OpenJS Foundation

Marketing Opportunities for New Projects

Presented at the OpenJS Foundation Collab Summit

THE LINUX FOUNDATION

OpenJS Foundation Marketing Support

- New projects, graduating projects

- Ongoing support

- Who does what?

- Next steps and how to get connected?

Marketing support for new and graduating projects

Supporting the project progression process

The CPC is responsible for defining and maintaining a project progression process.

Each stage in the process is designed to accommodate the needs projects in a variety of lifecycle stages.

- **At-large projects** primarily benefit from the Foundation's neutral home, and have minimal ongoing marketing needs.
- **Growth projects** temporarily receive heightened mentoring and focus, actively using marketing resources as they work towards an Impact project designation.
- **Impact projects** have more defined marketing needs, and maintain a higher level of visibility in the industry.
- **Emeritus projects** have no marketing needs.

Projects may choose to use the marketing resources made available to them, but are not obligated to do so. The following slides define what resources are available when a project joins the OpenJS Foundation, or moves to a new lifecycle stage.

OpenJS Foundation Marketing/ PR for New Projects

Announcements: incubation projects joining the OpenJS Foundation receive marketing support tailored to their expected level (At Large, Growth or Impact)

At Large
- Short blog post announcement published on https://openjsf.org/, to coincide with the project joining.
- One social post w/link to blog
- Add logo to openjsf.org & LF websites
- Add to project website: **We are an OpenJS Foundation (+ OpenJSF logo) member project - up to the project's discretion**

Moving From At Large → Growth
- Social post congratulating the project, to coincide with the project's transition
- Blog post announcement published https://openjsf.org/, to coincide with the project's transition
- Move logo on openjsf.org to Growth tier

OpenJS Foundation Marketing/PR for New Projects

Announcements: incubation projects joining the OpenJS Foundation receive marketing support tailored to their expected level (At Large, Growth or Impact)

Growth
- Blog post announcement published on https://openjsf.org/, to coincide with the project joining.
- Social posts w/links to openjsf.org and community blog, media pitching.
- Add logo to openjsf.org & LF websites
- Add to project website: **We are an OpenJS Foundation (+ logo) member project - up to the project's discretion**

Moving From Growth → Impact
- Blog post announcement published https://openjsf.org/, to coincide with the project's transition
- Twitter card
- Multiple social posts (and/or RT) w/links to openjsf.org release, community blog, media pitching
- Move logo on openjsf.org website to Impact tier

OpenJS Foundation Marketing for New Projects

Announcements: incubation projects joining the OpenJS Foundation receive marketing support tailored to their expected level (At Large, Growth or Impact)

Impact
- Blog or press release published on https://openjsf.org/, to coincide with the project joining.
- Twitter card
- Multiple social posts (and/or RT) w/links to openjsf.org news release, community blog
- Media pitching
- Add logo to openjsf.org & LF websites
- Add to project website: **We are an OpenJS Foundation (+ logo) member project - up the project's discretion**

**Ongoing marketing support
for hosted projects**

Ongoing marketing support for hosted projects

Each project at the OpenJS Foundation will have different marketing needs, roughly along the lines of their stage in the project lifecycle.

Impact and **Growth** projects are expected to have the highest needs, while **At Large** projects will be more minimal.

While no project is obligated to use their marketing resources, the following slides establish the general baseline of support which is available. This plan will evolve as the Foundation grows.

If a project desires additional support beyond what is in the following slides, they should make a proposal so that the Board of Directors can determine whether the request can be accommodated.

Marketing resources available to **Impact** projects (per year)

Content creation

Blog announcements

- Draft up to four blog posts on major project releases or thought leadership, as appropriate.
- Includes media prep, staffing interviews and follow ups, if applicable.

Collaborative content creation and support

- Webinars, blogs, contributed articles, presentations, AMAs.
- Includes planning/brainstorming, outline creation, and two rounds of editing.

End-user case studies

- Up to two case studies on end-users identified by the project, with a companion blog post.
- Content to be pitched to media and shared via social for additional amplification.

Promoting and raising awareness

Analyst briefings

- Up to two briefing pitches to major firms (Gartner, Forrester, IDC, RedMonk, 451 Research), in conjunction with OpenJS Foundation programs.

Reporting and surveys

- Inclusion in marketing impact reports
- Collect input from project on survey questions

Social media amplification

- Amplify posts on the project's official social media account via RTs / Shares from OpenJS Social accounts

Misc. visibility

- Speaker bureau support.
- Signage inclusion at Node+JS Interactive event.
- Branded swag in official openjsf.org store.

Marketing resources available to **Growth** projects (per year)

Content creation

Blog announcements

- Draft up to two blog posts on major project releases or thought leadership, as appropriate.

Collaborative content creation and support

- Webinars, blogs, contributed articles, presentations, AMAs.
- Includes planning/brainstorming, outline creation, and two rounds of editing.

Promoting and raising awareness

Reporting and surveys

- Inclusion in marketing impact reports
- Collect input from project on survey questions

Social media amplification

- Amplify posts on the project's official social media account via RTs / Shares from OpenJS Social accounts

Misc. visibility

- Speaker bureau support.
- Signage inclusion at Node+JS Interactive event.
- Branded swag in official openjsf.org store.

Marketing resources available to **At Large** projects (per year)

Content creation

Blog announcements

- Selected blog announcements, as determined by the Marketing Committee.

Collaborative content creation and support

- Webinars, blogs, contributed articles, presentations, AMAs.

