



# **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 on 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@sequera.io](mailto:community@sequera.io) or on the #ambassadors channel on the Nextflow Slack workspace.

There is a [private category](#) on the Seqera Community Forum for ambassadors to exchange ideas, discuss related topics, and ask for assistance. If you haven't signed up yet, we encourage you to do so, as the Community Forum is the primary source of information exchange in the Nextflow community.

As a Nextflow Ambassador, your role involves embodying the values and ethos of the Nextflow community. It is crucial to conscientiously reflect this representation in your verbal communications and interactions. Your position carries the responsibility of being a visible and positive advocate for Nextflow, emphasizing the community's principles and fostering a welcoming environment for all stakeholders.

If inquiries arise regarding suitable experts for training, we will reach out to you to assess your availability and willingness to take on the task. If you express interest and confirm your availability, we will gladly recommend you as a preferred candidate for the training opportunity. You're free to charge for training if you want, though we have regular free community training sessions, and we expect you to contribute occasionally to these sessions too.

## Our Ambassadors

As soon as you are accepted as a Nextflow Ambassador, the first thing you should do is to add your profile to the [Our Ambassadors](#) page on the Nextflow website. You must create a Pull Request to the Nextflow Website GitHub repository adding an image, a mini biography and some social media links.



For a template on how to do it, you can imitate [this Pull Request](#) by one of our ambassadors. The image must have a square shape, about 400×400px and 1MB in size or less. The mini-biography is really supposed to be small. When you open a new Pull Request, a preview link will be provided by the Netlify bot. Check this preview of your Pull Request to make sure your mini bio is not long enough that it's pushing the social media icons away from the box viewable area.

## 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 community member 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 the creation and maintenance of 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 semester 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. In brief, we expect each ambassador to contribute to two outreach activities, ideally, spread out across the semester. Check the *Suggested Activities* section for more details on types of activities you can work on that will count as part of your duties as a Nextflow ambassador.

Not all contributions are easy to track and measure, and different ambassadors will choose to focus on different activities with different cadences. Make sure you keep us updated on what you're working on, and if you need support, let us know. 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. We have catch-in forms at the beginning of every new quarter. Your honest feedback and experience on the ground are critical to inform the program's future.



## 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 ambassadors sync, 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 to represent Nextflow. As well as this, you will be given opportunities to take active roles in the organization of Nextflow events.



## Training

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

You will have 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. Check the folder [here](#).



**Slack** will be used to communicate throughout the program. You will be updated with the latest developments in the Nextflow community and connect with other ambassadors to share ideas and insights. Click [here](#) for an invite to join the Nextflow Slack.

## 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. In the Community Forum, you'll get the Nextflow Ambassador badge. On Slack, there is not anything specific but some ambassadors have chosen to add the Nextflow Ambassador program icon, or the Nextflow icon, following their name.

## 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 can 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. Ambassadors are also eligible for promo codes for Nextflow official events.

Ambassadors receiving funding for events or activities are expected to personally fulfill the purpose of the support provided. This includes actively participating in the entire funded event or carrying out the funded activity directly. Delegating these responsibilities to another individual or attending only part of the event may impact eligibility for future funding and program participation.

Check the *Funding and swag* section of this handbook to learn how to produce swag locally and how to request funding.

## Suggested activities

A reference list of potential promotional activities is provided below. You should consider this list a framework for generating 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, blog posts, articles, and technical documentation.*

Social media, such as X, Bluesky, Mastodon, Threads, Facebook, and LinkedIn, are powerful platforms for sharing information and ideas. We encourage posting on social media about Nextflow and nf-core, and recommend that these posts should be in your voice and include what you find exciting. Though technical and theoretical posts about Nextflow and related topics are welcome, we would also like posts about your experience as a Nextflow user and/or developer and any activities you have conducted as a Nextflow Ambassador. Have you attended an event and/or presented a talk about Nextflow and want to share the experience? That's great! Did Nextflow help you overcome some barriers at work? Amazing!



For blog posts, ideally they will be published on the [Segera Blog](#), though you can choose to post on your personal blog, nf-core blog, or LinkedIn if you prefer. Of course, we will use our social media accounts to share and amplify your post.

Content doesn't have to be exclusively in text format. You can also participate in and record podcast episodes or record videos showcasing Nextflow's features, or some other topic related to Nextflow. For content, we have a quick reference below on how it should be done.

1. Discuss possible topics you're interested in creating content about
2. Ideally, let's work together on a first draft. Someone from the program staff will do a 1st round review
3. After improvements based on the 1st round review, there will be an internal review
4. When we're all happy with the content, we will produce a social card image for sharing on social media, and the content should go live.

If your content is in text format, the draft should be shared through [Google Docs](#) to make reviewing easier.

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

## Documentation and training localization

*Improve documentation and training materials, or translate training content to make it more effective.*

Nextflow and nf-core documentation are read by many thousands of unique users every month and curated by community developers. Yet, it is an extensive body of content, and there is always room for improvement. If you find a mistake, or think there's a better way of explaining something, open a Pull Request with your recommendations.

As for localization, it is a great way for you to help. There have been efforts to translate training content hosted on the [community training platform](#) into other languages, such as Spanish, Portuguese, and French. This is an ongoing effort that allows us to reach a wider audience and would benefit from new languages and more regular upkeep. There are recordings of these training sessions on YouTube that would also be useful with subtitles or additional videos in other languages.

