



# **Nextflow ambassador handbook**

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## Being a Nextflow ambassador

Congratulations on being selected to be a Nextflow Ambassador! We are very excited to have you as part of the Nextflow Ambassador team!

The Nextflow Ambassador program is a way to better support the dedicated community members who contribute time, enthusiasm, and expertise, strengthening the Nextflow ecosystem. As an ambassador, you will be empowered to continue the great work that you are already doing.

You will have access to materials, training, and resources to take your contributions to the next level. You will also gain invaluable experience as a leader in a growing open-source community, receive support to represent Nextflow locally and abroad, be kept up-to-date with new developments, receive exclusive Nextflow Ambassador swag, and more! If there is something else you need, let us know – we might be able to help.

We have developed this Nextflow Ambassador Handbook to serve as the ultimate guide and equip you with critical information to help you succeed. If you have a question or concern that is not addressed, please feel free to contact the Developer Advocate Team at [community@segera.io](mailto:community@segera.io) or on the #ambassadors Slack channel.



## Ambassador goals

As a Nextflow Ambassador, you are at the leading edge of the Nextflow community where you can inspire innovation and best practices. Your efforts will have an immediate impact on others and will be critical in supporting the adoption of Nextflow in academia, industry, and beyond. Every person who learns about Nextflow and how it can be used to create reproducible, portable, and scalable workflows becomes a new member of the community, wherever they end up!

*Your primary goal is to help us grow the Nextflow community in your geographical area or field of expertise. You will drive the adoption of Nextflow and be part of the community contributing to creating and maintaining projects. You will also support existing Nextflow users and encourage them to continue using Nextflow.*

As an ambassador, you are expected to make contributions to the community and will be required to meet a threshold of contributions each year to remain in the program. The types and quantity of contributions by ambassadors will vary and we understand that other demands can fluctuate over time.

We'll check in with you regularly to see how things are going and get your candid feedback about things that are (and aren't!) working. Your honest feedback and experience on the ground are critical to inform the future of the program!



## Support for ambassadors

You are already excelling in the Nextflow community. The ambassador initiative exists to empower you further, with additional resources and training. We aim to equip you with everything you need to extend your current reach.

### Impact

*Help to shape and grow the Nextflow and nf-core communities and increase your social media reach!*

You can use your status as a Nextflow Ambassador to show you are a leader in the Nextflow and nf-core communities. You will be able to lead by example and let us amplify your work through social channels and build your network. In doing so, you will help direct the community as it continues to grow and evolve.

### Access

*Get "behind the scenes", with insights into running an open-source community and make a variety of contacts.*

You are invited to nf-meets, quarterly ambassador catch-ups for you to learn about new Nextflow and nf-core developments, growth and outreach strategies, and the wider ecosystem. These meetings will be conducted on Zoom and will cover topics designed to accompany your activities as an ambassador. The meetings will be recorded and made available afterward so that nobody will miss what was discussed.

### Involved

*Be kept up-to-date regarding our events and have opportunities to be involved in their planning.  
Be informed of strategic events that you can attend!*

You will be some of the first to know about new and exciting initiatives and be informed of strategic events that you can attend and represent Nextflow. As well as this, you will be given opportunities to take active roles in the organization of Nextflow and nf-core events.



## Training

*Receive training to be a successful ambassador and get access to our content library with slide decks, templates, and more.*

You will be equipped with the assets and knowledge to organize and execute successful talks and events. You will receive access to resources, tips, and recommendations for organizing and running events. Additionally, you will be given information to describe and speak about Nextflow features, even if you do not consistently use them in your work.

There are lots of resources available for ambassadors:



**Google Drive** houses a central repository of resources for Ambassadors. These resources will help you prepare seminars, demos, social media posts, and more. For example, you will find various template slide decks and other Nextflow content that you can use.



**Slack** will be used to communicate throughout the program. You will be kept up to date with the latest developments in the Nextflow community and connect with other Ambassadors to share ideas and insights.



**Notion** will be a central part of tracking the reach of the Ambassador program. You can use templates to tell us about your progress and activities as an ambassador.

## Recognition

*Receive a certificate for your work and appear on the ambassador page of our website.*

You will be promoted and recognized as a Nextflow ambassador. You will be listed on our website and awarded a certificate and exclusive ambassador swag for each year of participation in the program.

