

# Building Better Communication for Kubernetes Contributors with Marketing

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





KubeCon



CloudNativeCon

North America 2020

*Virtual*

# what is *Marketing?*



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# Who tells contributor stories?

# Telling Contributor Stories



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A large, solid blue circle is centered on the slide, serving as a background for the text.

Activity of 40,000+  
Kubernetes contributors

# Telling Contributor Stories



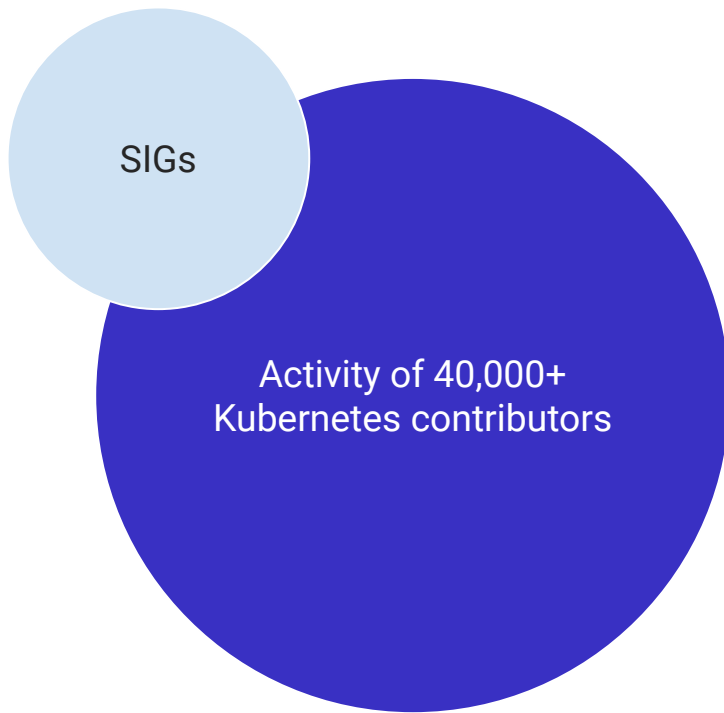
KubeCon



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# Telling Contributor Stories



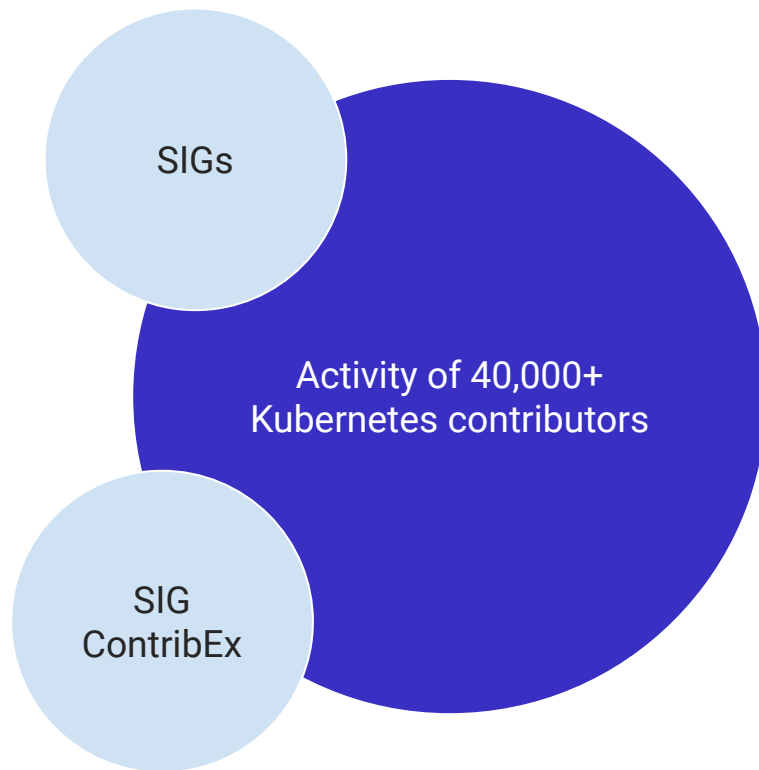
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# Telling Contributor Stories



