Building a vibrant developer community around OneStream with user-generated content can really boost engagement and innovation. Ideas to promote existing content, celebrate contributors, and inspire more participation:

### **🔍 1. Curate and Showcase Community Content**

1. **Create a “Community Spotlight” section** on your Dev Community page to feature top videos, blog posts, or tools.
2. Include **thumbnails, short descriptions, and links** to the content.
3. Add **view counts or engagement stats** to highlight popularity.

### **🏆 2. Celebrate Contributors**

1. Feature a **“Contributor of the Month”** with a short interview or profile.
2. Offer **badges or digital awards** for milestones (e.g., 10K views, first contribution).
3. Share their content on **official social media channels** or newsletters.

### **🚀 3. Encourage New Contributions**

* Launch a **“Create & Share” campaign** inviting users to post tutorials, demos, or tips.
* Provide **templates or guides** to make it easy to get started.
* Offer **incentives** like swag, recognition, or even small prizes.

### **📣 4. Promote via Multiple Channels**

Use **LinkedIn, Twitter, and YouTube** to amplify community content.

Host **monthly challenges or themed content weeks** (e.g., “Performance Tuning Week”).

Run **webinars or live Q&A sessions** with top contributors.

### **💬 5. Make It Easy to Submit Content**

Add a **submission form** on your site where users can share links to their videos or articles.

Include a **moderation and feedback loop** to ensure quality and encourage improvement.

## Outstanding thoughts

* Who is going to vet the content before we promote it?
* Have we done anything like this in the past? What was the result, takeaways, etc.?
  + Nothing “knowledge-sharing” in the past
  + Feedback received in the past has been mixed – talking to people about being involved in UGC hasn’t been followed through
    - Usually only ask for them to write a blog post
  + Different outputs could be
    - Videos
    - Blogs
    - Podcast / Webinars
    - User groups
  + Pilot something by just posting in Community Blogs and have the “moderator” review it, etc.