

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



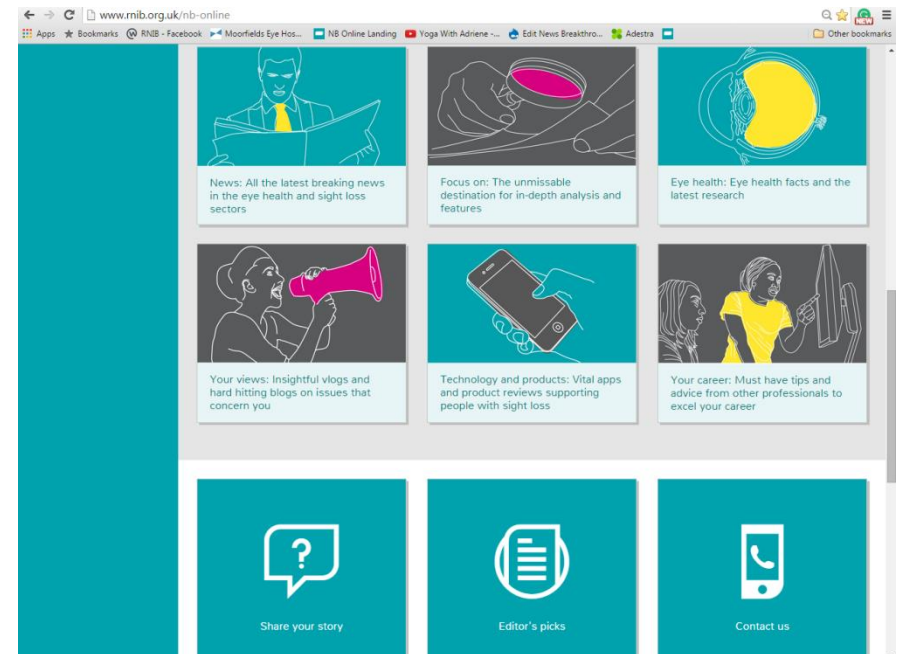
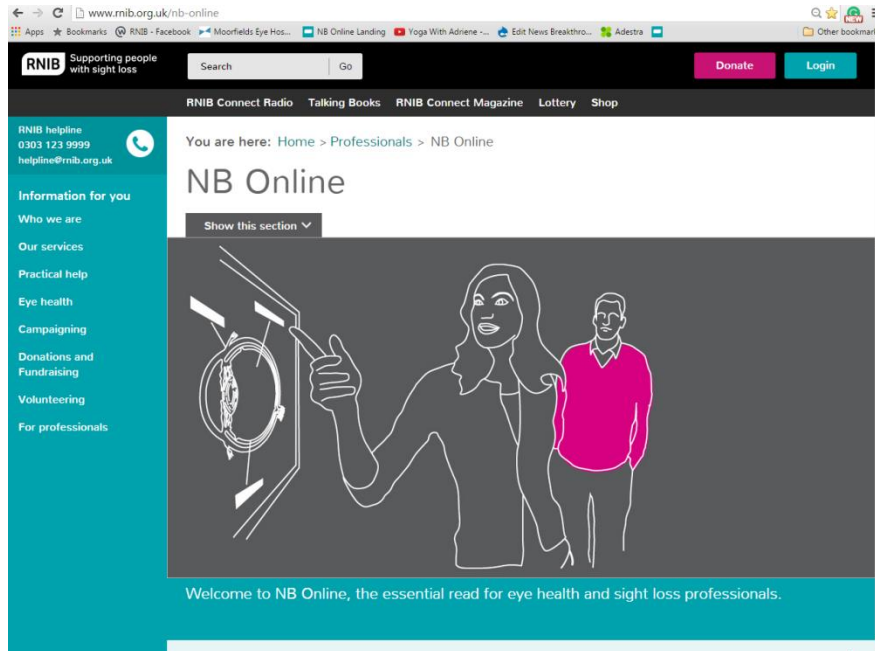
Better analytics



