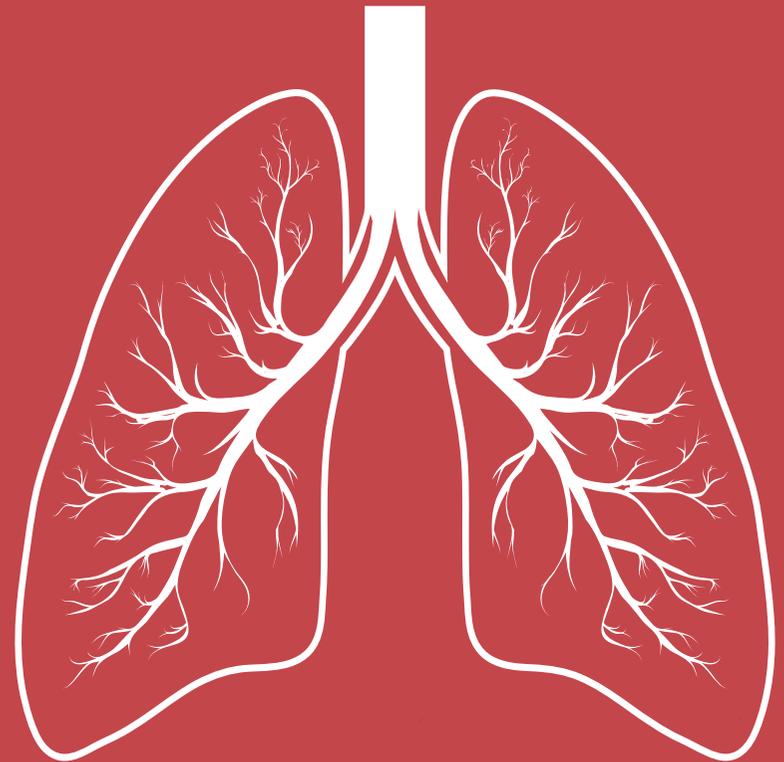


# Anatomy of the website

*Content types, their  
formats and processes,  
and why you might want  
to use them*



# Content types

Hub

Page

Article

News story

In brief

Resource

Case study

Event

Person

Funding opportunity

Mover and shaker

Job

Supplier

Content elements

# Hub

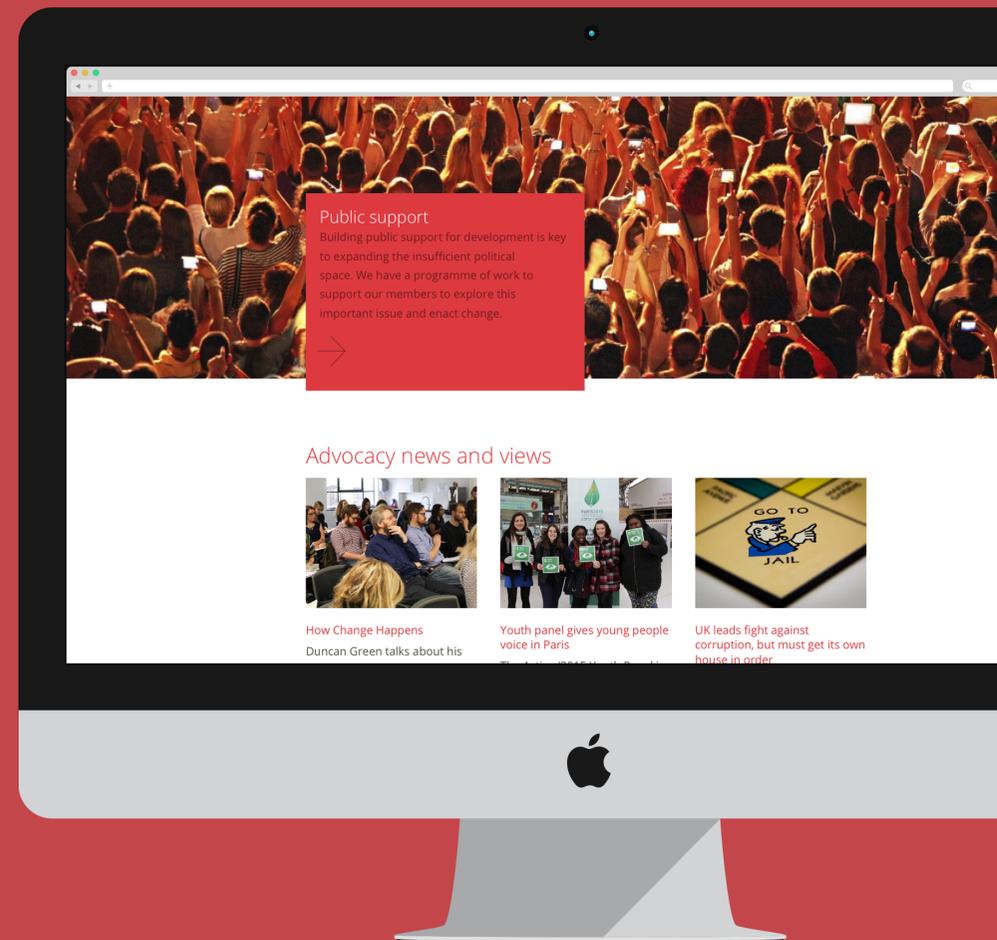
A shop window onto a theme or area of work, hubs have little or no content of their own. They dynamically list the latest tagged content of various types. Hubs are a good way of showcasing content from members and the wider sector.

Hubs correspond to strategically important areas of work, Bond services or particular audiences.

**Format:** Hubs can have various elements, including carousels, forms, dynamic views of news, in-briefs, resources, case studies, Twitter feeds, groups etc.

**Process:** A new hub needs at least three relevant posts, resources, case studies or events; a carousel or some introduction text; and at least six in briefs.

**Strategic aims:** Hubs orientate users and create paths between news and discussion to events, services and advocacy asks.



