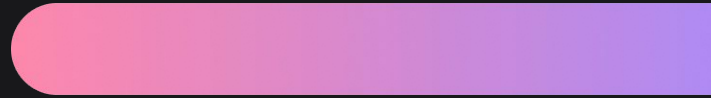
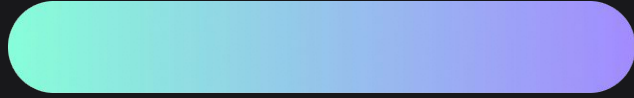


Zapnito x Springer Nature

How Springer Nature built a global online Community of Researchers & Editors





Trust comes from people.

By supporting the entire research ecosystem from seasoned researchers, editors, and reviewers through to the next generation of early-career researchers, and by elevating them through researcher-led communities, we turn collective insight and community into meaningful relationships and lasting impact, *supported by Zapnito.*



Harsh Jegadeesan

Chief Publishing Officer, Member of Management Board

“

The Research Communities uniquely facilitate placement of Journals, authors, reviewers, editors and readers in the same space – experts connected by shared interest in a core discipline – enabling researchers to feel like participants and co-owners of their publishing ecosystem.



Ritu Dhand
Chief Scientific Officer

About Springer Nature

Springer Nature is one of the leading publishers of research in the world. We publish the largest number of journals and books and are a pioneer in open research.

Through our leading brands, trusted for more than **180 years**, we provide technology-enabled products, platforms and services that help researchers to uncover new ideas and share their discoveries, health professionals to stay at the forefront of **medical science**, and educators to advance learning.

We are proud to be part of progress, working together with the communities we serve to share knowledge and bring greater understanding to the world.

For more information, please visit <https://about.springernature.com> and @SpringerNature.



About Zapnito

Branded knowledge-sharing and Community platform

Empowering **expert-led organizations** to build **trust**, **engagement**, and long-term **value**.



Content, expertise, and collaboration — in one place

Used by leading **knowledge providers**, technology firms and **professional networks**.



Creating long-term value at scale

Helping organizations build deeper, lasting **relationships** with customers and stakeholders.



Springer Nature Communities

- Zapnito enterprise customer since **2014**
- **+40** Specialized Communities *consolidated* into **4** Distinct Community Hubs by 2024
- 1 x Open Research Community
- 3 x Editorial Board Private Communities
- **100,000** Researcher Members, (350 high value articles per month)
90,000 Editors activated
- **Early Career Researcher** Sub-Community

Fostering scientific **collaboration**

Increasing **journal** awareness & value

Improving customer **understanding**

Elevating Researchers, Reviewers and Editors

Inspiring **Early Career Researchers**

Building Author **networks**



Springer Nature's Communities Vision

01

Extending Publishing Impact Through Expert-Led Engagement

Springer Nature is building trusted, expert-driven communities that deepen engagement, foster collaboration, and amplify the value of its content.

02

These communities are centered around editors, authors, and researchers.

Who curate and contextualize knowledge, lead discussions, and connect peers across disciplines.

03

Organised by subject area and by journal, each **community** extends the lifecycle of published content, supports open research, and offers meaningful visibility for authors and reviewers

— turning passive readers into active contributors and long-term advocates.

04

Powered by **Zapnito**, these secure, branded hubs bridge editorial authority with researcher stories and insights, shaping the future of scholarly communication.

The Zapnito Solution

To address Springer Nature's unique Community-Led vision, the Zapnito partnership delivered an enterprise level expert community platform designed to support Springer Nature's mission of advancing open scientific research, while meeting the diverse needs of its members.

01

Expert content delivery

Authors can easily publish content and collaborate with each other through User Generated insights and stories about their research.

02

Facilitated collaboration

The platform offered a central hub for members to connect, share knowledge, and collaborate across thousands of topics.

