Building Better Communication for Kubernetes Contributors with Marketing

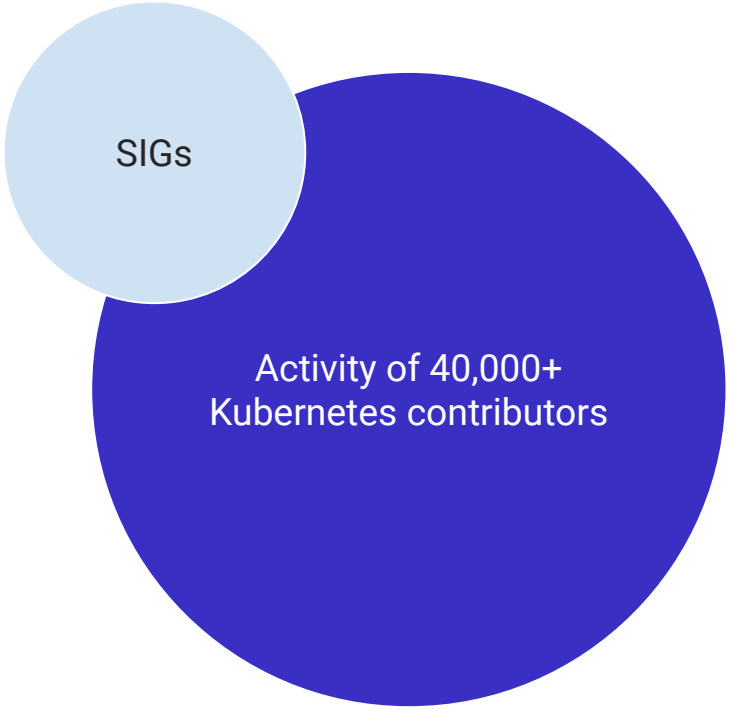
Matthew Broberg (Red Hat), Kaslin Fields (Google), & Rajula Vineet Reddy (CERN)

what is *Marketing*?

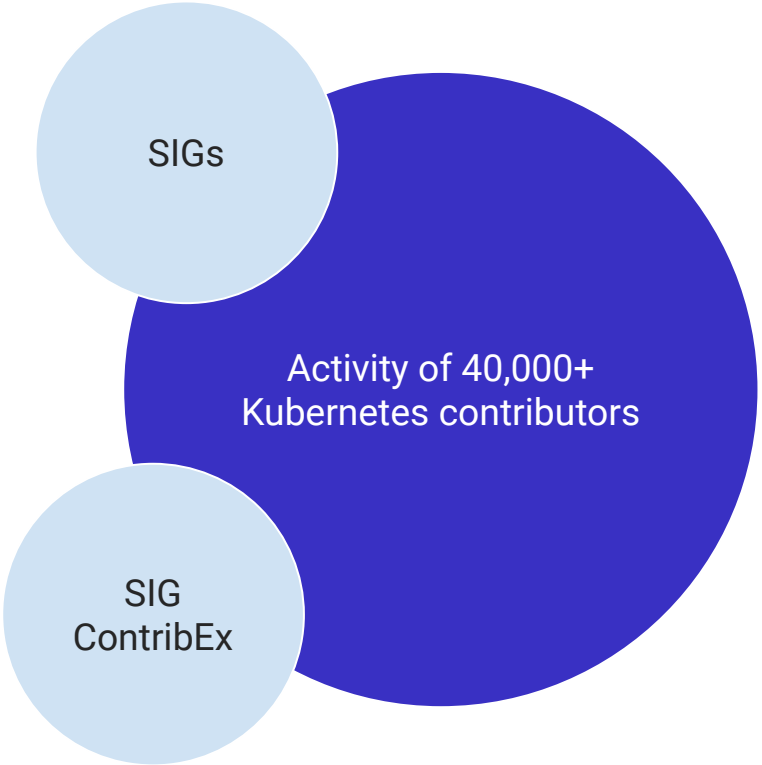
Who tells contributor stories?

Telling Contributor Stories

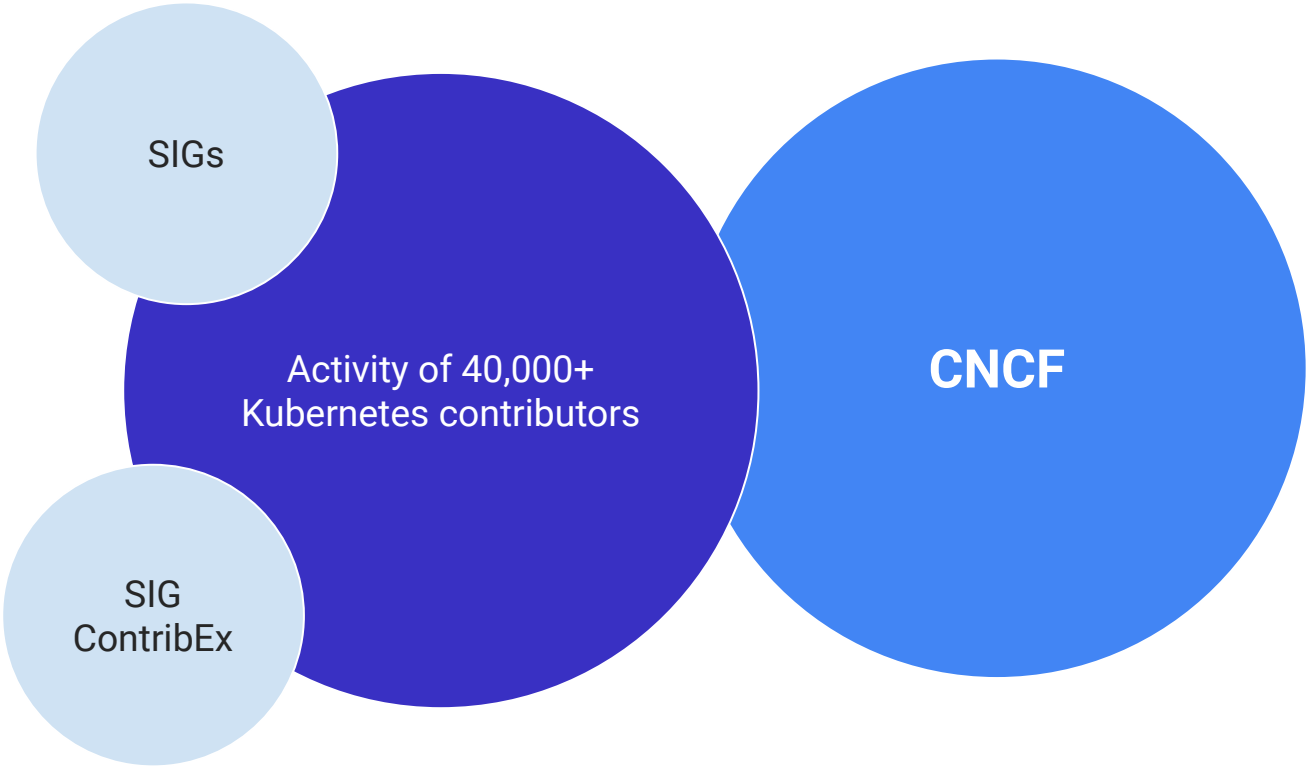
Telling Contributor Stories



Telling Contributor Stories



Telling Contributor Stories



Telling Contributor Stories

(Actual footage of a contributor)

SIGs

SIG ContribEx

Activity of 40,000+ Kubernetes contributors

CNCF

Upstream Marketing

SIG ContribEx covers

- Weekly events including meetings, office hours, and elections
- Mentoring, including the playground, GSoC, and Outreachy
- Docs, including contributor guidelines, developer guidelines
- All community management, including Slack, Discourse, Google accounts, mailing lists, etc
- And now: **Upstream Marketing**, including communication strategies, storytelling, social media, and its automation

Upstream Marketing

TL;DR we **support the sharing of contributor stories**.

Charter

Getting Started

“Join us here!”

“And here!”

“And here!”

“And here!”