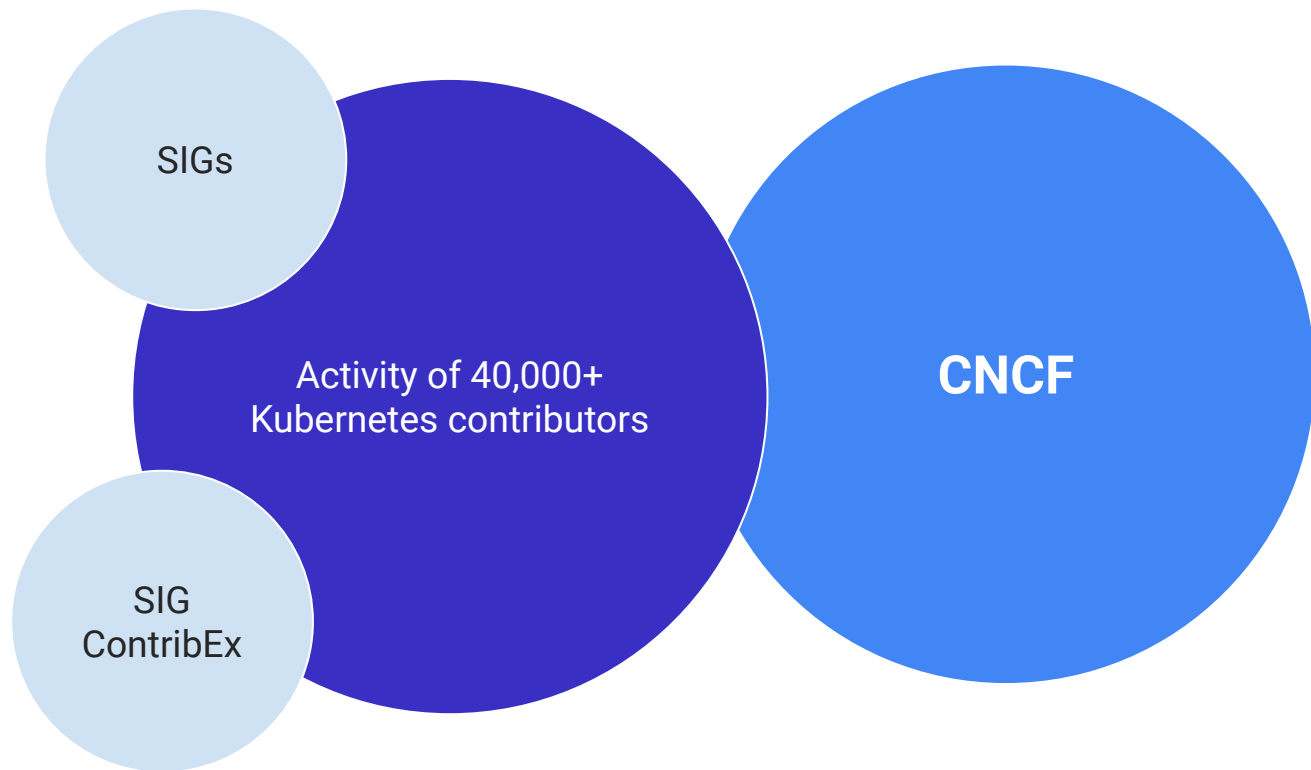
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# Telling Contributor Stories



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(Actual footage of a contributor)

SIGs

Activity of 40,000+  
Kubernetes contributors

SIG  
ContribEx

CNCF



# Upstream Marketing



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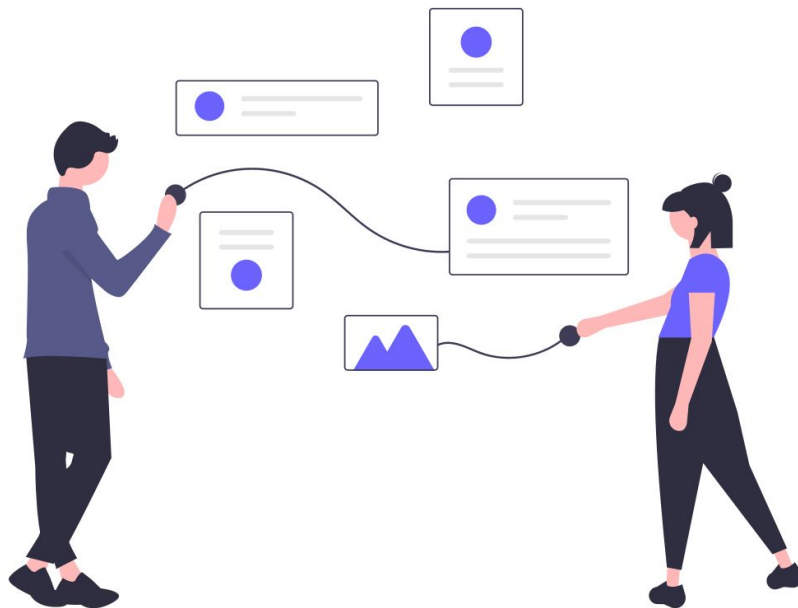
*Virtual*

## **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

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

[Charter](#)



# Getting Started



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**"Join us here!"**

"And here!"

"And here!"

"And here!"

