



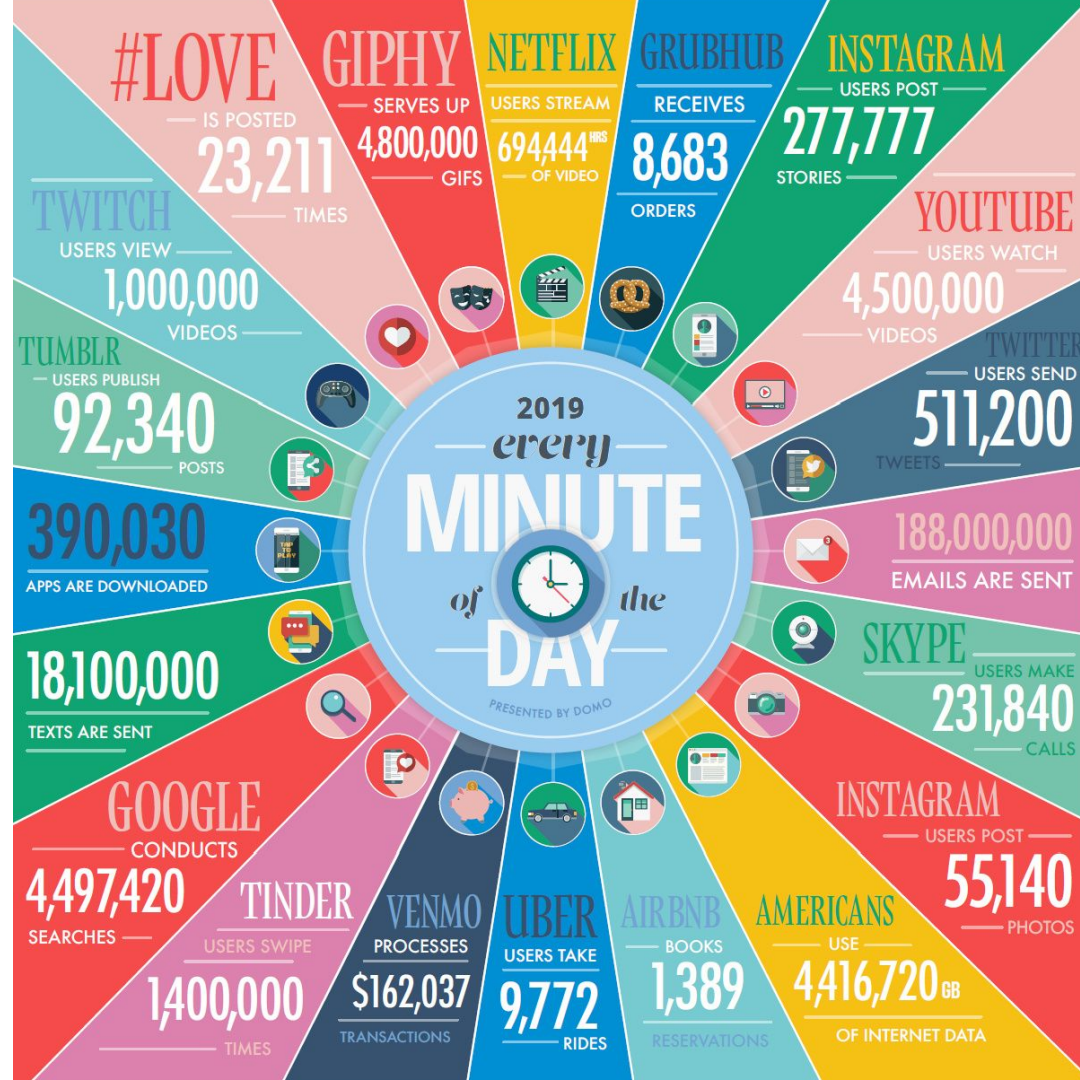
# Starting with community

Springer Nature & Zapnito | Future Book Forum

**zapnito**

The way publishers engage  
readers **has changed**

The noise has become deafening



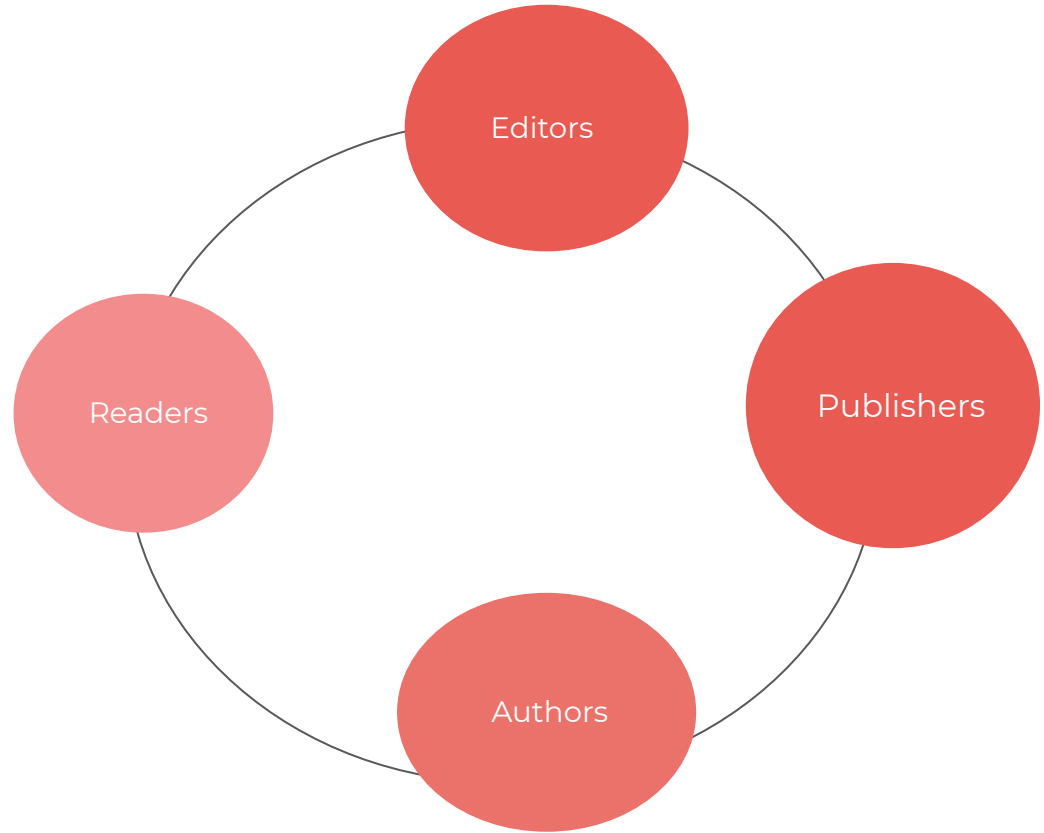


Social media is no longer fit for purpose

**But publishers  
already have the  
