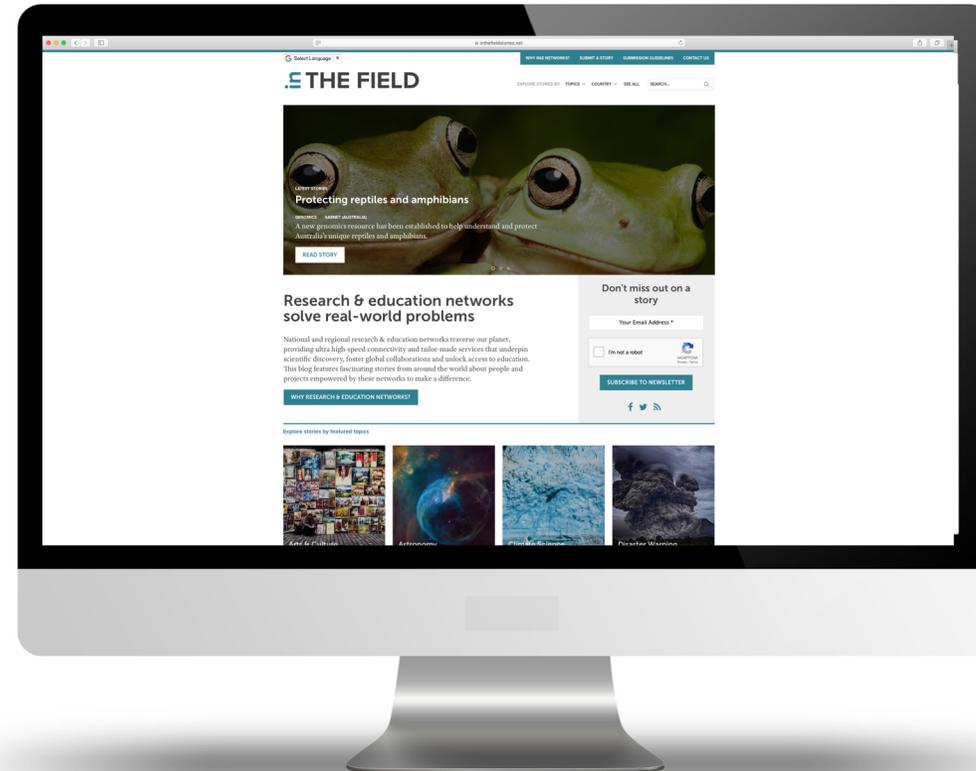


2020 UPDATE

Jane Gifford, Director Marketing & Communications, AARNet



Editorial Team: Jane Gifford (AARNet) – since 2015 | Audrey Gerber (IUCC) – since 2017 |
Morten Anderson (NORDUnet) – since 2020

PERFORMANCE

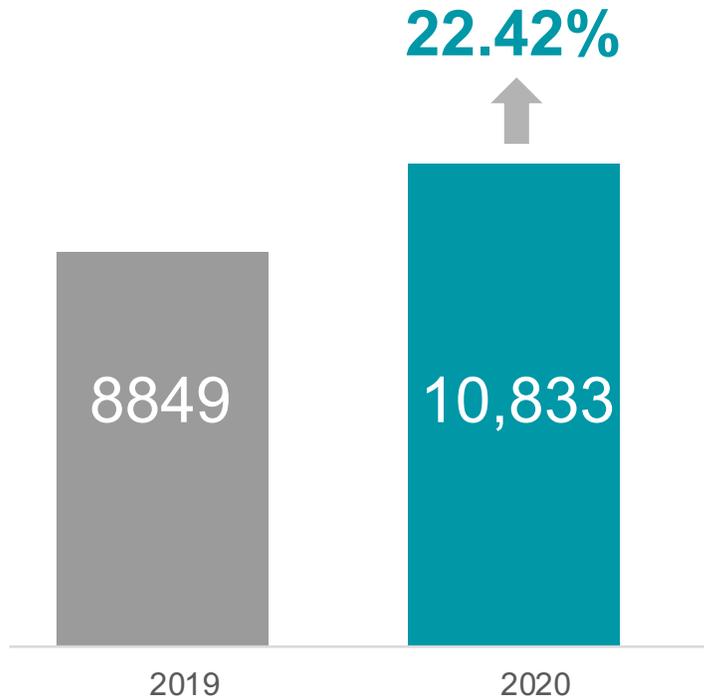
25 October 2015 to 9 June 2020:



