

Society Street 2019

FEBS / Wiley & Zapnito community case study

June 12, 2019

zapnito

About Zapnito

Zapnito is a SaaS community platform built to showcase expertise.

Our customers use it to create branded expert networks which promote thought leadership, increase revenue, and build engagement and trust with their audiences.

**Powering
expert
communities**

We're trusted by...

SPRINGER NATURE



• YSTERCATCHERS



WILEY



EBSCO Health

J.P.Morgan



Vitality

CENTAUR
MEDIA



Use cases

Zapnito is the only enterprise software that enables organisations to showcase expertise and connect their experts and audiences in a variety of ways.



Knowledge sharing hubs



Peer-to-peer learning spaces



Thought leadership showcases

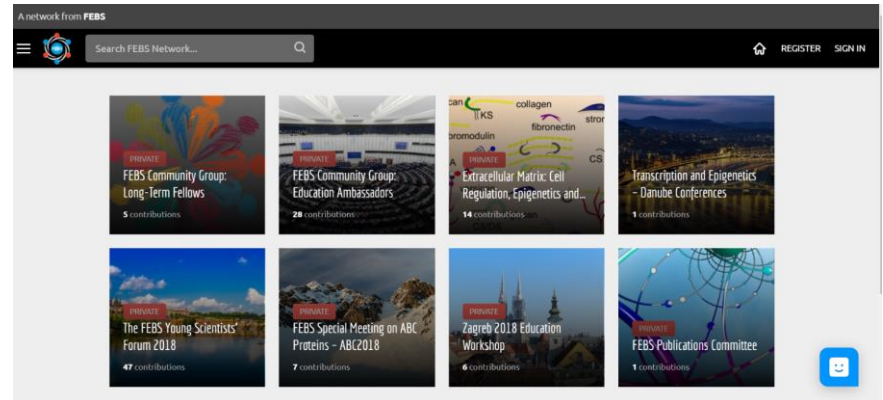
About FEBS & Wiley

Federation of European Biochemical Societies (FEBS)

- One of the largest organisations in molecular life sciences
- Brings together 39 member societies
- Community of more than 35K members

Wiley

- Global publisher working with more than 600 society partners
- Publish the 4 FEBS Press journals
- Plus the Zapnito-hosted FEBS Network



What we did

FEBS' vision

- Deliver new value to the molecular life sciences community
- Go beyond what traditional journals & events alone can offer
- Enable knowledge and advice sharing, networking and collaboration through a permanent digital offering
- Connect directly with members of constituent societies
- Grow the FEBS community outside of society members

"FEBS were looking for a **true partner** to help them innovate and better serve their members, specifically through a new digital offering. We needed a **tried-and-tested** solution to meet their needs to facilitate our long-term partnership with the society."

**Violeta Ribarska, Publisher,
Wiley**

What is the FEBS Network?

- **Online community accessible & open for registration by all**
- 3 key channels for important audience sectors
 - Early-career scientists
 - Educators - those who teach biochemical sciences
 - Researchers
- **Rooms for conversation and content**
 - Both open rooms and private rooms
 - Generally around FEBS events (e.g. The Young Scientists' Forum)
- **Commissioned & user-generated content**
- **Plus input from FEBS and constituent societies**

The screenshot displays the FEBS Network interface. At the top, there is a search bar labeled "Search FEBS Network...". Below it, a grid of featured rooms is shown, including "The FEBS Young Scientists' Forum 2019", "FEBS Community Group: Long-term Fellows", "FEBS Community Group: Education Ambassadors", "Outreach activities: advice and resources for life scientists", "Transcription and Epigenetics - Double Conferences", "FEBS Publications Committee", "Poly(AOP-ribosyl polymerases, friends and...", and "The FEBS Young Scientists' Forum 2018".

The main content area shows a conversation thread. The first post is by Ferhan Sagin, Prof. Dr., Edge University, Faculty of Medicine, titled "Team based learning (TBL)". It was started about 1 year ago and asks, "Has any of the participants of the workshop been in a team based learning session or used team based learning in their classes?".

The second post is by Angel Herráez, Associate professor, University of Alcalá, also from about 1 year ago. It says, "That was a nice presentation" and "I have some questions".

Below the posts is the profile of Angel Herráez, showing his biochemistry research interests, a list of other users with similar interests (Almudena Ponce Salvadora and Yamela Garcia-Cazorla), and the FEBS Constituent Society (Spain DEBBM).

How it came about

- **Market research into member needs**
- **Assessment of whether to buy or build**
- **Vendor selection based on both feature-set & partnership potential**
- **Signed with Zapnito for a package of software + support**
 - Ability to launch the Network without additional resource & experience in the STM space key to the selection
- **Establishment of a 3-way collaboration**
 - FEBS lead the way in making the Network a success
 - But with significant support from Zapnito and Wiley to:
 - Establish success criteria
 - Set plans for action to meet KPIs
 - Promoting the Network to the scientific community
- **Launch of the Network in September 2017**
- **Ongoing partnership to ensure the Network's success**

Success to date

Visits

- **87%** above target on total visits
- **221%** above target on new visits
- **110%** above target on total visitors
- **38%** above target on unique sign-ins

Engagement

- **78%** above target for average page views
- **13%** above target for average engaged time
- **15%** above target for new content items
- **120%** above target for new profile follows
- **324%** above target for number of likes
- **62%** above target for new shares

“It’s been an exciting first year watching the number of users grow and the platform software develop. We’re pleased to have exceeded our targets and are looking forward to developing the Network further in our second year.”

**Carolyn Ellis, Communications
and Projects Manager, FEBS**

What we learnt

**Do your research;
identify the needs
you need to meet,
both now & in the
future**

**Have a clear vision
& goals / KPIs;
check-in on them
frequently to
guide activity**

**Prepare to spend
time, resource &
effort in nurturing
your community**

**At some point, you
will need a
dedicated
community
manager**

**Buy don't build
your community
platform so you
can focus on what
you do best**

**Take the time to
find the right
technology
partner for a truly
collaborative
relationship**

To learn more about Zapnito's work with FEBS & Wiley...

charles@zapnito.com

<https://community.zapnito.com/>

zapnito