Promoting and raising awareness

Social media amplification

- Amplify posts on the project's official social media account via RTs / Shares from OpenJS Social accounts

Misc. visibility

- Signage inclusion at Node+JS Interactive event.
- Branded swag in official openjsf.org store.

OpenJS Foundation marketing support

Defining roles and responsibilities

Marketing programs at the OpenJS Foundation are a collaborative effort between **hosted projects**, the **marketing team**, the **PR team**, and the **Marketing Committee**.

Projects may choose to use the marketing resources made available to them, but are not obligated to do so.

The following slides establish a high-level division of responsibility for a variety of marketing activities.

Roles and responsibilities: Content generation and development

	Marketing	**Marketing Committee**	**AR/PR**
By the foundation	**Content generation:** Make blog recommendations based upon industry trends. Curate list of bloggers. Draft case studies. **Editing:** Edit submitted content. Webinar support. **Scheduling:** Manage content calendar. Content gathering interviews.	**Content generation:** Submit ideas and blog drafts. Draft Member Spotlight Blogs. Webinar themes and content. Propose webinar participants. Submit newsletter content. Propose case studies. Event strategy and support **Editing:** Review content developed by Foundation Marketing team.	**Content generation:** Draft press releases. Propose promotion options for existing content (blogs, whitepapers, articles, etc).
By the projects	Each project is encouraged to run a project-specific blog on their own website, however, the project may also use the OpenJS Blog to post or cross post. We welcome content. Each project may submit content for cross-promotion on the OpenJS Foundation blog. Each project is encouraged to submit relevant technical news for the newsletter. Projects may submit first drafts of contributed articles to the Foundation team for placement.		

Roles and responsibilities: Social media management

	Marketing	Marketing Committee	AR/PR
By the foundation	**Content generation:** Manage OpenJS Foundation social handles. Follow project social handles, amplifying relevant news. **Account management:** Create new accounts on platforms as appropriate. **Mentoring and guidance:** Assist projects in defusing contentious situations.	**Content generation:** Recommend social posts. **Raising visibility:** Follow OpenJS Foundation and project social handles. amplifying relevant news.	N/A
By the projects	Establish and run project social media accounts, if desired. Follow the OpenJS Foundation social handles, as appropriate. Amplify and retweet broader OpenJS Foundation news, as appropriate. Engage proactively with Foundation Marketing staff when contentious situations arise.		

Roles and responsibilities: Annual survey

	Marketing	**Marketing Committee**	**AR/PR**
By The foundation	**Administration:** Work with survey developer to refine Committee's drafts. Administer, deploy the survey. Social media promotion. **Analysis:** Engage third party expert to draw conclusions. Make anonymized raw data available	**Content generation:** Determine scope of survey, timing, and content. Provide first draft of questions based upon desired info.	**Content generation:** Press release with results. **Media Relations:** Identify and pitch results to appropriate media
By The Projects	**Content validation:** Evaluate questions written by the Marketing Committee for accuracy and relevance. **Promotion:** Promote survey through social handles and wherever reasonable.		

Roles and responsibilities: Website Management

	Marketing	Marketing committee	AR/PR
By The Foundation	**Content generation:** Periodic updates to banners. Manage publishing schedule. Update project and member information as appropriate. **Editing:** Provide reviews of project content drafts, as requested.	**Content generation:** Propose updates to content. Propose banner promotions. Provide updated logos.	N/A
By The Projects	**Content generation:** Provide updates through a project blog, if appropriate. Submit content to foundation for publication on the OpenJS Foundation blog. Engage with Marketing to review content, if desired.		

Roles and responsibilities: Reporting

	Marketing	Marketing committee	AR/PR
By The Foundation	**Report generation:** Create marketing committee presentations. Consolidate board reports.	N/A	**Report generation:** Quarterly PR reports, including snapshots for each impact project. Monthly reports on metrics.
By The Projects	N/A		

Roles and responsibilities: Media Relations

	Marketing	**Marketing Committee**	**AR/PR**
By The Foundation	**Content generation:** Amplify news directly related to the Foundation. Amplify news directly related to hosted projects.	**Content generation:** Identify news and coverage opportunities attached to member's activities. Leverage contacts to improve placement opportunities. Provide guidance and prioritization on proactive media pitch idea.	**Media placement strategy:** Identify up to four key milestones per year. Identify top publications or podcasts, develop plans to earn coverage through contributed articles, quotes, interviews, and news pick-up. **Press relations:** Proactive media relations. Reactive media relations. Field incoming requests. Organize luncheons,1:1 meetings at key events.
By The Projects	Collaborate with Foundation on project coverage opps, particularly around technical milestones. Provide needed info to put together messaging for content. Proactively notify Foundation of possible positive or negative coverage requiring attention.		

Roles and responsibilities: Speakers Bureau Program

	Marketing	Marketing committee	AR/PR
By The Foundation	**Scheduling:** Maintain a list of speakers. Maintain a calendar of events. **Amplification:** Alert community of upcoming deadlines via social channels and newsletter. **Preparation:** Provide editing services for abstracts submitted by Impact projects.	**Identification:** Notify Marketing of relevant events and upcoming speaking engagements.	**Identification:** Identify speaking opportunities and update deadlines. Identify content-based media opportunities for Impact projects.
By The Projects	**Identification:** Alert the Foundation Marketing team of potential and accepted events, for media support. Identify primary speakers for events. Draft abstracts, and provide to Marketing for editing (if desired).		

Next Steps?

- Meetings with the projects
  - What's important you your community? How do we communicate that broadly? How can we schedule and time news and content strategically for most impact?

- Reach out
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  - @rachelromoff (Twitter)
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