

## Amplify your messages through our network

As a valued NWP member, you have the unique opportunity to amplify your messages and news updates through our media channels. Your membership entitles you to share your stories, updates, and achievements with our broader audience, enhancing your visibility and reach.

NWP actively endorses its members online. As an NWP member, we invite you to share your events, vacancies, and water-related news with our editorial team so that we can disseminate your news through our media channels:

- biweekly NWP newsletter (13,000+ subscribers\* worldwide);
- NWP social media channels (16,000+ followers\* and growing rapidly);
- NWP Member Update (sent every six weeks, distribution to 300+ email addresses\*);  
NWP website (4,500 visitors per month on average\*).

\*The number is subject to change. This is accurate as of the time of publication, in November 2024.

### NWP newsletter

The NWP newsletter is a well-known media outlet in the water sector worldwide. It is published every other week on Thursdays. **Submit your copy in the week leading up to the publication of the newsletter, by sending it to [newsletter@nwp.nl](mailto:newsletter@nwp.nl)**

### NWP social media channels

We publish content through our social media channels multiple times a day, which gives us the flexibility to showcase your message whenever it fits best. Please note that we work with a content calendar and plan ahead of time, so the sooner you submit a content request, the better we can accommodate your wishes.

### NWP Member update

The NWP member update is a communications channel specifically for our members. Publication is every six weeks. **Submit your copy in the week leading up to the publication of the newsletter, by sending it to [newsletter@nwp.nl](mailto:newsletter@nwp.nl)**

### Content requirements for the NWP newsletter

- Content owners need to provide the following elements:
  - a ready-to-publish text of 120-190 words in British English;
  - a call to action – i.e. a link to redirect readers in need of more information;
  - an image, copyright-free or authorised by the author (landscape orientation), of 1024x400 pixels;
  - a clear sender stated in the text – avoid using ‘we’ and ‘our’ because the sender of the newsletter is NWP. To readers, ‘we’ is NWP;
  - link to a landing page;
  - if your message concerns an event, state the date, time + time zone, and location;
  - *for social media*, please include tags and hashtags;
  - *for social media*, an image, copyright-free or authorised by the author, sized 16:9 or 1:1 works best.
- ➔ Please keep in mind that the NWP editorial team decides on publishing content based on its relevance to our audience, its compliance with the criteria mentioned above, and following the corporate content calendar.