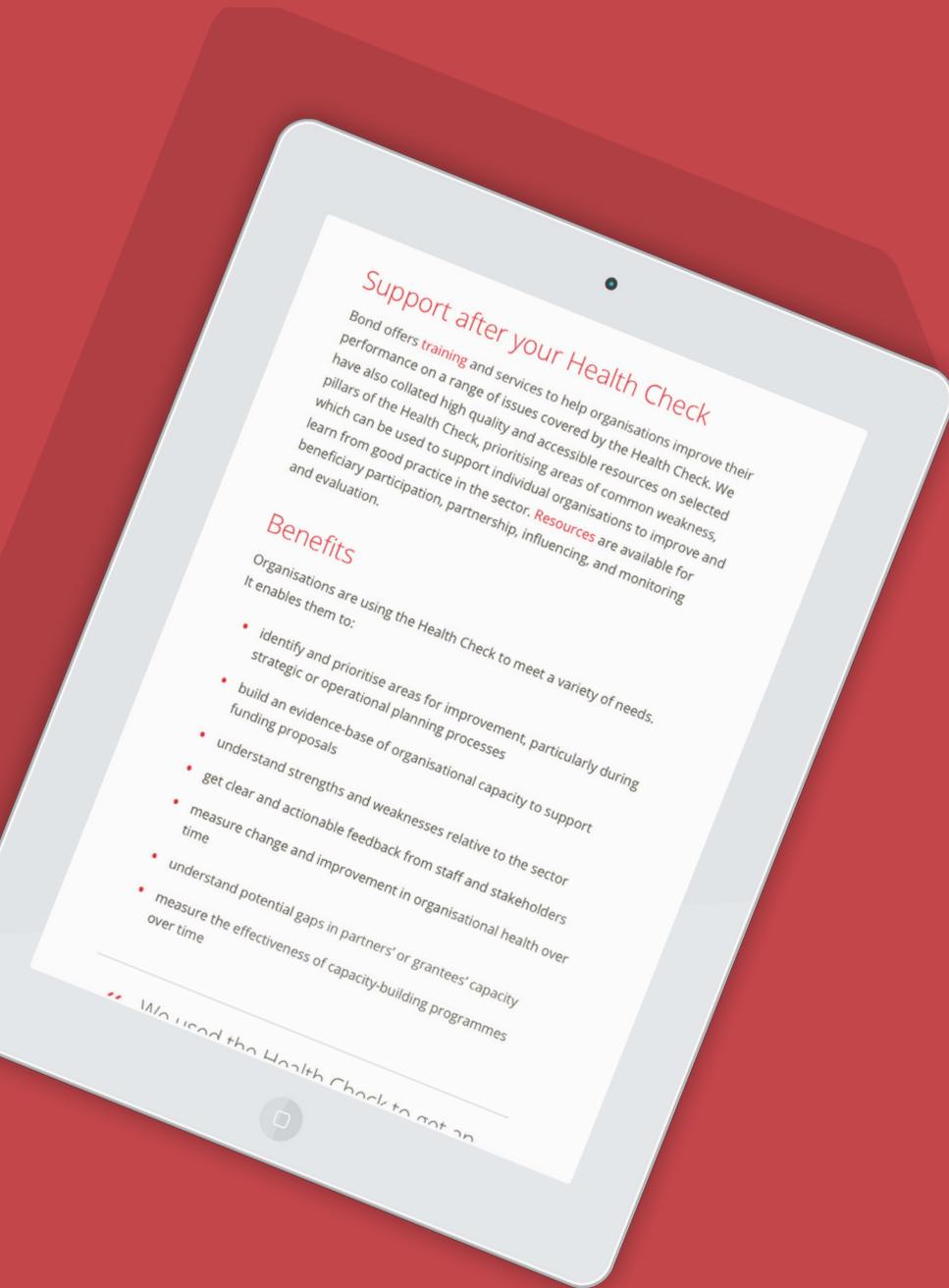
# Page

Content with a longer shelf life than a news story or article. Despite a switch of emphasis to more dynamic content, pages are still important. A page should focus on one discreet, unique subject or call to action.

**Format:** Pages combine text, images and video. They can be as short or long as they need to be. They should have a title, a summary, an intro, one or more pull quotes and be tagged with one or more themes, sectors or geographic tags. They should be broken up with headings. Pages don't have publicly named authors; they take the voice of the organisation.

**Process:** Staff are jointly responsible for keeping their own pages up to date, in partnership with the digital team, who can also suggest new ideas and structural changes.

**Strategic aims:** Pages respond to key user needs and are vital for search engine optimisation. They respond to what users are searching for, use those same keywords and answer user problems. Quality trumps quantity: avoid creating too much static content and make sure there's a sustainable plan to keep it updated, useful and interesting.



# Article

Opinionated content with named, expert authors. As much as possible, these should be external voices: not only members but also people from outside the usual suspects with relevant, interesting things to say. Articles do not need to be linked to a “news” event, though being of-the-moment can help promotion.

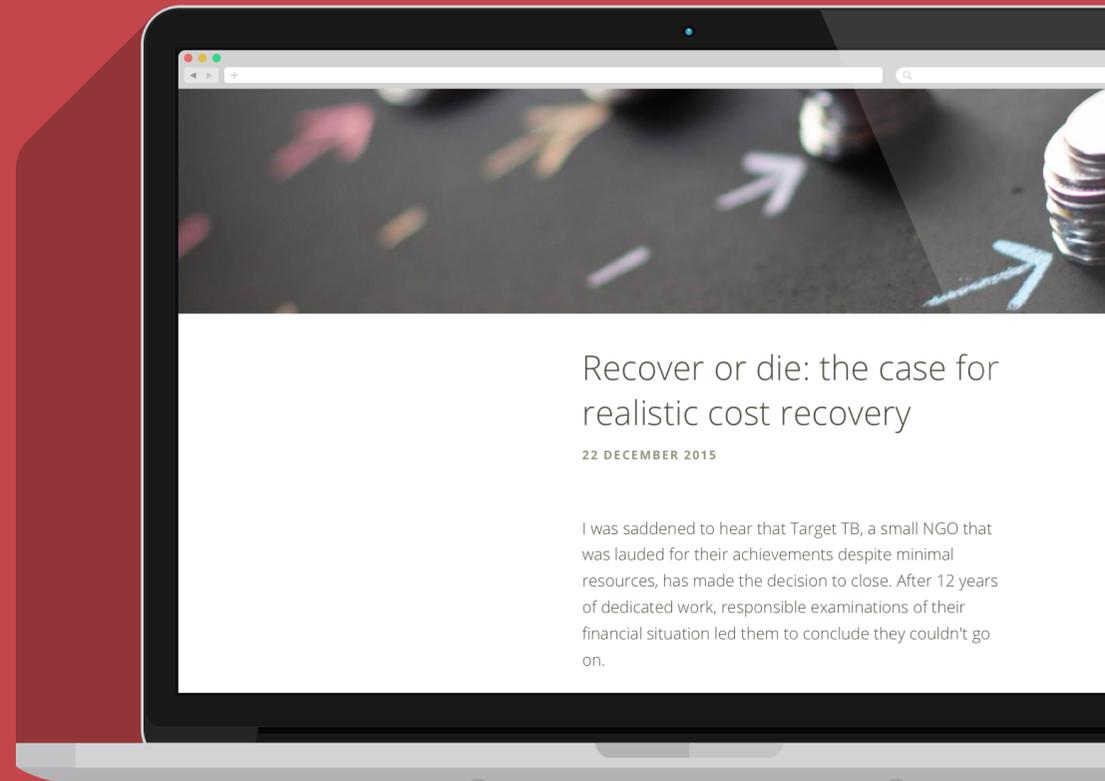
Articles answer a problem, respond to a controversial issue or give a fresh take on a thorny issue.

**Format:** Articles (posts with “blog post” ticked) are usually 400-800 words long, with a summary, title, intro text, at least one image, tags and as much rich media as possible. There is scope for longer-form articles, but these should be genuinely substantial and in-depth and not an excuse for waffle.

**Process:** Staff and users can submit ideas/proposals for content to an editor, who will choose, schedule, coordinate and edit the best ideas, together with the author.

**Quantity:** We aim to publish two or three posts a month.

**Strategic aims:** To create a space for discussion and debate. By reflecting the diversity of views of the sector we position Bond at the hub of international development and create an engaging, vibrant website that users want to visit.



