

2:00pm // HANNOVER II

# A COMMUNITY-GENERATED CONTENT STRATEGY THAT WORKS

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# A community-generated content strategy that works

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high^5five - March 4, 2019

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# What is open source



Image source: <https://opensource.com/article/19/3/news-march-2>

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# What is Opensource.com?



# What purpose does Opensource.com serve?



Image source: <https://opensource.com/open-organization/16/2/how-hire-people-who-just-get-it>

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# Connection to the business is a natural next step



Image source: <https://opensource.com/article/18/11/3-new-tipping-points-open-source>

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“We’re a new kind of publication: newsroom-less with hundreds of writers from various backgrounds, expertise, and skill levels. Our focus on writing articles that address readers’ needs is what drives us every day. And having many voices chiming in to help with those problems is what makes Opensource.com a go-to resource for beginners as well as veterans.”

Jen Wike Huger, Editorial manager

Source: <https://opensource.com/article/19/1/happy-birthday>

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# How we performed in 2018



# 1,000+ articles

Averaging 90 articles/month

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# 1.5M page views

Grew from 1.2M to 1.5M page views in 2018

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# 1M unique visitors

Grew from 700k to 1M unique monthly visitors

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# 1.1M views from search

Grew from 750k to 1.1M page views from search (organic)

[Yearly]

# >60% community

Staff curates and solicits content from the open source community

[2018 average]

>20% community  
moderators

[Yearly]

# 33% new authors

[2018 average]

# 44 authors

[2018 average]



# 20k views/month

From Twitter



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# 15k views/month

From Facebook



And continuing to trend downward

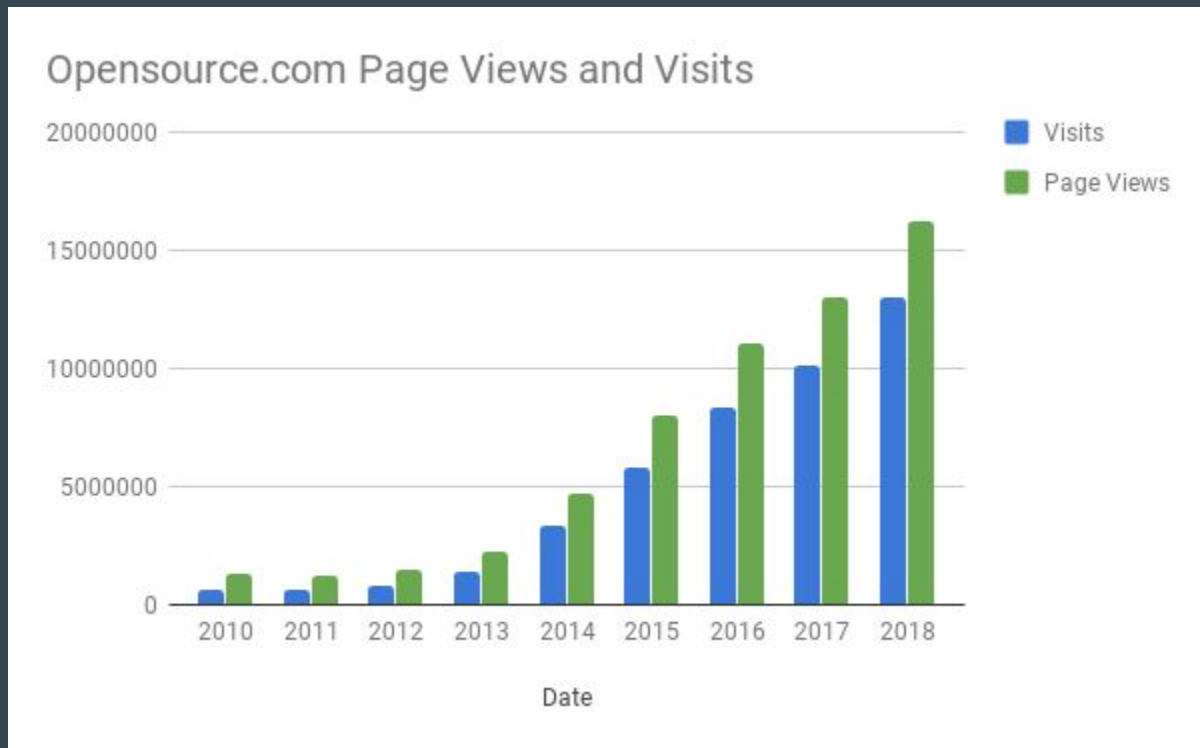
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# 85,000 subscribers