## Support

*Gain access to an exclusive travel fund to go to events; get stickers and support (e.g., pizza) for Nextflow events that you organize.*



You will have access to additional resources and exclusive funding to support you in running and attending events. You will be able to request sticker packs and/or Nextflow swag for prizes at your events. Similarly, if you are running an event you can apply to Seqera for funding for catering purposes. If you are presenting an abstract about Nextflow at a local or regional event, we may also be able to provide some support for travel or other expenses.

To request funding for attending or running an event please contact the community team at [community@seqera.io](mailto:community@seqera.io).

## Suggested activities

A reference list of potential promotional activities is provided below. You should consider this list as a framework of ways to generate engagement, but feel free to be creative!

### Networking

*Engage with others in the local, national, and international Nextflow community*

It is important to engage with others in your local, national, and international Nextflow community. Take time to make meaningful connections and build relationships. These connections can provide you with advice and contacts, which can help you improve the reach of your ambassador activities even further.

*Tip: Networking doesn't have to involve meeting new people. It can be as simple as reinvigorating old ties.*

### Creating content

*Create and share tweets, blogs, articles, and technical documentation*

Social media, such as Twitter, Bluesky, Mastodon, Threads, Facebook, and LinkedIn, are powerful platforms for sharing information and ideas. While we encourage posting on social media about Nextflow and nf-core, these posts should be in your voice and include the things that you find exciting.

*Tip: Re-sharing an official Nextflow or nf-core social media post with a "quote" about why it makes you excited is an easy way to amplify existing social media content.*



## Organizing events

*Run local Nextflow and nf-core events, such as user groups, hackathons, and workshops*

Organizing and running local Nextflow and nf-core events, such as user groups, hackathons, and workshops are excellent ways to engage with other users.

Your efforts might be stand-alone events or they may be aligned with international Nextflow events. For example, you might organize a local hub for an nf-core hackathon or training. Coding is more fun together and there's always something for a new or existing user to learn about. You might even find other attendees want to help and become more involved in organizing future activities.

*Tip: As part of the Ambassador program, you'll also be provided several presentation and workshop templates that you can repurpose for an event you organize.*

## Giving talks

*Speak about Nextflow and nf-core at meetings and events*

Your group, department, institute, or company may host a relevant symposium where you can represent Nextflow and nf-core, exclusively, or in addition to your own work. There may also be third-party events that you can attend, representing the community. The Nextflow Ambassador Google Drive contains a wealth of resources that can be repurposed for a variety of different talks.

If you have made a presentation that you think others might be interested in, send us a copy and we can upload it for others to view as well.

*Tip: You'll be provided several presentation and workshop templates that you can mix and match for different audiences.*

## Advocacy

*Act as a local contact for new community members*

Becoming a local contact for Nextflow and nf-core users will enable you to interact with other users who have questions and build a local community. In this way, you will nurture users who may not be fully aware of all the features of Nextflow and nf-core and create a group of users who can support each other.

*Tip: Sending a quick email throughout your department with your contact information could put you in touch with new or existing users that you didn't know existed!*





## Community support

*Answer questions about Nextflow and nf-core on community platforms*

Nextflow and nf-core have thriving online communities. You can establish yourself as a leader in the community by helping others with questions and challenges they are facing. Small community support contributions allow the community to thrive and will help build capacity in the community as new members receive the support and knowledge that they were missing.

*Tip: Helping others on community platforms increases your visibility and understanding of the successes and challenges other community members encounter.*

## Ambassador metrics

The ambassador program is about outcomes, not outputs. For example, one well-organized activity with high engagement and positive feedback is more valuable than several activities with little or no engagement. Similarly, one tweet or blog post that has lots of views and has been shared widely is more valuable than several tweets or blogs that go unnoticed. In line with the goals of the program, we aim to empower ambassadors to generate high levels of engagement for all of their activities.

Ambassadors will use Notion to report the success of their activities over time. Some of the metrics we are interested in for activities are:

- The goal of your activities
  - To understand what you were trying to achieve
- The type of activity
  - To understand the premise of your activity
- Number of attendees at an activity
  - To determine whether the activity was attractive
- How much time it took to organize and execute your activities
  - To determine if the activity was an effective



Some of the metrics we are interested in for social media posts and blogs are:

- The target audience of your social media post or blog
  - To understand what you were trying to achieve
- The platform you social media post or blog was shared on
  - To understand the premise of your activity
- How many views or reshares your social media post or blog received
  - To determine whether the activity was attractive

These reports are not a means to grade ambassadors or their effort. Reports are used to evaluate the growth and engagement you generated and help us know where and how to allocate resources that are most desirable to you and the wider community going forward. We are very open to hearing from you about what kind of information is practical to report, and which metrics you think are most relevant.