

# NBN Communications Strategy 2015

# NBN Communications Strategy

## Summary of project

This document describes the management of the communication activities of the Secretariat of the NBN on behalf of the National Biodiversity Network. It identifies communication objectives and key messages for priority audiences and will be used by the Secretariat, as the basis for formulating specific communication activities and material.

Communication is vital for the Secretariat to ensure partners are well informed within the Network and also to raise awareness of the NBN with those who have not heard of it. Through the communications activities, the Secretariat will promote the benefits of recording and sharing data to everyone interested in the UK's biodiversity.

## Communication objectives

The aim of the Communications Strategy is to support the implementation of the NBN Strategy 2015-2020. The individual objectives therefore reflect the NBN Strategic Aims.

**Objective 1:**  
Increase biological recording and data sharing through the NBN

Strategic aim - a. *Capture, diversify, enhance and mobilise wildlife data*

**Objective 2:**  
Show how easy it is to access data and give examples of use

Strategic aim - b. *Make biological data and information available to everyone*

**Objective 3:**  
Raise awareness of the NBN partnership, what it is, the organisations involved, the important work they are doing and how non-experts can participate

Strategic aim - c. *Captivate and engage people about wildlife*

**Objective 4:**  
Improve understanding of the NBN, its data infrastructure and the tools available and show how they can be used by all

Strategic aim - d. *Provide the best wildlife information management infrastructure*

**Objective 5:**  
Increase participation in the NBN through membership and sponsorship and promote those involved in its ongoing development

Strategic aim - e. *Support the development of the NBN, its Board and the NBN Trust*

## How will the Secretariat of the NBN achieve these objectives?

The objectives will be achieved as the Secretariat will:

- Develop communication channels appropriate to different audiences
- Explain the range of services and resources available through the NBN, providing examples of use, wherever possible
- Explain the benefits of active participation in the NBN through the provision of data, technical input or funding
- Explain the relevant mechanisms for providing feedback on NBN services or resources
- Provide qualitative and quantitative information to demonstrate the effectiveness of the Communications Strategy.



## Target audiences for NBN communications

Five main audiences have been identified for the focus of the communications over the next six months. These are:

- Data Providers
- Data Users
- Funders / sponsors
- Members
- Public

Communications will be adapted for specific sectors within each audience.

## Key messages

These are the main messages to be conveyed. They are applicable to all audiences.

1. The NBN simplifies data sharing
2. The data shared by the NBN is critical for environmental decision-making, education, research, monitoring and nature conservation
3. The NBN can help you
4. You can participate in the NBN in many different ways
5. The NBN would not exist without the support of the many organisations who contribute to it
6. If you are interested in the UK's wildlife you should be part of the NBN

## Messages by Objective

Messages that can be used to satisfy each objective:

**Objective 1:**  
Increase biological recording and data sharing through the NBN

Your data is more powerful and useful when shared with everyone else. If people can't find your data, they can't use it

You can help to fill the gaps in our knowledge

Your contribution is vital to the NBN

Sharing your data through the NBN is a good thing

NBN systems can help you to administer and control your data online

**Objective 2:**  
Show how easy it is to access data and give examples of use

NBN data is available to anyone

The NBN can help you to deliver your data to those that need it simply & quickly

Data can be downloaded and used in many different ways

NBN makes data from many different sources available in one place

Being part of the NBN means you can see how others are using data for conservation purposes





**Objective 3:**

Raise awareness of the NBN partnership, what it is, the organisations involved, the important work they are doing and how non-experts can participate

- The NBN has created one of the largest wildlife databases in the world
- A large number of different organisations are part of the NBN
- There are many different ways to participate in the NBN
- The NBN is open to experts and non-experts alike
- The NBN is for anyone who wishes to know more about the UK's wildlife and wants to contribute to its conservation. It provides a national view of wildlife and links to experts in the local environment and specific species

