



Promoting Your Open Source Project and Building Online Communities using Social Media

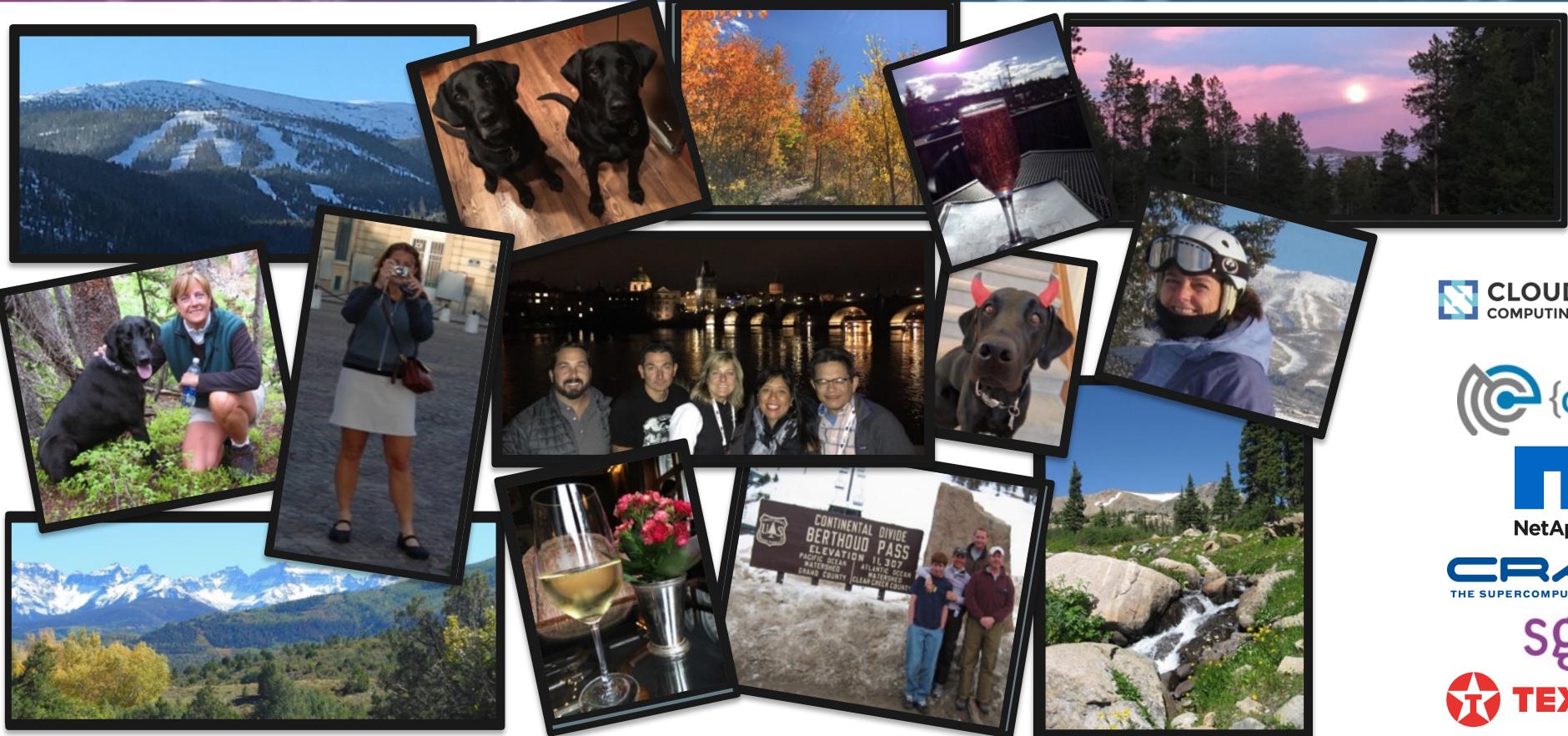
Kim McMahon

 Twitter: @kamcmahon

#KubeCon

#CloudNativeCon

Who Am I



 CLOUD NATIVE
COMPUTING FOUNDATION



 NetApp™

 CRAY
THE SUPERCOMPUTER COMPANY

 sgi
 TEXACO



THE #1 RULE IN OPEN SOURCE MARKETING:
YOU HAVE TO PARTICIPATE IN THE COMMUNITY

- Amanda Katona and Kim McMahon

Starting with a Goal

Lots of Options!