network they need**



**A publisher is an active member of the community in which it operates**



# The community approach

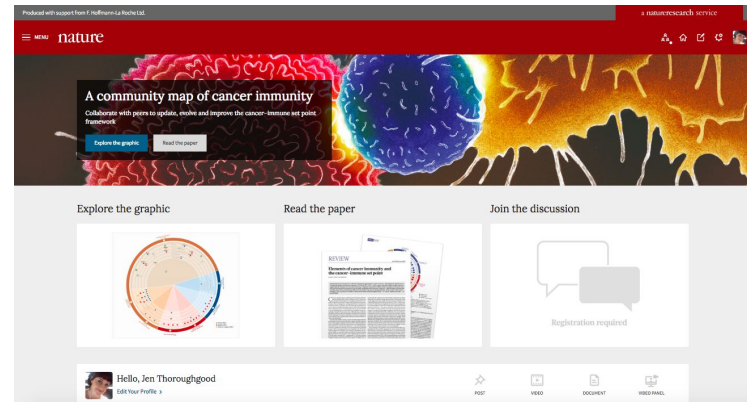
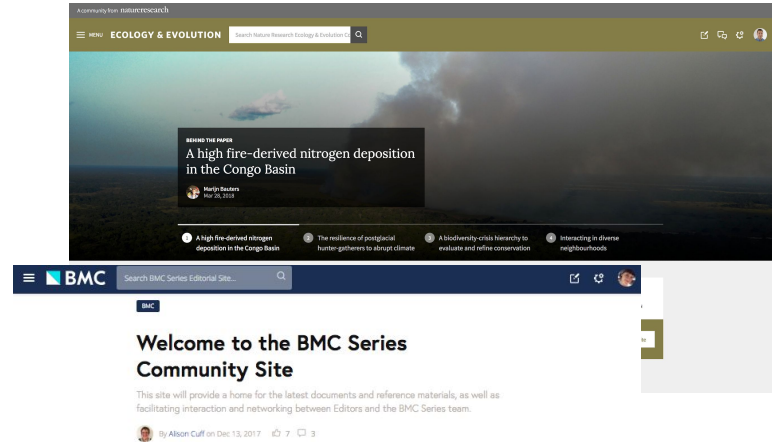
Cultivating this community creates more and deeper engagement with the people that matter.

Strengthened relationships and greater trust.