Bond should “go further in creating places for more diverse voices to be heard, new ideas to be discussed”

*Bond strategy 2016-2021*

# Five crucial article criteria

## 1. Interesting?

Do you know five people who will want to share this content on social media? If not, there probably isn't enough of an audience to warrant publication.

## 2. Jargon-free?

Would you send this to an informed friend who works outside the development sector and expect them to understand it? If not, please translate your submission into plain English before submitting it. This doesn't mean dumbing it down: even complex ideas are best communicated using accessible language.

## 3. Appropriate format?

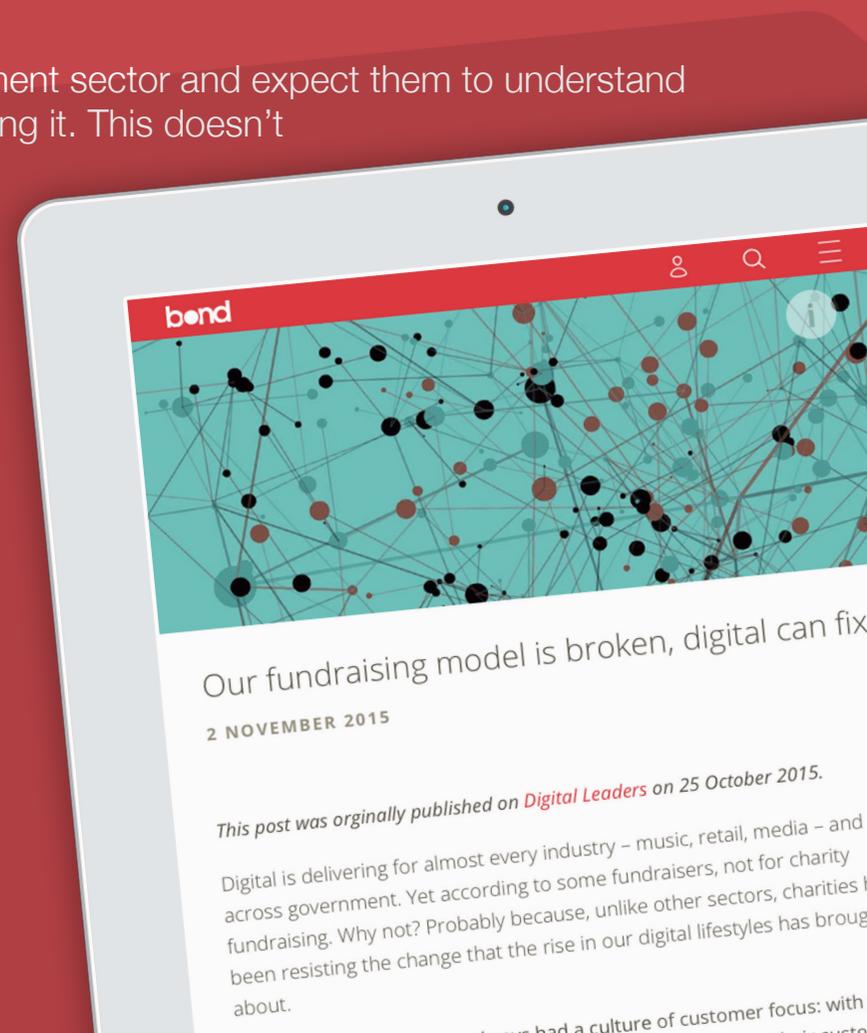
Does this post contain your opinion and experience? If not, it probably isn't an article.

## 4. Relevant?

Does the post answer a problem or shed fresh light on a burning issue? If not, it may not be relevant enough to our audience.

## 5. Useful?

Is this one of the five things our audience should read this week? If not, your content may not be read enough to justify publication.



# News story

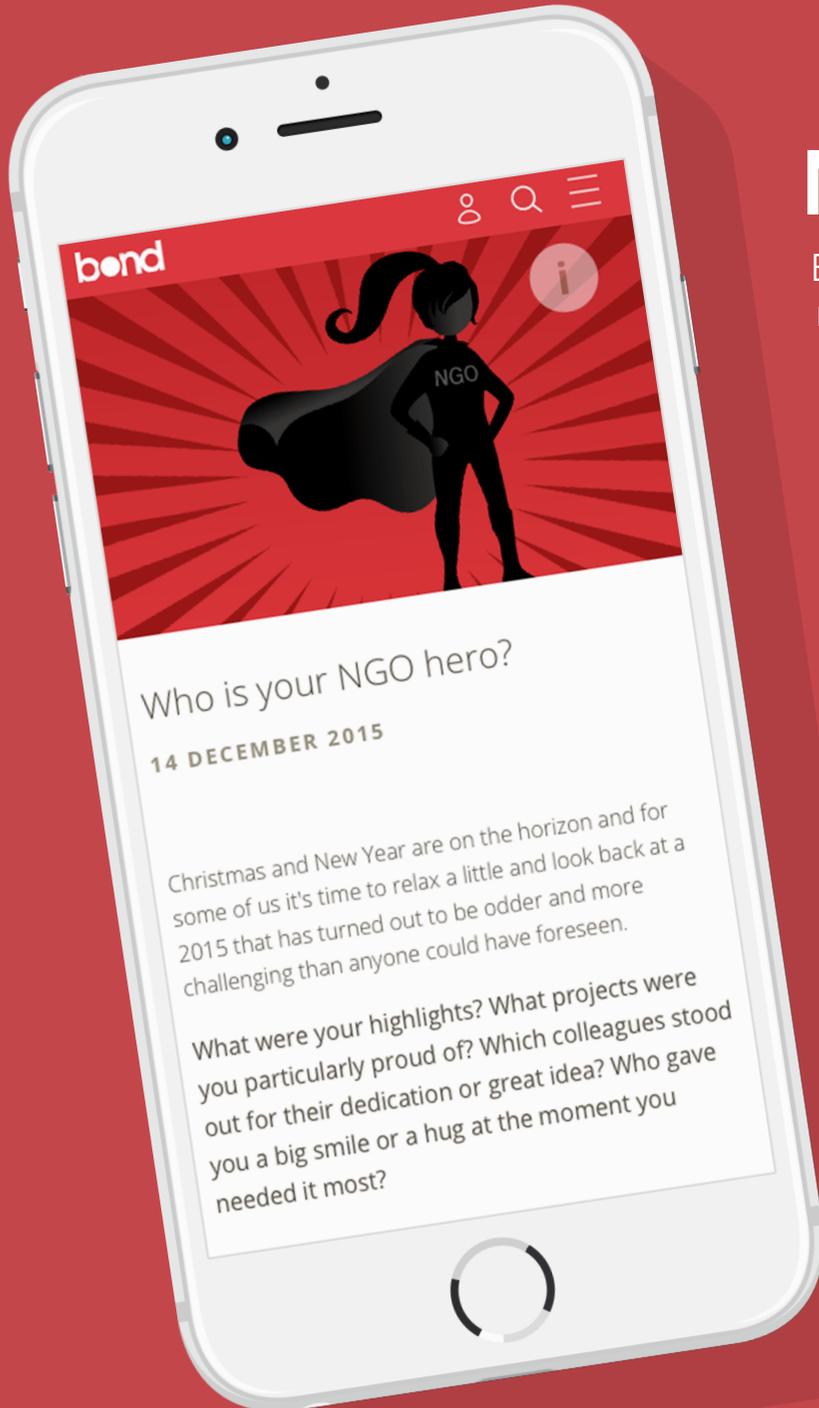
Brief, factual, timely account of Bond activity or something that is relevant or interesting to the wider sector. Important enough to justify a page of its own.