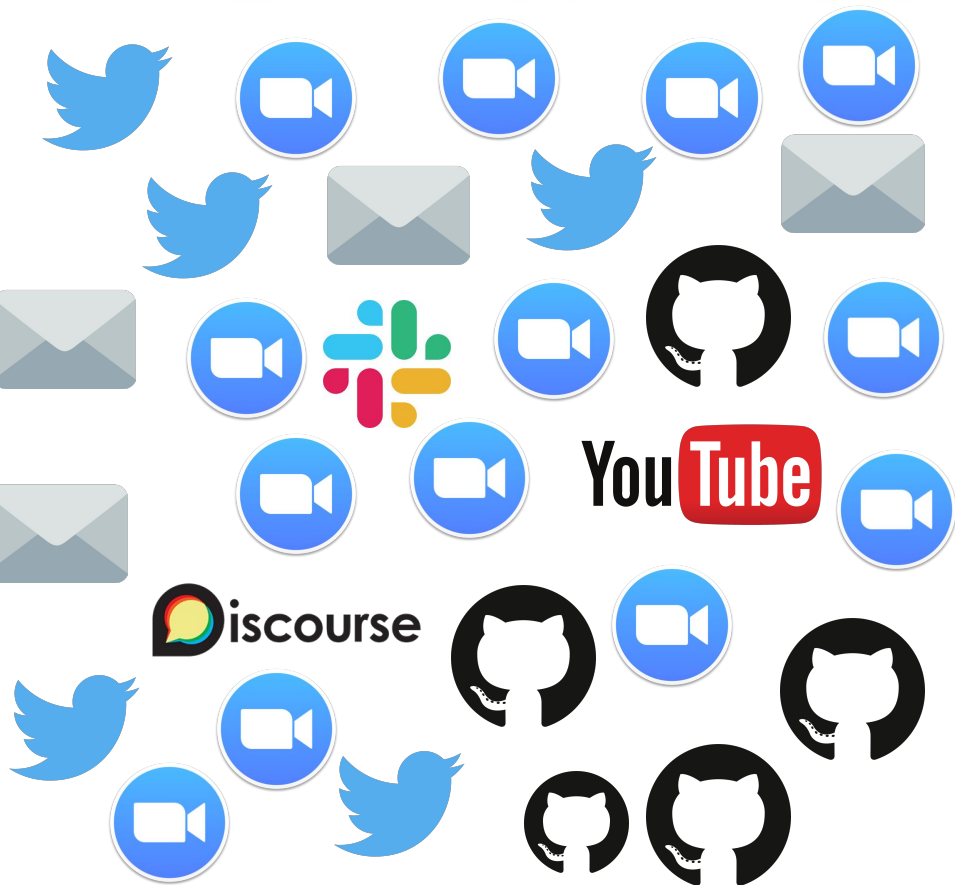
"And here!"

"And here!"

"And here!"

"And here!"

"And here!"



# Getting Started



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“I want to share my Kubernetes contributor story.”



