term use.

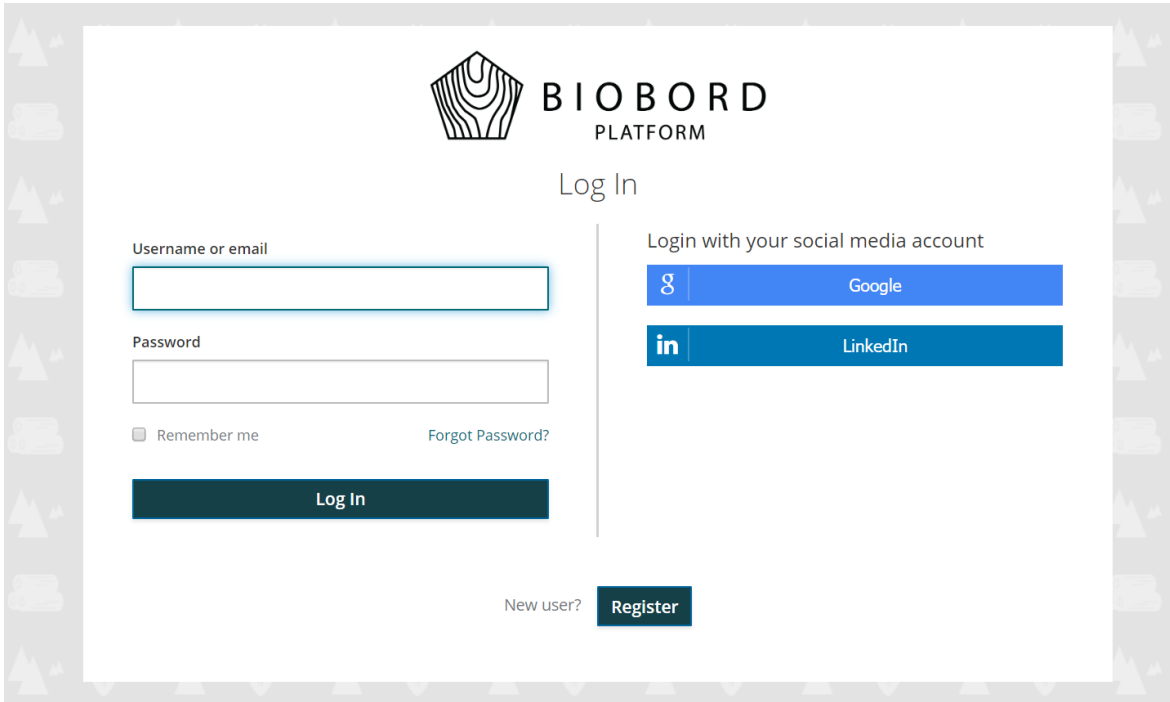
For more practical information on the technical functionalities of Biobord, please consult the Biobord Manuals published under [Biobord User Support](#):

- [Biobord Manual 1: Keycloak Account Management System](#)
- [Biobord Manual 2: Wagtail Content Management System](#)
- [Biobord Manual 3: Forum](#)
- [Biobord Manual 4: Document Management System](#)

## 2. How to Register and Manage My Account?

To get a full access to the Biobord services, a user needs to register. Without registering, you are already able to read the open content of the platform. However, to get involved in the discussion and to make your own topics in the Biobord Forum, registration is necessary. As a registered user, you are able to manage your own account information.

### 2.1 Registration

The image shows the Biobord Platform login and registration page. At the top, there is the Biobord logo (a stylized tree) and the text "BIOBORD PLATFORM". Below this, the heading "Log In" is centered. The page is divided into two main sections. The left section contains a login form with two input fields: "Username or email" and "Password". Below the password field, there is a checkbox labeled "Remember me" and a link "Forgot Password?". A dark blue "Log In" button is positioned below the form. The right section is titled "Login with your social media account" and features two buttons: a blue "Google" button with the Google 'G' logo and a dark blue "LinkedIn" button with the LinkedIn 'in' logo. At the bottom center, there is a link "New user?" followed by a dark blue "Register" button.

**Figure 1. Registration to Biobord.**

For registration to Biobord, user can either registration via Biobord's own registration system (Keycloak) or via their existing Google or LinkedIn accounts. Google and LinkedIn accounts can also be connected to an existing Biobord account via Keycloak user account management system. When registering to the platform, the user consents to the Terms of Service and Privacy Policy of Biobord.

When conducting the registration via the Biobord's own system, you will receive a confirmation message to your email. After responding to the confirmation email, your user account is activated, and you can log in with the username and password that you created in the registration.

**Note! If the message is not arriving within 15 minutes, please check your junk mail. In case you have not responded to the confirmation email within 4 hours, your account will be locked.** In this case, kindly contact the Biobord administrators directly via email at [riikka.kumpulainen@jamk.fi](mailto:riikka.kumpulainen@jamk.fi) or [antti.hakkinen@jamk.fi](mailto:antti.hakkinen@jamk.fi).

## 2.2 Account Management

When using the Biobord's own registration system, Keycloak, you are able to manage your account information at the following web address: <https://auth.biobord.eu/auth/realms/master/account>

By signing into the site with the Biobord username and password, the user can e.g. change their username, password or email address. They can also review the information about the use of Biobord with their account, including the sessions and applications from where they have logged in.

For more detailed instructions, kindly review the [Biobord Manual 1: Keycloak Account Management System](#).

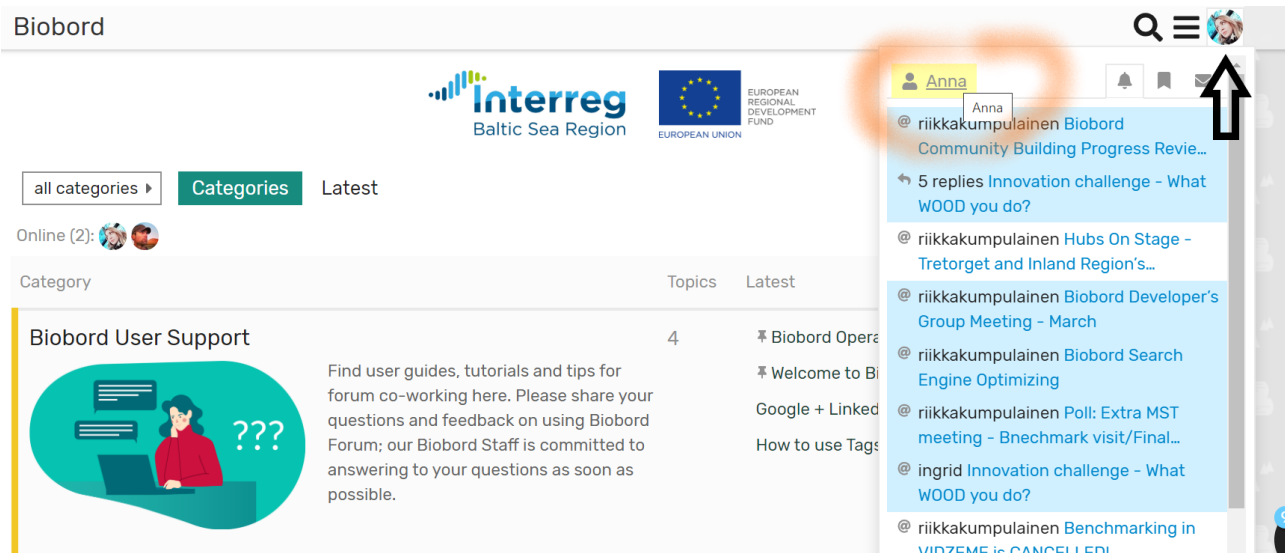
## 2.3 Personal Data Protection

As a part of the registration system, data on the users is collected in the Keycloak user account management system. On each registered Biobord user, user register data includes name and email address. In addition, data is collected on the user's roles and rights on the Biobord. This data includes e.g. rights to content management system of Biobord. The data collected in the user register is provided by the users (the data subjects) themselves and the users are also able to manage this data as outlined in previous chapter 2.2.