## 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, is an excellent way 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.

The Nextflow Ambassador Program Staff can issue Sequera-branded certificates for individuals who attended your event. Discuss this with the program staff as soon as possible.

Check the *Funding and swag* section of this handbook to learn more about funding for your events.

*Tip: As part of the ambassador program, you'll also be provided with several presentation and workshop templates 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 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 various talks.

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

*Tip: You'll be provided with several presentation and workshop templates to 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 face. Small community support contributions allow the community to thrive and will help build capacity as new members receive the support and knowledge they were missing.

The [Seqera Community Forum](#) is the home of the Nextflow community, and questions should be asked there; however many discussions happen daily on Slack workspaces (such as the Nextflow and nf-core ones) and on social media. Checking for and participating in these discussions is a great way to help other community members.

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

**Any questions about anything related to the program can be asked to the [program staff](#).**

## Ambassador metrics

The Nextflow Ambassador Program is all about increasing engagement. For example, depending on context, one well-organized activity with high engagement and positive feedback may be more valuable than several activities with little or no engagement. Similarly, one tweet or blog post that has many views and has been shared widely is often more valuable than several tweets or blogs that go unnoticed. In line with the program's goals, we aim to empower ambassadors to generate high levels of engagement for all of their activities.

We ask that Ambassadors share activity plans with Seqera's Community team in advance whenever possible. In addition, at the beginning of every quarter a check-in form will be shared so that ambassadors can report their conducted activities in the quarter that has just ended. Ambassadors must report at least one activity per semester in order to be eligible for renewal. Some of the metrics we are interested in for activities are:

- The goal of your activities
  - To understand what you were trying to achieve
- Number of attendees at an activity
  - To assess reach
- How much time it took to organize and execute your activities



- To understand the amount of effort involved

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 who you were trying to deliver your message to
- How many views or reshares your social media post or blog received
  - To assess reach

These reports are not meant to grade ambassadors or their effort. Reports are used to evaluate the growth and engagement you generated and help us learn where and how to allocate resources 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.

## Tips and tricks

- Grammarly is great to help with tone/grammar/writing.
- Google Docs is very useful for collaborative work on drafts.
- Check the Ambassador's Google Drive folder for new assets and send yours to [community@sequera.io](mailto:community@sequera.io) so we can upload it there too.
- TypeForm is a great tool for forms.

## Funding and swag

The Nextflow Ambassador program is funded by Sequera, the company that develops Nextflow. If you want to request funding for attending or running an event, or swag for yourself / events, please contact the community team at [community@sequera.io](mailto:community@sequera.io). As a Nextflow Ambassador, if you're either presenting something related to Nextflow at a conference or organizing an event where Nextflow is the central piece, you're already eligible to apply for this funding.

We kindly request that you reach out to us as soon as possible, ideally 2 months before payment is required. Exceptions may be made, but are not guaranteed. Please be aware that the decision-making process and other procedures for securing funding may involve some time. Your prompt communication will assist in expediting the overall process. The same applies to shipping swag, as depending on where you live, this can take some considerable time to be delivered to you.

Examples of funding requests include snacks for a local event, flight tickets to attend events, registration costs, funding for printing stickers, and Sequera Platform tier with compute environments for demos, among others. Always take pictures of your activities.



The most obvious way to receive funding is through reimbursement. You provide a receipt for approved expenses and we will reimburse you in the next month, depending on how early you requested reimbursement. In some situations, we can generate a one-use-only virtual credit card for you to pay for the expenses.

## Producing swag locally









Sometimes, producing swag locally is quicker and cheaper. That's usually the case for stickers. All the official logos can be obtained in the locations specified in the Logos section of this handbook, and we can pay for the printing for you.

We usually print hexagon-shaped stickers for events such as the Summit and Hackathons. They're 1.74" x 2". For logos, we print them exactly as they come. Check the image below.





## Logos

- [Nextflow, fusion, wave, MultiQC, and Segera logos](#)
- [nf-core logos](#)

We already have ready-to-purchase stickers in [StickerMule](#). You can order them through the links below:

Logos		Icons	
<a href="#">Segera</a>		<a href="#">Segera</a>	
<a href="#">Nextflow</a>		<a href="#">Nextflow</a>	
<a href="#">MultiQC</a>		<a href="#">MultiQC</a>	
<a href="#">Wave</a>		<a href="#">Wave</a>	



<a href="#">Fusion</a>		<a href="#">Fusion</a>	
<a href="#">nf-core</a>		<a href="#">nf-core</a>	

## Looking Ahead Together

Thank you for your interest in the Nextflow Ambassador Program! Whether you're already a part of this incredible community or considering joining, your enthusiasm, expertise, and dedication are essential to the success of our mission. We're excited about the opportunity to work together to expand the reach and impact of Nextflow around the world.

As an ambassador, you'll have the chance to make meaningful contributions, connect with other passionate community members, and help shape the future of bioinformatics. If you have any questions, concerns, or would like to learn more, please don't hesitate to contact us through community at [seqlife.io](mailto:community@seqlife.io) e-mail.

We look forward to collaborating with you and achieving great things together!

## Useful links

- [Seqlife Community](#)
- [Community training platform](#)
- [Nextflow YouTube channel](#)
- [Nextflow Podcast](#)
- [The Open Science Blog by Seqlife](#)
- [Nextflow Official documentation](#)
- [Nextflow Patterns](#)
- [Seqlife Docs](#)