# Mapping Communication



KubeCon

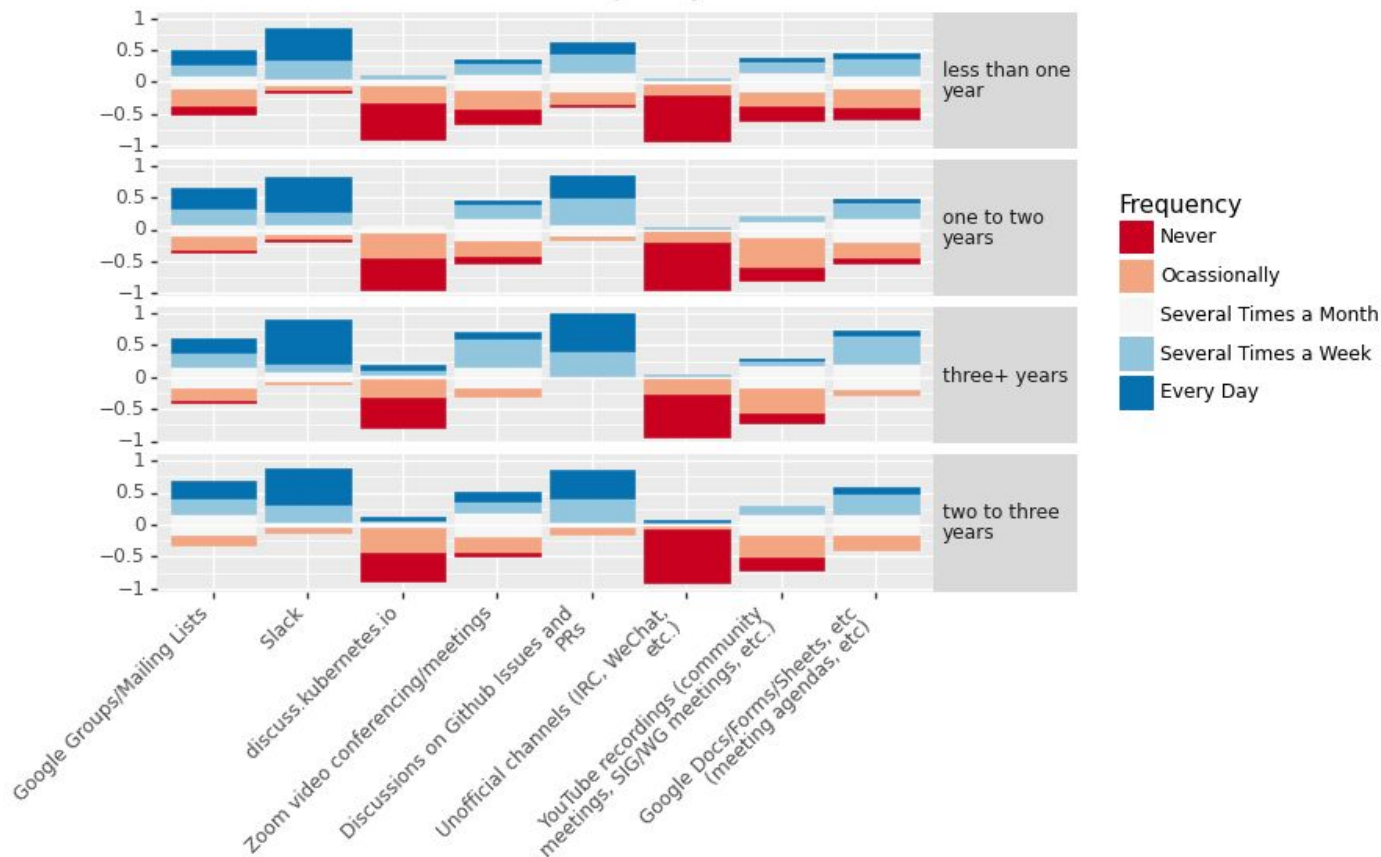


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Resource Use Frequency



# Mapping Communication



KubeCon

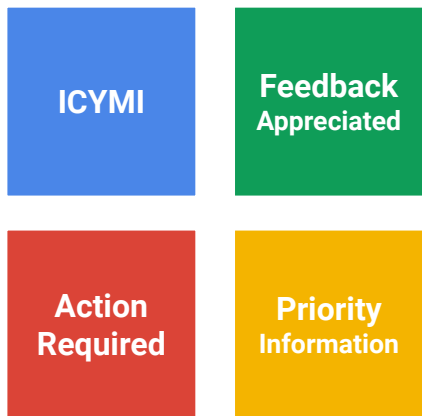


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## Needs



## Channels



# Mapping Communication



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ICYMI	<ul style="list-style-type: none"><li>● <b>Information that is not urgent or priority, but will be interesting to most contributors</b></li><li>● Ex. monthly community &amp; mentors meetings</li></ul>
Action Required	<ul style="list-style-type: none"><li>● <b>Participation is critical to the Kubernetes project and has a firm due date</b></li><li>● Ex. Code freeze is at \$date, get your code in!</li></ul>
Priority	<ul style="list-style-type: none"><li>● <b>Critical information to productive participation and community sustainability</b></li><li>● Ex. Changes in workflows, issue triaging, etc</li></ul>
Feedback Appreciated	<ul style="list-style-type: none"><li>● <b>When participation is helpful, but not required by everyone to be a success</b></li><li>● Ex. Kubernetes Enhancement Proposals (KEPs)</li></ul>

Found through:

- Contributor calendar
- GitHub Issues
- Slack discussions

# Marketing Wins



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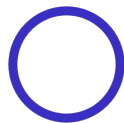
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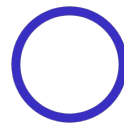
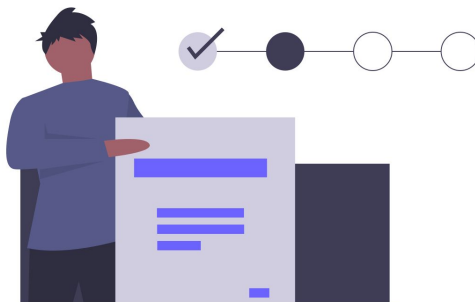
*Virtual*



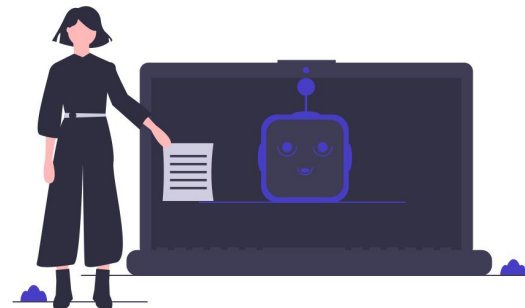
## Communication



## Storytelling



## Bots





# Transition to Kas

*Kaslin Fields | Do not record this slide*



# Kaslin Fields



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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





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

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Virtual

 Search or jump to...  Pull requests Issues Marketplace Explore

kubernetes / community  Watch 711  Star 7.1k  Fork 3.2k

<> Code Issues 127 Pull requests 32 Actions Projects Security Insights

 master community / communication / marketing-team /  Go to file  Add file

 kaslin Adding Kaslin as Social lead + grammar  c498828 on Aug 12  History

..

role-handbooks	Clean up formatting and links	5 months ago
storytelling-resources	Adding a folder with example resources for storytelling.	3 months ago
CHARTER.md	Clean up formatting and links	5 months ago
OWNERS	updating marketing team roles, social guide, and reformatting	7 months ago
README.md	Adding Kaslin as Social lead + grammar	2 months ago
blog-guidelines.md	Clean up formatting and links	5 months ago
multichannel-communications.md	Add multichannel communications doc	6 months ago
social-guidelines.md	Adding Kaslin and updating guidelines.	4 months ago
team-resources.md	Clean up formatting and links	5 months ago

README.md

## Contributor Marketing

The Contributor Marketing Team is part of the community-management subproject in [Contributor Experience](#). View our [charter](#) to learn more about us.

### Purpose

To better inform the Kubernetes contributor community and highlight their work to the broader ecosystem.

# Where Do Stories Come From?



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Kaslin Fields

# Tell Us Your Story



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Search or jump to...



 [kubernetes](#) / [community](#)

<> Code



Issues 127

## Contributor Comms Request

Get support on sending a message out to our community through coordinated outreach on email, Slack, social media, and other public channels.