Collected user data is not transferred to third parties or used for any marketing purposes without separate consent of the users. For detailed information of the personal data protection and the rights of the users to access and erase their user data, kindly consult the [Biobord Management document 2: Privacy Policy](#).

### 3. How to Manage My User Profile at the Forum?

At the Biobord forum, the user can manage his/her user profile information and different settings to customize the user experience. Managing your user profile is important to help you interact with the other users as well as for controlling the information flow based on your personal interests.



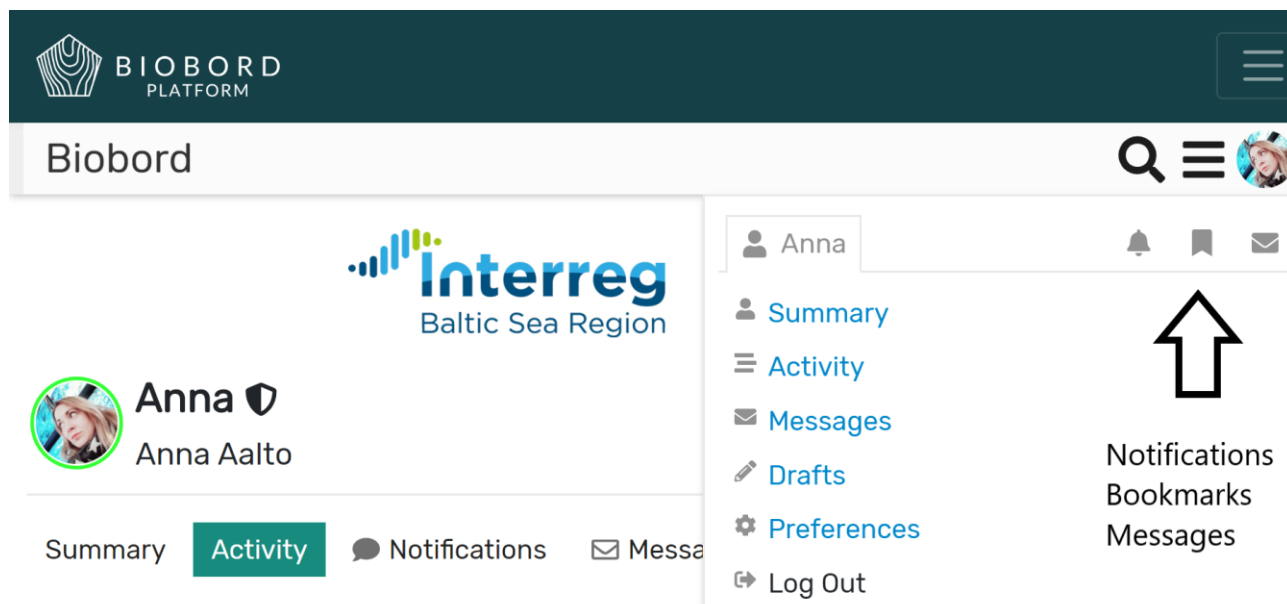
**Figure 2. Accessing Your User Profile**

You can find your user profile under the round icon with your profile picture on the top right of the forum page (arrow in Figure 2). Under the round icon, you can find a menu with information on your activities at the forum, your preferences and profile information. On the top of the menu, there is your username (orange circle in Figure 2). Click your username to access the following features (as shown in Figure 3.):

- Summary
- Activity
- Messages
- Drafts
- Preferences

**Note!** Before you have set your profile picture, the round icon will feature your initial based on the username (e.g. if your username is 'Anna', the initial would be 'A').

**Note!** You can find a quick access to notifications and bookmarks from the top of the menu under your user profile as shown in figure 3.



**Figure 3. Quick access to 'notifications' and 'bookmarks'**

**Summary** and **activity** features can help the user to track their use of the forum and e.g. access their previous forum discussions and interactions with other users. Summary provides statistics on how the user has used the forum and interacted with other users. Activity provides a list of topics, replies, drafts, likes and bookmarked topics.

**Messages** feature works as a private messaging service between Biobord users and user groups. Messages can be sent to individual user tags or group tags. From **Drafts**, the user can access unfinished topics, replies and messages. When a user starts composing a reply in any topic and does not finalise or publish it, the text will be auto saved as a new draft.

Under **preferences**, the user can adjust their account and profile information as well as the notifications to email and information about the categories, users and tags the user wishes to follow and get notifications from. On the left side bar in the preferences, you can find the following features:

- **Account**
- **Profile**
- **Email**
- **Notifications**
  - **Categories**
  - **Users**
  - **Tags**

In **Account**, you can set your username and profile picture. Using a profile picture will help other users to recognise you when you are online. Featuring your picture is also proven to build trust and ease interaction in online discussions. The username is your official name at the platform; the other users will use it to contact you directly by mentioning you in their post with @username.

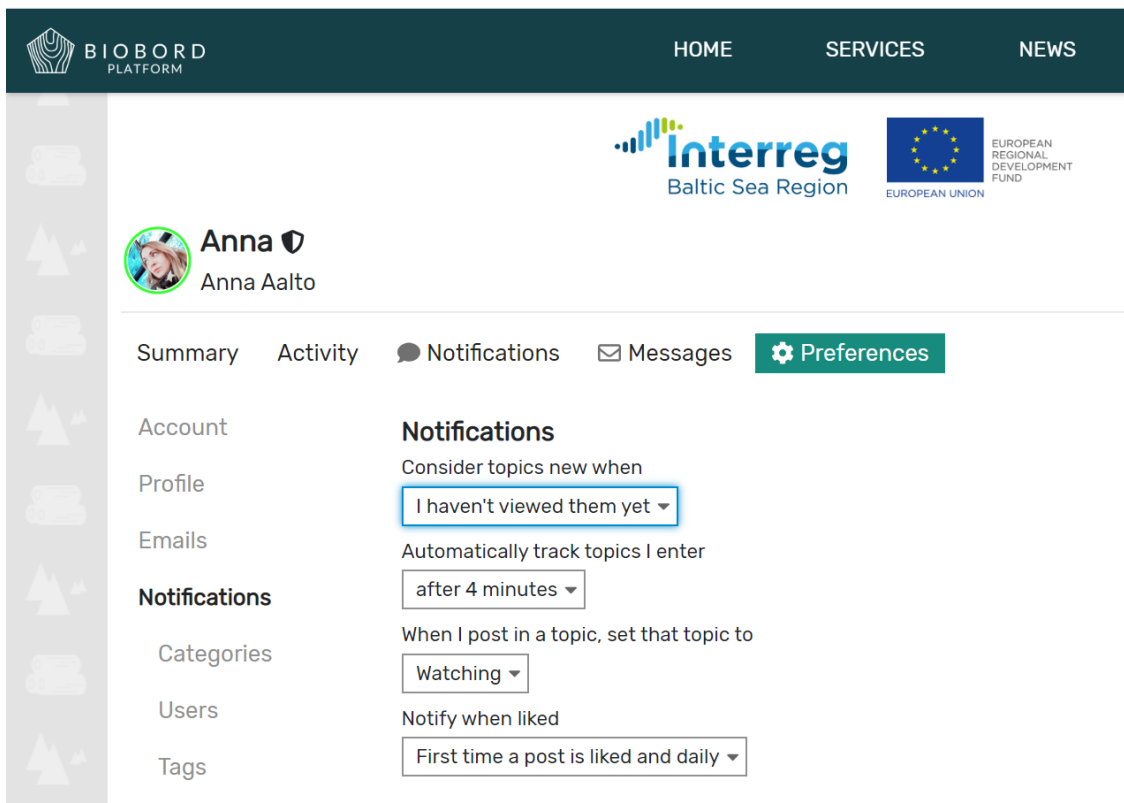
When selecting a username, please note:

- Do not make the username too difficult for others to remember.
- Do not use e.g. long number codes.
- Do not use your email address.
- The username is public, so avoid offensive names.