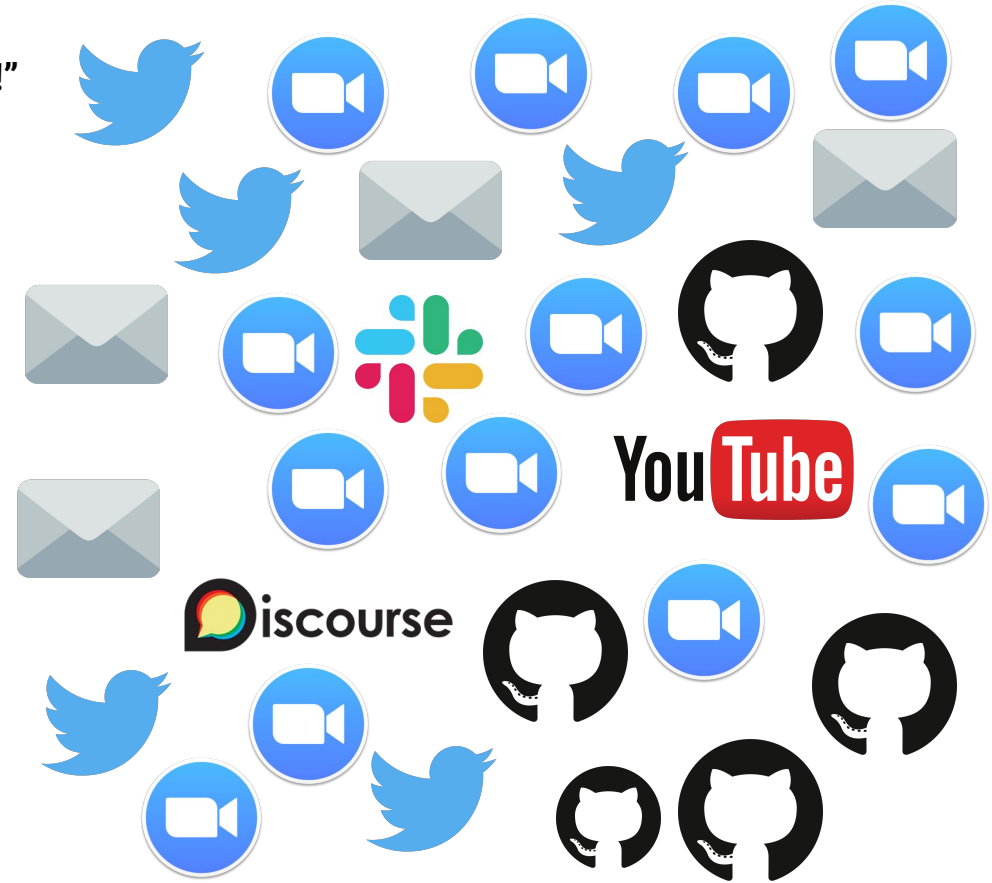
“And here!”

“And here!”

“And here!”

“And here!”

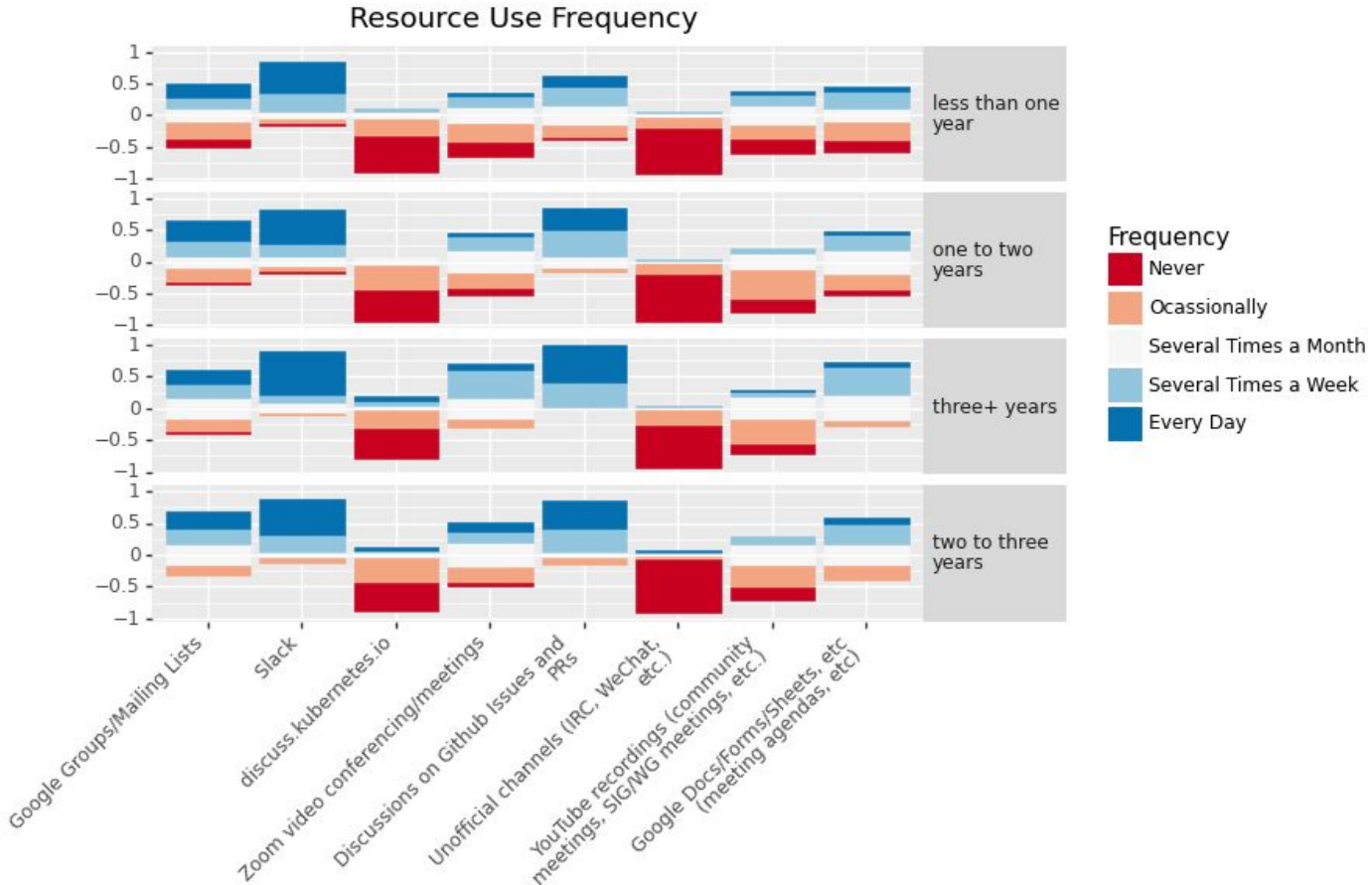
“And here!”



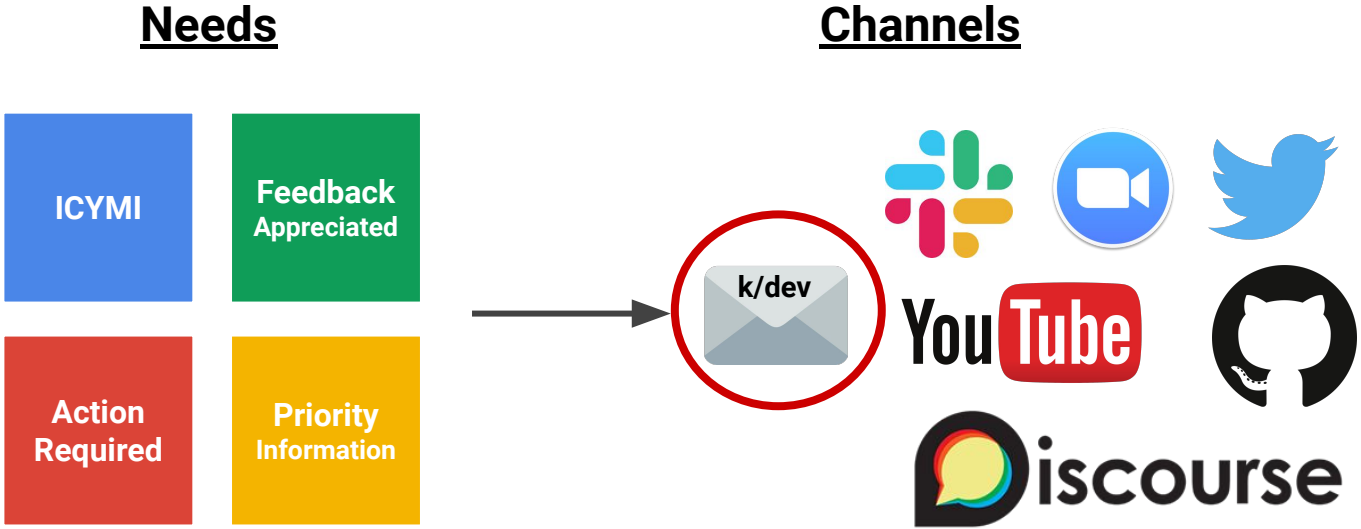
Getting Started

“I want to share my Kubernetes contributor story.”