03

Scalable community engagement

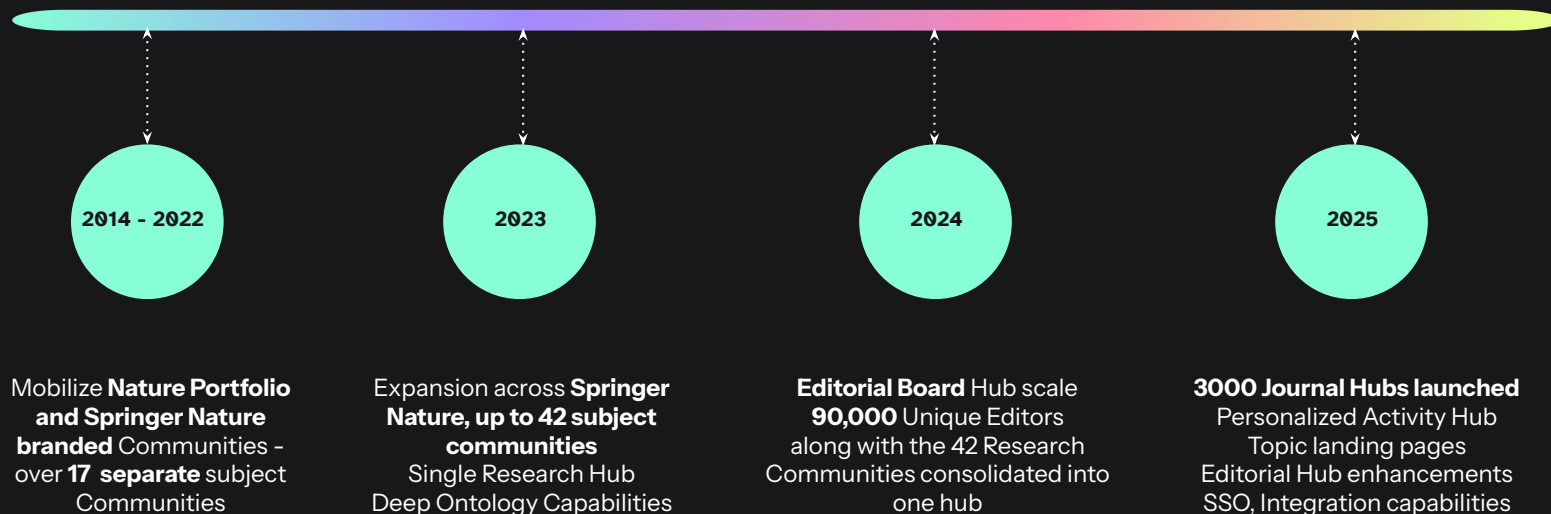
Zapnito equipped Springer Nature with tools and custom integrations that enhanced the User Experience across their ecosystem.

04

Data-driven Insights

Advanced analytics enabled Springer Nature to track engagement, identify trends, and optimize content delivery to better meet member needs.

Timeline



ROI



- Enhance the direct and ongoing relationship with their Researchers and Editors
- Scalable Research Led Communication and Collaboration driving engagement & loyalty
- Loyalty with new and returning Authors



- Drove engagement in a typically transactional ecosystem
- Saved time and money and delivered a better result compared to in-house development



- Capability time to market and time to value enhanced
- Foster early Researcher loyalty and career development
- Help countering Agentic & Generative AI disruption through authentic human collaboration



- Increased product visibility and discovery - Journals and Journal Collections, increasing submissions