In **Profile**, you can introduce yourself to other users with a brief description in the '**About me**' section. You can also customise your profile header picture and the background picture of your user card. The user also has an option to select a '**Featured topic**' to be linked to the user profile. For example, if you have written a topic to introduce yourself, your idea or organisation at the 'Open Biobord Forum', you can link that topic to your profile.

In the preferences, the section titled '**Email**' will allow a user to select in which cases they will receive a notification message to their email. You can choose whether you want to receive an email if someone sends you a private message or when someone quotes you, replies to your post, mentions your @username, or invites you to a topic.

You can select whether to get the email notification always or only when you are not logged in. Furthermore, you can select to receive an **activity summary** in your email of the popular topics and replies, if you have not been visiting the platform in a selected timeframe. For example, you can select to get an activity summary, if you have not logged in for one week's or one month's time.



The screenshot shows the Biobord Platform user interface. At the top is a dark green navigation bar with the Biobord Platform logo and links for HOME, SERVICES, and NEWS. Below this is a header section featuring logos for Interreg Baltic Sea Region and the European Union. The main content area displays the profile of 'Anna Aalto'. A sidebar on the left contains icons for various platform features. The 'Preferences' tab is selected, showing notification settings. The 'Notifications' section includes options to consider topics new when 'I haven't viewed them yet', to automatically track topics entered 'after 4 minutes', to set a topic to 'Watching' when posted in, and to notify when liked 'First time a post is liked and daily'.

Figure 4. Notification settings can be customised



In **'Notifications'**, the user has many possibilities to adjust their information flow from Biobord forum to help them keep updated with latest topics and replies (Figure 4). Under **'Notifications'** you can also customise which **categories, users** and **tags** you are following in the forum. If you select to a category or tag as **watched**, you will be notified of all new posts and topics under the watched category or with the watched tag, and a count of new posts will also appear next to the topic. If you do not wish to get a notification of all replies, you can select the category or tag for **'Watching first post'**. Then, you will be notified of only the first post in each new topic in these categories or with the selected tags.

Apart from 'watch', you can also select to 'track' a category or tag. When a category or tag is **tracked**, you will automatically track all topics in the category and a count of new posts will be shown next to the topic. Under **user** notification setting, you can select to ignore or mute certain users.

## 4. Open Services of the Biobord Platform

Biobord platform offers open access innovation services for all registered users. These services are international and accessible in English language during the piloting of Biobord.

### 4.1 Catalogue and Map of Innovation Services

Biobord platform contains a catalogue of **services** and a **network map** that give the users information on the organisations connected to Biobord network and the innovation services they offer. The map and catalogue have search features to help the user to identify relevant services. The user can search services based on three features: service type (Table 1.), region and bioeconomy sector categories. The bioeconomy sectors can be selected from the following categories:

- Agriculture and Food
- Forest-based bioeconomy
- Circular bioeconomy
- Renewable energy
- Natural resource management
- Nature-based services

**Table 1. Service type categories in use at Biobord**

Service type	Definition
<b>Laboratory</b>	Facility that provides controlled conditions in which scientific or technological research, experiments, and measurement are performed. The standardised testing possibilities should be described in detail in the service card.
<b>Testbed</b>	Platform for conducting transparent and replicable testing of scientific theories, practices and processes, tools, and new technologies. The opportunities of SMEs and partners to utilise the testbed should be defined in the service card.
<b>Pilot</b>	A pilot study, pilot project, pilot test, or pilot experiment is a small-scale trial conducted in order to evaluate feasibility, time, cost, adverse events, and improve upon the design prior to performance of full-scale implementation. The pilot can showcase special expertise of the organisation and hub.
<b>Living Lab</b>	User-centred, open-innovation system, integrating concurrent research and innovation processes within a public-private-people partnership. The opportunities of SMEs and partners to utilise the Living Lab should be defined in the service card.
<b>Incubator</b>	Services, support and facilities for start-ups.
<b>Idea Generation</b>	Processes, services and models for solving challenges or creating new business ideas or product and service concepts.

Each of the service cards comes with contact details to connect the user with relevant experts for further discussions.

## 4.2 Biobord Forum

Biobord forum offers open services available for all registered users. These include networking, matchmaking and teambuilding services of the '**Open Biobord Forum**' as well as access to web-events on '**Biobord On Stage**' and opportunity to participate in the information sharing and transnational learning under the '**Biobord Network Actions**'.

### 4.2.1 Categories

#### 4.2.1.1 Open Biobord Forum

*Service description as adapted from the forum at [About the Open Biobord Forum](#).*

Open Biobord Forum is a **networking, matchmaking** and **teambuilding** area for bioeconomy developers to find new opportunities, expertise and partners.

Whether you are looking for help with your business idea or partners to a research pilot, this is a forum for you. Look for and share timely announcements on funding opportunities and possibilities of getting involved in projects, pilots, networks and ventures.

In the 'Open Biobord Forum', you can search for new contacts. If you are looking for expertise, partners or talented professionals for a project or business venture, just post a topic where you describe what you are looking for. You are also welcome to share your expertise and introduce yourself at the Forum.

For solving your business challenges with fresh ideas, new technologies and innovation, you are also welcome to post your call for innovation. The growing network of bioeconomy developers may just entail the right solution for you – or we may jointly establish a group to solve it. In case you have no luck right away, no worries. Our Biobord Staff will be in contact with you and help you in your quest.

Discussion in this category is only **in English**.

#### 4.2.1.2 Biobord On Stage

*Service description adapted from the forum at ['About the Biobord On Stage'](#).*

Biobord on Stage provides you **information about the online events of Biobord Network**. The events are announced in the Biobord on Stage -discussion area. After the event, the materials are shared and discussion on outcomes may continue under the event topic. Events include Hubs on Stage -events hosted by the Biobord network members, as well as tailored On Stage -events for bioeconomy developers to network and find connections.

**Hubs on Stage** is an online event that brings the **regions of the Biobord network to the stage** with their specific cases. The hubs will take turns in hosting this 60-minute event during September 2019 - June 2020. Hosting region can share their best practices or introduce new initiatives to the network. The event should contain an interactive section with development questions for the network. The event can also be used for getting feedback for a development plan or idea. Join in and get to know new contacts and competences from the network. Hubs on Stage is taking place every second Tuesday of the month at 3.00 pm FI/LV/EE time and 2.00 pm NO/PL time. The specific event announcement will be shared under this category.

**On Stage** -events are **open for bioeconomy companies** looking for information on and contacts to the Baltic Sea markets. Whether you are looking for international partners or thinking about starting exporting venture, we'll assemble an expert panel to hear your case and give you feedback and guidance on the way forward.