Mapping Communication



Mapping Communication



Multichannel communication strategy

Mapping Communication

ICYMI	• **Information that is not urgent or priority, but will be interesting to most contributors** • Ex. monthly community & mentors meetings
Action Required	• **Participation is critical to the Kubernetes project and has a firm due date** • Ex. Code freeze is at $date, get your code in!
Priority	• **Critical information to productive participation and community sustainability** • Ex. Changes in workflows, issue triaging, etc
Feedback Appreciated	• **When participation is helpful, but not required by everyone to be a success** • Ex. Kubernetes Enhancement Proposals (KEPs)

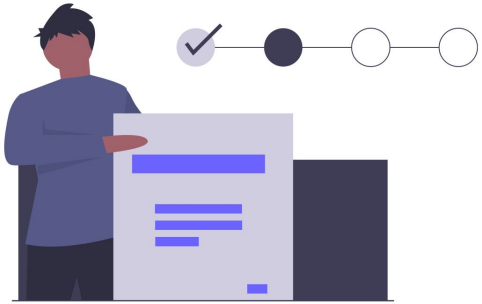
Found through:

- Contributor calendar
- GitHub Issues
- Slack discussions

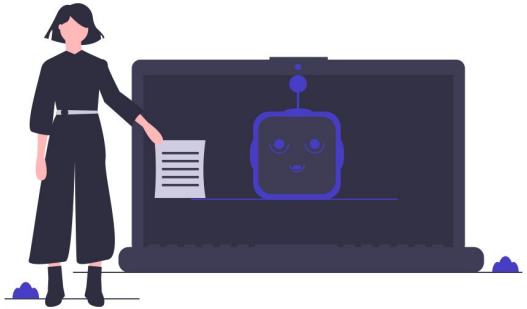
Marketing Wins

Communication

Storytelling



Bots



9 00
SESAME STREET
PBS KIDS

Transition to Kas

Kaslin Fields | Do not record this slide

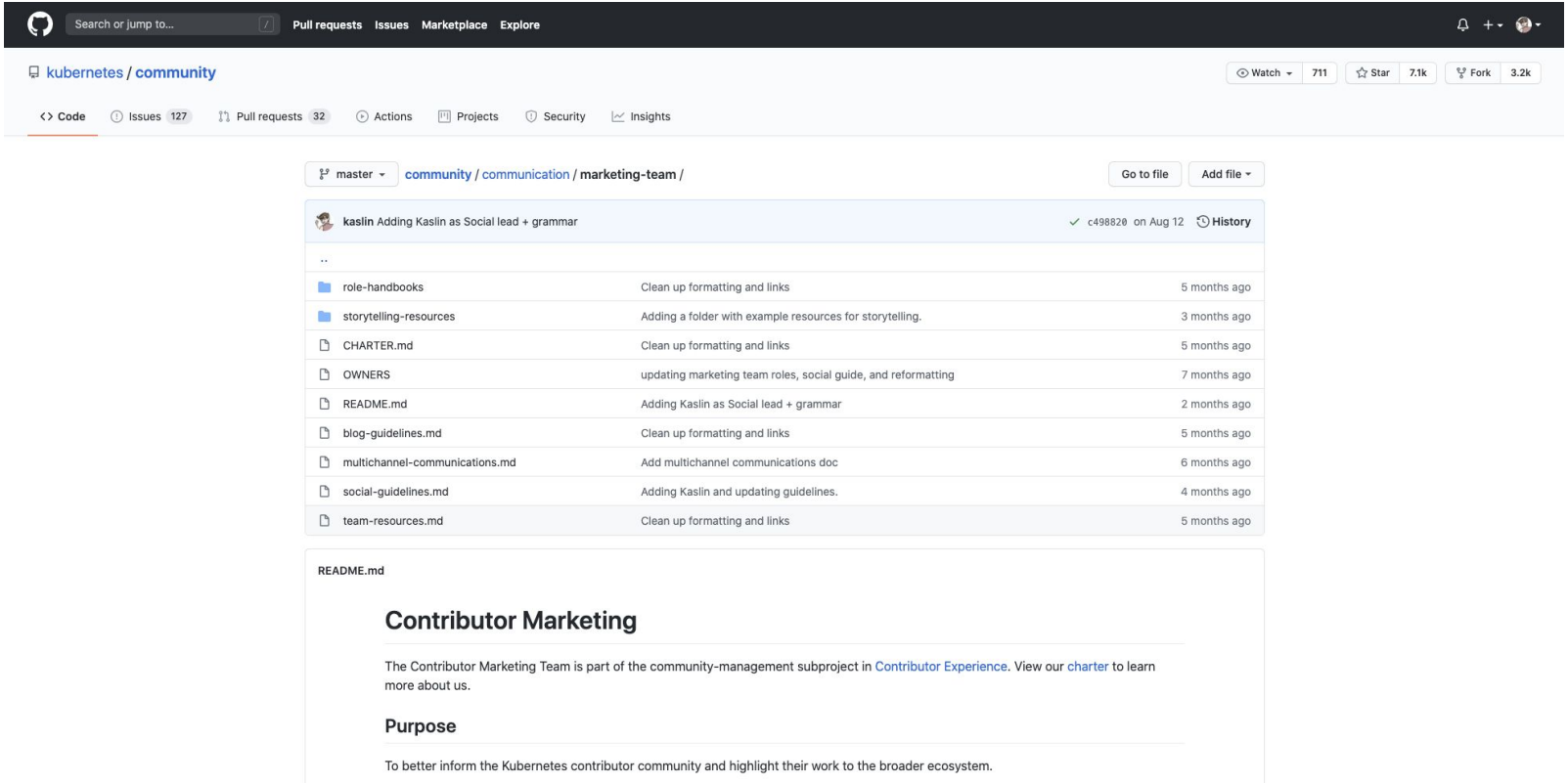
Kaslin Fields

Twitter: @kaslinfields

- Developer Advocate at Google
- CNCF Ambassador
- Member of SIG-ContribEx (Marketing Team)
- Containers, Cloud Native, DevOps, Kubernetes
- Tech Comic Creator (https://kaslin.rocks)

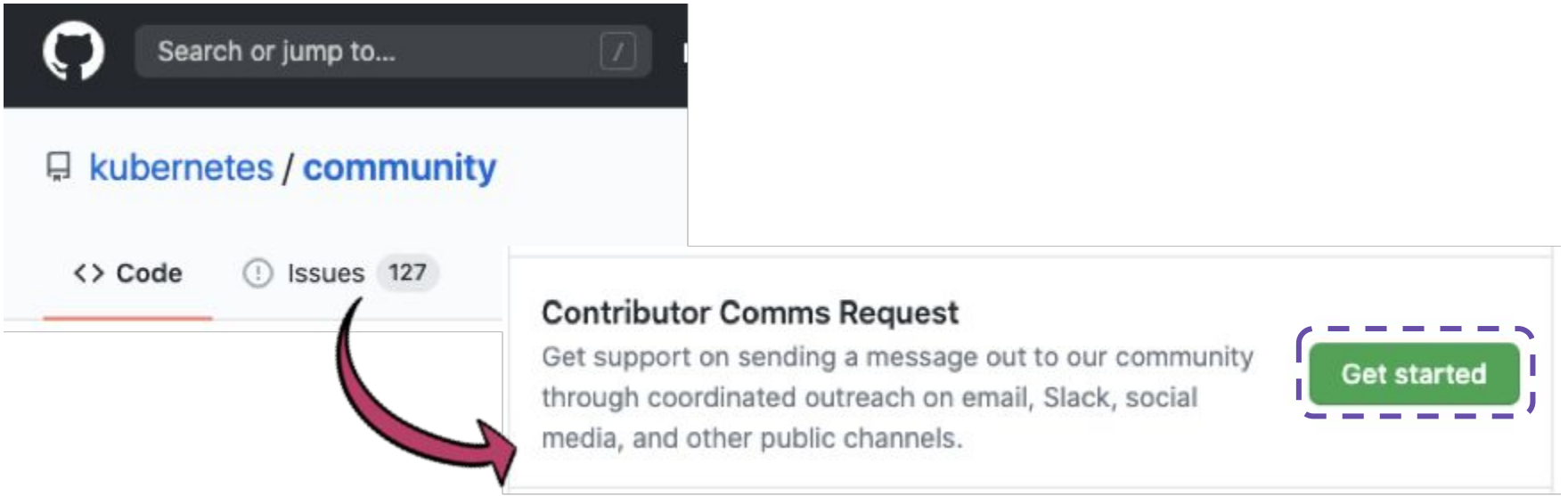
Contributor Marketing

KubeCon CloudNativeCon North America 2020 Virtual



Where Do Stories Come From?