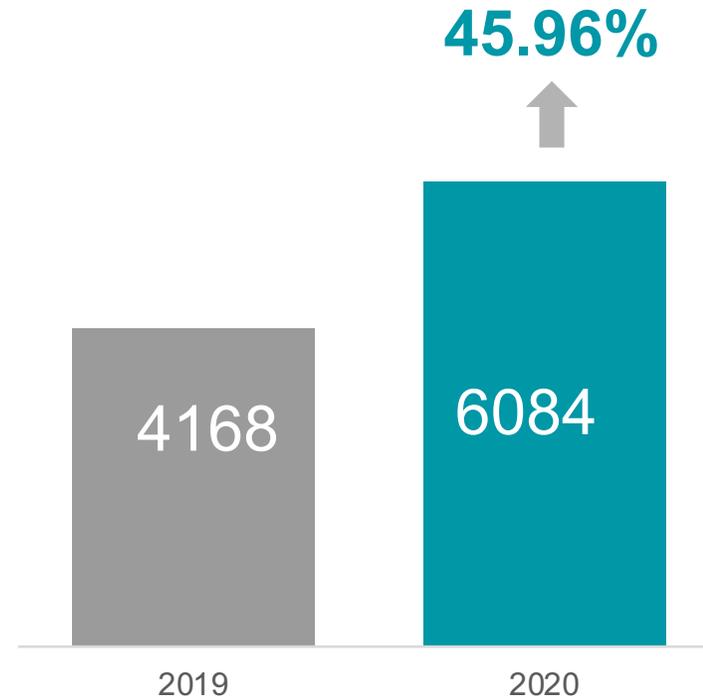
Users/Page Views/Countries Source: Google Analytics

COMPARISON: 2019 v 2020

PAGE VIEWS



NEW USERS

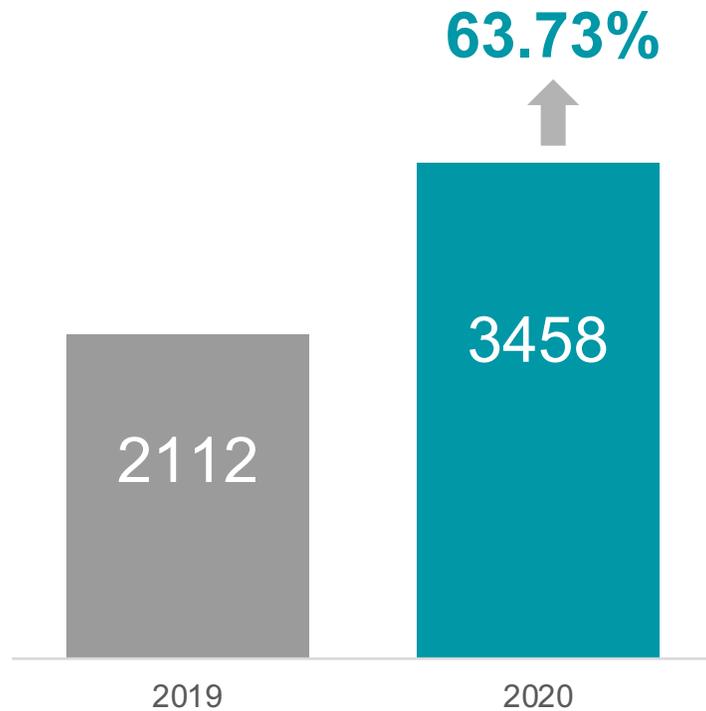


Data comparison for the period 1 Jan – 1 June for 2019 and 2020. Source: Google Analytics