On Stage -events are 45-60 minutes online events with a 15-20 minutes presentation from the company following feedback and discussion with the invited panellists. Currently, our pool of experts is focusing on Finland, Norway, Poland, Latvia and Estonia. If a user wishes to host an online event, On Stage -event, they only have one step to take – contact Biobord's Staff. User should send a private message (contact persons listed here) where they describe their case. Biobord's Staff will take care of the rest within 30 days. Organizer's should also consider if the event is open or limited access.

#### 4.2.1.3 Biobord Network Actions

*Service description adapted from the forum at '[About the Biobord Network Actions](#)'.*

Biobord Network Actions is a Biobord forum **group for international co-operation in bioeconomy development**. The forum is for planning and implementing joint international actions for boosting bioeconomy development and innovations. In addition, we welcome all Biobord users to share their best practices, experiences & knowledge on bioeconomy with the international network. Biobord network is using this forum for implementation of the Joint Action Plans of the network.

All users are welcome to join the on-going actions, follow the results and propose new ideas.

#### 4.2.2 Tags

Biobord Forum and Resources (Document Management System) have joint 'Tags' to **help users to identify information, documents and topics** that are relevant for them. With adjusting the user preferences for notifications on tags, the user can easily follow relevant topics on the forum. With notifications, a user can, for example, choose to get an email alert when there is a new 'Call for partners' posted on the 'Open Biobord Forum'. Using the tags will also help the users to make their topic stand out for their target group.

Systematic utilisation of the tags will help all forum users to find their topics of interest. Therefore, in the open forum categories, the tags have been pre-set to help the users in adjusting their notifications and to make sure that the tags are used in a systematic way. The pre-set tags are presented in table 2 and the whole list of used tags is available at <https://forum.biobord.eu/tags>.

**Table 2. Tags used in Biobord forum**

TYPE OF TAGS	Tags used in the open forum categories
<b>MACTHMAKING CALL TAGS</b>	Call for action Call for expertise Call for partners Call for solutions Call for support Explore my idea Explore my profile Explore our project



	Explore our research Explore our network Explore our service Explore a funding opportunity Explore an innovation
THEMATIC TAGS	Agriculture and food Circular bioeconomy Forest-based bioeconomy Natural resource management Nature-based services Renewable energy Sustainable development
REGIONAL TAGS	Central Finland Inland, Norway Świętokrzyskie Voivodeship Vidzeme, Latvia Estonia

#### 4.2.3 Biobord Staff

Biobord staff is a group of forum facilitators representing all regions involved in the Biobord Network – Central Finland, Inland County (Norway), Świętokrzyskie Voivodeship (Poland), Vidzeme (Latvia) and Estonia. The Biobord Staff is **assigned to welcome and assist the new users of Biobord**. Users can contact the Staff members directly (private message via Biobord) or start a topic at the ‘Biobord User Support’ to get assistance to start using the Biobord Forum and other platform services. Biobord Staff is also sharing tips on the use of Forum via tutorial topics shared at the ‘Biobord User Support’.

The Biobord Staff have been listed in Table 3. and the members have also represented themselves at the Open Biobord Forum in [Meet the Staff](#) topic pinned on the top of the category. The users can contact the Staff members also in local languages. If you are unsure e.g. which category to use for your topic, or how to get involved in the discussion, you are always welcome to contact the staff members.

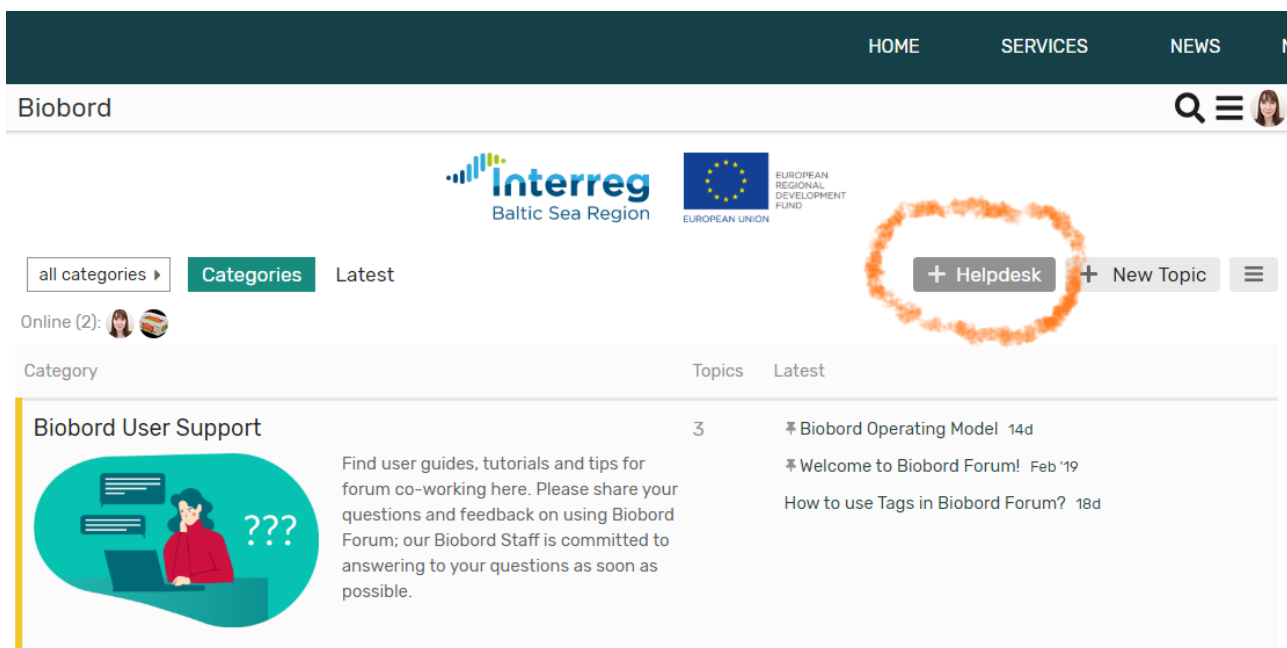
**Table 3. Biobord Staff members**

Country	Biobord Staff members
Finland	Ms. Riikka Kumpulainen (the admin): @riikkakumpulainen Ms. Tiina Tarvainen: @tiina
Norway	Ms. Ingrid Hvidsten Gabrielsen: @ingrid Mr. Halgrim Breie: @halgrim
Poland	Ms. Monika Malanowicz: @monikamalanowicz Ms. Ewelina Piotrowska: @ewelinapiotrowska
Latvia	Ms. Inese Suija-Markova: @inese Mr. Kristaps Rocans: @kristaps.rocans

Estonia	Ms. Kaidi Kaaret: @kaidi
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## 4.3 User Support at Biobord Platform

There are two main channels for user support at the Biobord platform. First is a **Helpdesk ticketing system** for private communication with the Biobord Administrators. Second option is **open forum category**, 'Biobord User Support', where an open dialogue concerning the use of forum can be carried out with Biobord Staff. In the Figure 5., the Helpdesk access is shown at the top right corner of the forum page. 'Biobord User Support' can be found as the first category of the forum page.



**Figure 5. Helpdesk access and the Biobord User Support Category**

As a general policy, the Helpdesk is oriented towards more technical problems and reporting problems, while the 'Biobord User Support' is more focused on the services and interaction at the Forum. However, the users are welcome to select the option they feel most comfortable with.

### 4.3.1 Helpdesk

The helpdesk access is on top right corner of the Forum view at <https://forum.biobord.eu/>. In case the Biobord users experience any **technical challenges** in the use of Biobord, they are welcomed to leave a ticket via the Helpdesk to the Biobord Administrators, who will address the issue and respond to the ticket. The ticket is titled 'Report a Problem' but it can also be used to ask questions or propose **improvements to Biobord** Administrators. 'Report a problem' is a simple ticket with a text field where to explain the issue. To assist the administrators to respond to your problem, it is advisable to indicate if you are using the platform with a mobile device and to indicate which web browser you are using.