Tell Us Your Story

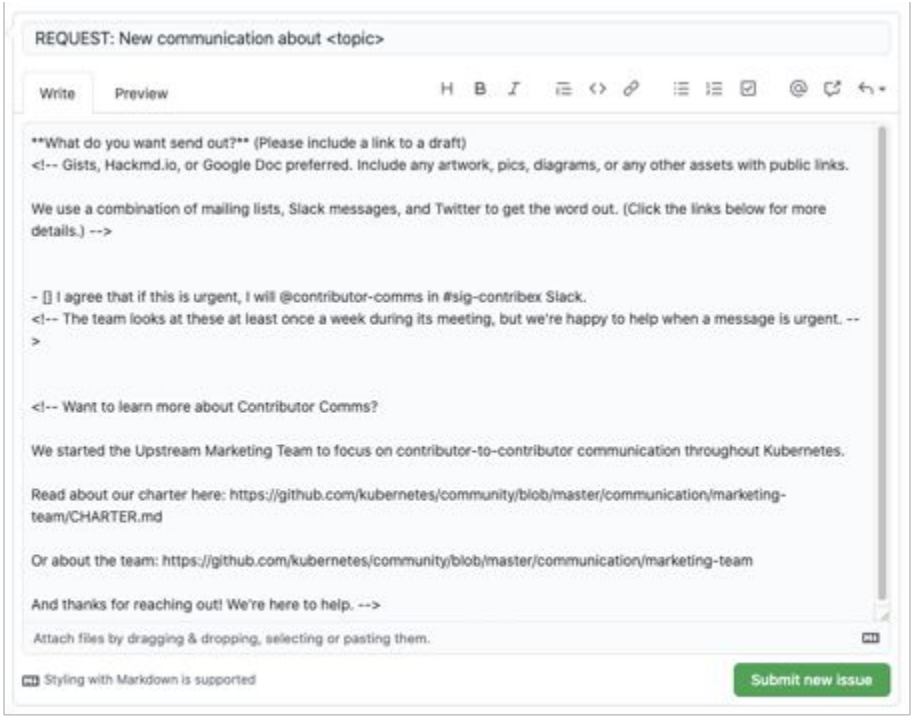


Submit An Issue!

KubeCon CloudNativeCon North America 2020 Virtual

Blogs

Twitter

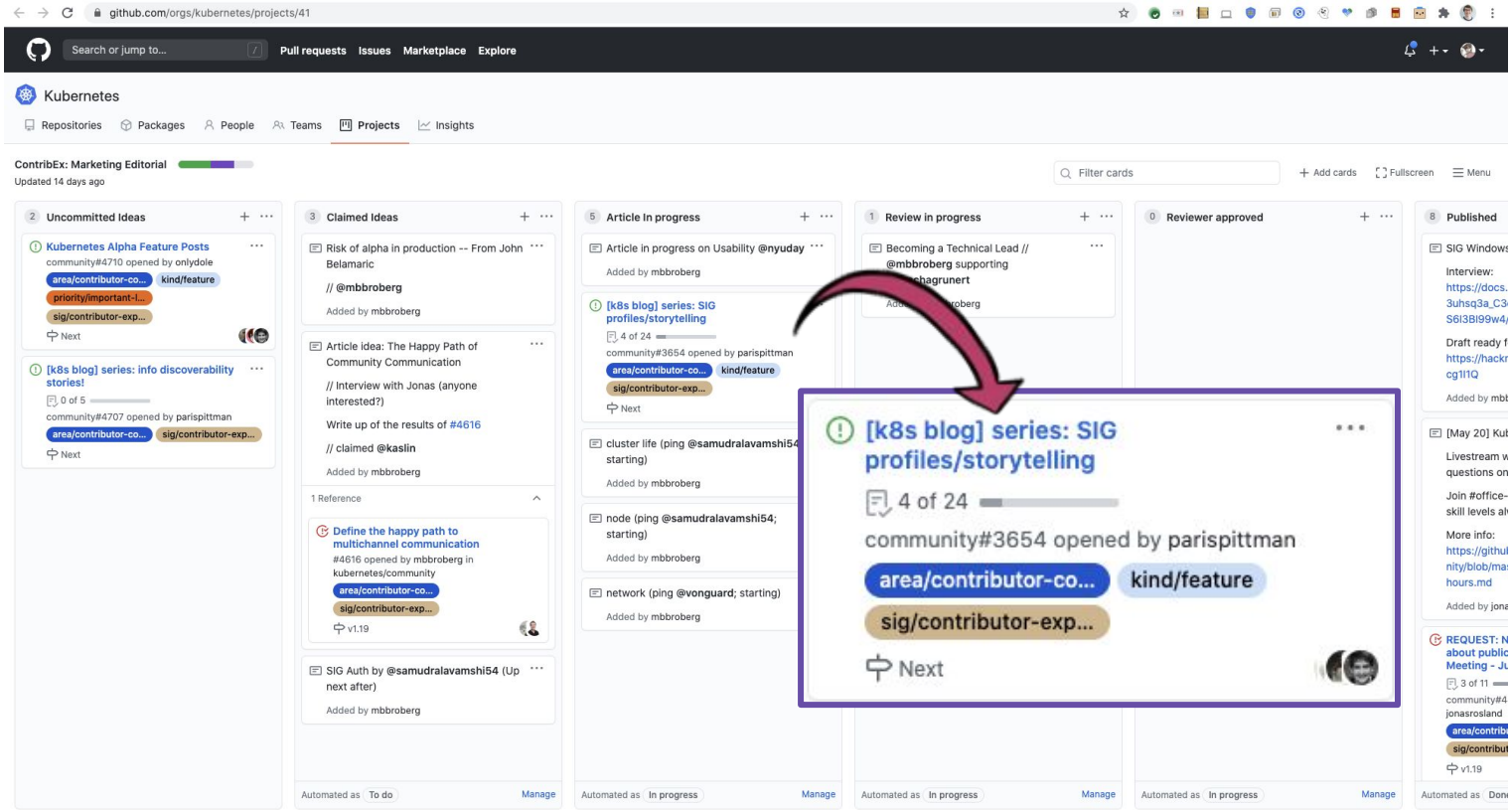


Slack

Mailing Lists

And More!

For Example...


github.com/orgs/kubernetes/projects/41
Search or jump to...
Pull requests
Issues
Marketplace
Explore
Kubernetes
Repositories
Packages
People
Teams
Projects
Insights
ContribEx: Marketing Editorial
Updated 14 days ago
Filter cards
Add cards
Fullscreen
Menu
2 Uncommitted Ideas
Kubernetes Alpha Feature Posts
community#4710 opened by onlydole
area/contributor-co...
kind/feature
priority/important-l...
sig/contributor-exp...
Next
[k8s blog] series: info discoverability stories!
0 of 5
community#4707 opened by parispittman
area/contributor-co...
sig/contributor-exp...
Next
3 Claimed Ideas
Risk of alpha in production -- From John Belamaric
// @mbbroberg
Added by mbbroberg
Article idea: The Happy Path of Community Communication
// Interview with Jonas (anyone interested?)
Write up of the results of #4616
// claimed @kaslin
Added by mbbroberg
1 Reference
Define the happy path to multichannel communication
#4616 opened by mbbroberg in kubernetes/community
area/contributor-co...
sig/contributor-exp...
v1.19
SIG Auth by @samudralavamshi54 (Up next after)
Added by mbbroberg
5 Article in progress
Article in progress on Usability @nyuday
Added by mbbroberg
[k8s blog] series: SIG profiles/storytelling
4 of 24
community#3654 opened by parispittman
area/contributor-co...
kind/feature
sig/contributor-exp...
Next
cluster life (ping @samudralavamshi54 starting)
Added by mbbroberg
node (ping @samudralavamshi54; starting)
Added by mbbroberg
network (ping @vonguard; starting)
Added by mbbroberg
1 Review in progress
Becoming a Technical Lead // @mbbroberg supporting
0 Reviewer approved
8 Published
SIG Windows
Interview:
Draft ready f
Added by mbb
[May 20] Kut
Livestream w
questions on
Join #office-
skill levels al
More info:
Added by jona
REQUEST: N
about public
Meeting - Ju
3 of 11
community#4
jonasrosland
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[k8s blog] series: SIG profiles/storytelling
4 of 24
community#3654 opened by parispittman
area/contributor-co...
kind/feature
sig/contributor-exp...
Next

