HOW TO PROMOTE YOUR OPEN SOURCE PROJECT

PREPARATION STEP

1

- Make sure your project is **mature** enough
- Choose a **cool name** for your project
- Make your **README pretty**
- **Highlight strong points** of your project
- **Provide a demo** of your project
- Install/Usage must be **super easy**
- Create a **clean** and well **structured documentation**

SPREAD THE WORD

2

- Make your project **trustable** before publishing to social networks
- **Share** the project on social media and specialized platforms
- **Write articles** that mention your project
- Present your project at **conferences/meetups**
- Record and **publish videos** presenting your project, how it works, etc
- Choose the **best time to publish** on social media
- **Don't spam** platforms with your promotion

ENGAGE YOUR USERS

3

- Try to regularly **release new versions** of your project
- **Maintain** your project, process opened issues
- Invite users to **contribute**
- **Reward** contributors
- Open a community **chat platform**
- Ask for **feedback**
- Open a **use case gallery** to show what users built with your project

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