# Zapnito & Springer Nature

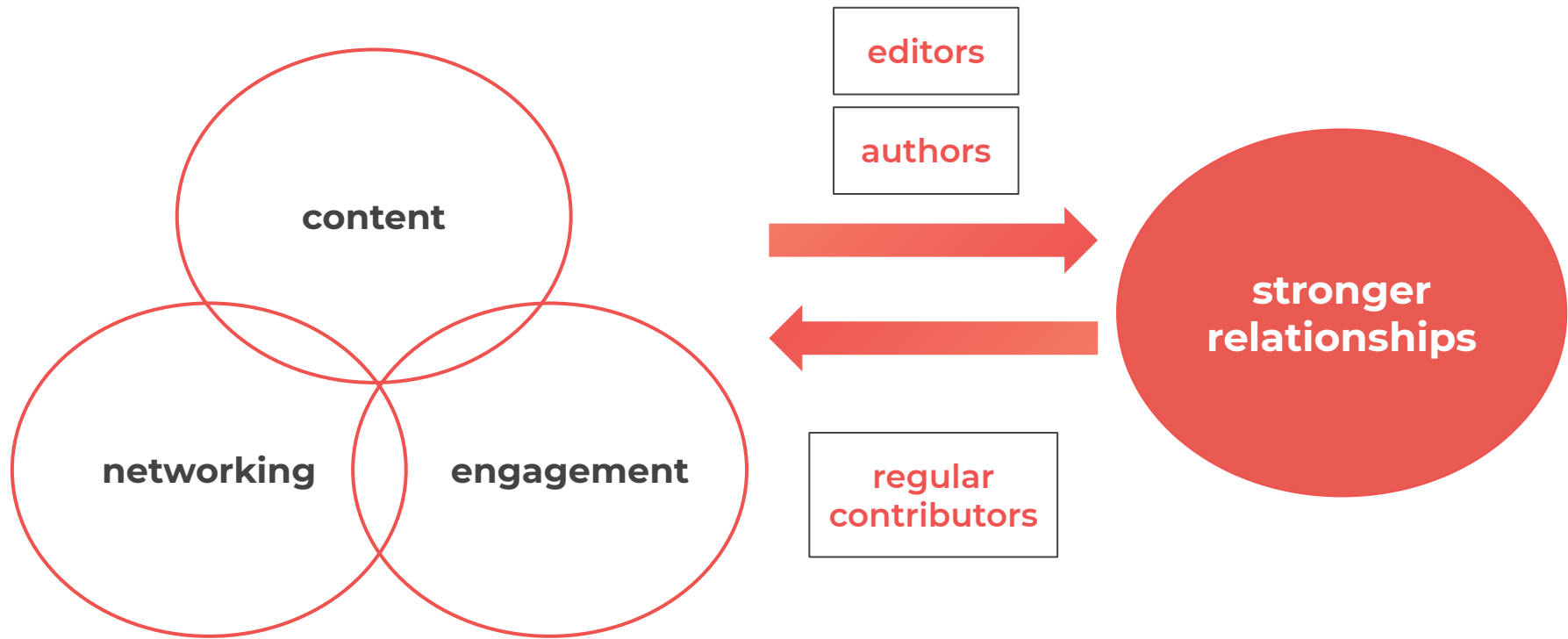
Springer Nature today has almost 30 niche, expert-led spaces for learning, connection and collaboration.



