

ELIXIR Node internal newsletters

Guidance and recommendations

Introduction

ELIXIR Node internal newsletters are regular summaries of Node news sent to subscribers belonging to the ELIXIR Node by email.

Their purpose is to inform Node members of activities (such as updates from services and projects, new publications and funding call results), and to publicise events, open calls, requests for feedback and job vacancies. Internal newsletters are not open to subscribers from outside the ELIXIR Node.

This document provides tips for ELIXIR Node staff responsible for Node communications who are setting up a new internal newsletter or updating an existing internal newsletter.

Content

Newsletter content can be requested from those working Node operations and management (Node, technical and training coordinators, and the Head of Node and Deputy Head of Node). All Node members can be invited to contribute content by email, and should be informed of the publication date, deadline for content submission and any guidelines such as word limit. Content from the ELIXIR Weekly Brief can be re-used as required.

Content should be edited to improve clarity and conciseness and to ensure a consistent style. Newsletters should start with the most important information or announcements, often in a "Highlights" section. The remaining content can be classified according to type, for example, publications, events, service news. Categories can be adapted to fit the content of each newsletter issue. Each piece of content should either have a link to more information or a contact email address.

Subscribers

Subscriptions to internal newsletters are limited to Node members and the process for sign-up should comply with the data protection policies of the institute sending the newsletter. When the newsletter is from an email service provider such as MailChimp, double opt-in is normally required and uploading lists of subscriber emails in bulk is not permitted. If in doubt, contact your institute's data protection officer.

Sign-up should be with an institutional email account only, this ensures that only Node members subscribe and the newsletter will no longer be received when a member changes role. This can be enforced by a manual check of each new subscriber email address.

Frequency

Newsletters should be sent at regular intervals, from weekly to quarterly. Sending on the same day at the same time helps with the content creation process and with subscriber engagement. Most Nodes will not have the communication resources for a weekly newsletter. Anything less than quarterly runs the risk of low engagement.

Format

Email service providers, such as MailChimp or MailerLite, are recommended to facilitate newsletter design, subscriber management and performance analysis. Most email service providers offer free plans below a subscriber threshold and include useful resources on getting started.

Evaluation

Regular evaluation of your newsletter helps identify which parts of your content are most useful to readers. Email service providers offer a range of analytics such as open rates, click-through rates and unsubscribe rates. Analysing this data helps refine your strategy, optimise content and improve the overall performance of your newsletter.

ELIXIR Weekly Brief

The Weekly Brief is the ELIXIR-wide internal newsletter, sent by the Hub every Monday morning. All ELIXIR consortium members are invited to subscribe via the [subscription form](#), and the [newsletter archive](#) can be browsed.

Content to share in the Weekly Brief should be sent to info@elixir-europe.org by 12 midday on Friday for inclusion in the Monday newsletter.