**Format:** Title, summary text, image and 200-400 words. The thumbnail image gets used around the site.

**Process:** These should be submitted to an editor. Due to the nature of news, editing and publishing news stories is prioritised. Advance warning isn't always possible, but where you think something will be coming up, please let an editor know as far in advance as possible or add it to the comms calendar.

**Quantity:** Flexible, but the aim is to publish an average of two or three news stories a week.

**Strategic aims:** News stories position Bond at the nexus of international development and in the current moment. They are a key tool for social media.



# In brief

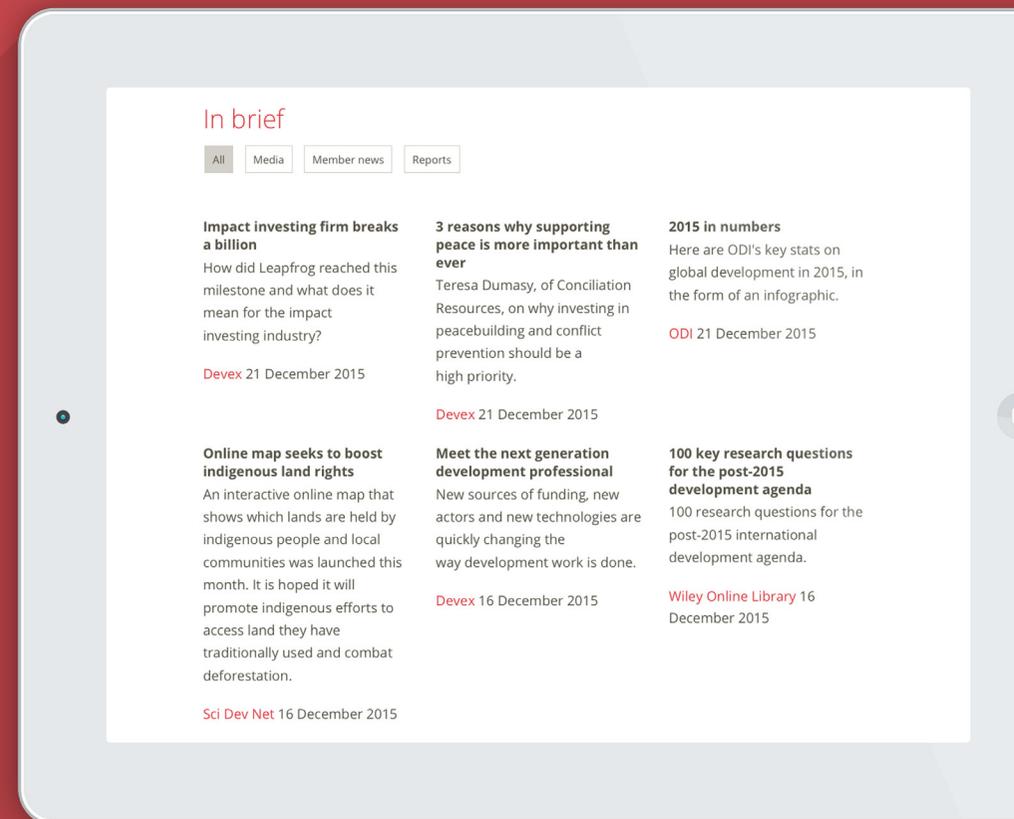
Things happening in the sector, things members are doing, things the media are talking about. The format is simple: title, a sentence or two and a link. All in briefs appear on the news page, and tagged in briefs appear in relevant places around the site. They link straight to the source rather than to a Bond page.

In briefs are things you might share on social media, or send an all-staff email about. They don't have to be weighty or serious. Our collected feeds on Feedly are a good source of the best member content - these are automatically pushed to the #membernews channel in Slack. Our media monitoring service is a good source of stories about international development in the media.

**Process:** If you find links suitable for in-briefs, please share them with an editor.

**Quantity:** We aim to publish two or three in briefs a day.

**Strategic aims:** Through in briefs we curate the work and content of the sector. By aggregating and amplifying the diversity of international development, we connect to others and make the website a living, evolving platform. In briefs are also excellent content for social media.



# Resource

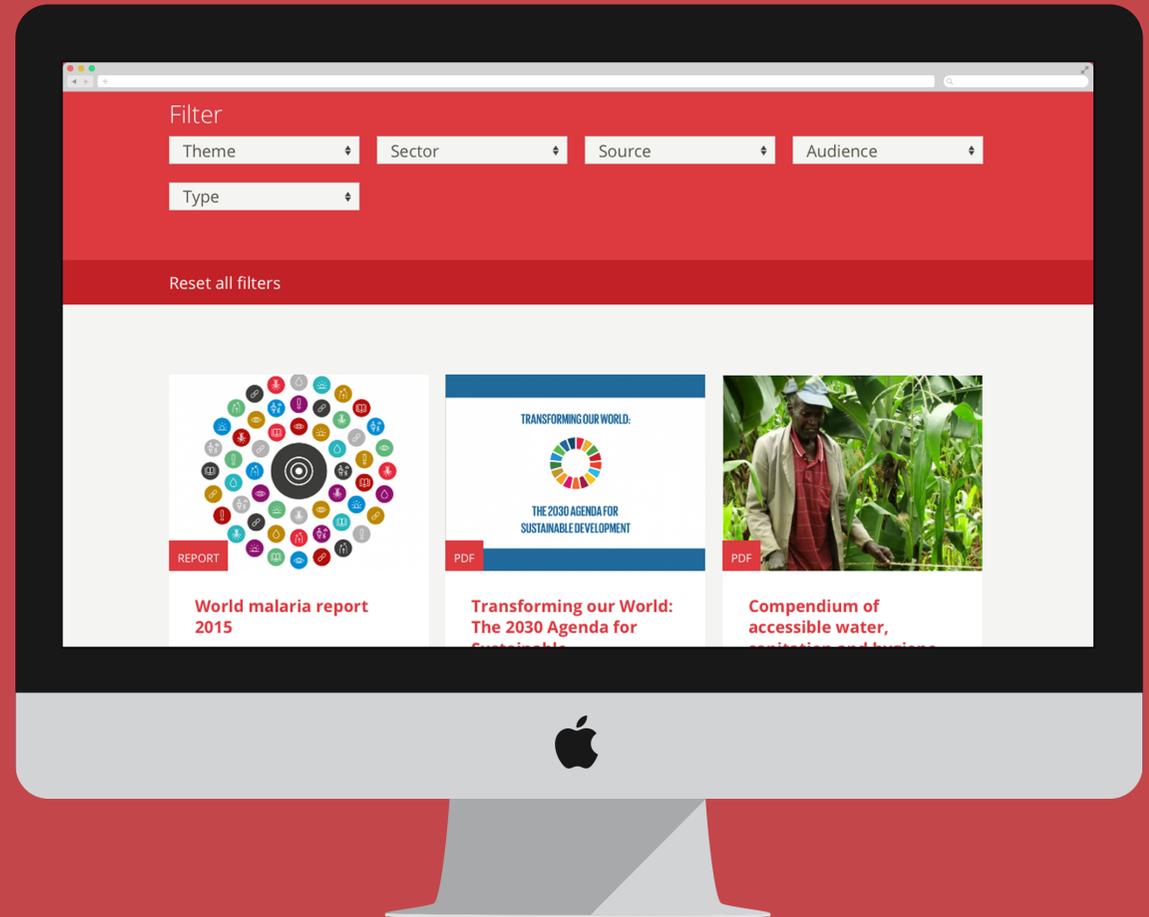
Useful reports, tools, websites. May be Bond-produced or external.