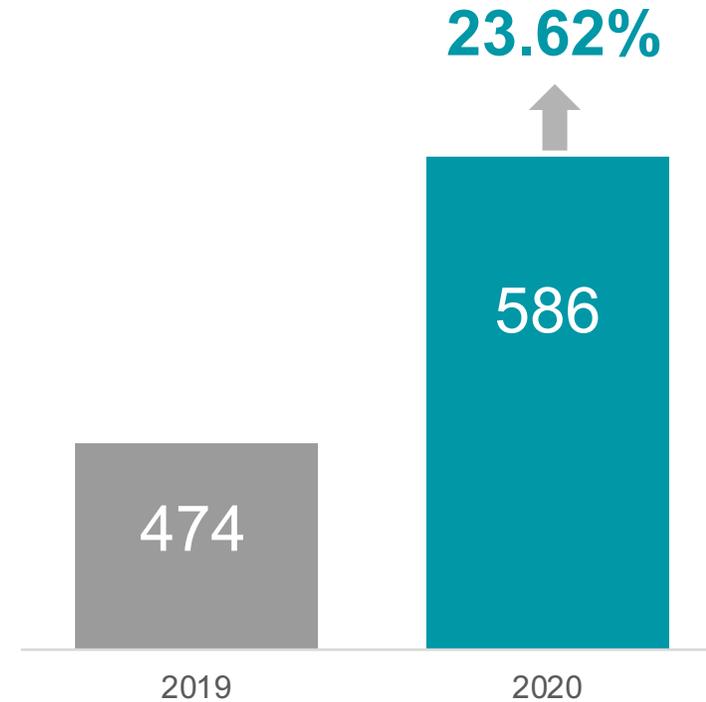
COMPARISON: 2019 v 2020



ORGANIC SEARCH



SOCIAL MEDIA

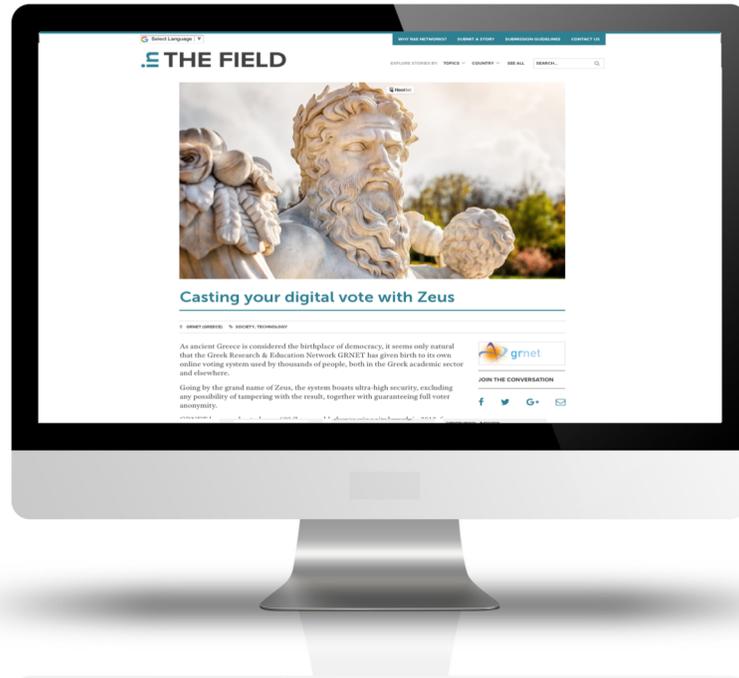


Data comparison for the period 1 Jan – 1 June for 2019 and 2020. Source: Google Analytics

TOP POSTS 2020

CASTING YOUR DIGITAL VOTE WITH ZEUS

#1 most popular story of all time
(published June 2018)

