



KubeCon



CloudNativeCon

Europe 2018

# Promoting Your Open Source Project and Building Online Communities using Social Media

Kim McMahon

 Twitter: @kamcmahon

#KubeCon

#CloudNativeCon

# Who Am I



 CLOUD NATIVE  
COMPUTING FOUNDATION

 {code}

  
NetApp

  
THE SUPERCOMPUTER COMPANY

 sgi

 TEXACO



THE #1 RULE IN OPEN SOURCE MARKETING:  
**YOU HAVE TO PARTICIPATE IN THE COMMUNITY**

*- Amanda Katona and Kim McMahon*

# Starting with a Goal

## Lots of Options!

- Grow the open source community
- Create / grow awareness
- Create community
- Expertise



Goals help you stay focused, doing the most impactful things, and actually work less.

# Audience – It's the Community



Developers  
Maintainers  
Community Managers  
Project Users



Open Source Lovers  
Industry Influencers  
Partners  
Project Funders



Technical  
Non-technical

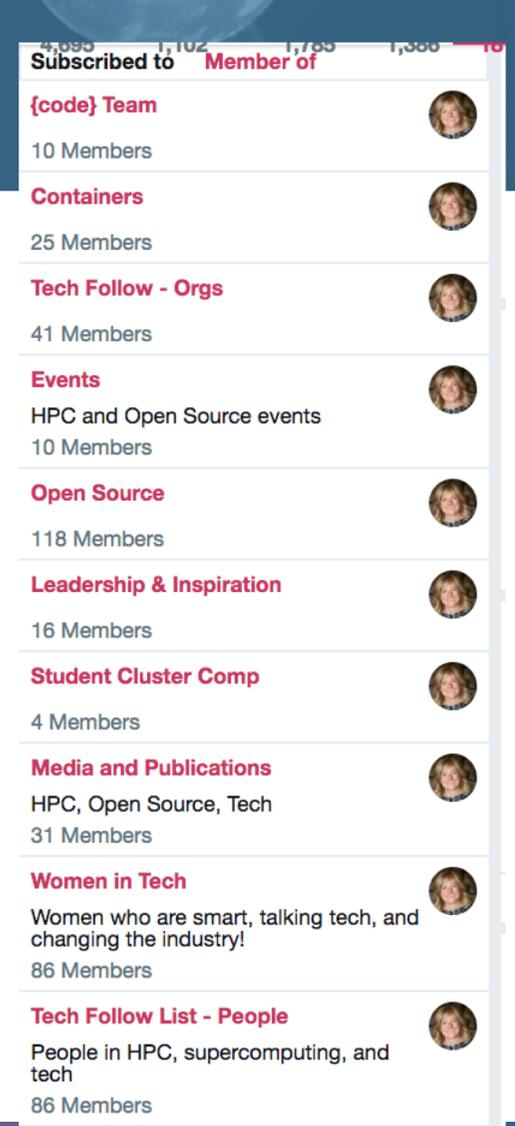


Introverts  
Extroverts

# Social Media Influencers

How do you find your influencers?

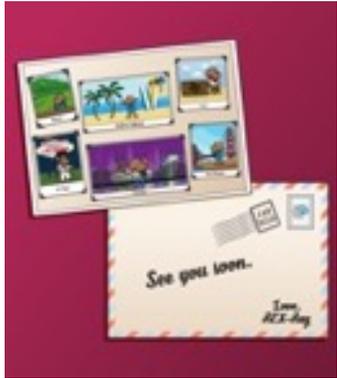
- Ask your team! Ask the community!
- Do some snooping
- Follow hashtags
- Hang around Twitter



# Content



**webinar**



Just some...

Twitter

Slack

Blogs

Events

Podcasts

Webinars

Newsletter

SlideShare

GitHub

Video

Web

# Types of Tweets

- There is a lot of advice out there on what is the “best” ratio for sharing content.
- Find what works for you

Rules  
of 3's

The  
4-1-1

The  
5-5-5

Community:  
50% Engagement  
25% Community Content  
25% Original content



# Being on Twitter – Best Practices

- Consistency!
- Lead with the community
- Give credit to the source whenever possible by using their Twitter handle
- Use # as it makes sense to help the community find content
- All tweets have an image
- Tweet like a community member, not a business, and in your voice
- Put interesting part of the content at the beginning of Tweet
- Monitor Twitter for engagement opportunities

