



## Why partner with openDemocracy?

- **We have a large and fast-growing readership.** Over 7.5 million visits per year. Our readership has doubled in the last three years.
- **We have a thriving social media presence.** Over 65,000 likes on Facebook and over 40,000 followers across our Twitter channels.
- **What we publish has an impact on those who read it.** 84 per cent have found “perspectives or facts on openDemocracy that they’ve seen nowhere else” and half have “used arguments expressed openDemocracy with others when debating”.
- **We are read by people who influence and change the world.** Nearly 40% consider themselves activists. 21% work in drafting policies or influencing policymaking. 21% are writers/journalists.
- **We influence those who read us.** 65% said oD helps shape their opinions. 70% had recommended oD to friends and colleagues.
- **We influence the media.** We receive daily information or interview requests from leading global media outlets including BBC, CNN, Al Jazeera, Washington Post, The New York Times, Bloomberg, NPR, Russia Today, The Guardian, Huffington Post, Le Monde Diplomatique, El Mundo, Sky News, ITV, CBC, ABC, Channel4, Islam Channel, USA Today.
- **We are valued as an independent voice filling gaps not covered by other media.** Nearly 90% of readers surveyed said they had come across facts or perspectives on oD they had not seen in other media. 71% said they read openDemocracy because it is independent (not controlled by vested interests).
- **We harness the openness of the internet.** By publishing with Creative Commons licensing, we extend the reach of our articles far beyond our own website and readership, as they are cross-posted, referenced and translated into other languages.

## How does an openDemocracy editorial partnership work?

Each partnership is carefully tailored to goals of the project with partnership aims and timelines agreed at the outset. Content for partnerships is generated by the oD editorial teams and the partner, with training and support given for partners wishing to publish directly to their partnership hub (see below).

The oD partnership programme includes set-up, plus editorial, technical and project management. Partners benefit from the support and involvement of the oD senior editorial team.

We help our partners translate out from their area of expertise to a global readership, empowering them to build new audiences and expand the communities engaging with their work, through some or all of the following:

1. Introducing their themes into the openDemocracy ‘bloodstream’. Publishing articles to the openDemocracy front page and hosting **Guest Weeks** to give the partnership content prominent display online and on social. Partnership

content will also feed into RSS and related content pages, and be included in our daily newsletter.

2. Building a curated **partnership hub** – a home page for the multimedia, multi-format content created for the partnership and the partner's own articles – which readers revisit to create an active hub on site.
3. Working with partners to structure **debates** to strengthen engagement with key themes and continue the discussions online and offline.
4. Managing a **social media campaign** for the partnership to drive awareness, build readership, and encourage interaction.
5. Implementing a **link strategy** to grow traffic to the partnership hub, partner's own site and key pieces of content.
6. Using **e-newsletter mailings** to oD's lists and lists built for the partnership to give greater attention to the partnership themes and key pieces of content
7. Providing **impact statements** at key stages of the project (see below)

### **Other areas of collaboration**

Partnerships can also include the development and/or hosting of offline events, the production of video content and strategies to reach specific audiences in your target geographic or demographic audience.

### **Helping you to assess impact**

We provide quarterly impact statements to partners, customised to demonstrate the level of success in the key goals of the partnership. Through these statements, our partnerships can be cited as successful examples of knowledge transfer – taking a debate beyond the expert discussion in academia to a wider public.

Impact statements put together a narrative about the success of the partnership, citing:

- Information on visits, page views and unique visitors, including geographic breakdown of visitors
- The level of engagement, such as the time readers spend on the page and the number and quality of comments, and mentions on social media
- Information on referring sources, including search engines, social media, and the network of sites linking to and reproducing articles
- More qualitative measures, such as stand out comments from influential readers about the partnership, thoughtful mentions on social media, press coverage, any policymaking impact and any other key indicators related to the goals of the project

### **Partnership examples and testimonials**

“openGlobalRights began as an editorial partnership with openDemocracy in June 2013, and we have been delighted with the collaboration. oD is a widely read and

respected venue in many parts of the world, and we're thrilled with the exposure our pieces are getting. Our primary funder, the Ford Foundation, seems very pleased."  
*James Ron, Harold E. Stassen Chair for International Affairs at the University of Minnesota, editor of [openGlobalRights](#)*

"For my part, I can say that working with oD has been a real pleasure. It's a natural home for the kind of politically engaged, critical scholarship we want to bring to the wider public. Your ethos, the excellent support your staff offer, the engagement with matters technical, financial and journalistic - all have been fabulous".

*Neil Howard, Marie Curie Research Fellow at the European University Institute's Robert Schuman Centre for Advanced Studies, Editor of [Beyond Trafficking and Slavery](#)*

"I am a long-term reader of oD and really like the accessibility and approach of what you publish. Thank you for taking us on board for this collaboration, it's wonderful to have this dissemination. It all looks great, even better than I imagined - our team is thrilled, as am I!"

*Parvati Nair, Director of the United Nations University Institute on Globalization, Culture and Mobility on [Immigration, Women and the City of Barcelona](#)*

"It has been a pleasure and a great learning experience working with Rosemary and the team at openDemocracy on our editorial partnership. They have been responsive, constructive and creative in helping us think about how best to reach the audience we wanted."

*Darian Meacham, senior lecturer in philosophy at the University of the West of England, co-editor of [Europe, the very idea](#).*

"Our priority has always been to write with and for activists, not simply about them. openDemocracy provided a platform for debate that was in-depth enough to capture the contradictions and conflicts in citizenship as it is experienced around the world today

*Jack Harrington, research associate at the LSE, on [Oecumene: Citizenship after Orientalism](#)*

"The partnership allowed me to introduce the material arising from the political aesthetics workshop to a wider audience, developing a conversation around the importance of aesthetics and emotion in the harnessing of political power."

*Shirin Rai, University of Warwick, on [Political Aesthetics of Power and Protest](#)*

## **Before we start a partnership:**

We recommend that interested partners consider the following questions:

- What is the big idea? What kind of debate are you trying to introduce and what are the main themes?
- What sort of audience are you looking to cultivate?  
How can you draw on your own community (for example, do you have students who can blog and a social media network you can involve)?
- What is your schedule? (Should the partnership coincide with specific events, a particular anniversary or time of year, and how long do you anticipate it lasting – six months, a year)?

Please contact us if you'd like more information:

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