Administrators strive to answer the tickets **within 2 working days**. The Administrator staff is from the JAMK University of Applied Sciences and is responsible for the technical development of the Biobord platform during the piloting phase.

### 4.3.2 Biobord User Support

‘Biobord User Support’ is featured as the first discussion category in the Biobord Forum. In ‘Biobord User Support’, the Biobord users can find **user guides, tutorials and tips** for forum co-working and interaction. The registered users can also share any questions and feedback on using Biobord Forum by starting a topic under the ‘Biobord User Support’; the Biobord Staff is committed to answering to your questions as soon as possible.

## 5. Forum Interaction

Biobord Forum is a **Civilized Place for Public Discussion**. Forum is a shared community resource – a place to share skills, knowledge and interests through ongoing conversation. Respect the other users and keep the discussion active, but civilised. Be aware of the intended purpose of the categories you are using and take full advantage of all forum features to improve your user experience.

### 5.1 Purpose of the Categories

Each category of the Forum has an introductory topic, 'About *the category name*', pinned in the top of the category to introduce the purpose of the category. It is advisable to read through this introductory topic to get familiar with any guidelines related to the activities in the category, e.g. language preferences, relevant topics and expectations of provided information in the topics. You can also find information about who is facilitating the category and who are the target groups.

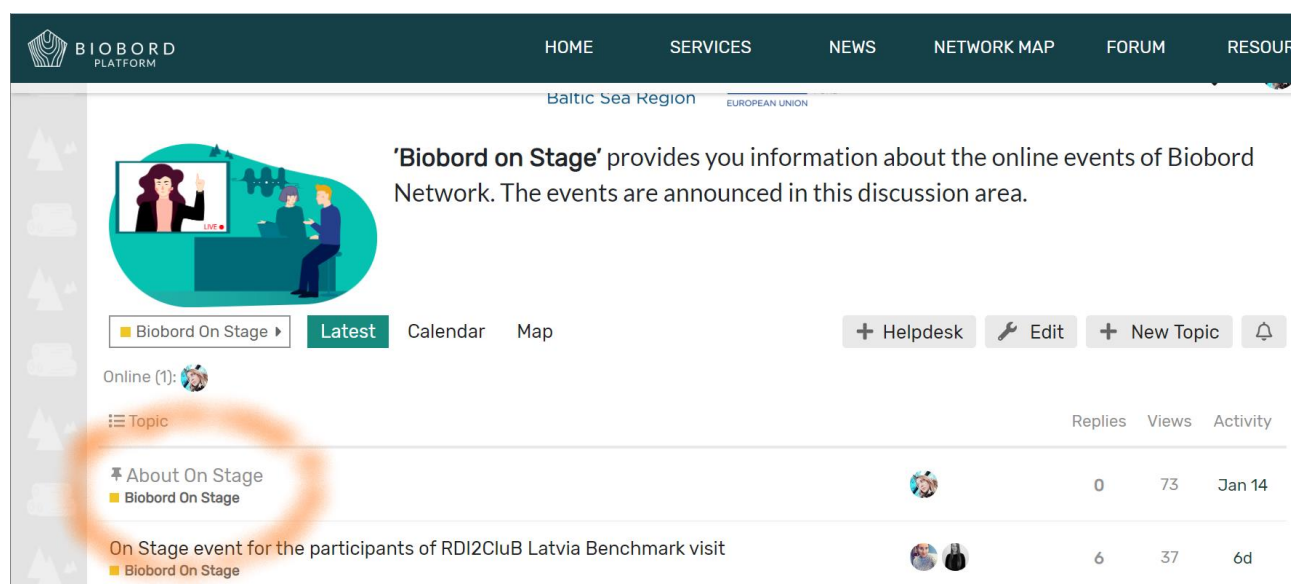


Figure 6. About the category -topic is pinned to the top of each category

### 5.2 Principles of Civilised Public Discussion

*Be respectful of the topics and the people discussing them, even if you disagree with some of what is being said. Remember to criticize ideas, not people.*

Biobord Forum contains tools to address uncivilized topics and posts. If you encounter negative behavior (name calling, aggressive or disrespectful argumentation etc.), we advise you to 'Flag' it. Do not reply as it encourages the bad behavior by acknowledging it, consumes your energy, and wastes everyone's time. Administrators will review the flagged posts and address the behavior directly with the user.

Remember, you are engaged in a public discussion. You may not post anything digital that belongs to someone else without permission. You may not post descriptions of, links to, or methods for stealing someone's intellectual property (software, video, audio, images), or for breaking any other law.



Administrators reserve the right to remove any offensive, illegal, hateful, explicit or harassing content and spam.

## 5.3 Terms of Service

Biobord Forum has a [Terms of Service](#) describing your (and our) behavior and rights related to content, privacy, and laws. To use Biobord Forum, you must agree to abide by our Terms of Service.

## 6. Frequently Asked Questions on Forum Features

### 6.1 How can I get to know the other users?

If you find an interesting topic of reply and wish to learn more about the person that wrote the topic, you can check their **user profile**. By clicking the profile picture of a registered user, you can see the information they have wished to share with other users. This can include a short description, featured topics or links to websites. Make sure you have also updated your own profile to introduce yourself.

**Open Biobord Forum** is available for all registered users to introduce themselves, their ideas and co-operation proposals. You can browse through the Open Biobord Forum to find interesting contacts – and of course introduce yourself. Remember – the best way to get connected is to be active yourself!

### 6.2 How can I follow content that is relevant for me?

Adjust your notifications: Tags, categories

### 6.3 How do I attract the right users to read my topic?

There are several forum features to help you to connect with the right users. To start with, make sure you are using the correct category by checking the purpose of the category by reviewing the 'About the category' topics pinned to the category. Also, it pays off to check if there are already active and ongoing topics that are relevant for your topic. By connecting to an existing discussion, you will have a better chance to meet others who share your interests.

Very important tool for making sure you connect with the relevant users are the **Tags**. In the open forum categories, remember to use the pre-set tags to improve your success in matchmaking. The tags can help you to direct your topic to relevant audience based on bioeconomy theme and region. There is also a selection of matchmaking tags to attach to your topic.

Tags are easy to add to your topic

1. Create a new topic
2. Write a headline
3. Choose a tag or tags that are most relevant to your topic. You can find the list of topics on the top bar of the text editing screen 'optional tags'

### 6.4 Can I share videos in the topics?

Yes, your video can be played directly on a forum post if it is available via a weblink. In other words, the video should be downloaded to a video viewing service, such as YouTube, and embedded to Biobord forum topic via the weblink. Video can be embedded in your post with the URL-address of the video. The weblink will be automatically converted to embedded video that can be viewed directly on Biobord.

