## How we...moved our magazine from print to online

Hannah Adams, Editor NB Online, RNIB #charitywritecomms







### But, why move..?



### **Cost saving AND reduced lead times**





### **Better analytics**



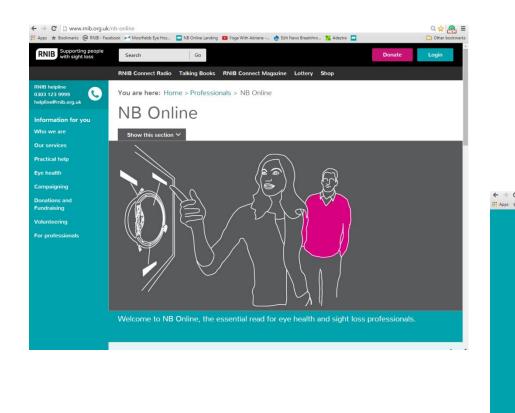


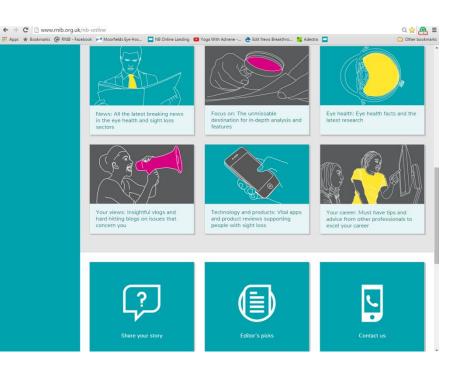
### Improved user experience





### **NB** Online







### How was it done?



### **Communication with readers**

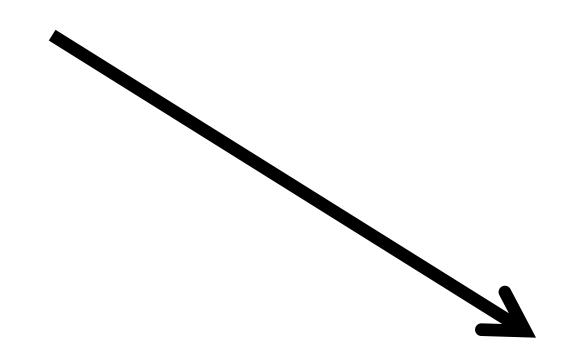




### **Difficulties**

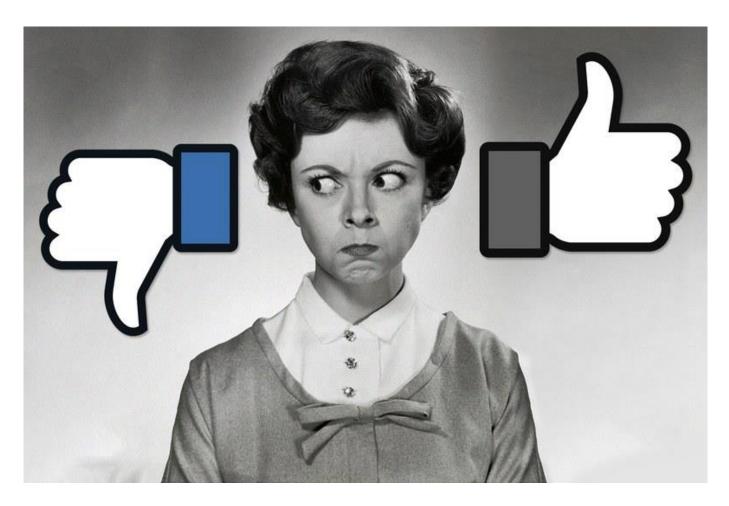


### **Drop off in readership**





### **Dislike for online vs print**





### **In-house resource**

## **Badestra**



#### **NB enews**

The essential read for eye health and sight loss professionals

RNIB Supporting people with sight loss

#### NB - 20 October 2016

Even though we celebrated World Sight Day last week, research shows two in five over 65s ignore symptoms which could lead to permanent sight loss. Find out why.

Last month, RNIB found that patients were waiting between 15 and 476 days for cataract surgery depending on where they live. <u>Help your patients get the cataract treatment they need</u> with RNIB's new toolkit.

Want to have your say about <u>the future direction of the UK Vision</u> <u>Strategy</u>? There's only one day left to complete the short survey so be sure to get your skates on.

I hope you enjoy reading this edition. See you again in two weeks!