**Objective 4:**

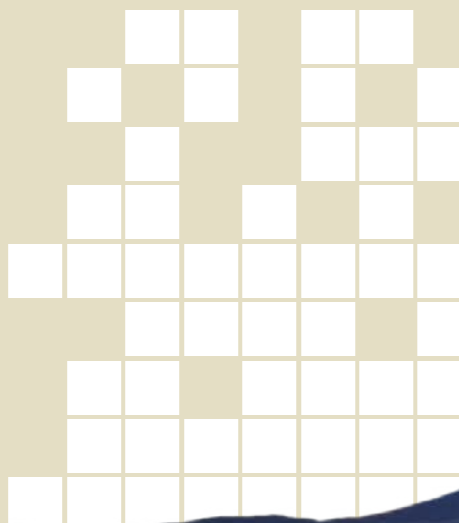
Improve understanding of the NBN, its data infrastructure and the tools available and show how they can be used by all

- The local members and contributing organisations of the NBN, are as important as the technical tools
- The NBN is committed to the flow of data between the component parts
- NBN has many tools to help data sharing, data use and data collation, such as web services and online recording systems
- NBN tools can help you to understand and communicate about biodiversity
- NBN technical tools have improved significantly

**Objective 5:**

Increase participation in the NBN through membership and sponsorship and promote those involved in its ongoing development

- Being a member of the NBN is a good thing
- Membership of the NBN delivers benefits to you
- Sponsorship and support of the NBN demonstrates commitment to the collection, collation, sharing and use of wildlife information
- The NBN could not exist without its members
- We can help promote your organisation and increase awareness of your work
- Together we can help UK biodiversity research, management, education and decision making



Communication channels

The following channels will be used:

Channel	Audience	Frequency
<b>Publications</b>		
eNews	Members and non-members	Monthly
Leaflets	Members and non-members	As needed
Annual Report	Members, sponsors and possible sponsors	Annually
<b>Online</b>		
Website	All	Weekly
Social media	All	Daily
Targeted emails	All – message dependent	Monthly
NBN Forum	NBN partners	Fortnightly
<b>Media</b>		
Press releases	Media and public	As needed
Articles in publications	Depends on publication	Quarterly
<b>Events</b>		
NBN Conference	Members and non members	Annually
Conference talks & displays	Depends on event	Quarterly
Training courses	All – theme dependent	As needed
Workshops	All – theme dependent	As needed
Face to face meetings	Members and non-members	Monthly
NBN Awards	Members	Annually
NBN Trust Board meetings	Members and funders	Quarterly
<b>Members</b>		
Press and communication teams in member organisations	Members and funders	Monthly
<b>National NBN office</b>		
Phone	All	Daily
Email	All	Daily

Evaluation

Objective	Audience	Activity	Outcome / Measure
1. Increase biological recording and data sharing through the NBN	Data provider	News stories, targeted emails or eNews to explain benefits	Number of open records on NBN Gateway, Number of data downloads from NBN Gateway
2. Show how easy it is to access data and give examples of use	Data users	Create clear user guides and examples of use	Number of data downloads; NBN cited as a source in journals and papers
3. Raise awareness of the NBN partnership, what it is, the organisations involved, the important work they are doing and how non-experts can participate	Member, data provider, data user, public	Regular phone calls to partner comms teams; featured dataset of the month; species of the month	NBN stories in partner magazines / newsletters; new members; increased followers on Twitter, Facebook and LinkedIn; increased sharing of stories
4. Improve understanding of the NBN, its data infrastructure and the tools available and show how they can be used by all	Member, data provider, data user	Promotional material, articles in relevant publications, FAQ on website	Number of organisations using web services, iRecord and Consultants Portal
5. Increase participation in the NBN through membership and sponsorship and promote those involved in its ongoing development	Funders, Members	Sponsorship campaign, Refreshed membership scheme	Sponsorship of NBN Conference secured; New and retained members



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