- Grow the open source community
- Create / grow awareness
- Create community
- Expertise



Goals help you stay focused, doing the most impactful things, and actually work less.

Audience – It's the Community



Developers
Maintainers
Community Managers
Project Users



Technical
Non-technical



Introverts
Extroverts

Open Source Lovers
Industry Influencers
Partners
Project Funders

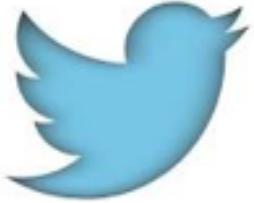
Social Media Influencers

How do you find your influencers?

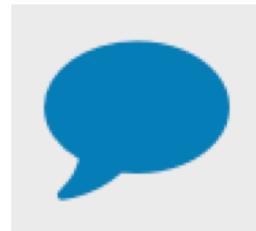
- Ask your team! Ask the community!
- Do some snooping
- Follow hashtags
- Hang around Twitter

4,095	1,102	1,765	1,366	10
Subscribed to	Member of			
{code} Team				
10 Members				
Containers				
25 Members				
Tech Follow - Orgs				
41 Members				
Events				
HPC and Open Source events				
10 Members				
Open Source				
118 Members				
Leadership & Inspiration				
16 Members				
Student Cluster Comp				
4 Members				
Media and Publications				
HPC, Open Source, Tech				
31 Members				
Women in Tech				
Women who are smart, talking tech, and changing the industry!				
86 Members				
Tech Follow List - People				
People in HPC, supercomputing, and tech				
86 Members				

Content



webinar



Just some...
Twitter
Slack
Blogs
Events
Podcasts
Webinars
Newsletter
SlideShare
GitHub
Video
Web

Types of Tweets

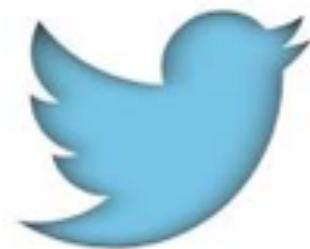
- There is a lot of advice out there on what is the “best” ratio for sharing content.
- Find what works for you

Rules
of 3's

The
4-1-1

The
5-5-5

Community:
50% Engagement
25% Community Content
25% Original content



Being on Twitter – Best Practices

- Consistency!
- Lead with the community
- Give credit to the source whenever possible by using their Twitter handle
- Use # as it makes sense to help the community find content
- All tweets have an image
- Tweet like a community member, not a business, and in your voice
- Put interesting part of the content at the beginning of Tweet
- Monitor Twitter for engagement opportunities

Social Media Engagement

- Check Notifications Tab in Twitter
 - DAILY!
- Like and set up appropriate RTs / QRTs
- Review Lists for Engagement opportunities
- Check #



Blogs, Podcasts, Webinars, Video

- Use it to show expertise
- Showcases your “technical”
- Topics – important to the community
- SMEs write it
- Monitor metrics

CLOUD NATIVE COMPUTING FOUNDATION

About Projects Certification People Community Newsroom JOIN NOW

Catch Up on Recently Ended CNCF Webinars

Deploying and managing Kubernetes-ready apps with Kubeapps
Adrian Abdulhussein
April 24, 2018

WATCH NOW

Kubernetes in Docker for Mac
Guillaume Rose, Guillaume Tardif

Entire Playlist is Live on the CNCF YouTube Channel

SUBSCRIBE TO OUR YOUTUBE CHANNEL

April 26, 2018 in Blog
Gearing up for Copenhagen? Check out theCUBE highlights from KubeCon + CloudNativeCon Austin
Last December, we welcomed more than 4,100 community members from around the world to Austin for KubeCon + CloudNativeCon. Joining us on stage were some of our favorite live show theCUBE spoke... [READ MORE >](#)