Get started

# Submit An Issue!



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Blogs

Twitter

Slack

Mailing Lists

REQUEST: New communication about <topic>

Write Preview

**\*\*What do you want send out?\*\*** (Please include a link to a draft)

<!-- Gists, Hackmd.io, or Google Doc preferred. Include any artwork, pics, diagrams, or any other assets with public links.

We use a combination of mailing lists, Slack messages, and Twitter to get the word out. (Click the links below for more details.) -->

- [] I agree that if this is urgent, I will @contributor-comms in #sig-contrib Slack.

<!-- The team looks at these at least once a week during its meeting, but we're happy to help when a message is urgent. -->

<!-- Want to learn more about Contributor Comms?

We started the Upstream Marketing Team to focus on contributor-to-contributor communication throughout Kubernetes.

Read about our charter here: <https://github.com/kubernetes/community/blob/master/communication/marketing-team/CHARTER.md>

Or about the team: <https://github.com/kubernetes/community/blob/master/communication/marketing-team>

And thanks for reaching out! We're here to help. -->

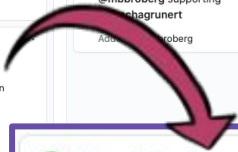
Attach files by dragging & dropping, selecting or pasting them.

Styling with Markdown is supported

Submit new issue

And More!

# Virtual



# Step 1: Talk to SIG-Chair(s)



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Kaslin Fields

# Step 2: Write Up A Draft

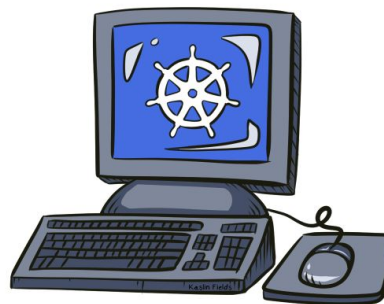
HackMD

```
1 ---
2 layout: blog
3 title: "SIG-Windows Spotlight"
4 date: 2020-06-26
5 slug: sig-windows-spotlight-2020
6 ---
7
8 # SIG-Windows Spotlight
9 _This post tells the story of how Kubernetes contributors work together to
10 provide a container orchestrator that works for both Linux and Windows._
11
12 <p align="center">
13 
16
17 Most people who are familiar with Kubernetes associated it with Linux. That
18 connection makes sense, since Kubernetes ran on Linux from its very beginning.
19 However, many teams and organizations working on adopting Kubernetes need the
20 ability to orchestrate containers on Windows. Since the release of Docker and
21 rise to popularity of containers, there have been efforts both from the
22 community and from Microsoft itself to make containerw technology as accessible
23 in Windows systems as it is in Unix-based systems.
24
25 Within the Kubernetes community, those who are passionate about making
26 Kubernetes accessible to the Windows community can find a home in the Windows
27 Special Interest Group. To learn more about SIG-Windows and the future of
28 Kubernetes on Windows, I spoke to co-chairs [Mark Rossetti]
29 (https://github.com/marosset) and [Michael Michael]
30 (https://github.com/michmike) about the SIG's goals and how others can
31 contribute.
32
33 ## Intro to Windows Containers & Kubernetes
34
35 Kubernetes is the most popular tool for orchestrating container workloads, so to
36 understand the Windows Special Interest Group (SIG) within the Kubernetes
37 project, it's important to first understand what we mean when we talk about
38 running containers on Windows.
39
40 ***
41 _"When looking at Windows support in Kubernetes," says SIG (Special Interest
42 Group) Co-chair Mark Rossetti, "many start drawing comparisons to Linux
43 containers. Although some of the comparisons that highlight limitations are
```

OWNED THIS NOTE CHANGED 3 MONTHS AGO

## 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.*



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 and Michael Michael about the SIG's goals and how others can contribute.

# Step 3: PRs & Reviews



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 [kubernetes](#) / [website](#)

<> Code

! Issues 525

 Pull requests 137

▶ Actions

 Projects 2

 Wiki

 Security

 Insights

## Adding SIG-Windows Spotlight blog post with images. #22179

 Merged

k8s-ci-robot merged 7 commits into [kubernetes:master](#) from [kaslin:master](#)  on Jul 6

 Conversation 22

 Commits 7

 Checks 4

 Files changed 4



kaslin commented on Jun 29

Member



This is a blog post that is a part of the Kubernetes Upstream Marketing team's work to profile SIGs. The post features SIG-Windows - what they do and who they are. It has been reviewed by the Kubernetes Upstream Marketing Team's editor @mbbroberg.



1

# Step 4: Publish!



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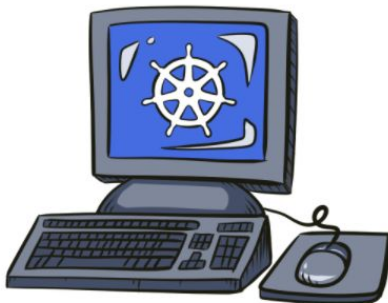
*Virtual*

## 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



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## 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?



