4.3.3. Example: frequently asked questions

Check out the faq page of Netherlands sectoral organisation FME (technological industries)
https://www.fme.nl/nl/faq-over-coronavirus

1.   **A 'How do other employers do it' page is a guaranteed hit**. Collect best practises from members and from other employers' organisation, put it into text and publish on your website.

2.   Sent your newsletter as an email – **not as a pdf**. Clicking on a pdf is an extra hurdle readers have to take and attachments are suspicious objects nowadays.

3.   **Publish the newsletter as often** as there is relevant new information on your website. You don't need a regular frequency. If there is no new information for several days or a week then sent a newsletter anyway to remind your members of your existence. Don't forget to make the information relevant (again) by finding a new angle (there will always be one).

4.   To give your members an advantage over non-members put – if possible – the information on your website **behind a wall**. Only members should have a login code. Access can be made available for potential members to experience the befts of membership – a 'special offer'.

5.   Sent the newsletter to as many people as possible, not just to members. You want the world to know how smart and well-informed you are. Extra costs of a long send list are zero. The real valuable information as – see 10 – behind a locked gate for members only.