Zapnito × Springer Nature

How Springer Nature built a high-value Research Community

Case Study 1

Case Study 1: Research Communities by Springer Nature

The screenshot shows the Springer Nature Research Communities homepage. At the top, there's a navigation bar with the Springer Nature logo and 'Research Communities'. Below this is a search bar and a 'My Network' section. A left sidebar contains a 'Switch Sites...' dropdown and a list of categories: Editorial Community, Scientific Reports Editorial Site, Home, Activity Feed, Health & Clinical Research, Biomedical Research, General & Internal Medicine, Healthcare & Nursing, Pediatrics, Reproductive Medicine & Geriatrics, Pharmacy & Pharmacology, Public Health, Surgery, Humanities & Social Sciences, Life Sciences, Mathematics, Physical & Applied Sciences, Protocols & Methods, Research Data, Sustainability, ECR Hub, Help and Support, and How do I create a post?. The main content area is titled 'My Communities' and features three community cards: 'Arts & Humanities', 'Mechanical Engineering', and 'Mathematics', each with a 'View' button. Below this is a 'Community Spotlight: Cell & Molecular Biology' section with a featured article 'Dying to organise' by Christian Vanille Campos. To the right of the spotlight are three smaller article thumbnails: 'Heterochiasmy in the hih/stitchbird' by Hui Zhen Tan, 'Quarterly Highlights from the Medicine and Life...' by Alice Taylor, and 'Deciphering molecular programs that govern...' by Peter Haughton. At the bottom, there's a section for 'The latest content from across the Communities' with three article thumbnails: 'Urban Human Mobility', 'Scientific Reports | Editor', and 'Springer Nature Staff | Communications Biol...'.

The screenshot shows a user profile for Ritu Dhand, Chief Scientific Officer. The profile includes a circular profile picture, the name 'Ritu Dhand', and the title 'Chief Scientific Officer' with an 'Edit Profile' button. Below the profile is an 'Activity Feed' section with a '# Topics' filter. A 'Personalise your feed' section lists three suggestions: 'Stay Updated: Follow your interests to keep up to date with the latest posts', 'Make Connections: Share a like or comment to start a conversation', and 'Boost Your Network: Complete your profile and follow others'. The main content area shows a welcome message from 'Hi Ritu' and a 'Welcome to your Research Communities' header. Below this is a call to action: 'Unlock the power of community; explore the latest research, showcase your impact, and build your global connections.' with 'Create a post' and 'Upload a video' buttons. The activity feed shows a post by 'Maryse Lujendik' from August 4th, 2024, titled 'Effects of tamoxifen on cognitive function in breast cancer'. The post text reads: 'Cognitive functions are mental processes that take place in the brain and are related to thinking, such as memory, attention, or planning...'. The post image shows a network diagram with blue nodes and lines. Below the post, it says 'India Ambler and 3 others liked this'. Another post by 'Chelsea Sarkin' from August 4th, 2024, is partially visible, titled 'Diversity, Equity, and Inclusion in Publishing: Strategies for increasing representation and ensuring fair practices in scientific communication...'. The post image shows a presentation slide and a person on a stage.

Springer Nature successfully united its diverse and global Researcher Community into a thriving hub for networking, sharing and collaboration to help advance scientific research and open science.

Key highlights

- Behind the Paper
- Centralized collaboration hub
- Rapid community growth and engagement
- Data-driven insights for optimization
- Scalable, self-sustaining platform
- A Researcher network of 100,000 registered members

Community Led Growth

Springer Nature embarked on a strategic approach to how they engaged their Communities.

While most STM publishers use a transactional model for their Researcher communications and relationships, Springer Nature consciously decided that developing a Community of Researchers that could share insights and collaborate would truly be a point of differentiation, whilst offering a valuable service to help elevate early career researchers.

Self sustaining community

- Behind the Paper
 - Dynamic scientific collaboration
 - Author network
-

Author relationships

This platform needed to provide expert resources, promote collaboration, and align the varied goals and expertise of its stakeholders

Results

+ 26%

Author Network Growth
since launching the
single Hub



+33%

Increase in the number
of content articles being
published



+21,000

Behind The Paper
Content Posts since the
launch of the Research
Communities



88%

Authors happy with their
experience writing
Behind The Paper
content post



Spotlights

Behind the Paper

Dynamic, high-value User Generated Content: **Authors** telling the stories behind the research they have published. This gives the Authors a chance to **showcase** their findings and collaborations across the Author network helping inspire and actualize further research in their fields.