**Format:** a title, an image, a summary, a description, tags and a link or file. Dates are optional.

**Process:** Please let an editor know if you find something good. There's a form at the bottom of the resources page for doing just that.

**Strategic aims:** resources make our website more useful to our users, who are then more likely to come back, to join, and to buy services from us. By highlighting members' resources we also help promote them and their work.

**Health Check resources** are externally commissioned sets of resources related to Health Check pillars and appear on their own page with a different set of Health-Check specific filters. If they have a more general relevance to our users resources can be both "standard" resources and "Health Check resources".



# Case study

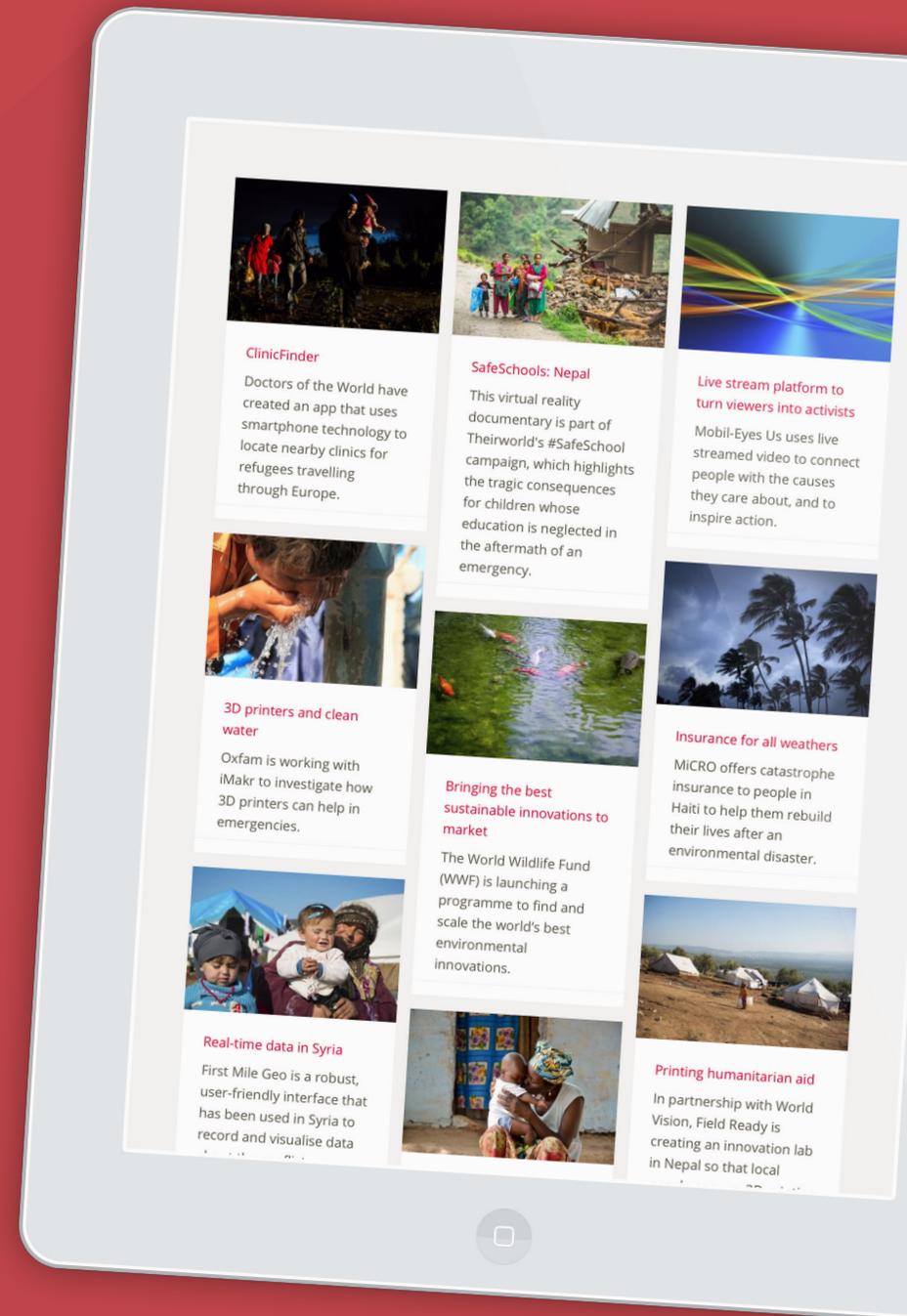
Noteworthy examples of development and humanitarian work. We choose to highlight these because they're good or significant rather than necessarily useful in their own right. Examples include a good campaigning video, an innovative project and a use of IATI data.

Resources are useful to users: they explain how to do something or inform them about a topic; case studies are interesting examples that may not be useful in themselves.

**Format:** Case studies are similar to resources: they consist of a title, an image, a summary, a description, tags and a link or file. Dates are optional but not usually necessary. Include the source organisation.

**Process:** Please let an editor know if you find something good.

**Strategic aims:** Sharing learning and amplifying best practice helps make the sector more effective, and positions Bond as a crucial resource. Case studies make our website more helpful and interesting to our users, who are then more likely to come back, to join, and to buy services from us. By highlighting members' work we also help promote them and their causes.



### ClinicFinder

Doctors of the World have created an app that uses smartphone technology to locate nearby clinics for refugees travelling through Europe.



### SafeSchools: Nepal

This virtual reality documentary is part of Theirworld's #SafeSchool campaign, which highlights the tragic consequences for children whose education is neglected in the aftermath of an emergency.



### Live stream platform to turn viewers into activists

Mobil-Eyes Us uses live streamed video to connect people with the causes they care about, and to inspire action.



### 3D printers and clean water

Oxfam is working with iMakr to investigate how 3D printers can help in emergencies.



### Bringing the best sustainable innovations to market

The World Wildlife Fund (WWF) is launching a programme to find and scale the world's best environmental innovations.



### Insurance for all weathers

MICRO offers catastrophe insurance to people in Haiti to help them rebuild their lives after an environmental disaster.