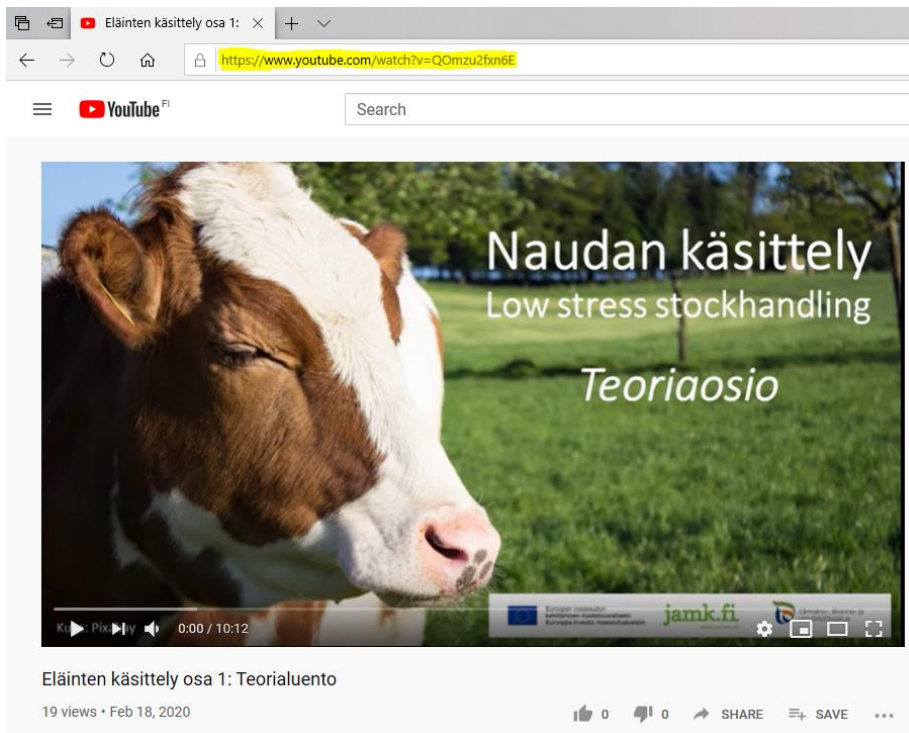


Figure 7. Where to find You Tube's URL-link.

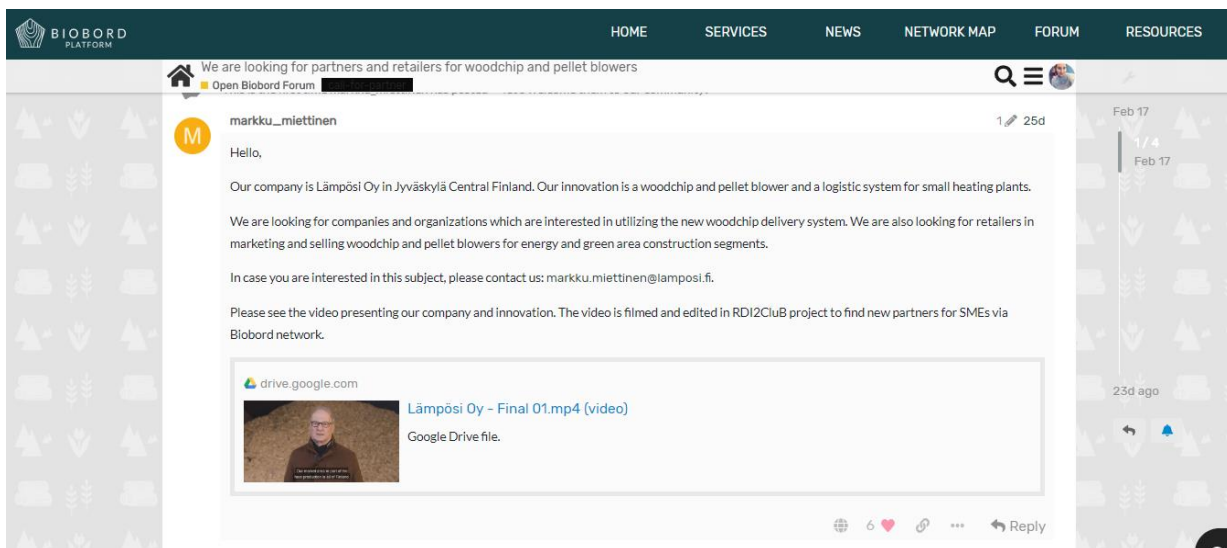


Figure 8. Embedded video on Biobord

## 6.5 I would like to share a collection of photos. How do I do it?

Biobord allows multiple pictures to be shared simultaneously in a topic. Uploading of pictures needs to be done one by one from upload-function or through grid gallery. Very high-resolution pictures need to be embedded through URL-link.

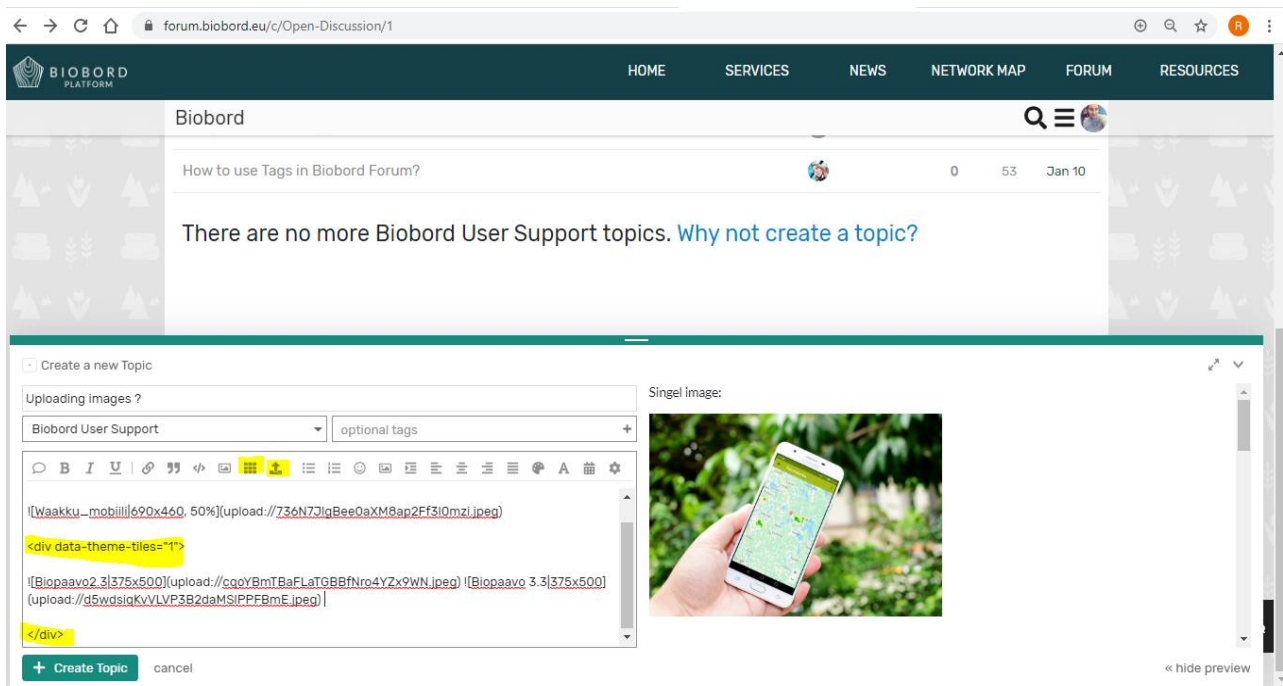


Figure 9. Uploading images to Biobord topic.

Single image can be uploaded from the uploading-function in the text editing box. Uploading function will open a new window that allows you to select the image from your personal files. Image size can be adjusted (100% 75% 50%) in the preview -window (right side of the text editing box).