Hannah Adams Editor nbonline@rnib.org.uk

#### Your news this week





National eye health agenda

Job hunting



### **RNIB's website**





### **Starting from scratch..**



**RNIB** Supporting people with sight loss

### What are the benefits?

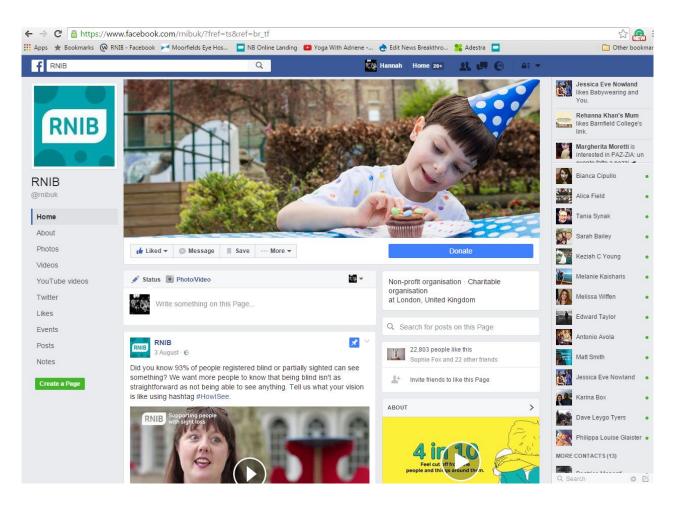


### **Google Analytics**

Apps 🛨 Bookmarks 😡 RNIB	- Facebook 🛛 Moorfields Eye Hos	📃 NB Online Landing 🗈 Yoga '	With Adriene 👌 Edit News Breakthro	器 Adestra 📃	🗀 Other bookm
All Web Site Dat	a - unfiltered 🔻				📌 III I I
HOME REPORTING	CUSTOMISATION A	DMIN			
Q. Search reports & help	Audience Overview	w		20 0	Oct 2015 - 20 Oct 2016
Dashboards	Email Export - Add to Da	ishboard Shortcut			\$
←···· Shortcuts	O All Users 100.00% Sessions		+ Add Segr	nent	
Intelligence Events	Overview Sessions  VS Select a	metric			Houriy Day Week Month
🕒 Real Time	<ul> <li>Sessions</li> </ul>				
Real Time     Audience	<ul> <li>Sessions</li> <li>20,000</li> </ul>	1			10001
F	<ul> <li>Sessions</li> <li>20,000</li> </ul>	N. WWWWW	MMMM	MMAAAM	www.
Audience	<ul> <li>Sessions</li> <li>20,000</li> </ul>	Mwww		MWWWW	wwww
Audience Overview	<ul> <li>Sessions</li> <li>20,000</li> </ul>	January 2016		Лиу 2016	October 2016
Audience Overview Active Users	<ul> <li>Sessions</li> <li>20,000</li> </ul>			July 2016	October 2016
Audience Overview Active Users Cohort Analysis BETA	Sessions 20,000	January 2016	April 2016		October 2016
Audience Overview Active Users Cohort Analysis BETA User Explorer	Sessions	January 2016	April 2016	July 2016	October 2016
Audience Overview Active Users Cohort Analysis BETA User Explorer > Demographics	Sessions 20,000	January 2016	April 2016	July 2016	October 2016
Audience Overview Active Users Cohort Analysis <sup>BETA</sup> User Explorer Demographics Interests	Sessions	January 2016	April 2016	July 2016	October 2016
Audience Overview Active Users Cohort Analysis <sup>BETA</sup> User Explorer Demographics Interests Geo	• Sessions 20,000 Sessions 3,402,262 Pages/Session	January 2016	April 2016	July 2016	October 2016
Audience Overview Active Users Cohort Analysis®ETA User Explorer Demographics Interests Geo Behaviour	Sessions 3,402,262	January 2016	April 2016 Page Views 6,481,694	July 2016	October 2016
Audience Overview Active Users Cohort Analysis BETA User Explorer > Demographics > Interests > Geo > Behaviour > Technology	• Sessions 20,000 Sessions 3,402,262 Pages/Session	January 2016	April 2016	July 2016	October 2016
Audience Overview Active Users Cohort Analysis BETA User Explorer > Demographics > Interests > Geo > Behaviour > Technology > Mobile	• Sessions 20,000 Sessions 3,402,262 Pages/Session	January 2016	April 2016	July 2016	October 2016

**RNIB** Supporting people with sight loss

### **Social media**





# What does success look like?



### **Top tips**

- Be prepared to see a drop in readers
- Promote the content on your owned channels (social, radio stations,)
- •Allow for plenty of time to plan and deliver the new magazine
- Fully scope out the work and get buy in from in-house team
  Choose a good, flexible email platform Style changes writing must be shorter, bullet points, use of audio/video, links
- Be personal respond to new sign ups, invite readers to write for the magazine, make your enews friendly and chatty (if appropriate)



### **Questions?**

#### Hannah Adams, Editor NB Online Hannah.adams@rnib.org.uk 0207 391 2073



© RNIB April 2014 RNIB registered charity number 226227 (England and Wales), SC039316 (Scotland) and 5724F (Isle of Man)