Email newsletter subscribers

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# Page view traffic from 2010 - 2018



# Content creation

# Different models to support content generation



Image source: <https://opensource.com/article/18/11/how-non-engineer-got-devops>

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# Let's look at our community model

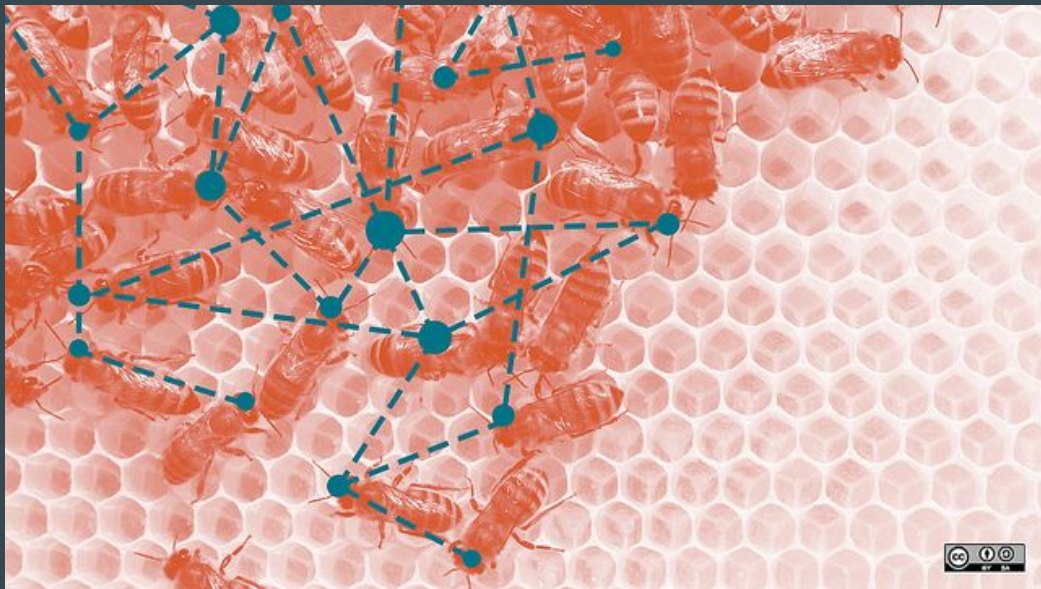
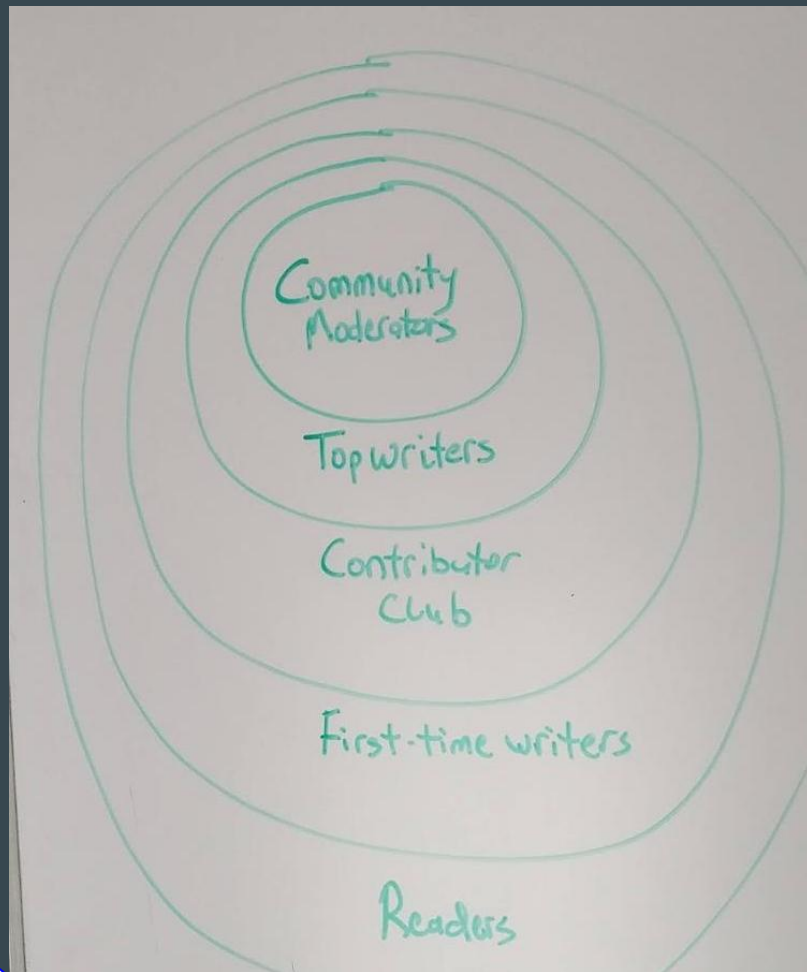


