Active Contributors Over Last 24 Months
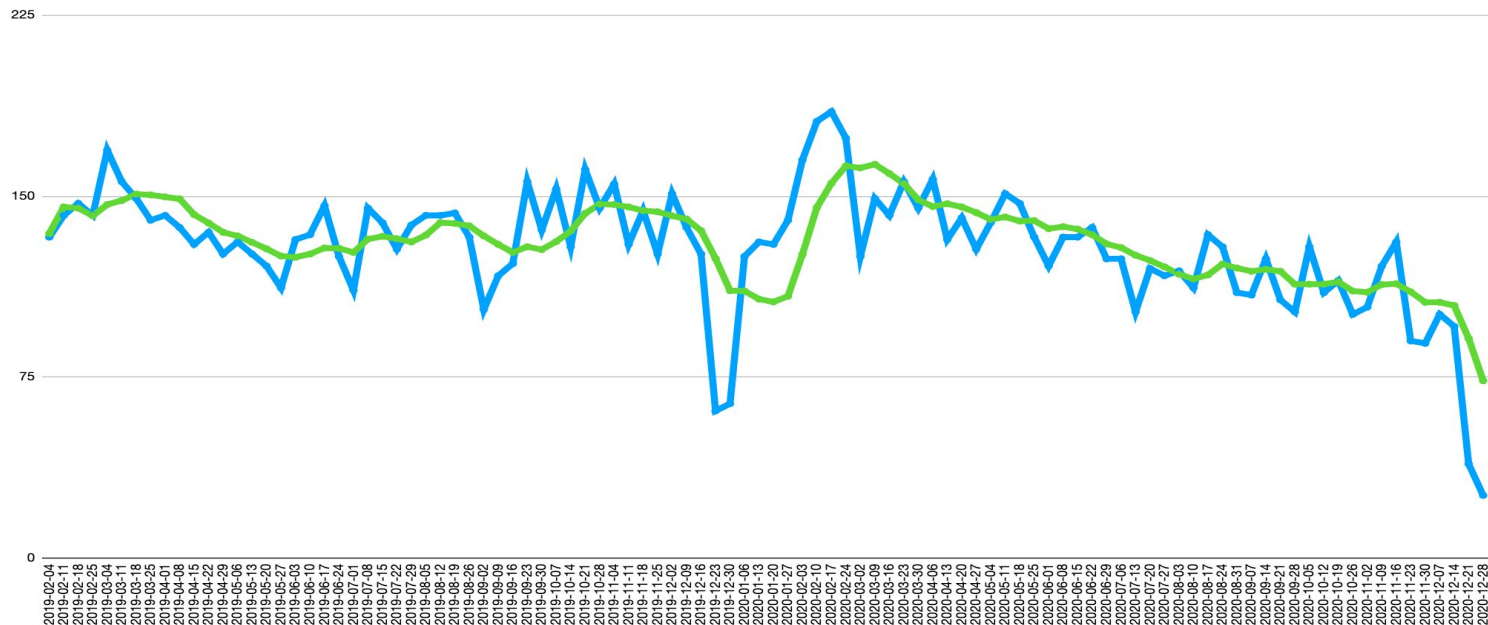
Weekly data, six week trend

HYPERLEDGER
BLOCKCHAIN TECHNOLOGIES FOR BUSINESS

BAF Contribution Campaign

The [Blockchain Automation Framework](#) team has been working with staff since last summer to run a contribution focused campaign in Q4 2020

We created a [contribution landing page](#) and shared that on all Hyperledger channels: meetups, site, wiki, newsletters, webinars, social

Contribute to the Blockchain Automation Framework Lab project

The assets for this campaign can be reused as templates to support campaigns for other projects in the community

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BAF Campaign Update

"**The campaign has catapulted our open source progress** with external contributions starting to pour in. A larger number of folks in the Hyperledger community are now aware of what BAF is and what it can do for developers and organizations. The virtual meetups and the blog especially made us instantly visible. We now see a lot of traction on our Rocket Chat. **Very happy that we decided to do this campaign.**"