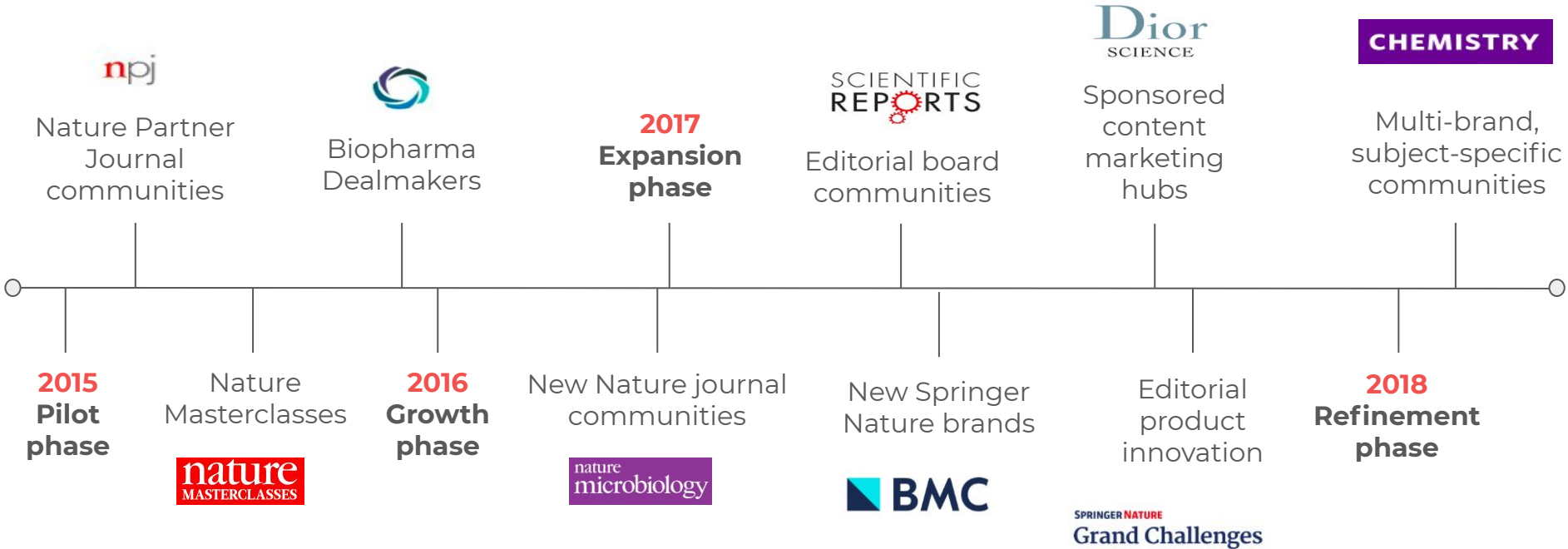


# The communities that made Nature





# Timeline

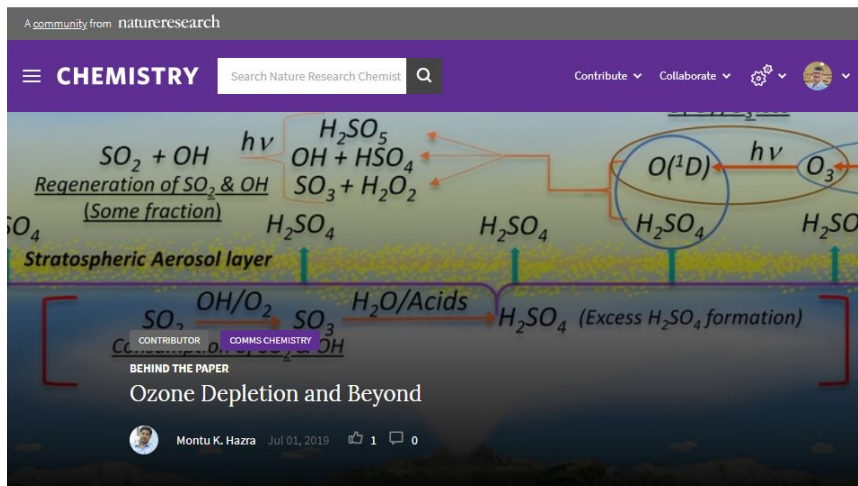


# Communities in numbers



All numbers are last twelve months (November 2018 to October 2019)

# Case study 1: Behind the Paper (BTP)



- Authors are invited to tell the personal story behind their research
- All posts are unedited
- Introduced established authors to new journals
- An author service and USP
- Generates high quality traffic for journal articles (1-2% of total article traffic where all authors are invited)
- 40% of authors agree to write a BTP

International agreement has implemented the unique Montreal Protocol (agreed in 1987) in 1989 with precise aim of reducing the global emissions of ozone-depleting substances. The ozone healing has begun since early 2000 onwards, as the various ozone-depleting substances have been reduced significantly under the Montreal Protocol and its subsequent amendments.

# Why do Nature authors write for us?

40%

of invited authors write a Behind the Paper post.

25 - 67%

depending on subject

*I prefer society journals, because the society's social connections are one of few things that can ensure the quality of science.*

*Initially, I thought that one downside of Nature Eco&Evo is that it does not have a society that it is based on.*

*Behind the Paper can mitigate my concern, because this connects researchers in ways that journal articles alone cannot.*