Improved user experience



NB Online



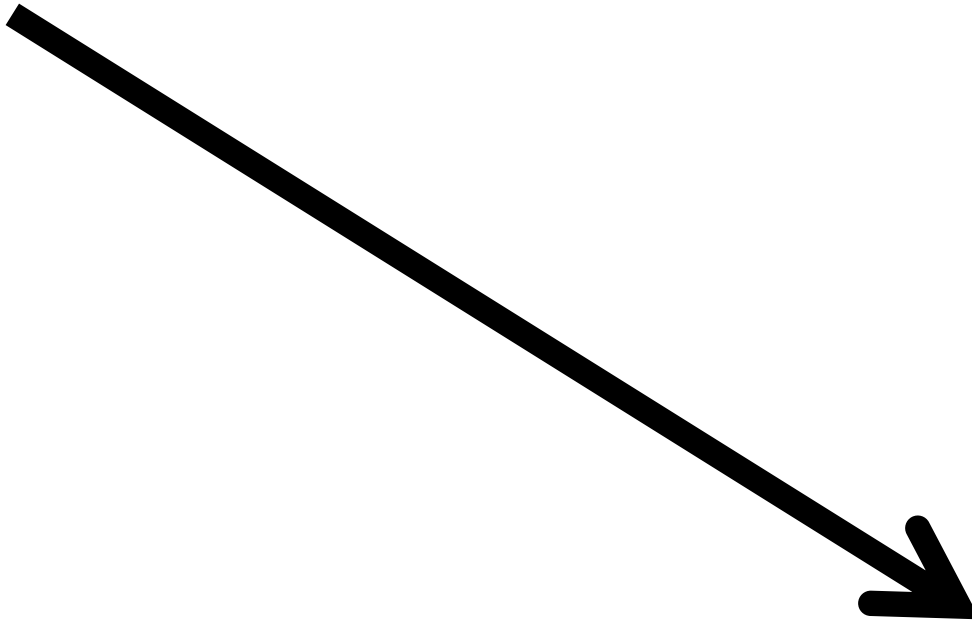
How was it done?

Communication with readers



Difficulties

Drop off in readership



Dislike for online vs print



In-house resource





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. [Help your patients get the cataract treatment they need](#) with RNIB's new toolkit.

Want to have your say about [the future direction of the UK Vision Strategy](#)? 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!



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Your news this week



[National eye health agenda](#)



[Job hunting](#)