For **Springer Nature**, this gives them a direct relationship with the Author once the paper has been published and a chance to re-engage with the Author.

The screenshot shows a user interface for a 'Behind the Paper' feature. On the left is a navigation menu with categories like 'Home', 'Activity Feed', 'Health & Clinical Research', 'Biomedical Research', 'General & Internal Medicine', 'Healthcare & Nursing', 'Pediatrics, Reproductive Medicine & Geriatrics', 'Pharmacy & Pharmacology', 'Public Health', 'Surgery', 'Humanities & Social Sciences', 'Life Sciences', 'Mathematics, Physical & Applied Sciences', 'Protocols & Methods', 'Research Data', 'Sustainability', 'ECR Hub', 'Help and Support', 'How do I create a post?', 'Communities Guidelines', and 'Find a Journal'. The main content area features a post titled 'Behind the Paper: How Higher BMI Increases Risks After Loop Ileostomy Surgery' by Kaiser Sadiq, a General Surgery Resident at George Washington University. The post includes a 'Quick Edit' button, a 'Like' button, and a 'Follow' button. Below the post is an 'Explore the Research' section with a SpringerLink link and a 'What Is a Diverting Loop Ileostomy?' section. On the right, there is a 'Follow the Topic' section with tags for Colorectal Surgery, General Surgery, Surgery, Abdominal Surgery, Obesity, and Outcomes Research. At the bottom right, the Springer logo and 'Surgical Endoscopy' journal information are visible.

Spotlights

Early Career Researcher Hub

A space for up and coming Researchers and Authors to share their experience and challenges as they navigate the Research to Authorship process. A place for mentorship and peer to peer learning.

For **Springer Nature**, this gives them a chance to develop loyalty with their future Authors and Customers. It demonstrates Springer Nature's value-driven approach to Science and Research by helping new Researchers become better at their roles in the wider and complex ecosystem.

ECR Hub
A space for early career researchers from across all disciplines to connect, learn, and discover tailored opportunities

+ Create Following

Watch this room
Watch a room to tailor your digest email to your interests.
Get it!

Activity Content Discussions Members

How to Best Utilise the Research Communities as an Early Career Researcher

Discover how to make the most of Research Communities as an early career researcher, with tailored resources, discussions and contributing through the ECR Hub.

Springer Nature Staff

Research Communities by Springer Nature · Post · 5 min read · 0 comments
Thursday, Jul 17th, 2025 at 12:59 PM

Welcome to the Collab Corner: Introduce Yourself

The ECR Hub is here for you to connect with peers and expand your network in the global research community. This is your opportunity to introduce yourself and build connections with peers in your field and beyond! Before you jump into the comments, make sure you've updated your profiles so...

Evellina Sarkevic · Discussion In Discussion · 1 min read · 2 replies
Wednesday, Jul 16th, 2025 at 3:08 PM

OPEN FOR SUBMISSIONS: Interruption of Amino Acids Supply as Anti-Tumor Strategy

The fully OA Journal *Amino Acids* has launched a new Special Issue. Early-career researchers are especially encouraged to submit!

Springer Nature Staff · Amino Acids

Benedetta Monetti · 1 contributor · Post · 1 min read · 0 comments
Friday, Jul 11th, 2025 at 1:56 PM

About

Designed for those in the first 10 years of their research career, this is your space to:

- Network and build connections with peers and experts across fields
- Access content and resources to support your career development
- Discover unique opportunities from Springer Nature and beyond

Find more early career support at Springer Nature:

- Publishing resources for ECRs
- Nature Careers
- Nature Masterclasses
- Find a journal to publish your research

Contributors

MCK

+ 3 contributors

Members

Zapnito × Springer Nature

How Springer Nature built a global workplace for Editors

Case Study 2

Springer Nature brought together thousands of Editorial Board Members into a scalable Communication and Collaboration Hub; helping elevate the Editorial Board Member role across their 3,000+ Journals.