Step 1: Talk to SIG-Chair(s)

Step 2: Write Up A Draft

HackMD

New! "Like" your favorite notes ❤

1 ONLINE

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---
layout: blog
title: "SIG-Windows Spotlight"
date: 2020-06-26
slug: sig-windows-spotlight-2020
---

# SIG-Windows Spotlight
_This post tells the story of how Kubernetes contributors work together to
provide a container orchestrator that works for both Linux and Windows._

<p align="center">
<img alt="Image of a computer with Kubernetes logo" width="500" height="500"
src="https://i.imgur.com/qIETAwI.png">
</p>

Most people who are familiar with Kubernetes associated it with Linux. That
connection makes sense, since Kubernetes ran on Linux from its very beginning.
However, many teams and organizations working on adopting Kubernetes need the
ability to orchestrate containers on Windows. Since the release of Docker and
rise to popularity of containers, there have been efforts both from the
community and from Microsoft itself to make containerw technology as accessible
in Windows systems as it is in Unix-based systems.

Within the Kubernetes community, those who are passionate about making
Kubernetes accessible to the Windows community can find a home in the Windows
Special Interest Group. To learn more about SIG-Windows and the future of
Kubernetes on Windows, I spoke to co-chairs [Mark Rossetti]
(https://github.com/marosset) and [Michael Michael]
(https://github.com/michmike) about the SIG's goals and how others can
contribute.

## Intro to Windows Containers & Kubernetes

Kubernetes is the most popular tool for orchestrating container workloads, so to
understand the Windows Special Interest Group (SIG) within the Kubernetes
project, it's important to first understand what we mean when we talk about
running containers on Windows.

***
_"When looking at Windows support in Kubernetes," says SIG (Special Interest
Group) Co-chair Mark Rossetti, "many start drawing comparisons to Linux
containers. Although some of the comparisons that highlight limitations are
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OWNED THIS NOTE CHANGED 3 MONTHS AGO

SIG-Windows Spotlight

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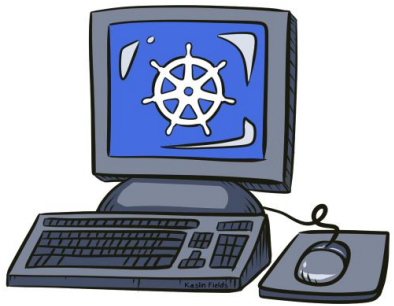

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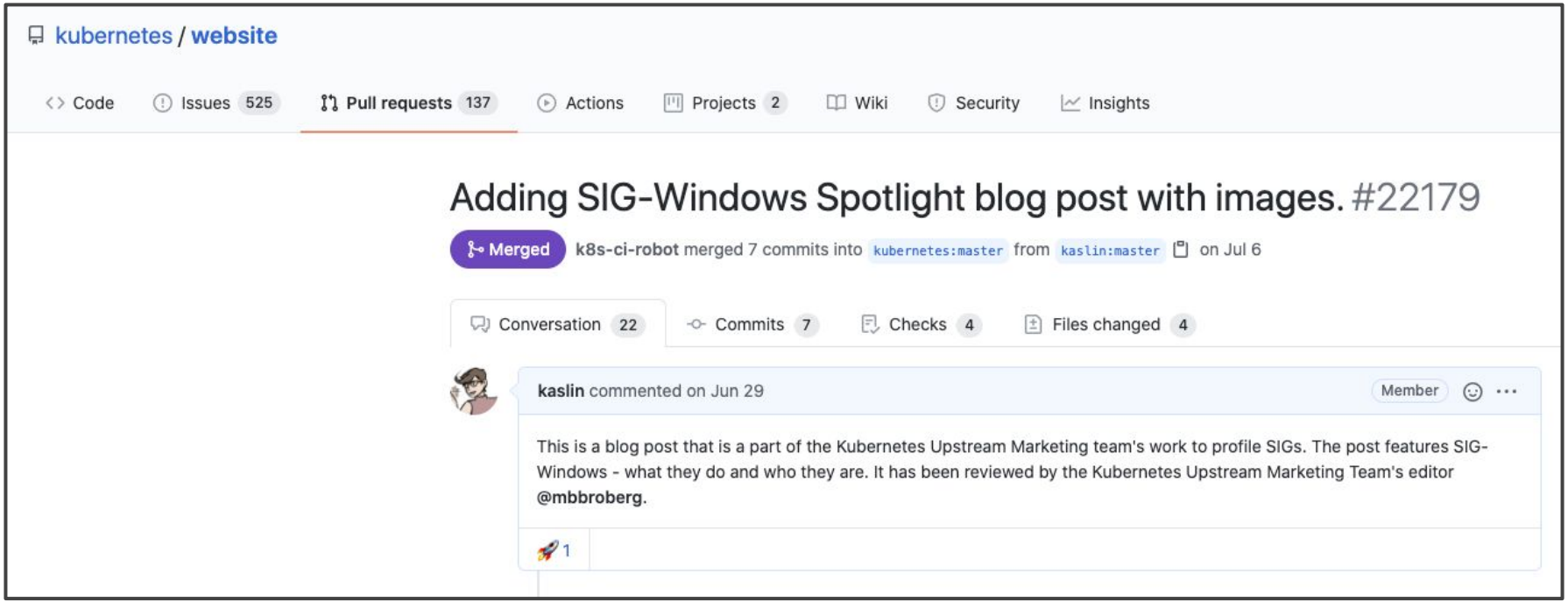
Step 3: PRs & Reviews



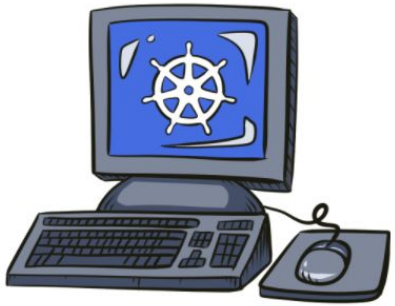
Step 4: Publish!

Kubernetes Blog

SIG-Windows Spotlight

Tuesday, June 30, 2020

This post tells the story of how Kubernetes contributors work together to provide a container orchestrator that works for both Linux and Windows.



Most people who are familiar with Kubernetes are probably used to associating it with Linux. The connection makes sense, since Kubernetes ran on Linux from its very beginning. However, many teams and organizations working on adopting Kubernetes need the ability to orchestrate containers on Windows. Since the release of Docker and rise to popularity of containers, there have been efforts both from the community and from Microsoft itself to make container technology as accessible in Windows systems as it is in Linux systems.

Stories by Request - Strategy

Kubernetes Blog

Announcing the 2020 Steering Committee Election Results

Monday, October 12, 2020

Author: Kaslin Fields

The 2020 Steering Committee Election is now complete. In 2019, the committee arrived at its final allocation of 7 seats, 3 of which were up for election in 2020. Incoming committee members serve a term of 2 years, and all members are elected by the Kubernetes Community.

This community body is significant since it oversees the governance of the entire Kubernetes project. With that great power comes great responsibility. You can learn more about the steering committee's role in their charter.

K8sContributors @K8sContributors · Oct 12

Congratulations to our newly elected Kubernetes Steering Committee Members @liggitt, @MrBobbyTables, and @dims! They will be joining the 4 existing members to make up the 7 members of the committee. There were so many awesome candidates this round, thank you to all who ran!

27 70 265

How Do Tweets Work?