# Behind the Paper posts increase submissions

In a survey of 400+ Behind the Paper authors

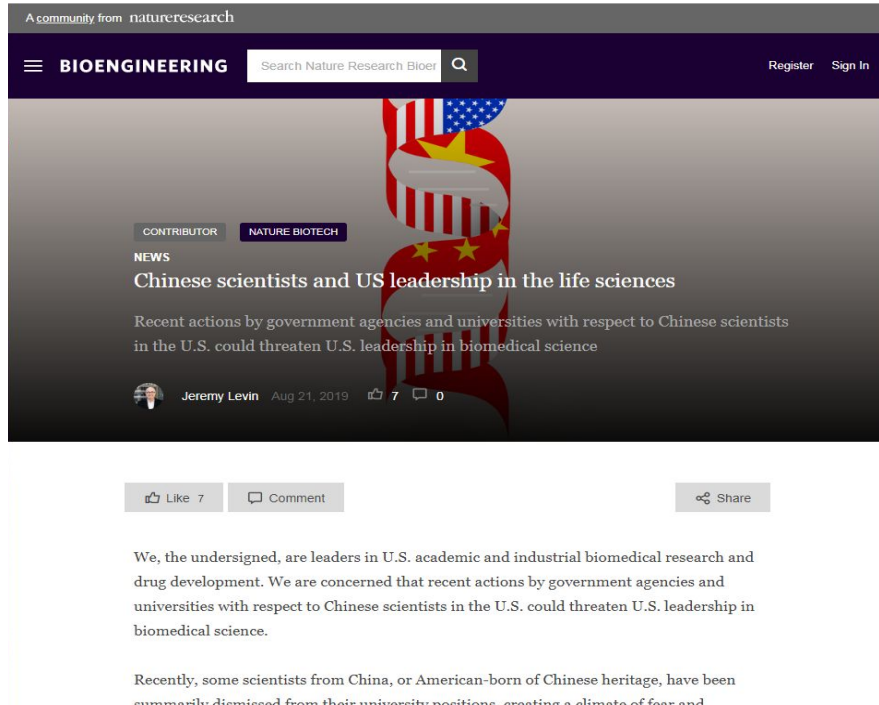
- 95% were satisfied with their experience of writing a Behind the Paper post
- 58% were more likely to publish with us again because we offered them the opportunity to write a Behind the Paper post

*The behind the paper feature is definitely a plus.*

*Having more benefits for no cost associated with a journal submission should (and will) make me more likely to submit my future research to Nature Sustainability.*

Communities foster loyal authors which in turn drives revenue growth

# Case study 2: Community feedback



A screenshot of a community post from Nature Research Bioengineering. The post is titled "Chinese scientists and US leadership in the life sciences" and is categorized under "NEWS". The author is Jeremy Levin, and the post is dated August 21, 2019. The post has 7 likes and 0 comments. The content of the post discusses concerns about recent actions by government agencies and universities with respect to Chinese scientists in the U.S. and the potential threat to U.S. leadership in biomedical science.

A community from natureresearch

BIOENGINEERING Search Nature Research Bioengineering Register Sign In

CONTRIBUTOR NATURE BIOTECH

NEWS

### Chinese scientists and US leadership in the life sciences

Recent actions by government agencies and universities with respect to Chinese scientists in the U.S. could threaten U.S. leadership in biomedical science

Jeremy Levin Aug 21, 2019 7 0

Like 7 Comment Share

We, the undersigned, are leaders in U.S. academic and industrial biomedical research and drug development. We are concerned that recent actions by government agencies and universities with respect to Chinese scientists in the U.S. could threaten U.S. leadership in biomedical science.

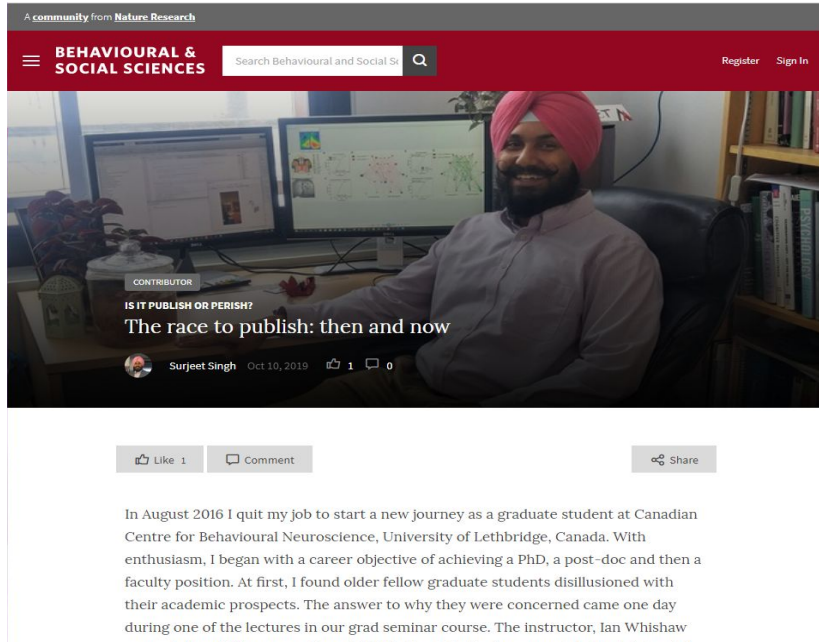
Recently, some scientists from China, or American-born of Chinese heritage, have been summarily dismissed from their university positions, creating a climate of fear and

- Letter from Jeremy Levin and co on the Nature Research Bioengineering Community
- Leaders in US biotech call on the US government to have a more positive attitude towards Chinese scientists in the USA
- 40 additional signatures gathered from community post
- 10K researchers read the letter
- Letter with additional signatures then published in Nature Biotechnology

Online communities allow us to gather feedback from researchers.