Key highlights

- Over 3,000 Sub community journal hubs
- Centralized communications at scale, replacing email and legacy communication practices
- Ensuring standardized facilitation of their over 100,000 editors
- Promoting Editor loyalty and retention
- Nurturing and elevating Editors

Key activities

Scalable Learning & Communications

Like most large publishers, Springer Nature relies on internal and external Editors to develop and publish Research Journals. With over 100,000 Editors worldwide, this requires more than email and fragmented meetups.

The Editorial Board Member Hub, leveraging Zapnito's unique approach to Expert Networking and Collaboration, allowed Springer Nature to engage with their Editors at Scale.

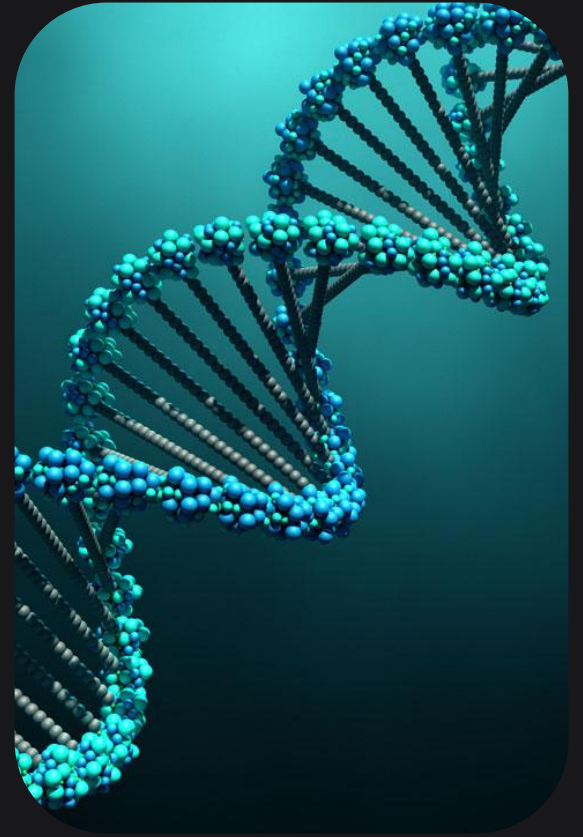
This has also fostered collaboration amongst editors and has created a stronger loyalty with their Editors, while attracting new Editors which are a critical source of value in the Science, Technical and Medical research ecosystem.

Communications & Collaboration

Springer Nature is one of the few STM Publishers that modernized their approach to how they engage with the Editors at scale. A central communication hub with networking, collaboration and learning helped take this approach to the next level of engagement.

Fostering the extended Workforce

Think about your everyday operations. For example, if your primary activity is software engineering, your support activities may be customer support, software integration, or maintenance.



Results

+157%

Increase in Returning Visits to the Editor Hubs since its launch in 2025



+46%

Open Rate achieved consistently from 275,000 Emails being delivered with relevant and engaging Hub Updates



+310%

Increase in the number of Course Completions from Engaged Editors



85%

Editor CSAT Scores



Case Study 2: Editorial Communities

Springer Nature Editorial Community

My Network Search... Edit homepage

Admin toolbar

Switch Sites... Scientific Reports Editorial Site Research Communities by Springer Nature

Editorial Community

The Editorial Community is a dedicated hub for Editors and Editorial Board Members to discover the latest news and updates.

Highlights from Springer Nature

Policy Update

We've updated our peer review integrity framework to strengthen transparency and safeguard research quality...

Read more

Strengthening Research Integrity: Updated...

Submission volumes have increased across multiple subject areas, with...

Private Editors Hub

A dedicated space for Editors and Editorial Board Members to connect, share best practice, and stay informed about journal developments across Springer Nature.