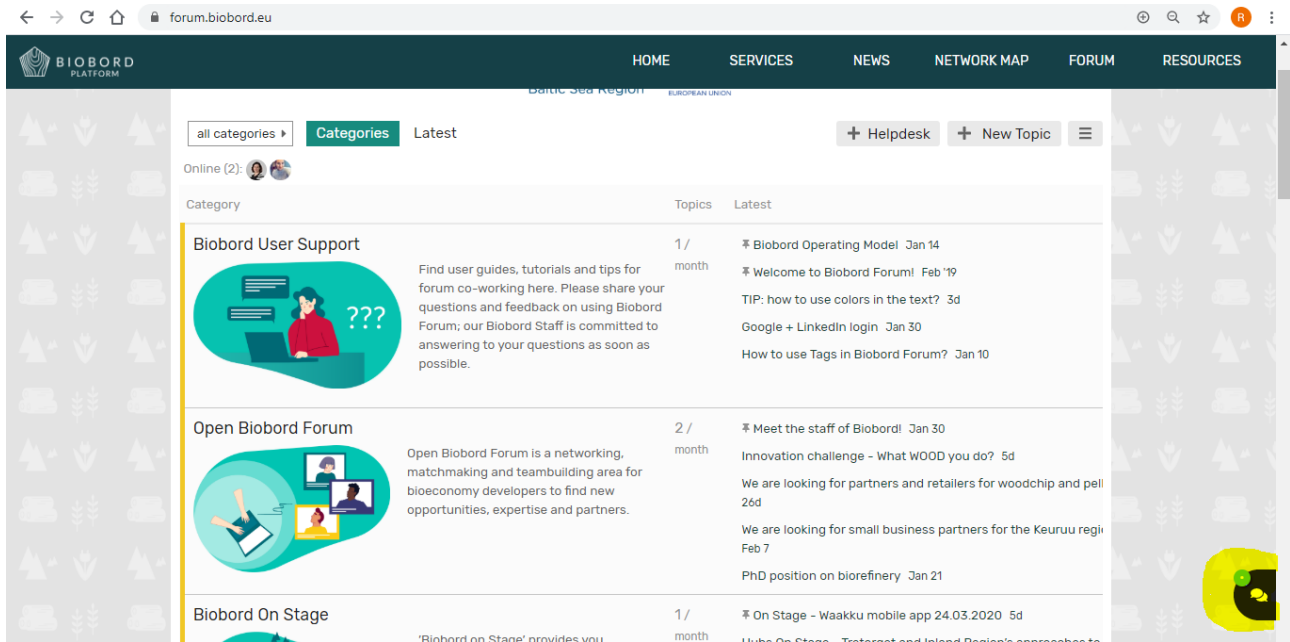
Grid gallery allows you to share multiple pictures at once, in a gallery form. It works with a drag and drop -method.

1. Open text editing on Biobord
2. Select Grid Gallery -function
3. `<div data-theme-tiles="1">` AND `</div>` This text appears in the text box.
4. Open your personal files on your computer
5. Drag the selected images between these two codes
6. Uploading of the images takes a few minutes. You can see the progress from the preview side.
- 7.

## 6.6 How can I contact people privately?

For private discussion, Biobord Forum offers two tools – Chat and Private Messaging.

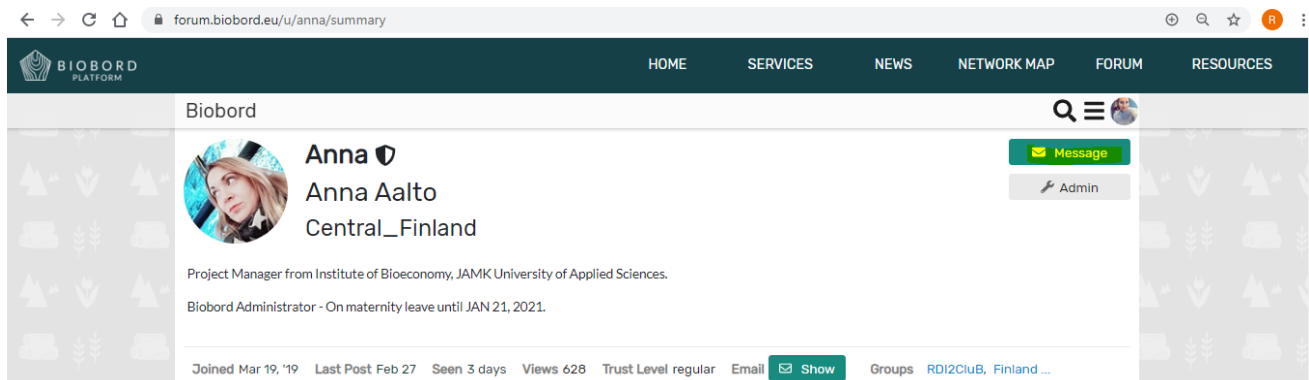
**Chat** is a way to send a quick message or a comment to a fellow Biobord user that is currently online. Message is light and short. Fast responses and unformal language are in its nature. Chat is not meant for formal matters. Biobord's chat can be found from Biobord forums bottom right corner, with a speech bubble-icon. Notifications are shown with the number of arrived messages. Although, the messages will be saved even if the user is not online, it is preferable to use the chat with users that are online and active at that moment.



**Figure 10. Chat -function**

**Private messaging** is used similar way as emails and can be used to connect with users that are not online at the moment. Notification of a new private message will be shown in user's Biobord forum notifications. User can add several receivers or a group tag to a private message and use it as a private group discussion. Writer can also make the text more lively by using the same editing tools as in forum, for example font colours, emojis and bolding. All the forum functions are available in private messages.

Private message -function is available in each user's profile. Private messages can be sent either to one user with a @username -tag or to multiple users by tagging them individually, or by tagging a group (if one is formed). Receiver will get a notification of a private message on their Biobord notifications.



**Figure 11. Private messages.**

## 6.7 Why is no-one responding to my topic?

It is of course impossible to provide one answer, but please consider these 4 perspectives to help engaging people to your topic.

### Did you tag anyone or use matchmaking tags?

By using user or group tags (@username or @groupname), you can ensure that the message reaches these users. In addition, you should use tags in your topic to connect with users that have corresponding interests.

### Did you share the topic in social media, email or other channels?

Social media sharing can be made in two different way.

1. Directly from Biobord forum. Please see figure 12. Biobord forum will give a ready-made URL-address to your topic and a user can either copy-paste this link to his/her own social media.
2. Or directly share the topic from the social media icons. Icons will directly move you Twitter, Facebook or email.