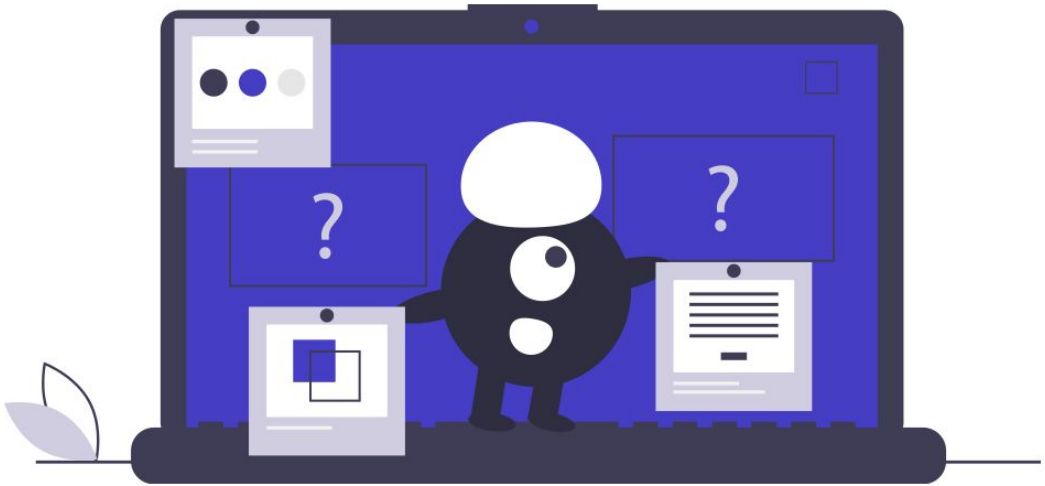
Transition to Raj

Rajula Vineet Reddy | Do not record this slide

Rajula Vineet Reddy

- Junior Fellow - Web Services, CERN IT Department
- Member of SIG-Contribex (Marketing Team)
- Kubernetes at OMP & Cisco

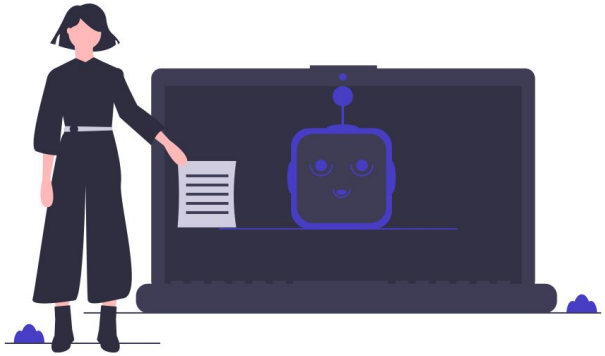
Communication through bots



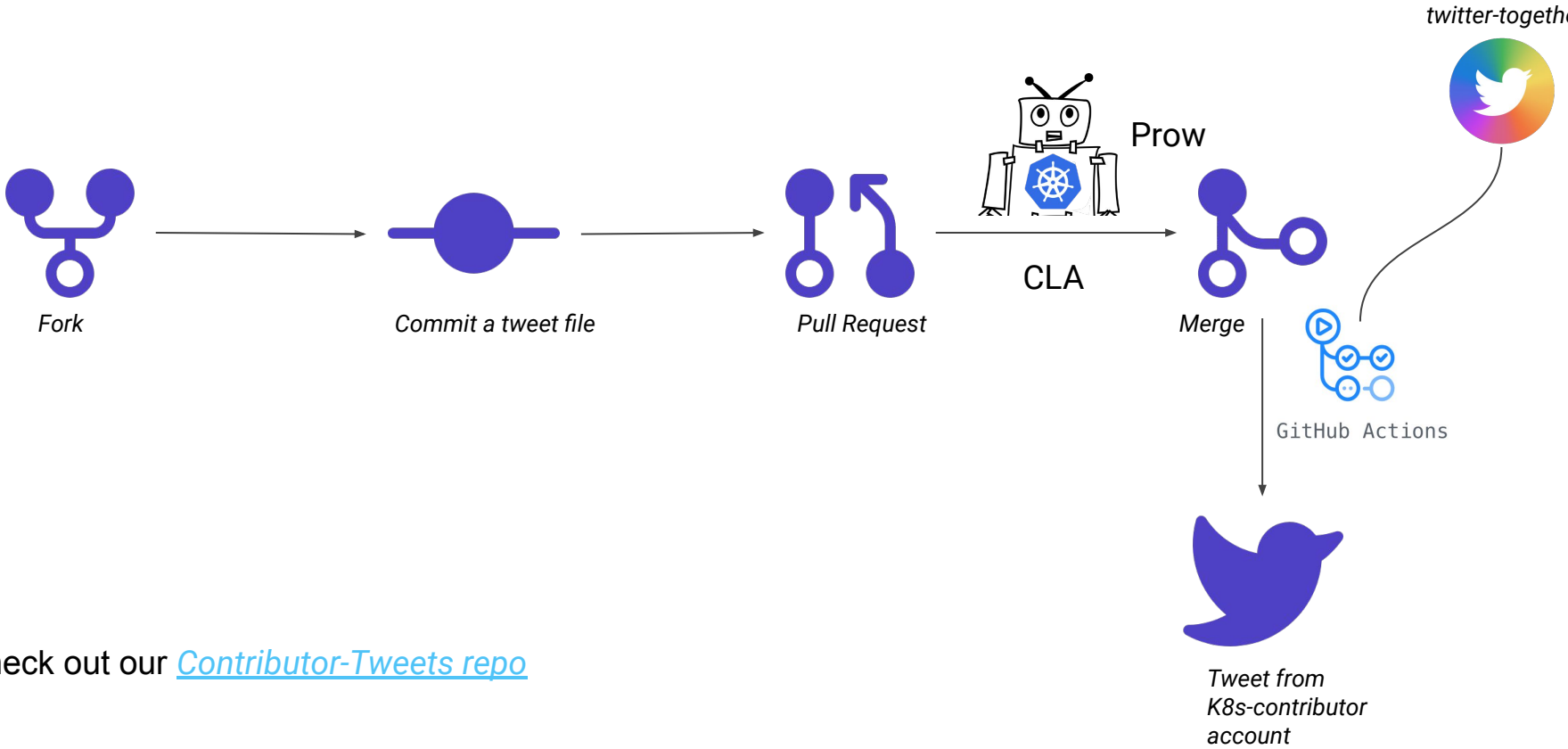
Bots

Twitter + Github bot => PR + review = Tweet

Slack bot => Posting announcements in multiple slack channels



Twitter Bot



Check out our [Contributor-Tweets repo]

Twitter bot workflow!