Activity Content Discussions Members

Strengthening Research Integrity: Updated Guidance for Editors

We've refined our research integrity framework to support editors in managing authorship...

Posted today by Admin

What's New: Workflow Improvements for Editors

Recent updates introduce faster reviewer selection tools, improved conflict-of-interest prompts and clearer decision tracking. These changes are designed to reduce administrative...

Posted today by Admin

Mid-Year Editorial Metrics Snapshot

Submission volumes have increased across multiple subject areas, with average time to first decision remaining stable. This report highlights reviewer turnaround trends, geographic shifts in submissions and acceptance rate benchmarks...

Posted today by Admin

About

This space supports you in your role as an Editor or Editorial Board Member at Springer Nature. Here you will find:

- Policy updates and governance guidance
- Editorial best practice resources
- Community discussions on emerging challenges
- Invitations to training and networking events

Our aim is to provide practical, relevant information that supports high-quality editorial decision-making.

If you have suggestions for additional resources, please contact the Editorial Community team.

Members

69 members View Members

Spotlights

Spotlight

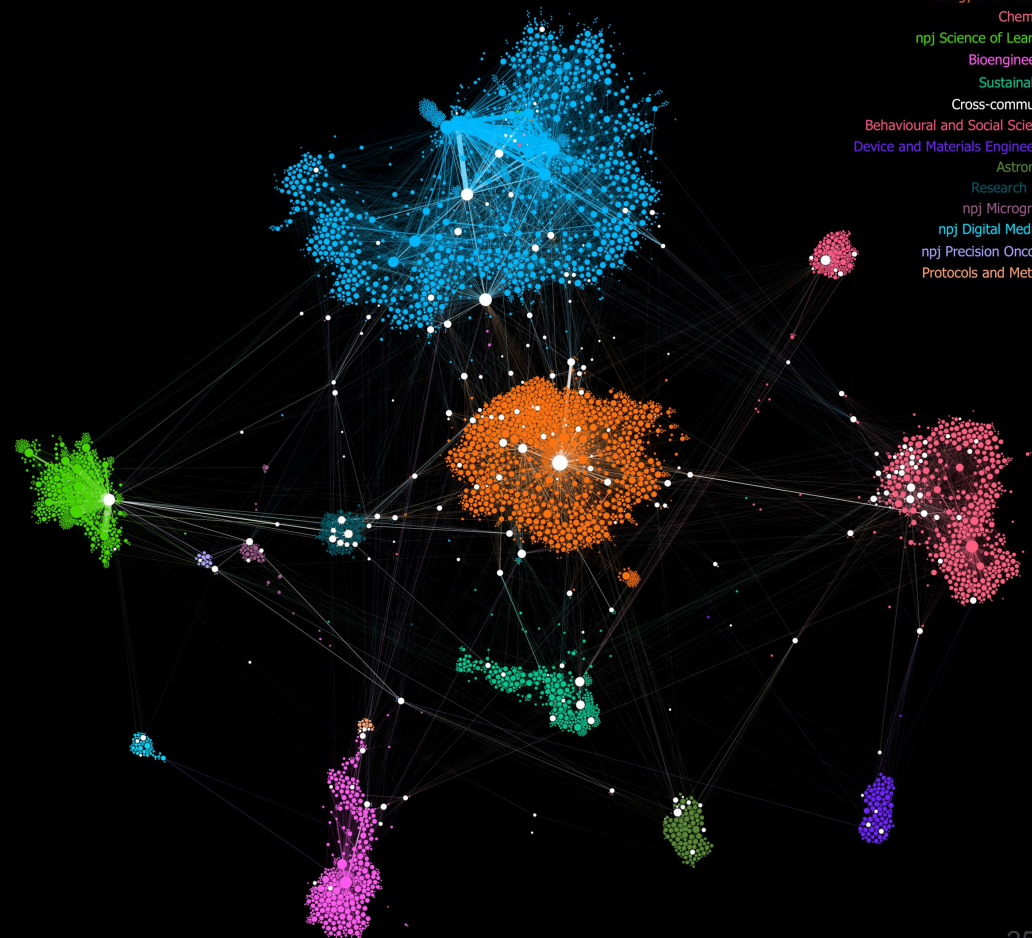
Dedicated **Editorial Board Member Hubs** make it easy for Editors to network and collaborate with one another. **Personalised content and discussions** from these sub-communities are published directly in each Editor's Personalised Activity Feed, ensuring they stay up to date with key updates and don't miss a thing.