Image source: <https://opensource.com/open-organization/17/2/tracking-issues-publicly>

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# Community mapping

“Marketing funnel”  
for authors and  
contributors





# Some of our challenges



Image source: <https://opensource.com/article/18/5/agile-devops-cycling>

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# Our community model



Image source: <https://opensource.com/article/19/2/resiliency-maps>

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# Content strategy

# Rapid content generation



Image source: <https://opensource.com/article/18/8/what-cicd>

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# Editorial services & storytelling

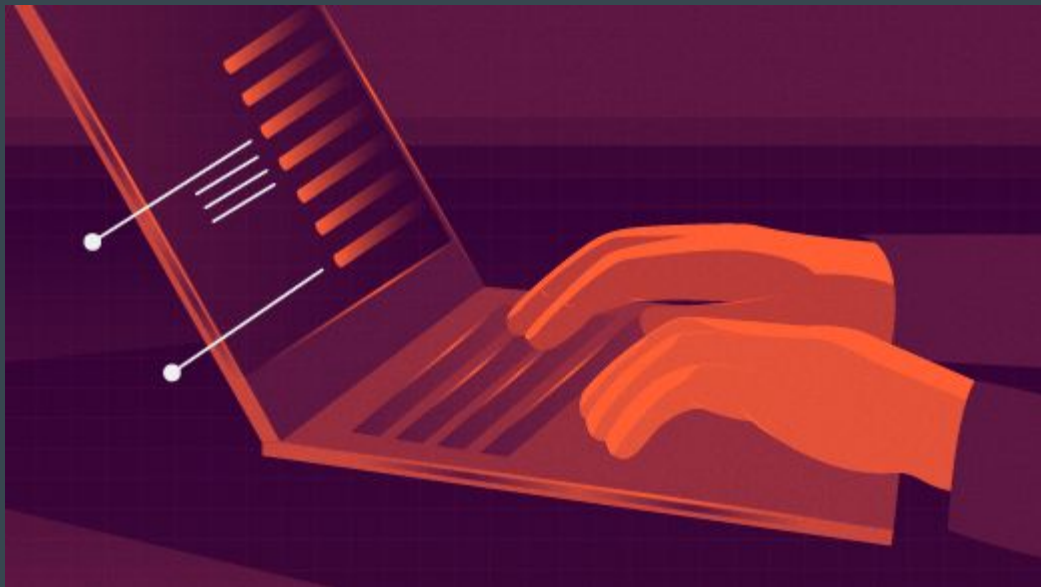


Image source: <https://opensource.com/article/19/2/getting-started-vim-visual-mode>

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# Content strategy details



Image source: <https://opensource.com/article/19/2/getting-started-vim-visual-mode>

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# Editorial calendar

<https://opensource.com/resources/editorial-calendar>

## 2019 Editorial Calendar

Month	Themes
January	<p><b>Alternatives:</b> Open source vs. proprietary</p> <p>Personal stories: <b>Open source</b> / <b>Linux</b> experiences, tips, and more</p>
February	<p><b>Command line:</b> Tools, tutorials, and tips for Linux</p> <p><b>Programming:</b> Go, TensorFlow, Perl, JavaScript, MySQL, Rust, and more</p>
March	<p><b>Hardware:</b> Tutorials for the Raspberry Pi, Arduino, and more</p>
April	<p><b>Automation:</b> Ansible, Bash, Perl, and others</p> <p><b>Tools:</b> Tell us what it's for, how it works, and where to learn more</p>
May	<p><b>Data science:</b> Python, and more</p> <p><b>Python:</b> Tutorials, tips, tools</p>
June	<p><b>IoT:</b> <b>Home automation</b> projects, and more</p> <p>Personal stories: <b>Open source</b> / <b>Linux</b> experiences, tips, and more</p>



# How we get community generated content



Image source: <https://opensource.com/article/19/1/what-does-devops-mean-you>

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# Tactics we use

- Editorial calendar
- Social media
- Email newsletter
- Resource links
- Lightning talks: record and publish
- Cheat sheets & downloads

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## Baking images

The first step toward defining it in a readable, extensible format. This makes it possible to create machines from the configuration—a process known as *baking*. An open source infrastructure management and baking tool is introduced below.