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# Transition to Raj

*Rajula Vineet Reddy | Do not record this slide*



# Rajula Vineet Reddy



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

# Communication through bots



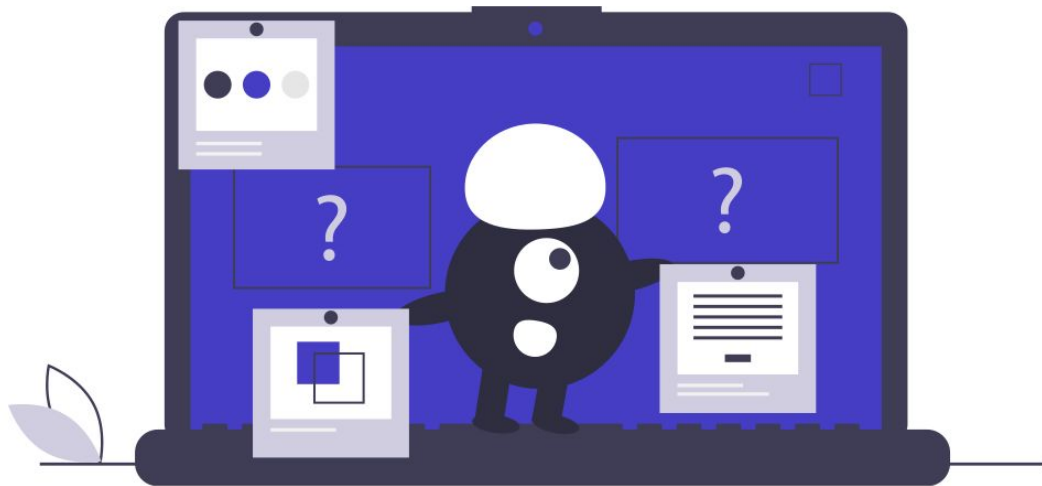
KubeCon



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# Bots



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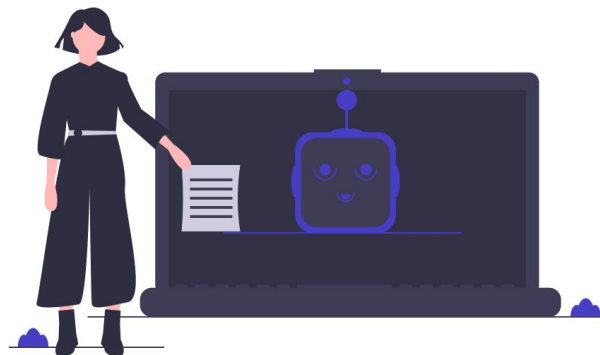
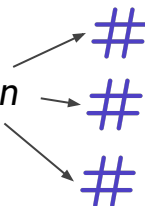
*Virtual*



*Twitter + Github bot => PR + review = Tweet*



*Slack bot => Posting announcements in multiple slack channels*



# Twitter Bot



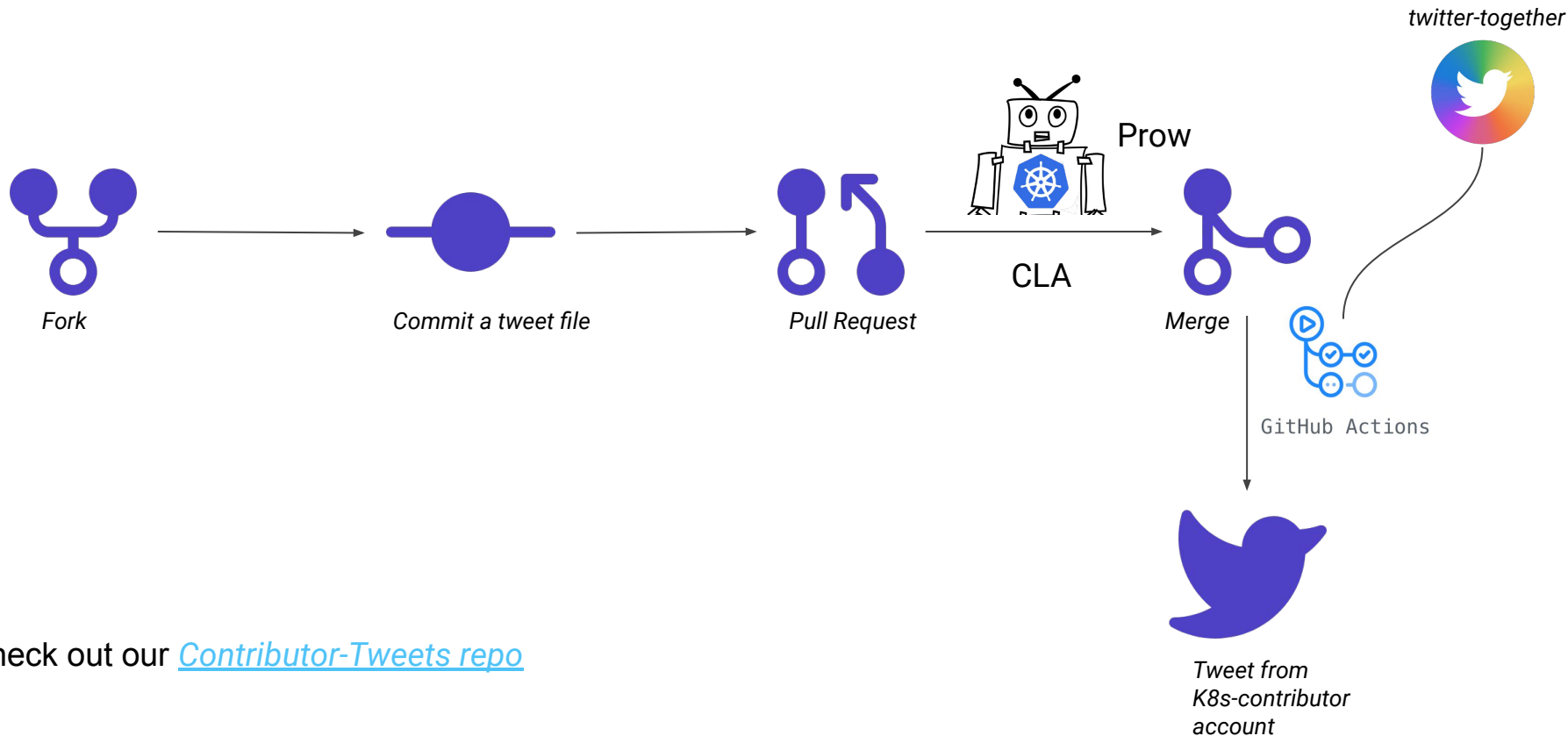
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# Twitter bot workflow!