18-10-2020-steering-elections.tweet

```
+ Last week the steering committee election concluded with the announcement of the winners. If you missed the excitement or want to review, check out the post on the #Kubernetes blog! https://kubernetes.io/blog/2020/10/12/steering-committee-results-2020/
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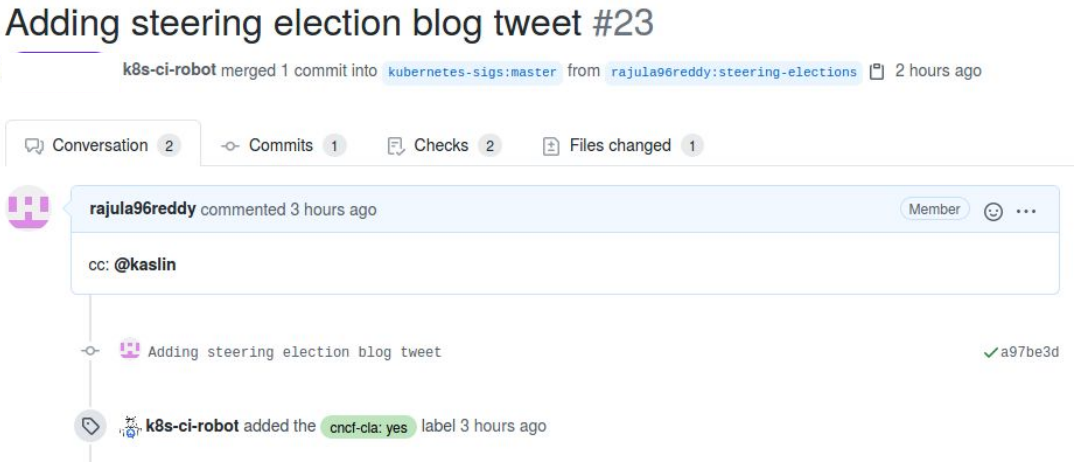
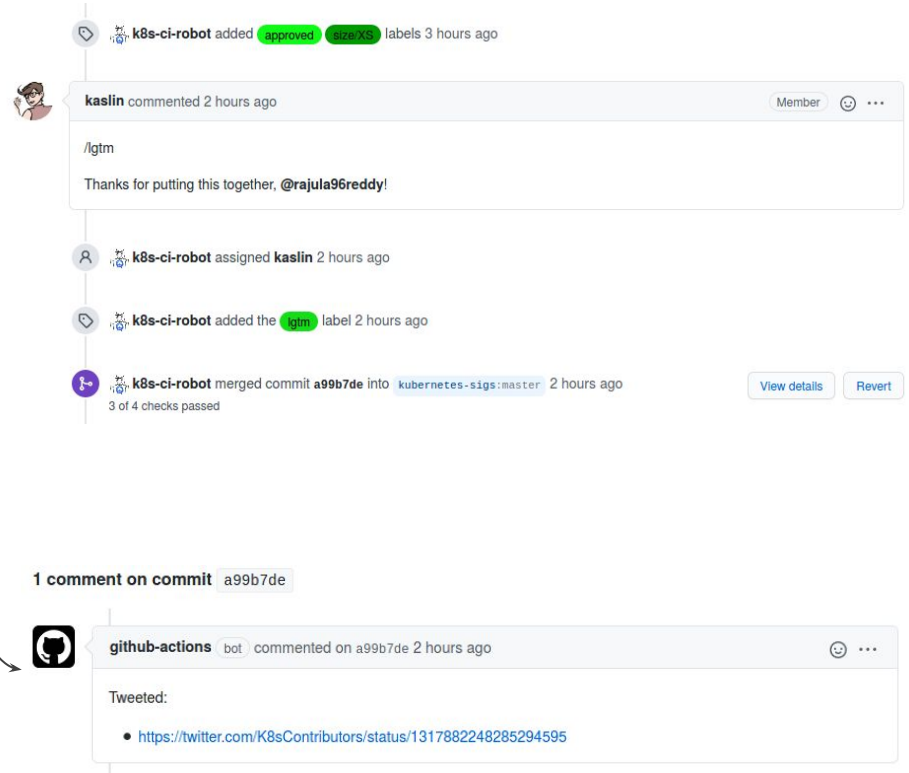
PR

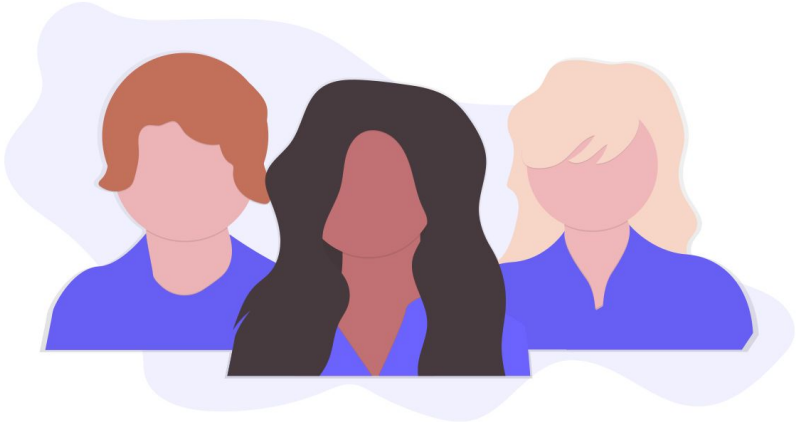


Twitter bot workflow!



Twitter Bot: Benefits to the community

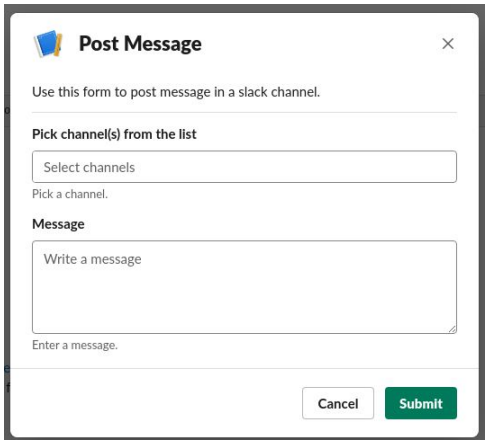
- Anyone from the community can tweet
- Review - CLA & Prow based approval process
- Tweet history & archival

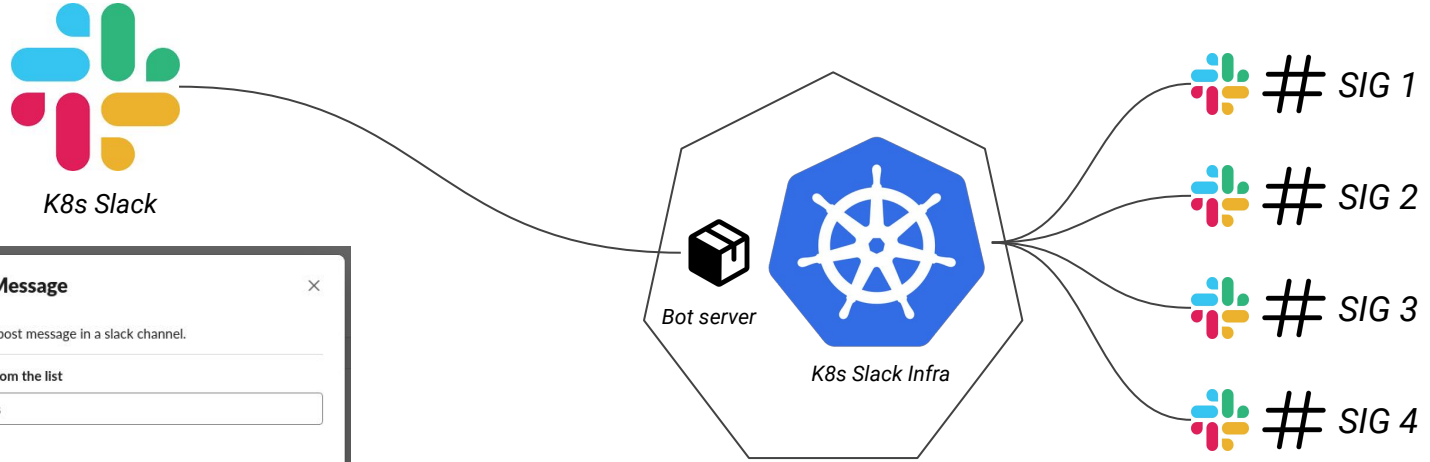


Slack Announcement Bot

Slack Announcement Bot: How it works?

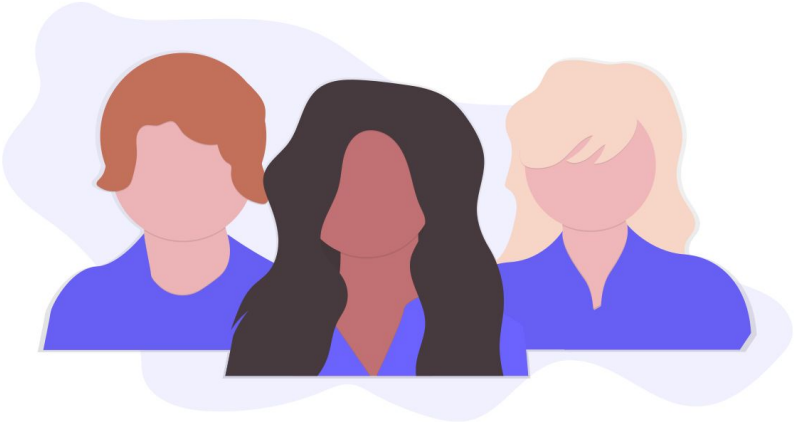
twitter-together





Slack announcement Bot: Benefits to the community

- Easy way to communicate important information across SIGs & WGs
- Restrict access to the bot
- Sends message as a ‘bot user’



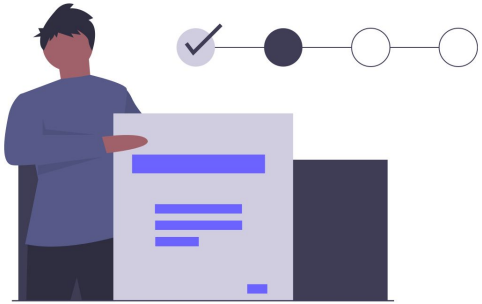
Transition to Matt

Closing | Do not record this slide

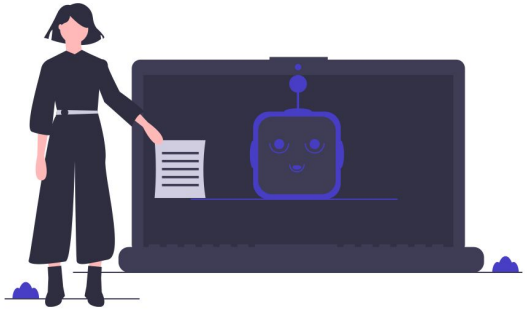
Upstream Marketing Wins

Communication

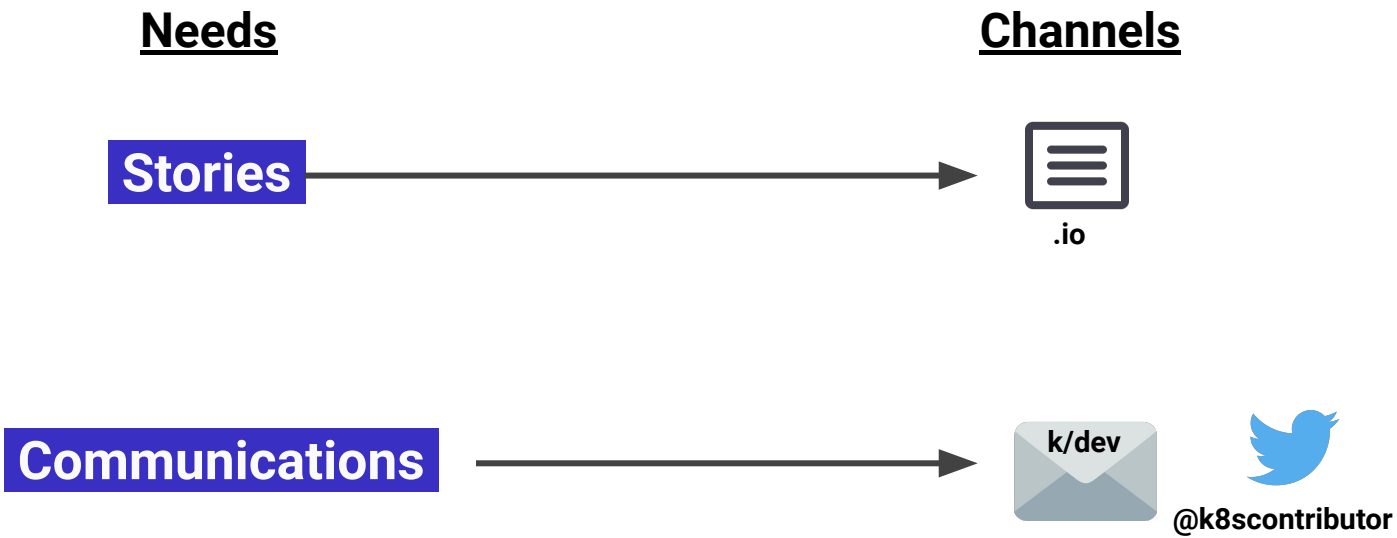
Storytelling



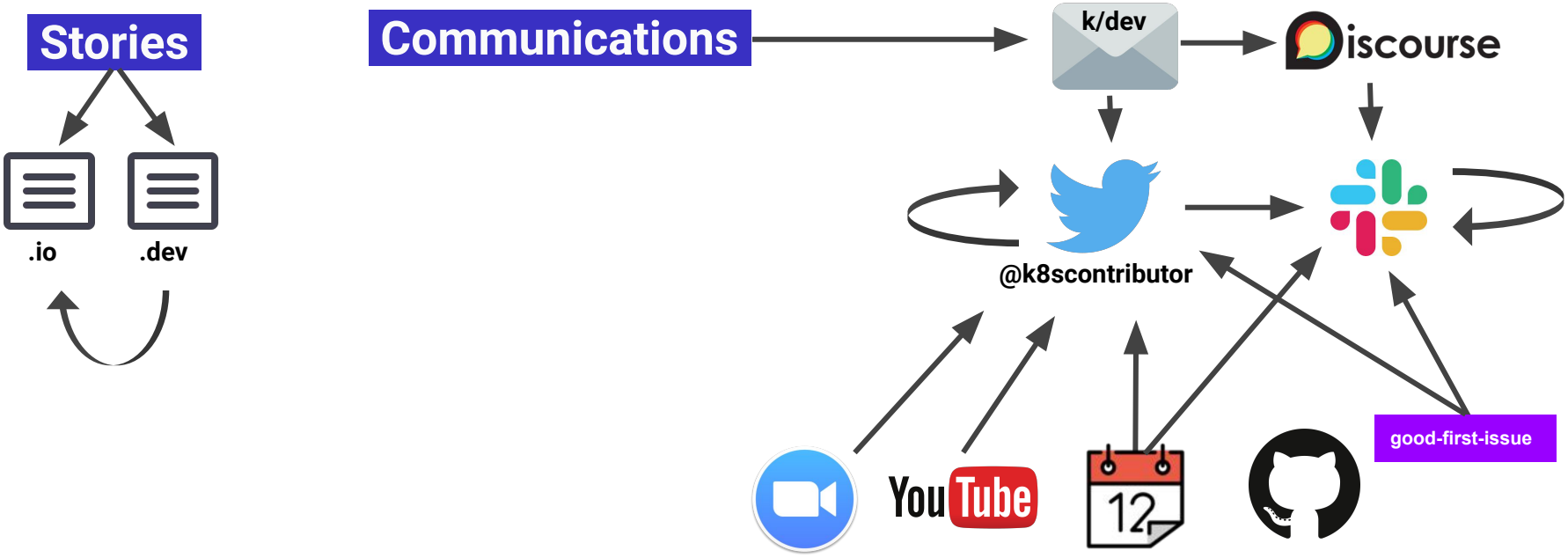
Bots



Today's Story



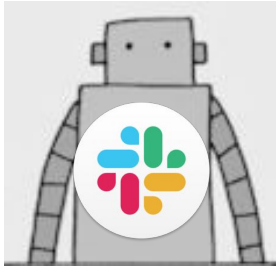
The Future™


Stories
.io
.dev
Communications
k/dev
iscourse
@k8scontributor
YouTube
12
good-first-issue

Bots Connect Dots

Deployed ✓ | In Use ○

Slack Announce Bot

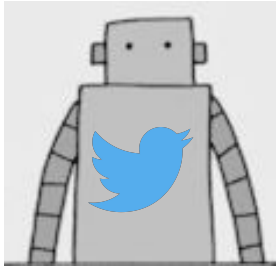


