

Concept Note – Introducing the Network Circle Newsfeed (NCN)

The idea of a WASH Network Circle was born in 2022 from bilateral discussions between SuSanA and other networks, who expressed the need for key networks in the WASH sector to harmonise their activities and identify synergies. The WASH Network Circle was officially launched in Bonn in May 2023 during a meeting hosted by GIZ. Key networks including IWA, FSMA, GWOPA, pS-Eau, SSWM, SWEP, WIN, SaniHub and SuSanA engaged in productive discussions and established an action plan to align their messages and expand their impact. These networks are key sector platforms, actively working towards the acquiring, improving, and sharing knowledge in water supply, sanitation management and hygiene.

While each network focuses on specific aspects of WASH, there are many cross-cutting topics that can be effectively addressed through collaborative efforts. To enhance the networks' reach and ensure broader access to information regarding significant events, announcements, and resources within the WASH domain, a **Network Circle Newsfeed (NCN)** will be implemented on all participating networks' websites. This NCN will feature regularly published and bundled content, providing valuable insights to a wider audience.

Objective & Purpose of the NCN

The objective of the NCN is to disseminate featured content from various networks across their respective websites. By doing so, the collective outreach of all networks is increased, allowing users to stay informed about the important activities and events happening within each network and in the sector. Additionally, this collaborative approach presents a cohesive and synergistic image to both platform users and the wider audience outside the networks. The purpose is not to promote some networks more than others, so the selection of featured news is made with balance and fairness in mind.

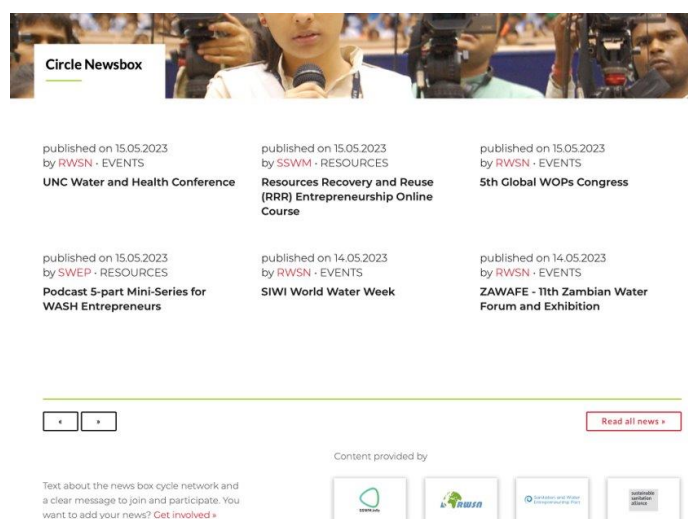


Figure 1. Example of the NCN on susana.org

Integrating the NCN on your website

Advantages of participating in the NCN

Including the NCN on your website offers numerous advantages for content managers and site operators including:

(1) Timeliness and time savings

The NCN automatically displays up-to-date and thematically relevant content on your website. This saves time as you don't have to manually search for and curate new content. The automated update of NCN will deliver up to date content to your visitors with no further efforts.

(2) Increased content diversity

Including the NCN enriches your website with a wide range of content. By integrating feeds from the WASH Network Circle websites, you can offer your visitors a greater variety of information. This increases the attractiveness of your site and allows you to better address your target group.

(3) Improved user experience

The NCN allows visitors of your website to receive an individual selection of the content of the website that is relevant to them. By providing thematically appropriate content from the WASH Network Circle websites, you increase the user experience and engagement of your target audience.

(4) SEO benefits

Including the NCN with thematically relevant content can have a positive impact on your website's search engine ranking. Search engines recognise regular updates and high-quality content, which can lead to better visibility. By integrating the NCN, you increase the chances of your website appearing in search results.

***Summary:** Including the NCN on your website thus offers both practical and strategic advantages for content managers and page operators. It enables efficient updating of content, increases the diversity and relevance of your website, improves the user experience, supports your SEO ranking and opens up networking opportunities.*

A collection of extensions for common Content Management Systems and further recommendations to design the output of the NCN in the style of the newsfeed on susana.org, can be accessed via GitHub: [GitHub - Sustainable-Sanitation-Alliance/newsbox: Sanitation Network Circle Newsfeed](https://github.com/Sustainable-Sanitation-Alliance/newsbox: Sanitation Network Circle Newsfeed)

Management of the NCN

By implementing the following parameters, rules and tasks, the NCN can effectively disseminate featured content from various networks in a fair, balanced, and informative manner, while ensuring the quality and relevance of the news items.

Parameters and rules of the NCN

(1) Volume and Rotation of News Items:

- **Each Network** is allowed to display **a maximum of 2 News Items**. This ensures a balanced representation of all networks and prevents overload.
- The NCN is a **live feed**, meaning that only the **2 newest feeds** will be displayed on the page, ensuring constant rotation of news.
- If the newest News Items are not replaced, **existing News Items will remain available for a total of three months** to allow for sustained visibility. After 3 months, the 2 News Items will be removed from the NCN to avoid outdated information.

(2) Inclusion criteria for News Items: News Items must meet the following criteria...

- Directly related to the **latest network's activities** to showcase current activities, events, publications, studies, or innovations.
- **Relevant to WASH**, focusing on water, sanitation, and hygiene-related topics.
- Have a **clear and catchy heading** that grabs the attention of users.
- Provide a **clear and brief teaser** (maximum one sentence) to provide a snapshot of the content.
- Include a **link** that leads **to the reference** for users to access additional information.
- Optional: Specify the **category** to which the News Item belongs (e.g., news, events, announcements, blog articles) to facilitate content organization.
- Optional: Include an **image** that can be used as a preview image for the News Box, enhancing visual appeal and engagement.

Tasks and responsibilities of the participating Networks

- (1) Networks should support and promote each other's News Items within their respective networks by implementing the NCN on their landing page.
- (2) Networks should assign one person in charge of the submission process serving as the primary point of contact for the NCN administrator (SuSanA Secretariat)
- (3) Networks should ensure timely submission of their News Items.
- (4) Networks should review and ensure the accuracy, relevance, and quality of their News Items before submission.

Tasks and responsibilities of the SuSanA Secretariat as administrator of the NCN

- (1) The Secretariat is hosting the back-end platform that is collecting and distributing the news and handling its operation and maintenance.
- (2) Secretariat ensures the quality of the submitted News Items by conducting checks and suggesting modifications as necessary. Any changes are made and agreed in collaboration with the contact person of the concerned Network.
- (3) Secretariat offers assistance and clarification to partner networks regarding the submission process, technical requirements, or any queries related to the NCN.
- (4) Secretariat provides periodic updates on the performance and impact of the NCN, sharing relevant statistics or user feedback.

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