

Guideline – how to integrate the Network Circle Newsfeed (NCN) on your website

Integrating the NCN (in the standard RSS feed format) within your website is possible with little effort and almost no programming. All common content management systems already have options for displaying an RSS feed in the existing design of your page. In addition, there are many open-source extensions that allow the integration of an RSS feed and thus the NCN. To integrate the NCN, enter the URL for the NCN in the settings of the selected extension and the news can then be displayed on the website with a few further settings. A collection of extensions for common Content Management Systems and further recommendations to design the output of the NCN in the style of the WASH News Box you will find at GitHub: <https://github.com/Sustainable-Sanitation-Alliance/newsbox>.

Creating and sharing RSS Feeds to the NCN

Advantages of creating your own RSS feeds and sharing them to the NCN

There are at least three clear and simple reasons why it is worth creating your own RSS feed and sharing it within the WASH Network Circle:

(1) Increased reach and visibility

By creating your own RSS feed and sharing it within a network, you can make your content accessible to a wider audience. By sharing your feed with other websites or platforms, you potentially reach more readers and increase the visibility of your content. This can lead to greater traffic to your website and help grow your online presence.

(2) Efficient distribution of updates

An RSS feed allows you to distribute updates and new content automatically. As soon as you publish new posts or updates, they are automatically displayed in the feed and distributed to subscribers. This saves you time and resources as you do not have to update each individual platform or social network separately. The RSS feed ensures efficient and consistent distribution of your content.

(3) Better control and reader retention

By creating your own RSS feed, you retain control over how your content is presented. You can customise the design, formatting and style of the feed to suit your brand. In addition, an RSS feed allows readers to subscribe to content and receive custom notifications. This encourages reader retention and engagement as they can follow your updates and news in a convenient way.

***Summary:** Creating your own RSS feed and sharing it within the NCN of the WASH Network Circle gives content managers and site owners the opportunity to increase their reach, distribute updates efficiently and have better control over their content. It enables targeted content distribution and strengthens the bond with your website audience.*

Guideline - How to provide the RSS feed

The repository on GitHub (<https://github.com/Sustainable-Sanitation-Alliance/newsbox>) contains extensive documentation on the structure of the feed and the necessary additional data (logo, name of the organisation, contact person, etc.) that must be submitted once to the SuSanA Secretariat. Many content management systems such as Drupal, Wordpress, Contao, Typo3 or Joomla already have functions to provide such a feed including URL with a few clicks. With a little administrative effort, the content of the feed can then be further adapted and, for example, specifically limited to selected entries.

How to Create a Custom RSS Feed in WordPress

(1) Adding a global feed

Getting the RSS feed URL within WordPress is simple. All you need to do is type in the url of your website, and add “/feed” to the end of the URL. This feed contains all new posts from your WordPress page.

(2) Feed adjustment

By using a certain category you can add behind this URL as well the term „/feed“. Since this method can be applied to any WordPress URL, it can be used to create a menu item for all favourite posts or an output of all posts with the tag #ncn, for example, and thus provide a valid RSS feed for the NCN with just a few clicks.

The SuSanA Secretariat will check if the requirements of the RSS feed were fulfilled and after validation the news can be submitted via email to info@susana.org, the feed will be added through the SuSanA secretariat to the NCN.

Instruction for WordPress

To include an RSS feed on a WordPress website, you can follow the following three steps:

- (1) Choose a suitable RSS feed plugin: Go to the WordPress admin area of your website and search for a suitable RSS feed plugin. There are several plugins to choose from that make it easy to embed and view RSS feeds. Read the reviews, check the compatibility with your WordPress version and select a plugin that meets your requirements. We recommend the Super RSS Reader plugin <https://wordpress.org/plugins/super-rss-reader> or WP RSS Aggregator <https://wordpress.org/plugins/wp-rss-aggregator/>.*
- (2) Install and activate the selected plugin: after you have found the RSS feed plugin you want, click on "Install" and then on "Activate". This will install the plugin in your WordPress installation and make it ready for use.*
- (3) Configure the plugin and include the RSS feed: After activating the plugin, you should see a new option in the WordPress admin menu associated with the plugin. Navigate to this option and follow the instructions to include the RSS feed you want. You will need to provide the URL of the NCN (https://blog.susana.org/newsbox/sanitation_circle.rss) and specify the appearance and layout you want. The plugin also provides you with customization options to insert the feed into your website, for example as a widget, short code or in a specific sidebar.*