### Real-time data in Syria

First Mile Geo is a robust, user-friendly interface that has been used in Syria to record and visualise data

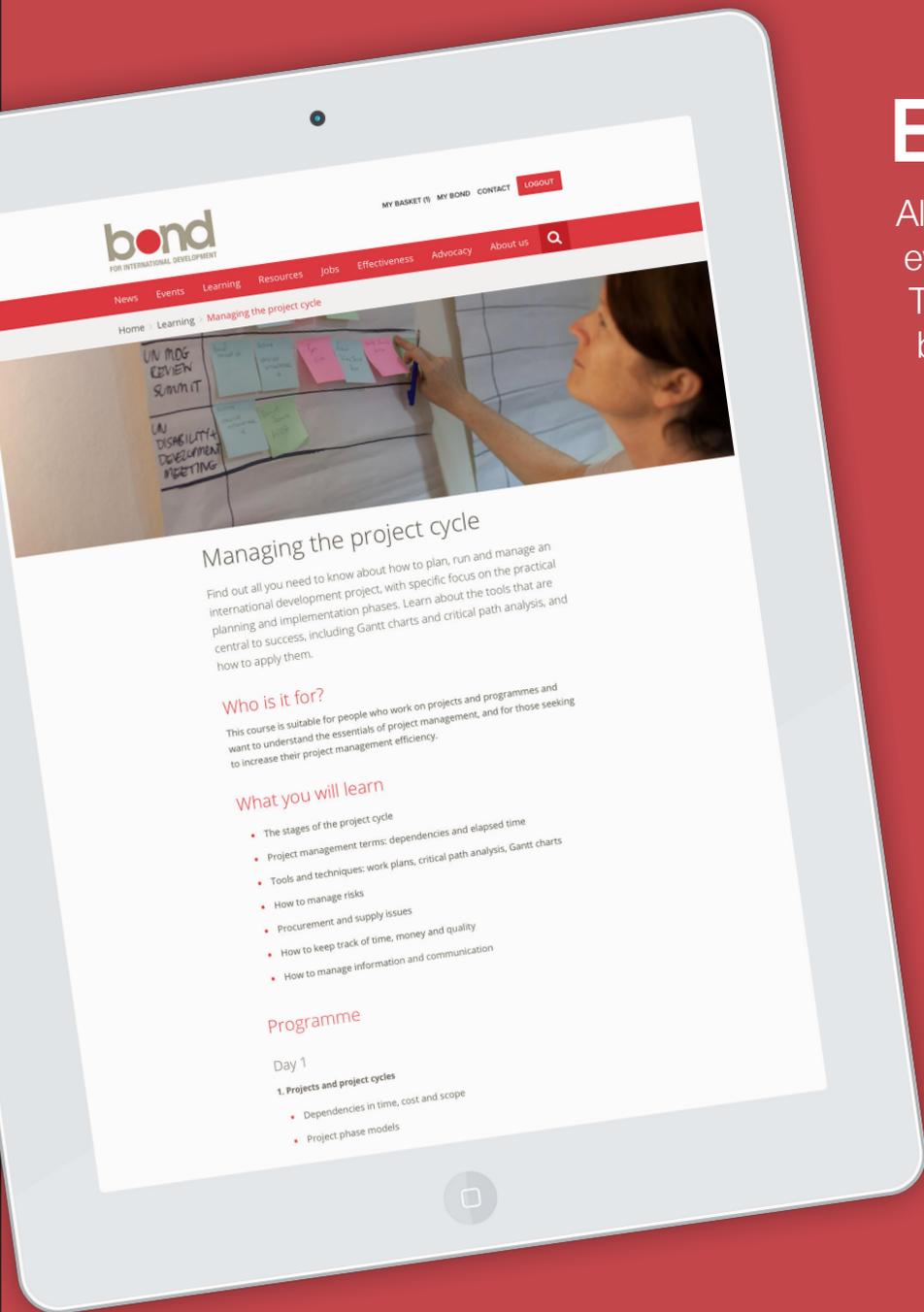


### Printing humanitarian aid

In partnership with World Vision, Field Ready is creating an innovation lab in Nepal so that local

“Bond should continue to  
amplify good practice”

*Bond strategy 2016-2021*



# Event

All Bond events and training courses plus group events, member events and international events. Events can be real world or virtual - Twitter chats, Google Hangouts etc are good candidates. They can be free or paid-for and users can register for them online.

We make the events section of our website as interesting and useful as possible, highlighting events that are relevant to our members.

An **event landing page** is a special type of event content that links to **sessions, speakers, sponsors** and **exhibitors**. It is used for the annual conference and other complex events.

**Format:** Events need to have a date, an image and a short description. They can optionally have a location.

**Process:** Editors look ahead at UN days and My Bond events. If you know of any other relevant events please let an editor know.

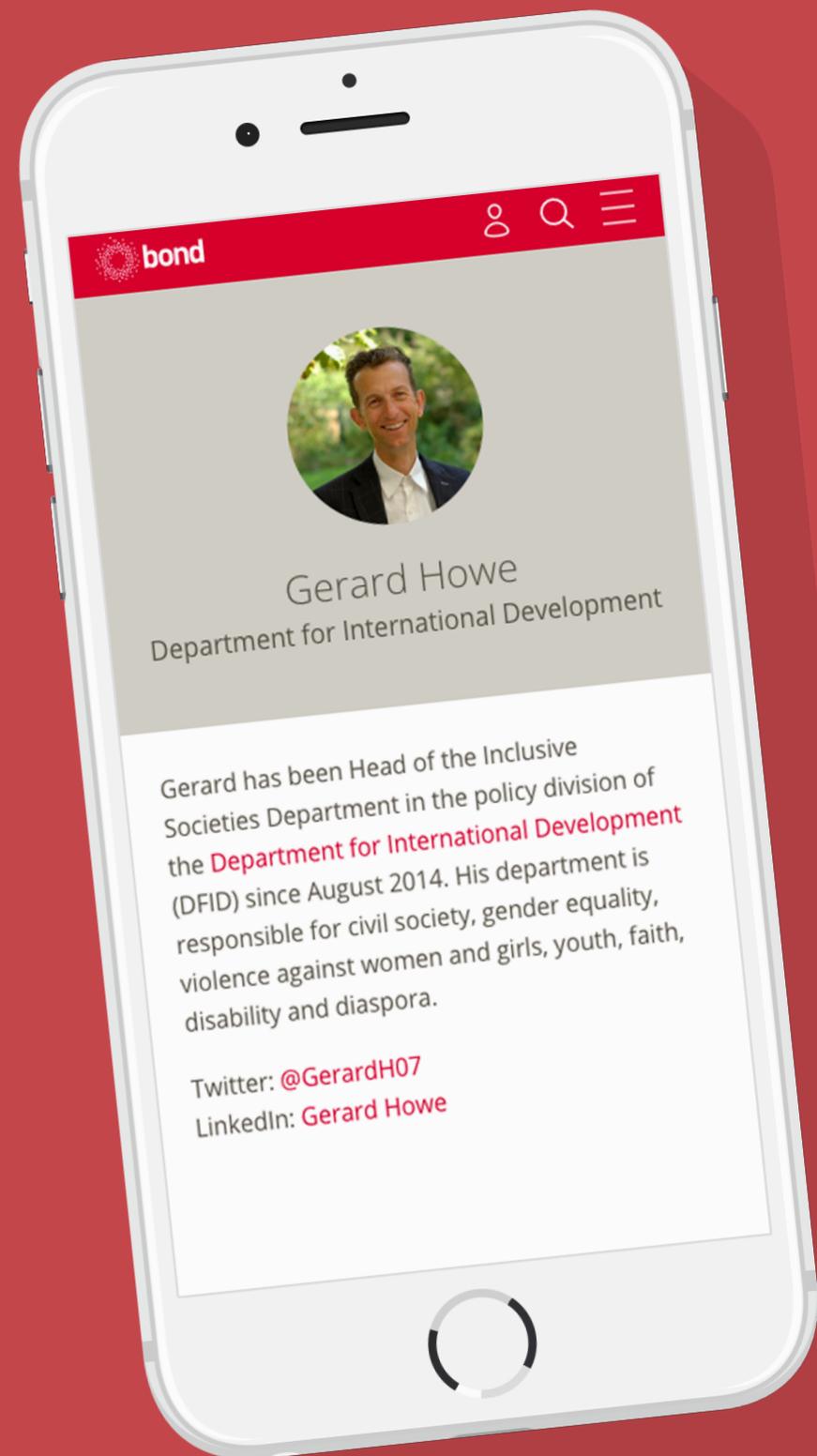
**Strategic aims:** Online booking for Bond events is an important revenue stream for Bond. Our events calendar positions Bond as a crucial resource that encourages users to return. By highlighting members' events we also help promote them and their causes.