The screenshot shows the Springer Nature Editorial Community interface for Sarah McCrae. The page is divided into several sections:

- Header:** Springer Nature Editorial Community, My Network, Search...
- Left Sidebar:** Navigation menu including Home, Get Started with our Welcome Course, Visit your Journal Hubs, Activity Feed, Browse the Community, Join an Upcoming Event, Find our Policies, About the Community, and Contact Editor Support.
- Profile Card:** Sarah McCrae, Prof, University, with an Edit Profile link.
- Personalise your feed:** A list of three items:
 - Stay Updated: Follow your interests to keep up to date with the latest posts
 - Make Connections: Share a like or comment to start a conversation
 - Boost Your Network: Complete your profile and follow others
- Welcome Message:** Hi Sarah, Welcome to your Editorial Communities. Unlock the power of community; explore the latest news, join journal discussions, and build global connections.
- Highlights from Springer Nature:** Research Intelligence section featuring a "Mid-Year Editorial Metrics Snapshot" with a colorful area chart showing submission volumes and acceptance rates. The text below the chart reads: "Submission volumes have increased across multiple subject areas, with average time to first decision remaining stable. This report highlights reviewer turnaround trends, geographic shifts in submissions, and acceptance rate benchmarks. Access your journal's performance..."
- John Smith:** A section titled "Strengthening Research Integrity: Updated Guidance for Editors" with a light blue background. The text reads: "We've refined our research integrity framework to support editors in managing authorship disputes, image manipulation concerns, and suspected paper mills. The updated guidance includes clearer escalation pathways and decision templates..."

