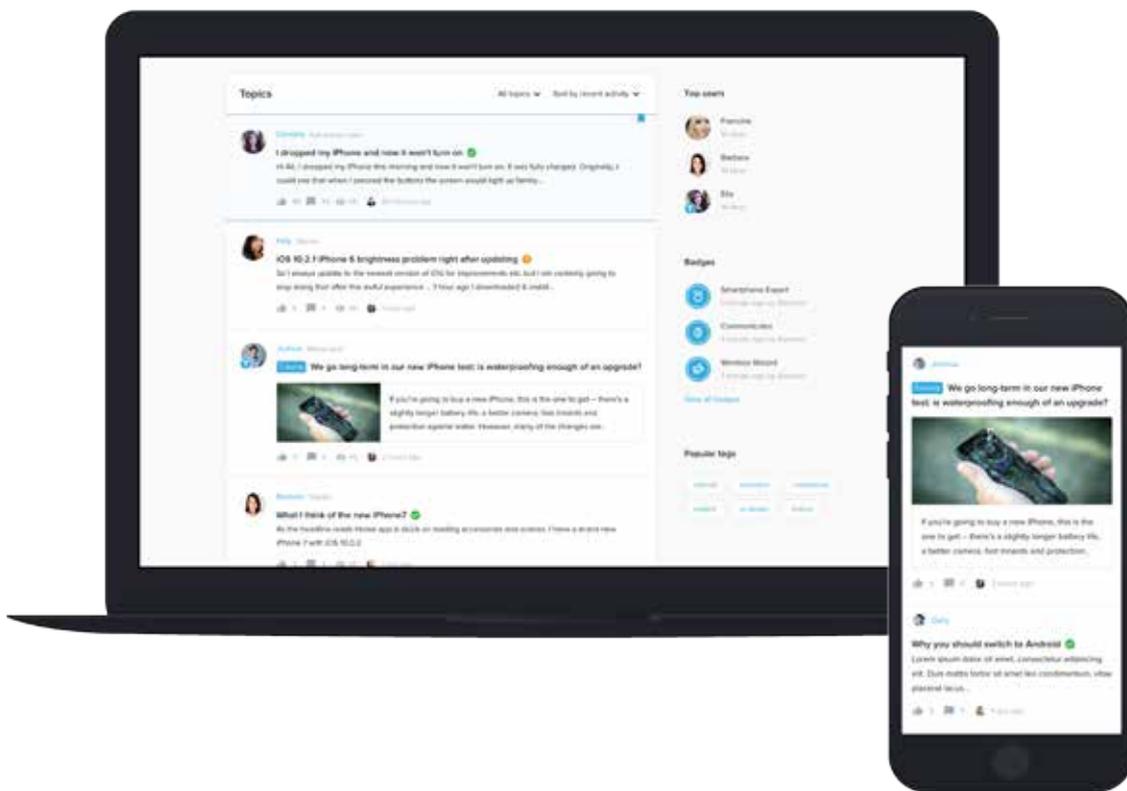


# inSided Articles

Publish, promote, and share editorial  
community content



# Publish, promote, and share editorial community content

The inSided community engagement platform is designed for conversations - between customers or between customers and brand representatives. The importance of great content can't be overstated: On average, 20% of content generates 80% of traffic to a community. With inSided Articles, brands can share their own content to add even more value to the conversations that are taking place.

Communities typically attract a brand's most engaged users, and Articles keep them in the loop on company announcements - amplifying the reach of editorial content in the process.

## What can I use Articles for?



Blog posts



Company news



Product FAQs



Tutorials



Interviews

Articles give community managers more editorial control and allows community managers or moderators to quickly and easily publish content from all of these categories. It enhances support, product ideation, and enrich the brand website with valuable content, giving customers even more reason to visit their favorite brands online.

## Why should I start using Articles?



Improve user experience



Boost organic traffic



Enrich your company website

Articles improve the overall quality of the content on a community - providing information that community members find valuable, while also demonstrating what topics are appropriate for community discussion. Because they invite comments and user feedback, Articles improve a community's user experience. They also boost SEO, because fresh user-generated content ranks higher on search engine results pages.

All community content can be integrated anywhere within your company website. With Articles, you can write content for different sections on your brand website including comments from community users. Think about a 'Company news' section or tutorials from the community that are shown within your product help pages. This enriches the content and stimulates engagement throughout your whole brand website.

# How does inSided Articles work?

1

## Choose content type and label

Articles are created in your community's moderation environment. Choose the Article content type and then choose a label for the Article. This describes the Article's content type. You can select from the following options: Blog, News, FAQ, Tutorial, Interview, and Free Text (create your own).

2

## Add featured image

Include a full-width featured image above the Article content. Adding a featured image enriches your content and makes the Article stand out even more.

3

## Add to category

Articles can be published anywhere in the community, like regular topics. It's recommended that you add Articles to a category that fits with the community's subject matter - or create a category exclusively for articles.

4

## Integrate in website

Use the API to fill parts of your brand website with Articles, showing not only the Article itself but also the comments from other users (optional).

# Why inSided?

inSided boasts a 15+ year service record in online communities. We have set up several communities on our own account, which are attracting millions of visitors, demonstrating that community building is firmly rooted in our DNA.

Our clients characterize our corporate culture as open, passionate, entrepreneurial, personal, flexible, creative, solution-oriented and supportive. Every client - big or small - is important to us. Therefore, we are represented in offices worldwide, including Amsterdam, New York, Berlin, London and Madrid.

## Our customers

Amongst our clients are:



SONOS

PHILIPS

TOMTOM



DEEZER

T-Mobile



BASE

Rabobank



DELA



elisa



FBTO



knab



meteor



NOS



proximus



Ben

simyo

SNS



TELE2



tuenti



youSee

Ziggo

Interested? Please contact your inSided account manager and discover how we can help your community grow.