RNIB's website

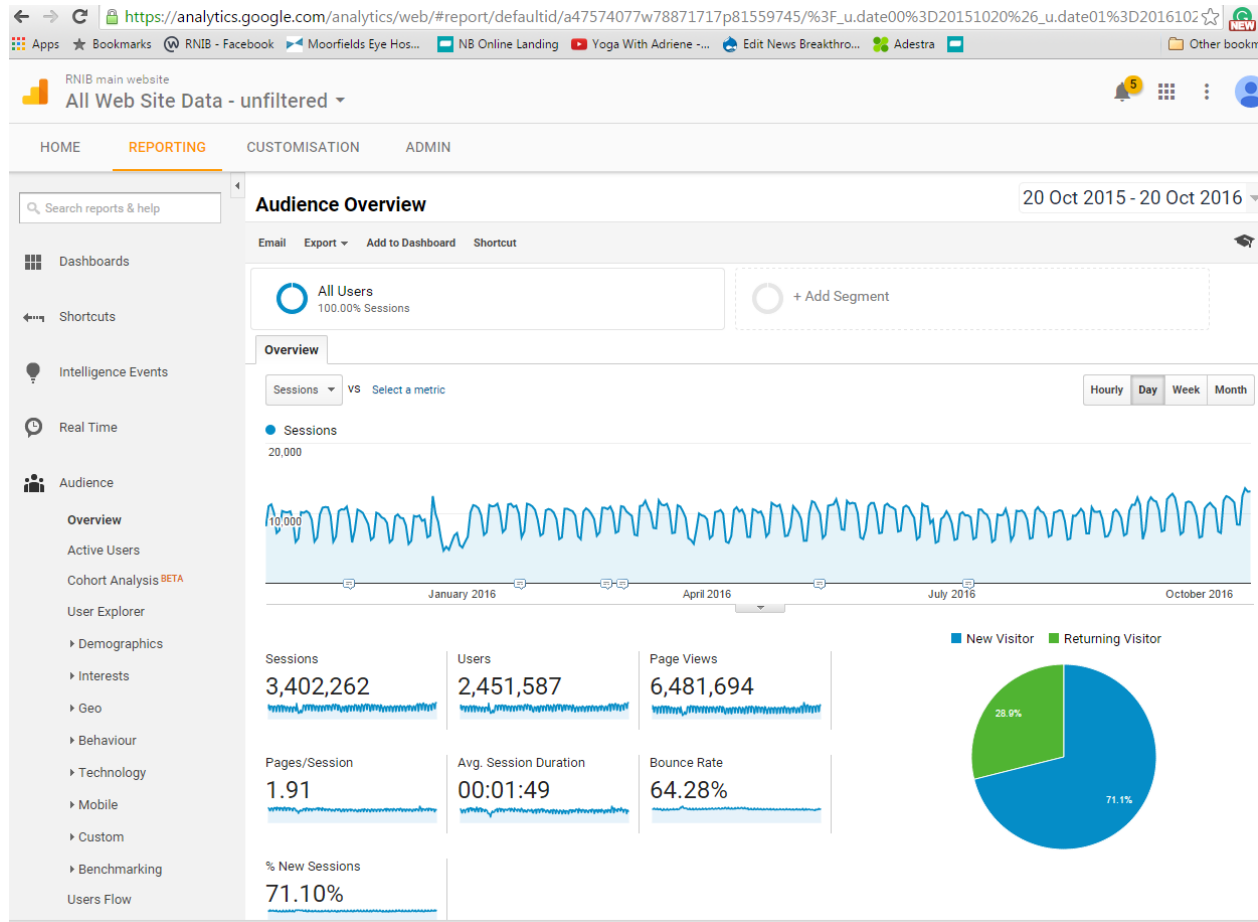


Starting from scratch..

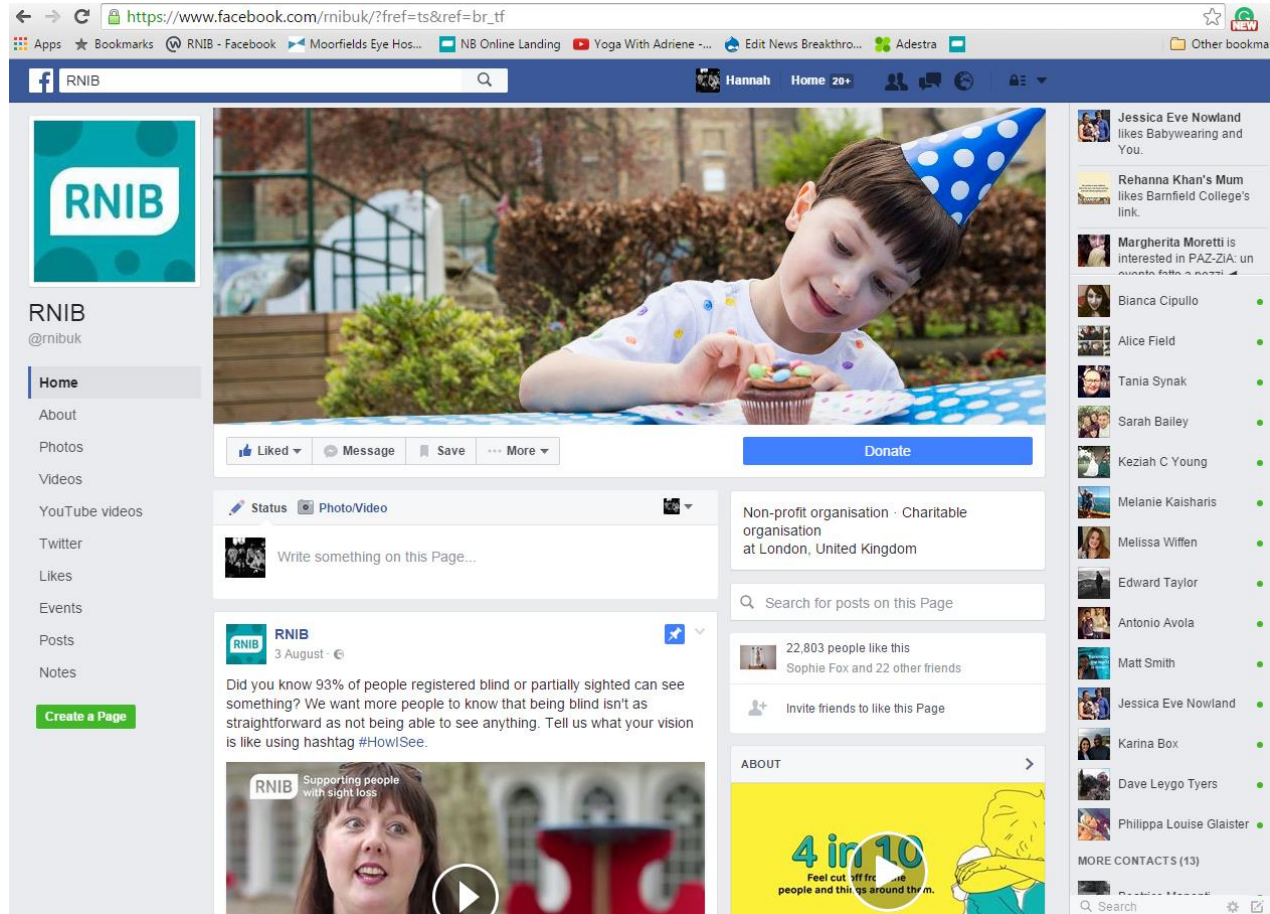


What are the benefits?

Google Analytics



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?

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