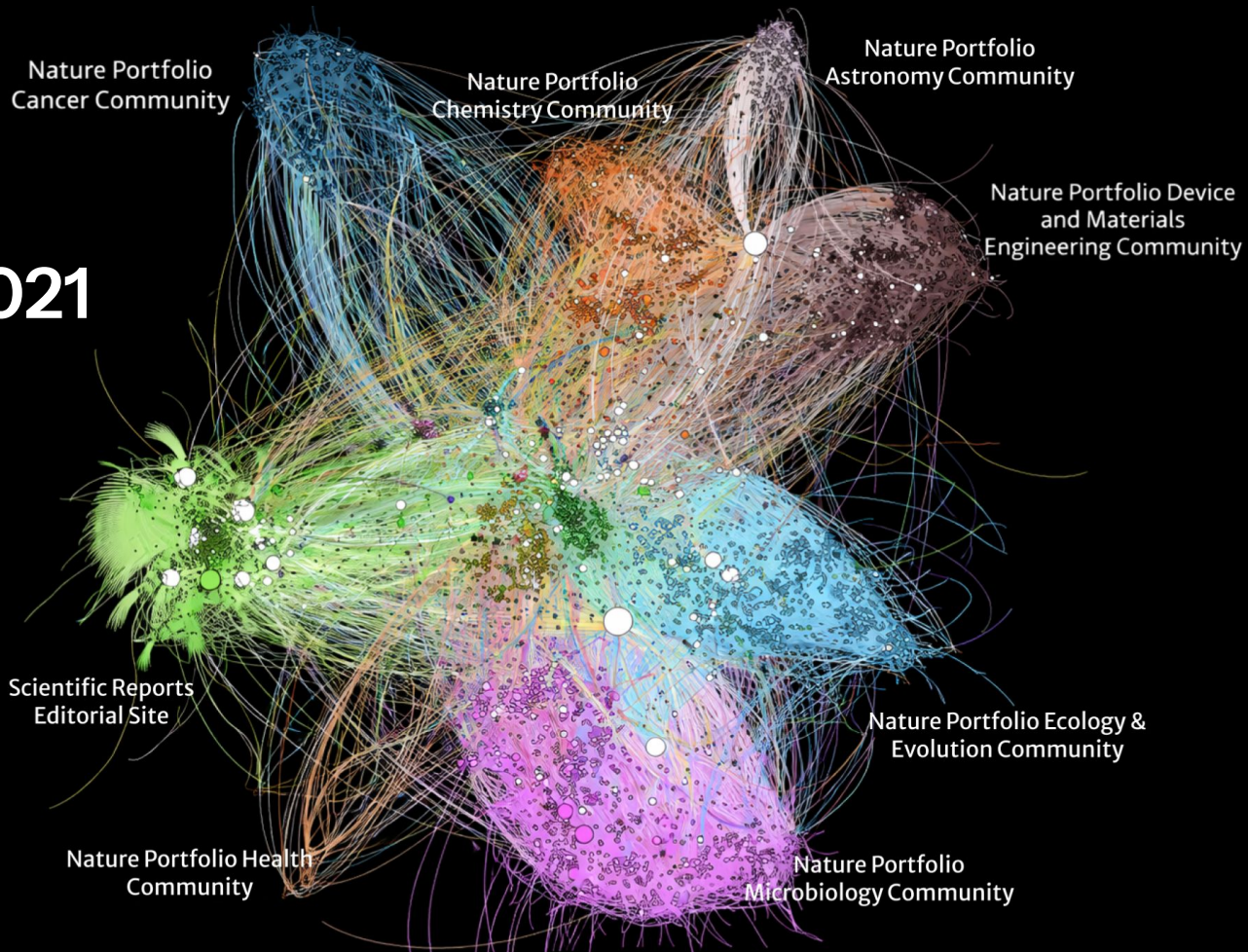
Nature Portfolio Communities in 2019

A snapshot of how the Nature Portfolio Communities connected in 2019. Each circle represents a person/expert. The size and brightness of the expert represent influence. Clusters are networks. The closer the clusters, the more connections there are.



Nature Portfolio Communities 2021

As the Nature Portfolio communities matured and developed, the data became more rich and interconnected. This means that cross disciplinary connections are being made naturally.



TODAY

190,000

Researchers and **Editors** come together daily to share insights, create meaningful content, and network with one another. Where else could this happen — beyond a mega event that lasts just 2–5 days before fading away?

01

Dynamic knowledge sharing & relationships

Through a single researcher network and community hub, **knowledge** can be shared dynamically via user-generated content—unmatched across the Springer Nature competitive landscape.

02

Dedicated space for Editors

Editors now have a dedicated space to collaborate, learn, and ensure their journals are promoted and developed to their full potential.

03

Trusted global destination

The spaces provide **researchers** and **editors** with a trusted platform to foster global networks and develop ideas with data integrity and verification at the core.

Charles Thiede

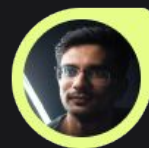
Chief Executive Officer, Chair, Cofounder Zapnito

“I’ve never been convinced that scale and noise win by default (and now AI slop). In our experience, the real advantage comes from strong, well-designed **human** networks built around trust and expertise.”



“Zapnito exists to help organisations do exactly that — connecting customers with expert communities in ways that create long-term value.

Springer Nature shares this belief, and through our unique partnership we’ve been proud to support their work in developing researcher and editor networks, demonstrating just how powerful this approach can be.”



Thank you

Find out more at <https://zapnito.com>

Join our **knowledge hub**, powered by Zapnito: <https://knowledge.zapnito.com/>