**Packer** makes it possible to define infrastructure configuration in a human-readable, JSON-like format. Packer can bake images for several platforms, including **AWS**, **VMware**, **VirtualBox**, and others. With an open source plugin model, more platforms are being added by the community.

### More DevOps resources

- [What is DevOps?](#)
- [10 must-read DevOps resources](#)
- [The ultimate DevOps hiring guide](#)
- [DevOps monitoring tools guide](#)
- [Getting started with DevSecOps](#)





## Cheat sheet: Advanced SSH

Most people know SSH as a tool for remote login, which it is, but it can be used in many other ways.

Most people know SSH as a tool for remote login, which it is, but it can be used in many other ways. This cheat sheet by Ben Cotton provides common command-line options and their configuration file equivalents.



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Would you like to be subscribed to the OpenSource.com newsletter? \*

- ☐ Yes
- ☒ No

This question is for testing whether or not you are a human visitor and to prevent automated spam submissions.

☐

I'm not a robot



Access Now

# Who wants to talk about tools?

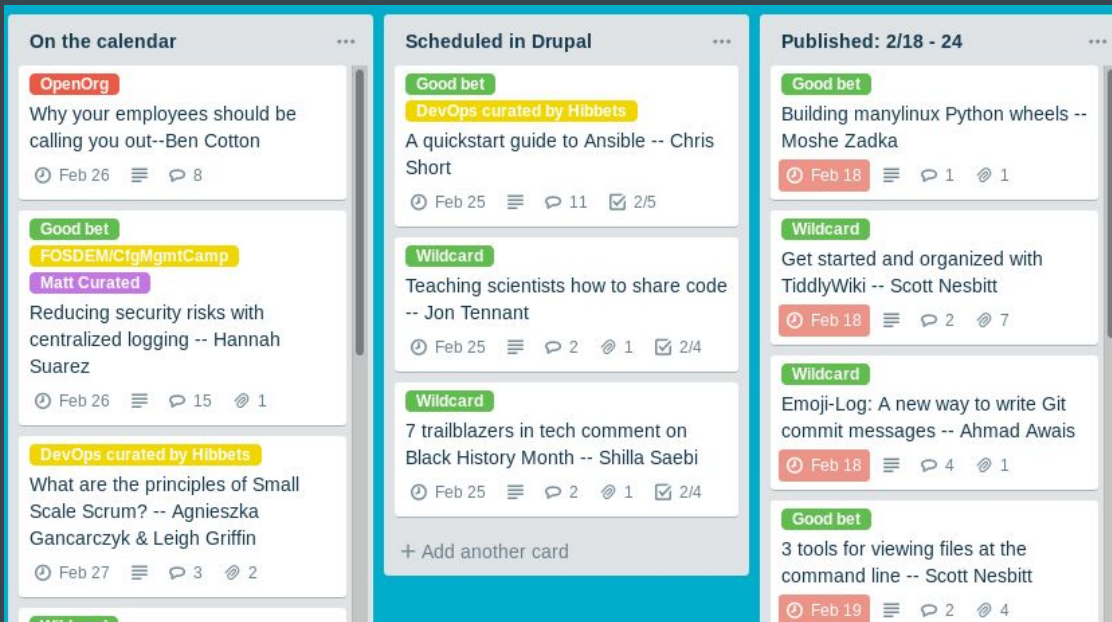


Image source: <https://opensource.com/article/18/10/nice-things>

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# Tools we use

- Trello
- Drupal
- Editorial calendar
- Adobe analytics
- Eloqua
- Writing: Google docs, office docs, md files





# Always experimenting



Image source: <https://opensource.com/business/12/12/secret-ingredient-open-source>

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Image source: <http://opensource.com/life/13/11/open-source-thank-you>

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