



# SOCIAL MEDIA AUDIT

Owner **Julie Laursen**

## OVERVIEW

This strategic social media plan for OneHope was created to help the organization gain insight into the strengths, weaknesses, and opportunities found within their social media platforms.

## ABOUT

DevOpsDays is a worldwide series of technical conferences covering topics of software development, IT infrastructure operations, and the intersection between them. Each event is run by volunteers from the local area including DevOpsDays Austin. DevOpsDays features a combination of curated talks and self-organized open space content. Topics often include automation, testing, security, and organizational culture.

## GOALS

Briefly describe the content objectives and goals. Include any relevant background to give context to the overall project.

- Drive traffic to website
- Sell conference tickets
- Sell sponsorship promotions

# AUDIENCE PERSONAS

Breakdown the audience personas for DevOpsDays Austin attendees. These are examples and not a complete list of attributes.

Persona	Priority	Demographics	Industries	Goals for Attending
Managers	Primary ▾	40-55 years old	Software	Networking
		Urban centers	Cybersecurity	Hiring engineers
		90% college degree	Consulting	Vendor/tool evaluation
		Earn \$140-200k		
Individual Contributors	Secondary ▾	25-40 years old	IT Services	Learning
		Urban centers	Software	Networking
		80% college degree		Attending workshops
		Earns \$90-180k		
Students	Tertiary ▾	18-25 years old	N/A	Learning
		Urban centers		Networking
				Mentorship



## JOHN

Age: 30  
Location: Austin, TX  
Occupation: Sr. DevOps Engineer  
Level: Senior I

*"I found a welcoming community and a group of thoughtful individuals sharing their and ideas with a group of like-minded peers."*

### DESCRIPTION

John is a Sr. DevOps Engineer. He works for a large IT consulting firm that is based in Dallas but works remote from Austin. This is his second time attending DevOpsDays Austin and he occasionally attends Cloud Austin and Kubernetes Austin meetups.

### INCOME LEVEL

\$150k USD yearly

### EDUCATION

Bachelor's in Engineering

### COMMUNICATION PREFERENCES

- Async friendly tools
- Avoids long meetings

### PERSONAL CHARACTERISTICS

- Introvert
- Busy
- Curious

### GOALS FOR ATTENDING

- Learn about GitOps, platform engineering
- Attend technical, hands-on workshops

### PAIN POINTS

- Worried about industry layoffs
- Burned out from on-call load
- Feels siloed working remotely

### HOBBIES AND INTERESTS

- Playing video games
- Running
- Listening to music

### MOTIVATIONS

- Career growth
- Likes learning new tools
- May want to speak in the future

### SOCIAL MEDIA PLATFORMS

- LinkedIn
- YouTube
- Reddit
- TikTok



## RICHARD

Age: 44  
Location: Austin, TX  
Occupation: Manager  
Level: Mid-level

*"I really enjoyed the unique mix of keynotes, ignite talks, and community-led open spaces. They were well organized they are from the get-go"*

### DESCRIPTION

Richard is an engineering manager who works for a large Cybersecurity company based in Austin, TX. He's married with two small children.

### INCOME LEVEL

\$180k USD yearly + bonuses

### EDUCATION

Bachelor's in Computer Science with a Master's in Business Administration

### PERSONAL CHARACTERISTICS

- Extrovert
- Busy
- Competitive

### GOALS FOR ATTENDING

- Wants to hire a new DevOps engineer
- Vendor evaluation
- Connect with other engineering leaders in cybersecurity

### PAIN POINTS

- Vendor overload: difficult to separate hype from actual ROI
- Finding reliable local talent

### MOTIVATIONS

- Enjoys solving org-level tech
- Wants to mentor the next wave of leaders

### HOBBIES AND INTERESTS

- Golf
- Skiing
- Reading
- Traveling

### COMMUNICATION PREFERENCES

- Prefers concise emails and slack messages
- Wants intros on LinkedIn via mutual connections

### SOCIAL MEDIA PLATFORMS

- LinkedIn
- Reddit
- YouTube

 <p><b>ALEX</b></p> <p>Age: 22 Location: Austin, TX Occupation: Student</p> <p><i>"Attending DevOpsDays Austin was a game-changer for me. Everyone was super welcoming, and it made me feel like I actually belong in tech."</i></p>	<p><b>DESCRIPTION</b></p> <p>Alex is a student studying Computer Science at the University of Texas - Austin. This is his first time attending DevOpsDays Austin. He does not regularly attend meetups.</p> <hr/> <p><b>INCOME LEVEL</b></p> <p>\$&lt;\$20,000 USD yearly</p> <hr/> <p><b>EDUCATION</b></p> <p>Pursuing bachelors in Computer Science</p> <hr/> <p><b>COMMUNICATION PREFERENCES</b></p> <ul style="list-style-type: none"> <li>• Async friendly tools</li> <li>• Checks LinkedIn for internship opportunities</li> </ul>	<p><b>PERSONAL CHARACTERISTICS</b></p> <ul style="list-style-type: none"> <li>• Ambitious</li> <li>• Socially conscious</li> <li>• Curious</li> </ul> <hr/> <p><b>GOALS FOR ATTENDING</b></p> <ul style="list-style-type: none"> <li>• Learn about real-world DevOps tools</li> <li>• Explore career pathing</li> <li>• Meet potential mentors</li> </ul> <hr/> <p><b>PAIN POINTS</b></p> <ul style="list-style-type: none"> <li>• Limited real-world experience.</li> <li>• Overwhelmed by advanced topics</li> <li>• Afraid of the current job market</li> </ul>	<p><b>HOBBIES AND INTERESTS</b></p> <ul style="list-style-type: none"> <li>• Gaming</li> <li>• Robotics</li> <li>• Attending concerts &amp; festivals</li> </ul> <hr/> <p><b>MOTIVATIONS</b></p> <ul style="list-style-type: none"> <li>• Secure an internship</li> <li>• Meet other people in the industry</li> <li>• Discounted ticket + free food</li> </ul> <hr/> <p><b>SOCIAL MEDIA PLATFORMS</b></p> <ul style="list-style-type: none"> <li>• LinkedIn</li> <li>• YouTube</li> <li>• Reddit</li> <li>• TikTok</li> </ul>
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## OFFICIAL MEDIA

Currently, DevOpsDays Austin includes the following media outlets:

- LinkedIn (@devopsdays-austin)
- Instagram (@devopsdaysaustin)
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## STRATEGIC PLAN

## EXISTING SOCIAL MEDIA





**Page Followers:** ~1,100 followers

**Profile Image:** Profile image is of our logo “Skully” and the words DevOpsDays in our branding colors with the shape of Texas

**Header Image:** A larger version of the profile image with a different background

**Last Updated:** May 15

**Intro/Bio:** The best devops conference in Austin, Texas every May since 2012

**Contact info available:** Website

**Tone:**

**Post Frequency:**

**Reflect on your overall impression of the page:**



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