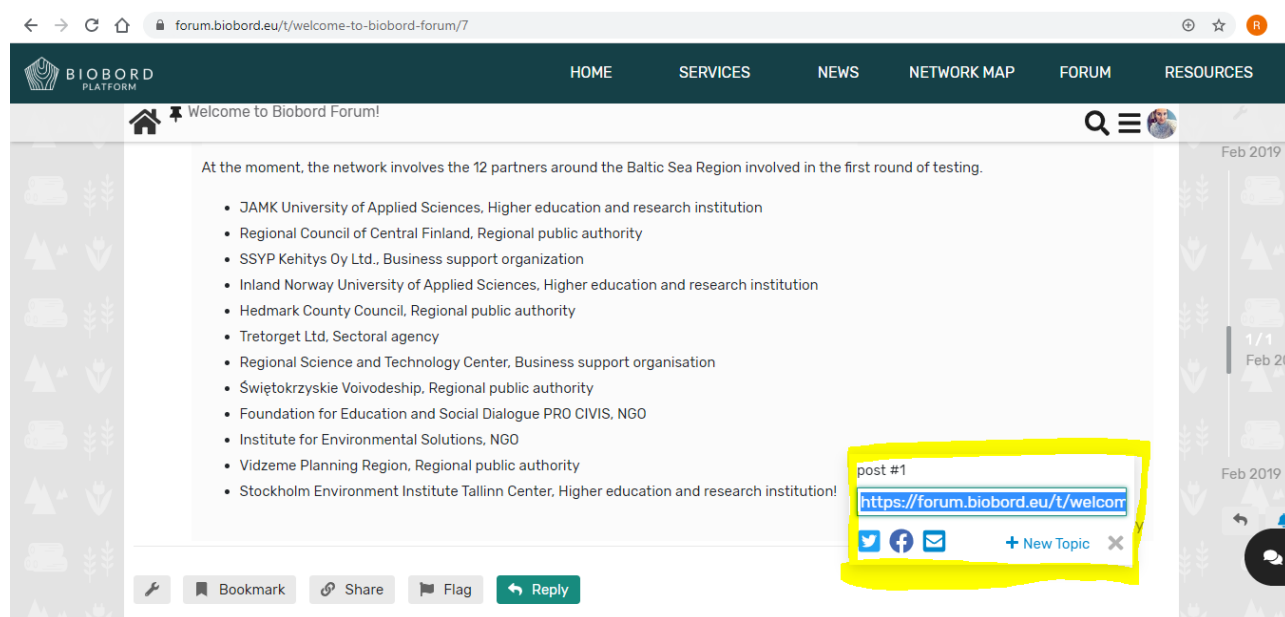


Figure 12. Social Media sharing on Biobord.

### Is your topic involving an activation message? Are you inviting people to interact with you?

Post your topics as **first-person accounts**. Tell the information from your personal perspective and include your personal reflections. Emoticons, videos and photos can help as well.

Do not simply attach a document. Try to **summarize the main points and the needed actions as text**, so that the reader can react to your topic without opening the attachment.

Involve an **action message** in your topic. Ask for a specific feedback or include a question, poll or vote.

**Respond and react to the topics posted by others.** If nothing else, like the topic and let them know you read their text.

### Is your profile updated? Do people at the Forum know who you are?

Having an up-to-date and rich profile is important when engaging in forum interaction. People are likely to engage with you more when they are able to know who you are and what is your background. A good profile picture, short description of the user and an introduction post on Open Biobord, will make users more easily approachable. Please see examples from the profiles of our [Biobord Staff](#).

The Open Biobord forum introduction should contain these elements:

- Name
- Location
- Line of business/expertise/company
- How can you help others?
- What kind of expertise, knowledge, skills etc. you are looking for?
- Contact information

## 6.8 How do I keep track of interesting discussions?

### Bookmark interesting topic

Using a bookmark is a good way to save interesting topics on Biobord for a later use (Figure 13.). There is a bookmark -function under every Biobord topic. Saved bookmarks can be found from your Biobord notifications -bar (Figure 14).

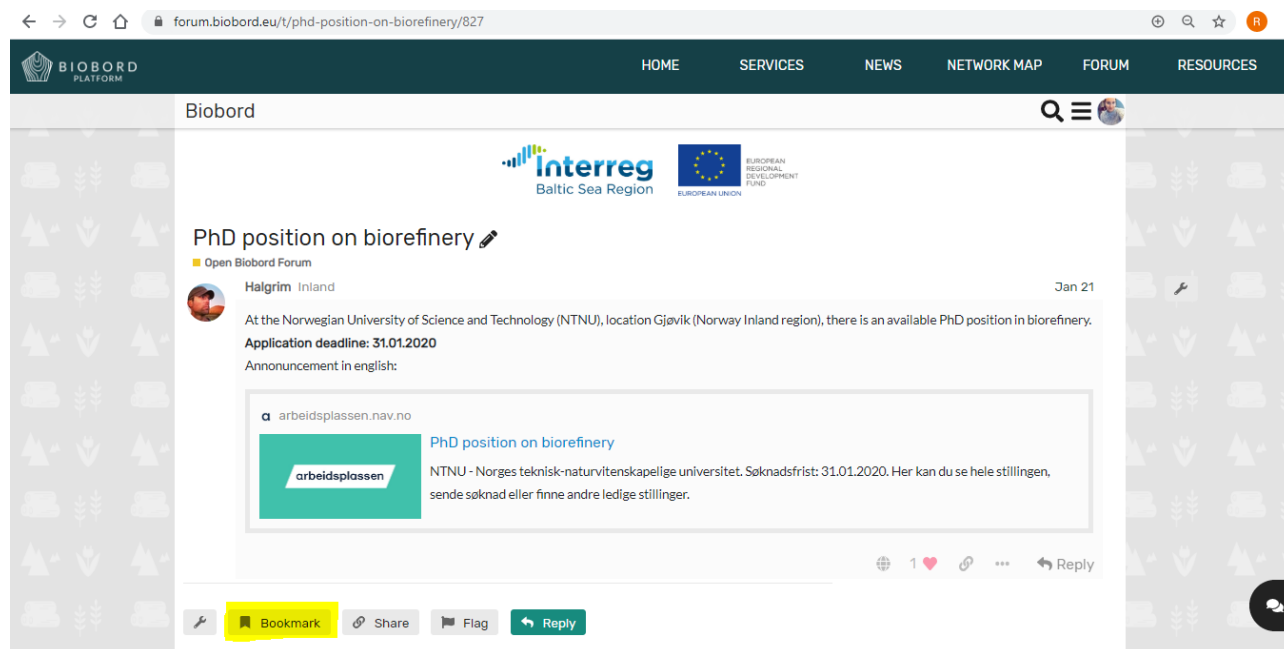


Figure 13. Bookmark a topic.





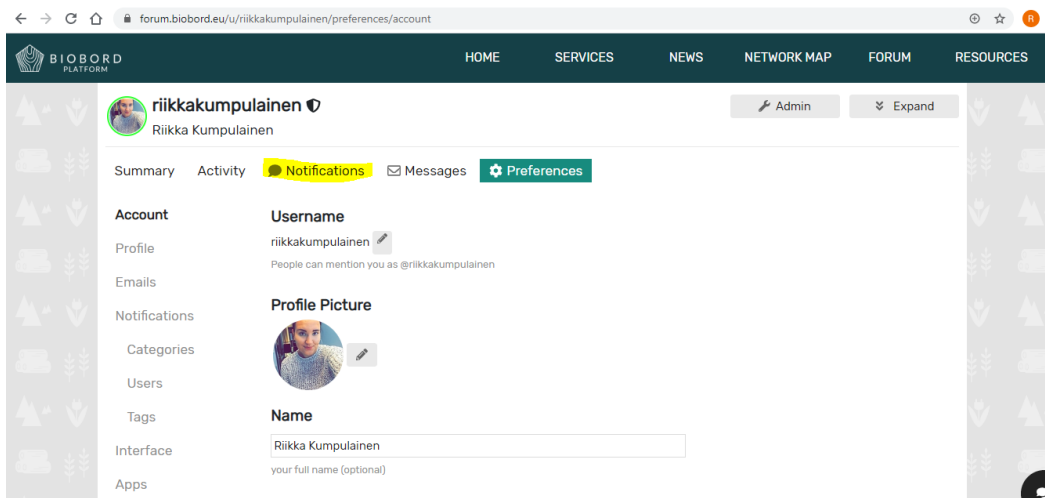
**Figure 14. Saved bookmarks.**

### Watch and track interesting tags and categories

Users can follow the topics that they are interested in by following tags and categories of their choice, bookmarking discussion and following the actions in their groups.

User may follow the tags and categories of their choice in his/her profile settings, figure 15.

1. Click your profile picture on Biobord forum
2. Click your username
3. Click preferences
4. Chose 'Tags' under Notifications
5. Select the tags and/or categories of your choice



**Figure 15. Profile settings for tags and categories.**