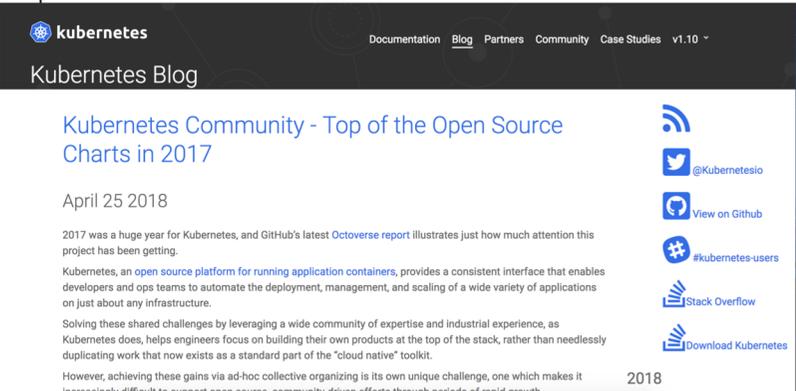
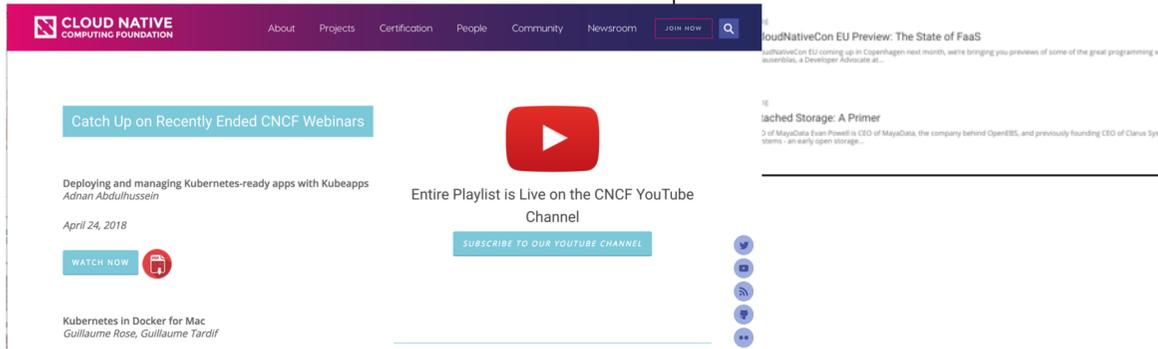
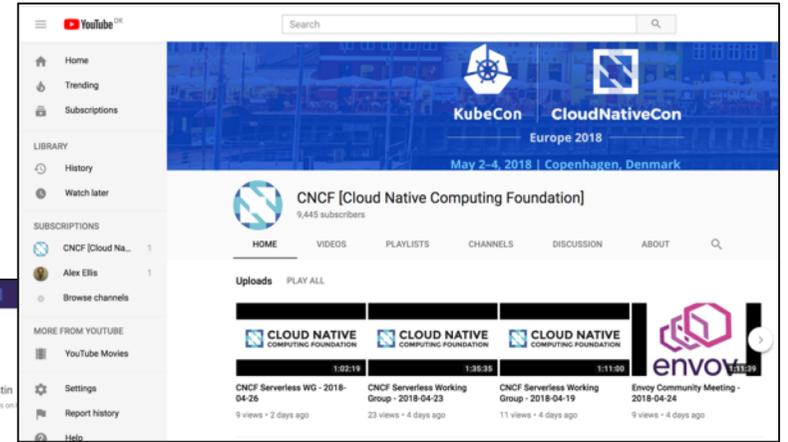
# Social Media Engagement

- Check Notifications Tab in Twitter
  - DAILY!
  - Like and set up appropriate RTs / QRTs
- Review Lists for Engagement opportunities
- Check #



# Blogs, Podcasts, Webinars, Video

- Use it to show expertise
- Showcases your “technical”
- Topics – important to the community
- SMEs write it
- Monitor metrics



# Events

- Options:
  - Submit a CFP for an opportunity to speak at an event
  - Attend sessions and live tweet
  - Take advantage of networking opportunities and meet people
  - Have a booth or partner with someone in a booth
  - Hold or sponsor an event to bring the community together