# Person

Can be an author, staff, speaker or a trainer, or more than one of the above.

Profiles should be concise and engaging, with a little personality as well as professional background.

**Format:** A person needs a headshot, name, organisation and short bio. These profiles then link back to courses, **blog** posts and events.



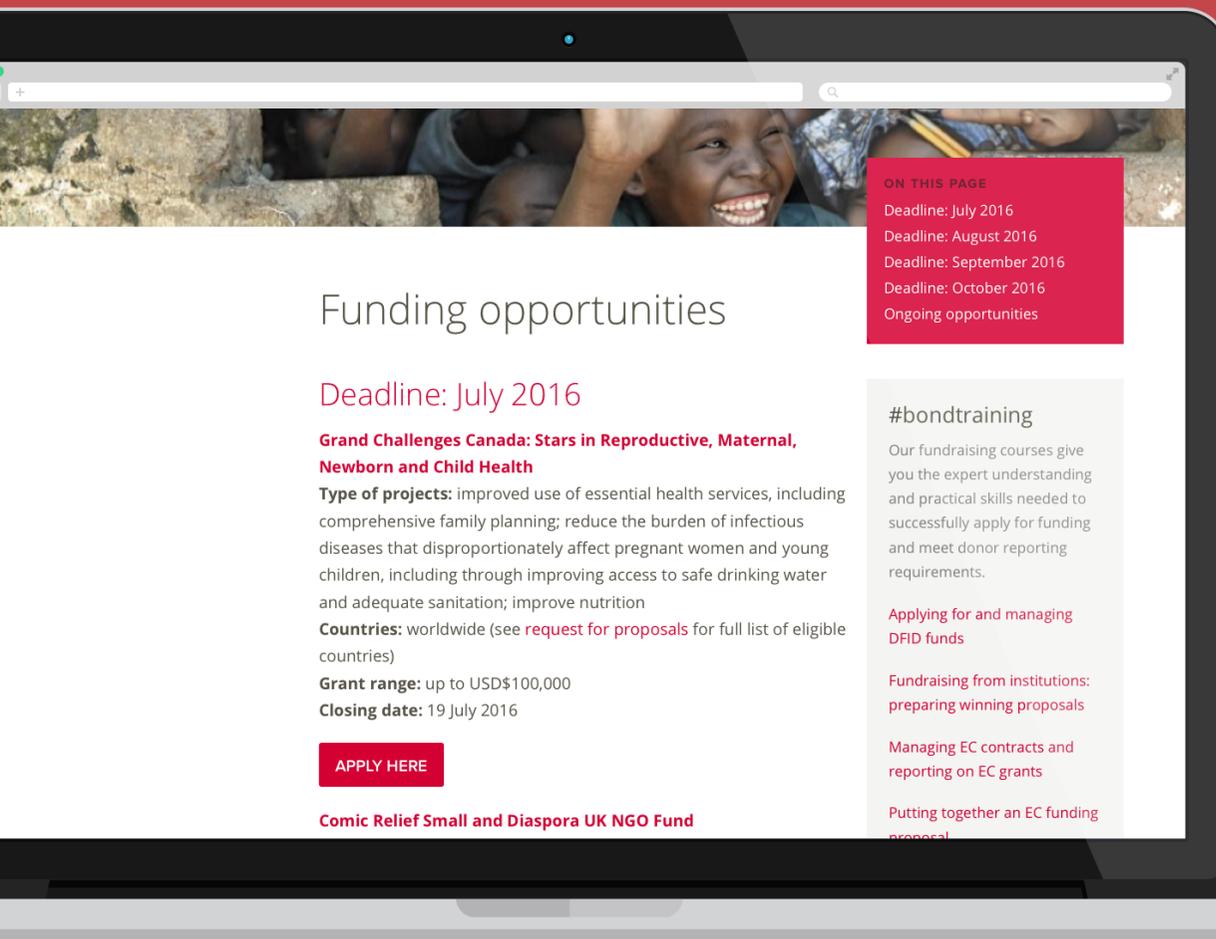
# Funding opportunity

Brief details of a funding opportunity. Funding opportunities are very popular and there is development work in the pipeline to turn them into their own content type.

**Format:** title, description, link, geography, tags, closing date.

**Process:** We pay (jointly with NIDOS and the Welsh Hub) a researcher to supply details of these. Joint ELT/ comms responsibility to keep these up to date.

**Strategic aims:** Funding opportunities are a magnet for search engine traffic. Already popular, an open directory of funding opportunities has the potential to be one of Bond's most useful services to users. Positioning Bond as a crucial link between funders and users makes us more influential to both.



# Mover and shaker

A short description of someone who has recently moved jobs in the sector. They also work very well on social media.

**Strategic aims:** Movers and shakers humanise our jobs page and strengthen the connection people feel to Bond. Increasing traffic to our jobs pages cements Bond's position as the place for international development jobs and increases income.



Kevin Watkins

8 June 2016

Kevin Watkins has been appointed Chief Executive of Save the Children UK. He will start in his new role at the end of September. Kevin joins Save the Children after three years as the Executive Director of the Overseas Development Institute. During his 30 year career, he has also worked at the Brookings Institution in Washington, the United Nations and Oxfam.

He said: "I'm joining Save the Children because I believe in the organisation's mission, its values and the commitment of its staff – and because I'm passionate about the cause it champions."

Kevin is a visiting professor of international development at the London School of Economics. Aged 61, he lives in south-east London with his wife and two sons aged six months and three. He also has a daughter in her twenties.

## Movers & Shakers

People with shiny new jobs in development. Recently moved position?  
Please **let us know!**





## Grants Frameworks Officer

International Rescue Committee

£30 – 37,000 per annum (depending on experience)

Closing date: 15 July 2016 Job Type: Paid

International Rescue Committee seeks a full-time Grants Framework Officer to support on the global implementation of the IRC-UK's Humanitarian Work Agreement.