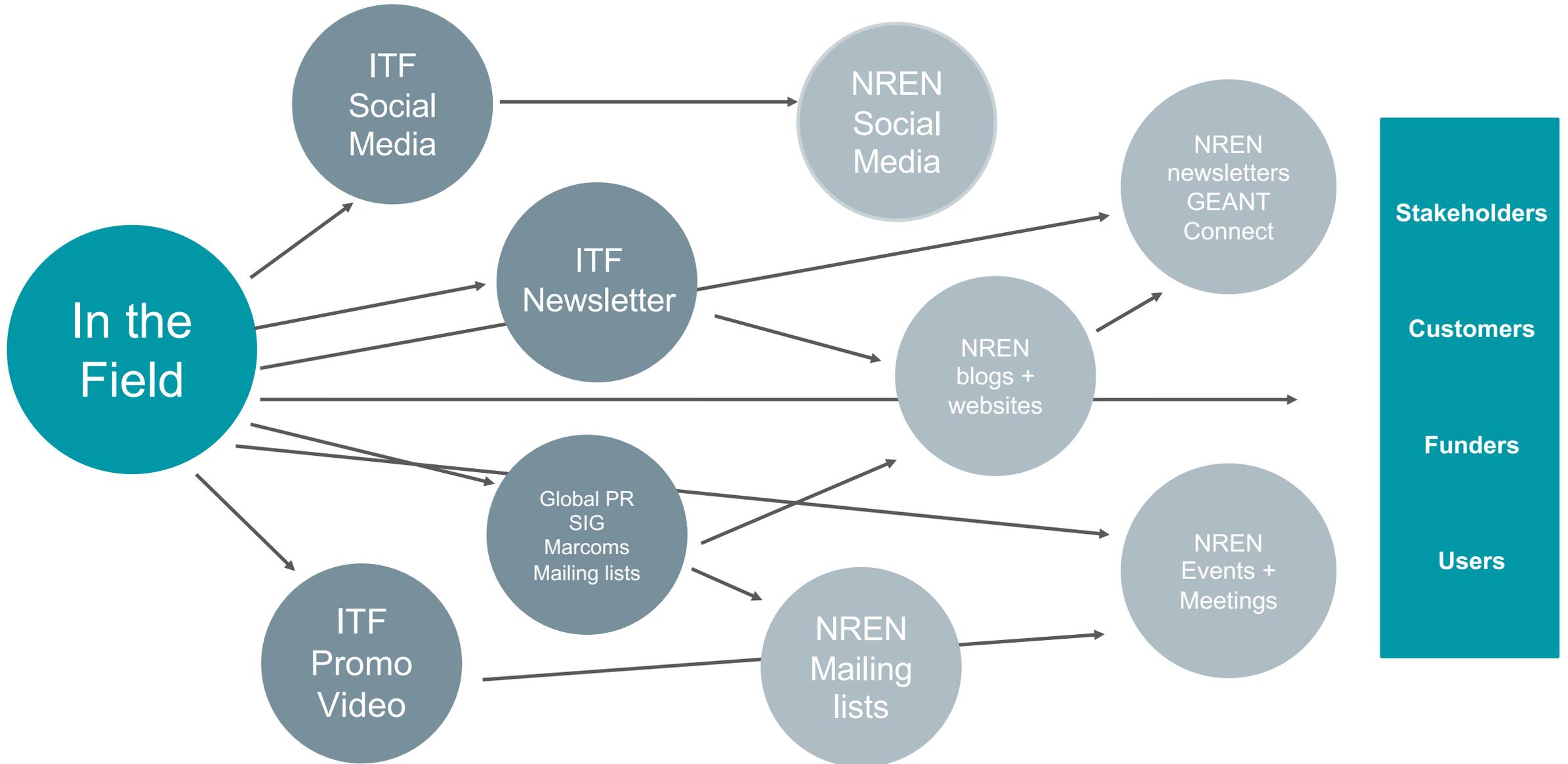


1.	/		2,104 (18.23%)
2.	/casting-your-digital-vote-with-zeus/		1,971 (17.08%)
3.	/supporting-the-global-challenges-of-the-novel-coronavirus/		787 (6.82%)
4.	/how-covid-19-data-is-being-shared-with-researchers-globally/		259 (2.24%)
5.	/sensor-networks-helping-predict-and-respond-to-natural-disasters/		208 (1.80%)
6.	/why-re-networks/		201 (1.74%)
7.	/international-dna-database-drives-genetics-research/		151 (1.31%)
8.	/coronavirus-triggers-portuguese-distance-learning-boom/		114 (0.99%)
9.	/news/		108 (0.94%)
10.	/network/eapconnect/		95 (0.82%)

<https://www.inthefieldstories.net/casting-your-digital-vote-with-zeus/>

Source: Google Analytics

SPREADING THE WORD



THE FIELD

inthefieldstories.net

Subscribe <http://eepurl.com/dwtthH>



@REfieldstories



@inthefieldstories

SWOT ANALYSIS

strengths

- **Unique collaboration** platform for the the global NREN community
- **Shared resource** of use cases for all NRENs to utilize
- **Raises awareness** of the NREN value proposition globally
- **Powerful impact marketing tool**, particularly for emerging NRENs

weaknesses

- **Slow down** in rate of submissions /dwindling enthusiasm for site from some NRENs
- **Skills gap and staff turnover** in some regions compromises story quality
- **Relevance of site** - only anecdotal evidence about site being used for intended purpose of lobbying funders or reaching out to end users

- **Focus** more on developing stories around thematic research areas and hot topics like COVID-19
- **Targeted social media** campaigns in selected regions via local partners

opportunities

threats

- **Loss of one or more** key editorial team members due to career/role changes or funding issues
- **Ongoing funding** is required for site maintenance, development and editorial resources.

WHAT CAN YOU DO?

- Submit a story, or an idea for a story
- Share published stories with your community via social media, newsletters
- Promote at global NREN conferences and events

THANK YOU!