# Slack

- Automate what you can
- Keep it public
- Be present and proactive

@jonasrosland

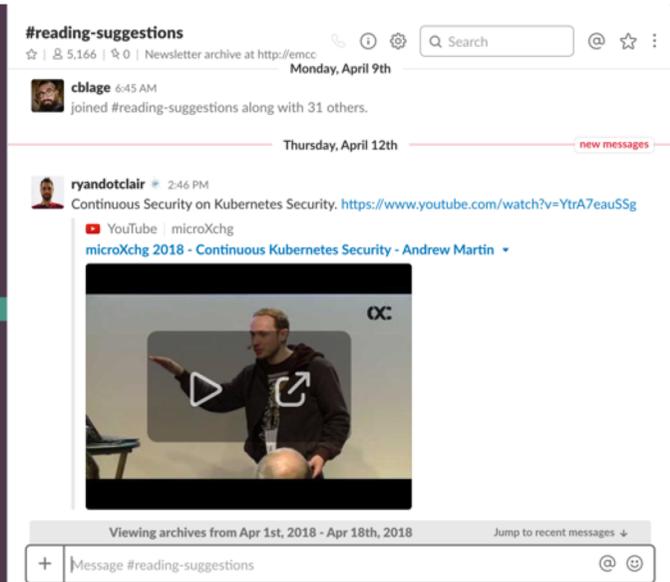
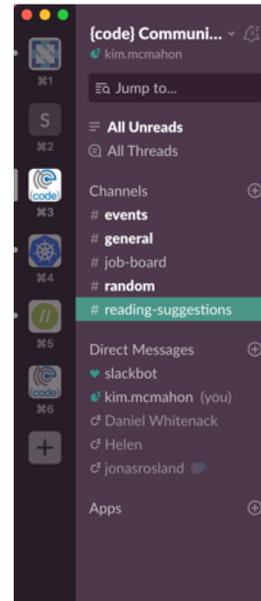
Join our community of  
6,167 {code} loving members!

you@yourdomain.com

Get my Invite

I agree to the [{Code} of Conduct](#)

Right now there are **36** online community members

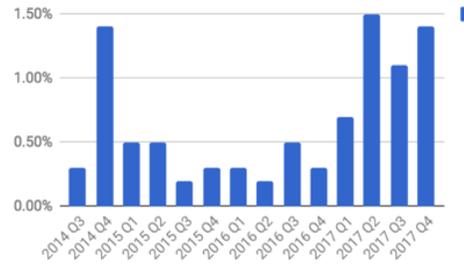


# Metrics and Tracking Results

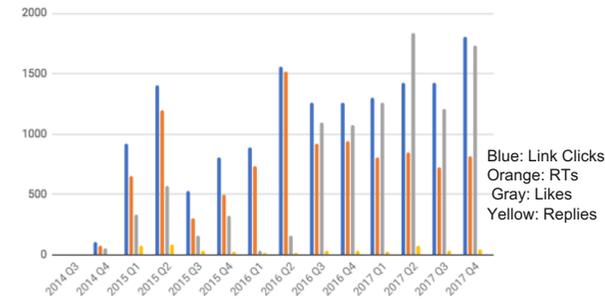
## ■ Twitter

- Likes, Replies, and RT's
- Impressions
- Engagement rates

Twitter Engagement



Engagement



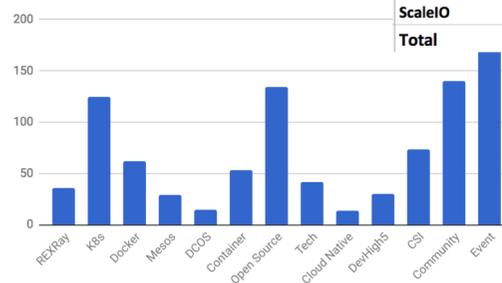
## ■ Blogs

- Time on page

## ■ Newsletter

- Open and Click through

2H2017



Technical Blogs	Unique views	Total Time on Page	# blogs by type	Unique Views / Blog Type	Time on page / Blog Type
All	588	19	3	196	6.18
REX-Ray	1,541	27	9	171	3.00
Docker	1,421	13	3	474	4.30
Kubernetes	1,201	11	3	400	3.51
Mesos	0	0	0	#DIV/0!	#DIV/0!
DevHigh5	278	3	1	278	3.00
ScaleIO	213	2	1	213	2.29
<b>Total</b>	<b>5,242</b>	<b>74</b>	<b>20</b>		

# Tips, Tricks, and Being Effective

- Set goals
- Know your resources
- Define your audience
- Choose your content
- Tools
  - Twitter: Easy to get started.
  - Blogs, Podcasts, Webinars, Video
  - Events
  - Slack
- Metrics: May not have day 1, but need to do sometime.

Thank you!  
Questions

Kim McMahon

 Twitter: @kamcmahon