# Case study 3: user-generated content



A community from Nature Research

BEHAVIOURAL & SOCIAL SCIENCES

Search Behavioural and Social S

Register Sign In

CONTRIBUTOR

IS IT PUBLISH OR PERISH?  
The race to publish: then and now

Surjeet Singh Oct 10, 2019 1 0

Like 1 Comment Share

In August 2016 I quit my job to start a new journey as a graduate student at Canadian Centre for Behavioural Neuroscience, University of Lethbridge, Canada. With enthusiasm, I began with a career objective of achieving a PhD, a post-doc and then a faculty position. At first, I found older fellow graduate students disillusioned with their academic prospects. The answer to why they were concerned came one day during one of the lectures in our grad seminar course. The instructor, Ian Whishaw

- Nature Human Behaviour commissioned content on Publish or Perish and the harm that this has on academics
- 28 Worldviews published in the journal
- All other authors invited to write for community, as an author service, and to increase the diversity of authors
- >50 community blog posts published
- 25K people read the collection on the community

User-generated community content can supplement content in the journal, with a wider diversity of authors and no limits on volume.

# Case study 4: supporting partners

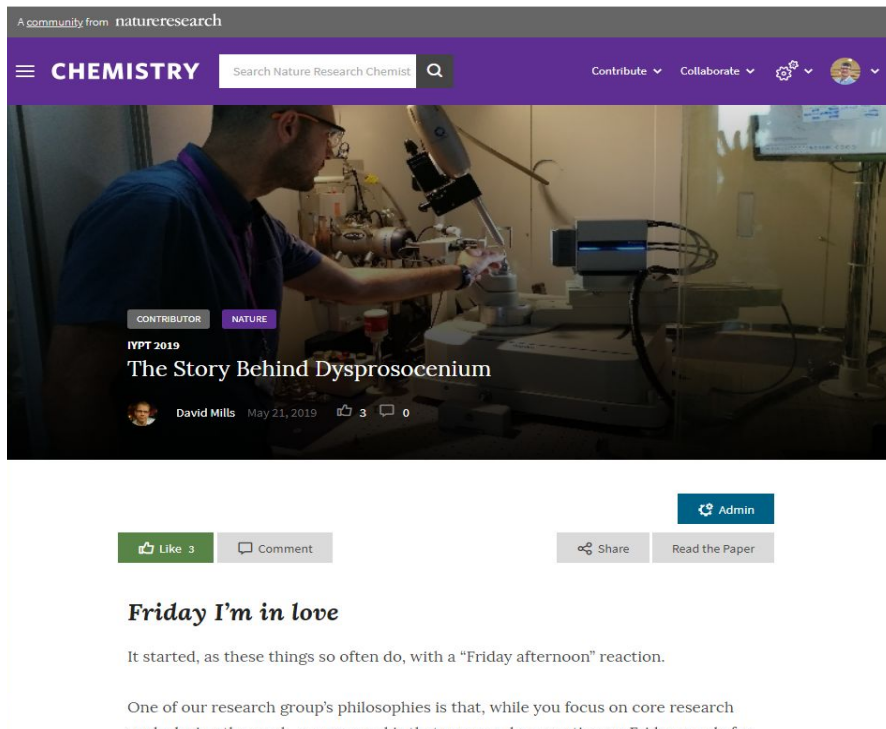
The screenshot displays the Springer Nature Microbiology website interface. At the top, there is a navigation bar with a 'MENU' icon, the word 'MICROBIOLOGY', and a search bar labeled 'Search Nature Research Microbiology Commu'. Below the navigation bar, four 'Behind the Paper' posts are featured, each with a 'CONTRIBUTOR' label and a journal name:

- Post 1:** Contributor: ISME J. Title: 'People behind data'. Author: Ennio Russo, Oct 18, 2019. Image: A network diagram with stick figures and a central 'REVIEWS' node.
- Post 2:** Contributor: NPJ VACCINES. Title: 'Redirecting an ineffective natural immune response...'. Author: Lauren O. Bakaletz, Oct 14, 2019. Image: A microscopic view of a textured surface.
- Post 3:** Contributor: NATURE MICROBIOLOGY. Title: 'Same same but different - Remarkable diversity...'. Author: Rebecca Ansorge, Oct 14, 2019. Image: A microscopic view of a textured surface.
- Post 4:** Contributor: NATURE MICROBIOLOGY. Title: 'Drama in microbial communities'. Author: Cristal Zuniga, Oct 12, 2019. Image: A diagram showing interactions between microbes: Mutualism (+/+), Commensalism (+/0), and Parasitism (+/-).