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18-10-2020-steering-elections.tweet

1 + 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/> 🚫

## Adding steering election blog tweet #23

k8s-ci-robot merged 1 commit into `kubernetes-sigs:master` from `rajula96reddy:steering-elections` 2 hours ago

Conversation 2 Commits 1 Checks 2 Files changed 1



rajula96reddy commented 3 hours ago

Member 🗨️

cc: @kaslin

Adding steering election blog tweet

✓ a97be3d



k8s-ci-robot added the `cncf-cla: yes` label 3 hours ago

PR

# Twitter bot workflow!



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k8s-ci-robot added **approved** **size XS** labels 3 hours ago



kaslin commented 2 hours ago

Member

/lgtn

Thanks for putting this together, @rajula96reddy!

k8s-ci-robot assigned kaslin 2 hours ago

k8s-ci-robot added the **lgtn** label 2 hours ago

k8s-ci-robot merged commit **a99b7de** into **kubernetes-sigs:master** 2 hours ago  
3 of 4 checks passed

View details

Revert

1 comment on commit a99b7de



github-actions bot commented on a99b7de 2 hours ago

Tweeted:

- <https://twitter.com/K8sContributors/status/1317882248285294595>



K8sContributors

@K8sContributors

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!

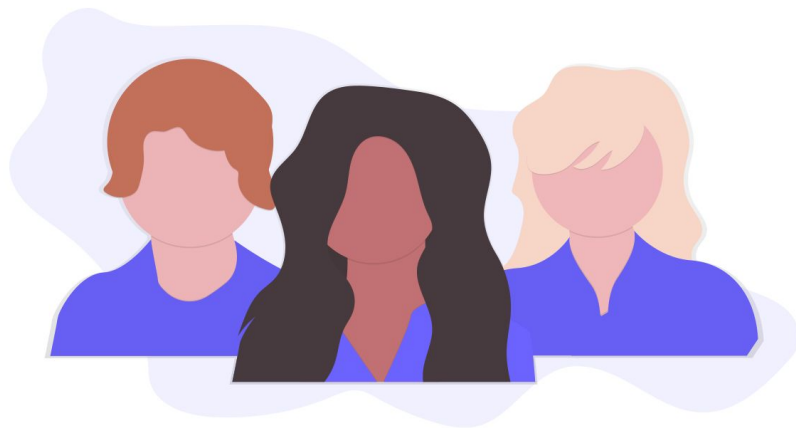


Announcing the 2020 Steering Committee Election Results  
Author: Kaslin Fields The 2020 Steering Committee Election is now complete. In 2019, the committee arrived at its final ...  
[kubernetes.io](https://kubernetes.io)

7:36 PM · Oct 18, 2020 · k8s-twitter-together

## ***Twitter Bot: Benefits to the community***

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



# Slack Announcement Bot



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## Slack Announcement Bot: How it works?

twitter-together



K8s Slack

 **Post Message** ×

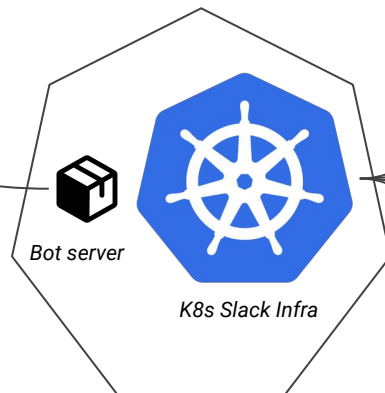
Use this form to post message in a slack channel.

**Pick channel(s) from the list**

Pick a channel.