Send one message to multiple channels.

Use case: *Under development. Initial intention was to send Action Required comms to all channels.*

Deployed ✓ | In Use ✓

Contributor Tweets + Scheduler



Send a tweet from @k8scontributors.

Use case: *any contributor can tweet from the account through a GitHub Action.*

what is *Marketing*?

Matt Broberg
@mbbroberg

So many people: I hate marketing

Also people: I like how you explained that, and that article was helpful, and that site is beautiful, and I loved that conference, and those stickers are awesome, and I feel appreciated in that community, and

7:28 PM · Feb 18, 2020 · Twitter for iPhone

View Tweet activity

40 Retweets **6** Quote Tweets **360** Likes

We mean **great stories**

about **amazing contributors**

shared **with intention**

and **imagination**

And, last but not least, **Marketing is a way to contribute to Kubernetes**.

By helping us **share your story**:

- Ask for help on k/community
- Tagging @contrib-comms in Slack
- RTing @k8scontributor on Twitter

By **contributing to the group**:

- By volunteering to write a blog post
- Contributing to our comms bots
- Tweeting via k-sig/contribor-tweets

Thanks

- Images from unDraw and Kaslin Fields
- Icons from Phosphor
- Contribution to the working group by Paris Pittman, Bob Killen, Jonas Rosland, Chris Short, Karthikeyan Govindaraj, Peeyush Gupta, Suresh Palemoni, Taylor Dolezal, and many more past, present, and future contributors!

Learn more in the Upstream Marketing folder

KEEP CLOUD NATIVE
EVERYWHERE
KubeCon
CloudNativeCon
North America 2020
Virtual
HELM
KV