-- Priyanka Vats, Technical Product Manager at Accenture

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BAF Campaign: Contribution Data

New Contributors: 7 non-Accenture contributors during campaign

New Contributing Organizations: Bosch, Intain, Walmart, DOW (PlastiCoin), Real Variable

Planning Calls: Before the campaign few non-Accenture people had joined a BAF planning call. Since September there have consistently been several non-Accenture participants

Chat Channel: The number of users increased to 121 during the campaign and so did the number of questions & answers from community members

Recognizing Contributors with Digital Badges

The BAF and Indy teams are interested in issuing digital badges to people who make contributions

We worked with a designer to come up with some badge concepts to see what they could look like

We also explored how to use the Linux Foundation's digital badge tool mainly used by the Training team

Hyperledger BAF Lab
CONTRIBUTOR

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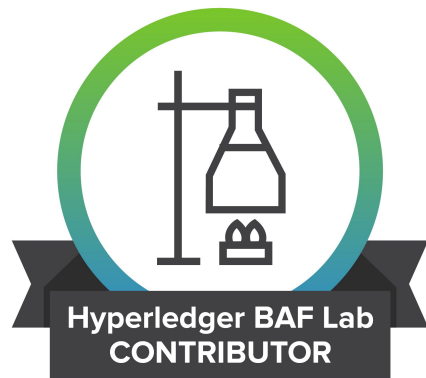
Contribution Campaigns in 2021

Translations in Q1: Video showcasing community translators is in progress and will be complete in Q1 and can be used for a contribution campaign

Q2: TBD
Q3: TBD
Q4: TBD

Our next step is to go to Maintainer calls for all projects to gauge their interest in taking part in additional contribution campaigns.
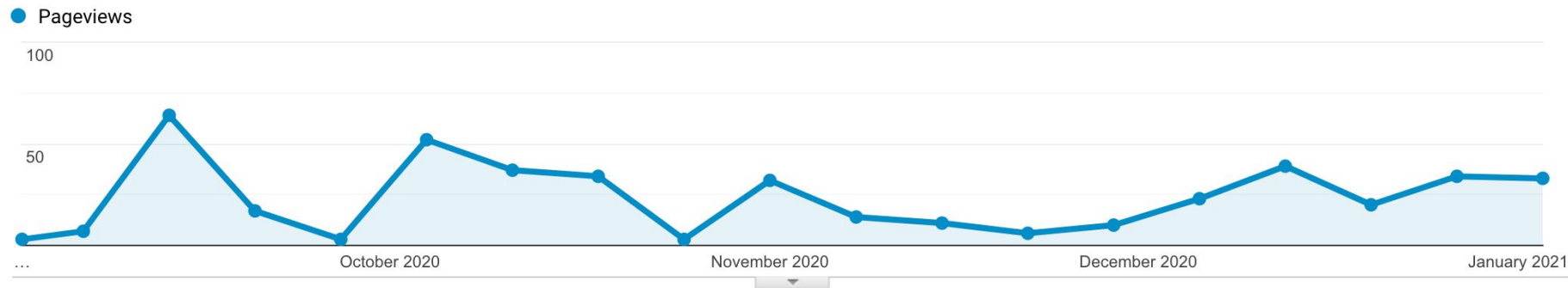
Appendix

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BAF Campaign: Landing Page Web Traffic

We drove traffic to the landing page through meetups, social, email and website+wiki promotions

This shows we can use Hyperledger's channels to promote specific contributions

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BAF Campaign: Marketing Results