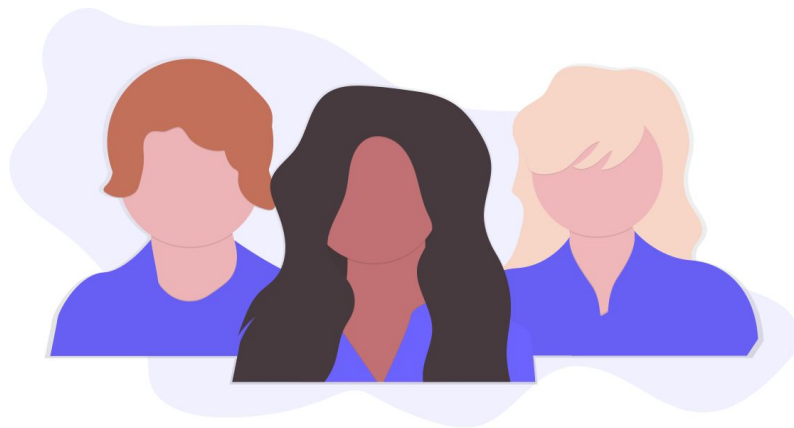
**Message**

Enter a message.



## ***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



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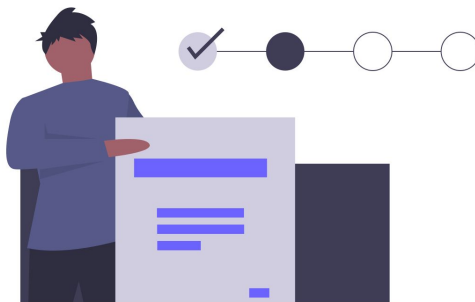
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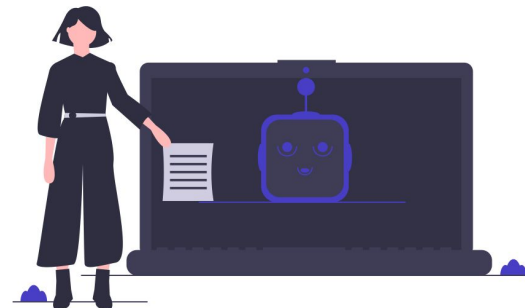
## Communication



## Storytelling



## Bots



# Today's Story



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Needs

Channels

Stories



.io

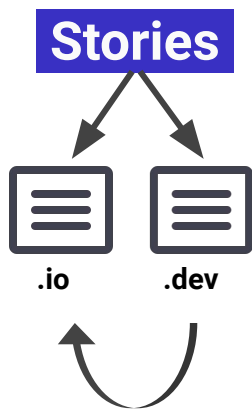
Communications



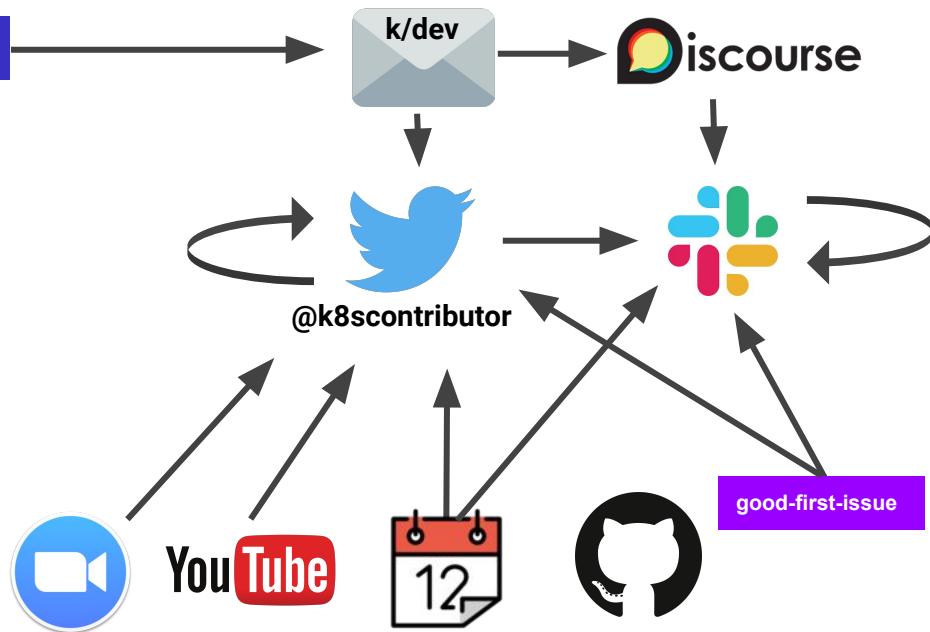
k/dev



@k8scontributor



## Communications



# Bots Connect Dots



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Deployed



In Use

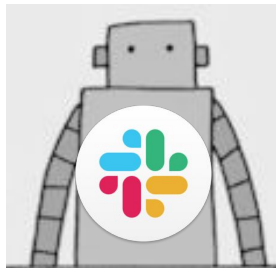


Deployed



In Use

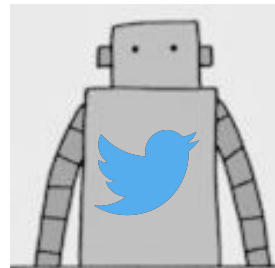
## Slack Announce Bot



*Send one message to multiple channels.*

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

## Contributor Tweets + Scheduler



*Send a tweet from @k8scontributors.*

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



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# 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



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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.**

# Join Us!



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



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- 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](#)