- Authors from our partner journals invited to write Behind the Paper posts
- Brand association with Nature Research
- Marketing and author engagement service for society partner

Behind the Paper and Communities allow partners to engage with their authors and members. They are a USP for Springer Nature.

# Case study 5: demonstrating impact



A community from natureresearch

CHEMISTRY Search Nature Research Chemist

Contribute Collaborate

CONTRIBUTOR NATURE

IVPT 2019

The Story Behind Dysprosocenium

David Mills May 21, 2019 3 0

Admin

Like 3 Comment Share Read the Paper

**Friday I'm in love**

It started, as these things so often do, with a "Friday afternoon" reaction.

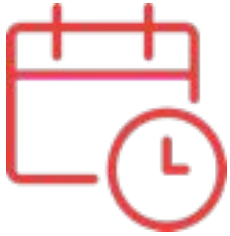
One of our research group's philosophies is that, while you focus on core research

- Selected authors invited to share the impact that their papers had
- Published as "After the paper"
- Proposed for journal anniversaries
- Useful for impact in terms of policy, for example for Sustainable Development Goals

# Community contributors are your best advocates



# What have we learnt?



Building a community  
takes time



Hire dedicated  
resource



Decide how to  
measure success



Avoid silos

# Recipe for Success



... then it's perfect.

If not, arm yourself with a paper towel and be ready to wipe.

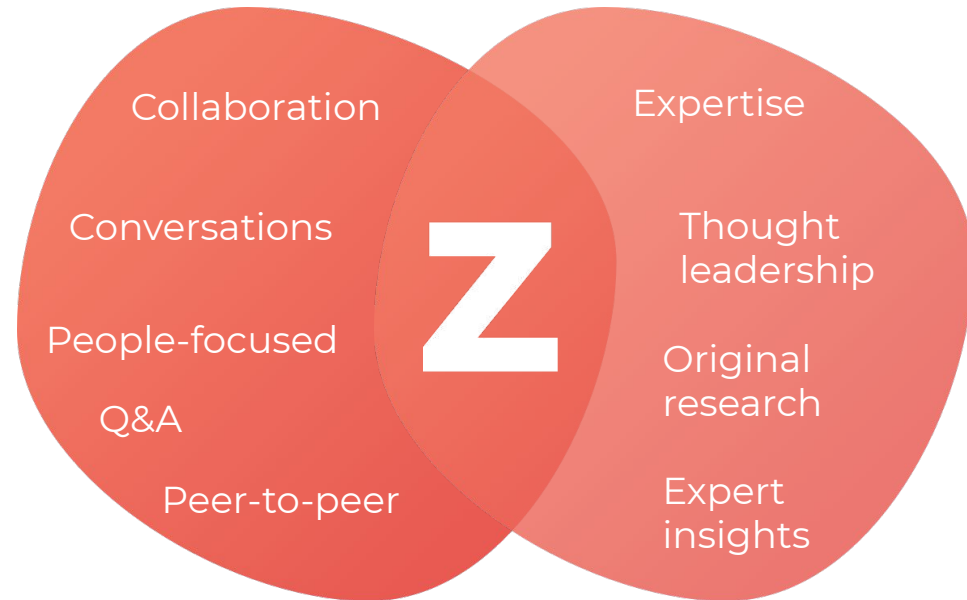
In the photo of the Raspberry & Vanilla Lollipops, the ice cream was poured directly into the glasses after being made, and it was left to freeze until solid. When the shot glasses came out of the freezer, they got frosty and it was difficult to see that

These Raspberry & Vanilla Lollipops are still in their glasses, showing frost, to indicate they were frozen.  
(\$5, DO 125, 100mm, Macro L)