	Source / Medium ❓	Acquisition			Behavior		
		Sessions ↓ ❓	% New Sessions ❓	New Users ❓	Bounce Rate ❓	Pages / Session ❓	Avg. Session Duration ❓
	1R3A8311 (1).jpg	154 % of Total: 0.21% (72,235)	53.90% Avg for View: 62.60% (-13.90%)	83 % of Total: 0.18% (45,219)	81.82% Avg for View: 66.23% (23.53%)	1.37 Avg for View: 1.91 (-28.17%)	00:01:00 Avg for View: 00:02:00 (-49.99%)
☐	1. Twitter / organic	141 (91.56%)	56.74%	80 (96.39%)	85.11%	1.21	00:00:41
☐	2. Email blast / email	13 (8.44%)	23.08%	3 (3.61%)	46.15%	3.15	00:04:23

LinkedIn:

Email blast via dev/weekly: 8.2% Click thru, open rate
37.7% (total sent: 553)
Webinar: 78 registrants, 14 attendees
Blog: 403 views

Organic stats ℹ️
Targeted to: All followers

3,086	47	2.82%	2
Impressions	Reactions	Click-through rate	Comments

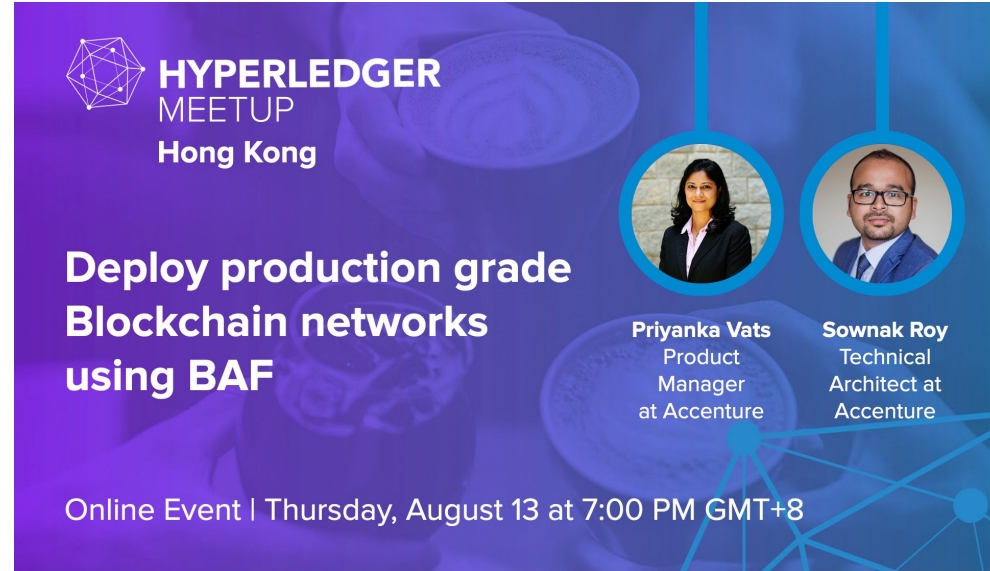| 3	87	4.5%
Shares	Clicks	Engagement rate

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BAF Campaign: Virtual Meetups

BAF team found virtual meetups to be very impactful and organized several

There was good attendance and discussions at each meetup

The recordings on YouTube also get many views -- for instance, 700 views for the Hong Kong meetup recording

HYPERLEDGER
MEETUP
Hong Kong

Deploy production grade Blockchain networks using BAF

Priyanka Vats
Product Manager at Accenture

Sownak Roy
Technical Architect at Accenture

Online Event | Thursday, August 13 at 7:00 PM GMT+8

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Contribution Campaign Update - Jan 2021

BAF: Campaign ran in Q4 2020 and is completed

Translations: Video showcasing community translators is in progress and will be complete in Q1 and can be used for a contribution campaign

Besu: Started working on a pilot last year but changes on the Besu team shifted priorities

Indy: They are asking for help with recruiting and recognizing contributors

Explorer: Maintainers have expressed interest in getting help recruiting contributors

Questions About Campaigns in 2021

Does the community want to run more contribution campaigns this year? If so, how many? Do we set up a sign-up process?

How do we help maintainers of projects, labs, SIGs/WGs who want to recruit more contributors?

Do we want to start issuing digital badges to contributors? Since BAF and Indy have already expressed interest they could be good pilot projects

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