## Job

A vacancy listed on our site by a member or other registered user.

**Format:** Logo, description, salary, salary range, location, closing date

**Process:** These are posted by users, using purchased jobs credits. Logos and organisation information are pulled from My Bond. The membership team can tweak listings and respond to queries.

**Strategic aims:** Jobs are a huge source of unrestricted income. They are also the main reason lots of our users know Bond and visit our website.

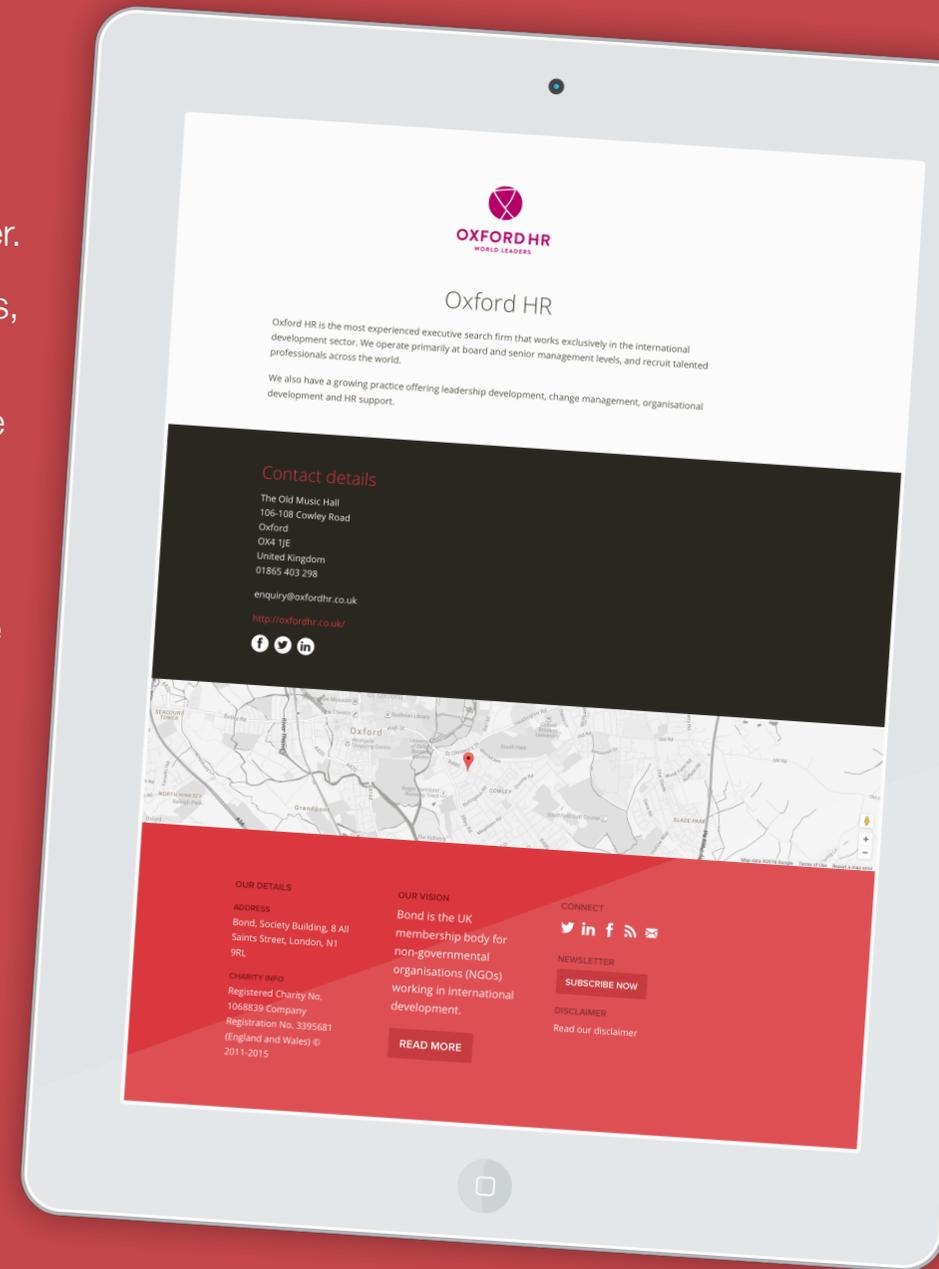
# Supplier

A Bond Directory listing added to our site by a consultant or supplier.

**Format:** Name, logo, description, contact details, social media links, Bond members worked with, tags.

**Process:** These are purchased for a year and posted by users. The membership team can tweak listings and respond to queries.

**Strategic aims:** The Bond directory can become an important source of unrestricted income. It also positions Bond as a vital broker between NGOs and the private sector and is a useful source of information about services.



# Content elements

**Title:** Grabs the reader with something interesting, but not too long.

**Summary:** Entices the reader in with a brief description of the content. Gets used in teasers around the site. Max 250 characters.

**First paragraph:** Grabs the reader's attention and makes the point. We use "intro" style which enlarges the text a little. Never start with date, job title or place.

**Following paragraphs:** Paragraph style. Keep short: one idea per paragraph.

**Sub headings:** Use heading 2 in the first instance, and heading 3 and 4 as sub-headings if necessary.

**Contextual paragraphs at the end of posts:** Optional paragraphs which may link to other pages (Bond or external).

**Pull quotes:** To highlight a short quote, or important sentence. Can be repeated from the text. We include at least one per post.

**Buttons:** Use in pages for important calls to action such as buy this, download that, book a thing, read more.

**Block quotes:** For substantial direct quotes that form part of the text e.g. Ben Jackson said: "whole paragraph quote". Use sparingly.

**Images:** Images are a key element of our content and are given equal importance to text. They take time to properly research, add and catalogue.

All images must have an appropriate title and caption text (an H2 of the title and a paragraph including credit

details where applicable). The credit should include a link to photographer, organisation and Creative Commons licence where applicable, with a link to the licence.

All images must have alt text, which describes the image to readers. This is vital for blind readers, and to make sure our website is accessible.

By default, the main/hero image is also used as the teaser image (thumbnail). It's possible to have a different thumbnail or only a thumbnail. Hero images should be at least 1600 pixels wide, and suitable for letterbox view. Teaser images can be smaller and are cropped to 3:2 ratio, but should still be at least 610 pixels wide.

**Video:** Can be embedded in any content types except In-brief. Video must be embedded in responsive formats.

**Carousel slide:** A large image, title and short text linking to other content.

The digital team edit these frequently in order to promote the most interesting recent content around the site. Please let us know if you have something that you think is a good candidate.

**Tweets:** single tweets can (and should) be embedded in posts and pages. Pages can also have sidebar blocks that dynamically pull in the latest tweets from hashtags, lists, users or searches.

**Form:** A form for collecting information, feedback or data. For example, for gathering opinions about something, for signing up to something, or for collecting names of people who want to know about something. May be attached to a page or sit on its own hidden page and linked to.

For accessibility, usability and branding, we always use our own native forms, and never embed Google forms.