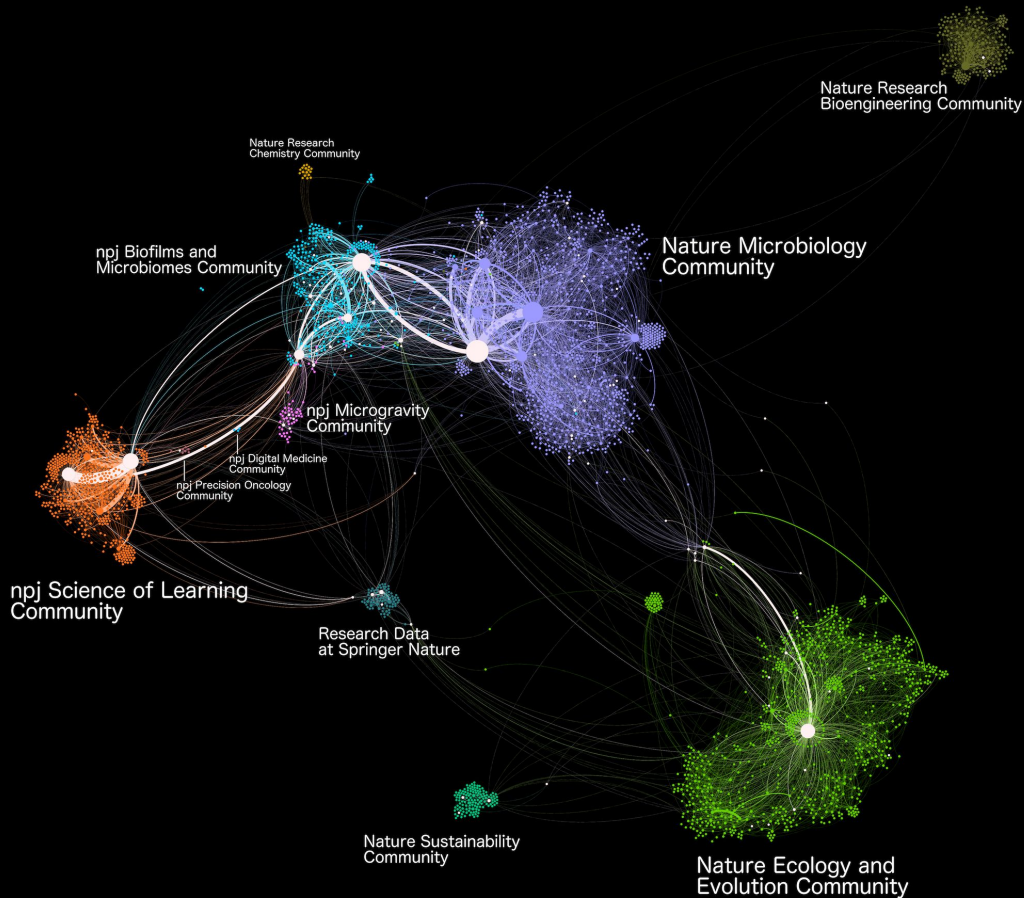
For the photo of Pineapple So because the art director had d a frosted or dewy look. Yet I s in the studio that day, so I de set. The towel was damp with

# Zapnito: the intersection of content and connection

Here forms a trust and a loyalty that turns customers or readers into advocates and evangelists.





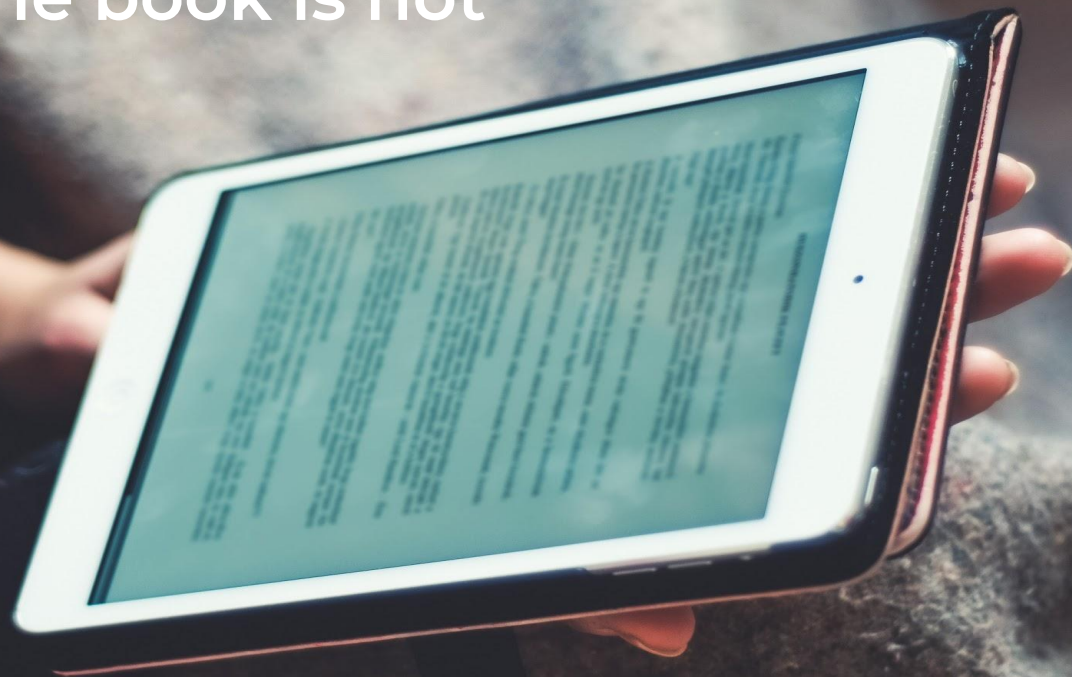


## Multi-networks

Create multiple interconnected communities, which cater to different subject areas.



**The future of the book is not  
a digital book**



What if the book **starts with  
the community?**

# Thank you

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