April 23, 2018 in Blog
Prometheus User Profile: Scalefast
By Brian Brand, Originally posted on Prometheus.io. Continuing our series of interviews with users of Prometheus, Kevin Burton from Scalefast shares his experience using Prometheus. For more on Prometheus, consider attending Kubernetes... [READ MORE >](#)

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CNCF Serverless WG - 2018-04-26 1:02:19 9 views • 2 days ago

CNCF Serverless Working Group - 2018-04-23 1:35:35 23 views • 4 days ago

CNCF Serverless Working Group - 2018-04-19 1:11:00 11 views • 4 days ago

Envoy Community Meeting - 2018-04-24 1:11:39 9 views • 4 days ago

kubernetes

Kubernetes Blog

Documentation Blog Partners Community Case Studies v1.10

Kubernetes Community - Top of the Open Source Charts in 2017

April 25 2018

2017 was a huge year for Kubernetes, and GitHub's latest [Octoverse report](#) illustrates just how much attention this project has been getting.

Kubernetes, an [open source platform for running application containers](#), provides a consistent interface that enables developers and ops teams to automate the deployment, management, and scaling of a wide variety of applications on just about any infrastructure.

Solving these shared challenges by leveraging a wide community of expertise and industrial experience, as Kubernetes does, helps engineers focus on building their own products at the top of the stack, rather than needlessly duplicating work that now exists as a standard part of the “cloud native” toolkit.

However, achieving these gains via ad-hoc collective organizing is its own unique challenge, one which makes it increasingly difficult for our open source community to affect through means of word mouth.

2018

[@Kubernetesio](#)

[View on GitHub](#)

[#kubernetes-users](#)

[Stack Overflow](#)

[Download Kubernetes](#)

Events

■ Options:

- Submit a CFP for an opportunity to speak at an event
- Attend sessions and live tweet
- Take advantage of networking opportunities and meet people
- Have a booth or partner with someone in a booth
- Hold or sponsor an event to bring the community together



Slack

- Automate what you can
- Keep it public
- Be present and proactive

@jonasrosland

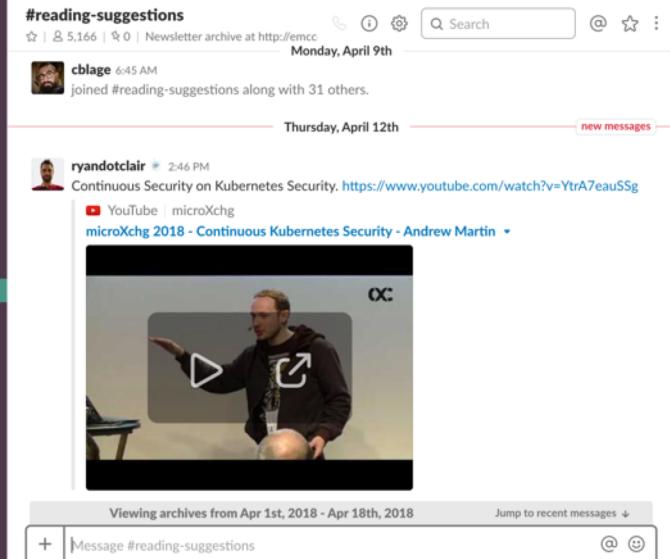
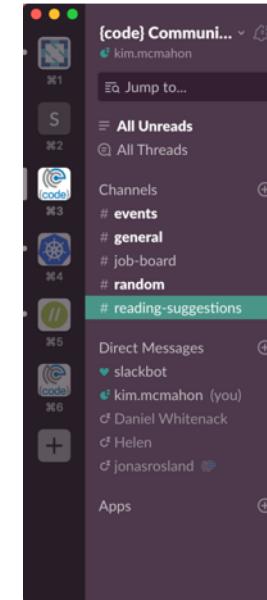
Join our community of
6,167 {code} loving members!

you@yourdomain.com

Get my Invite

I agree to the [\(Code\) of Conduct](#)

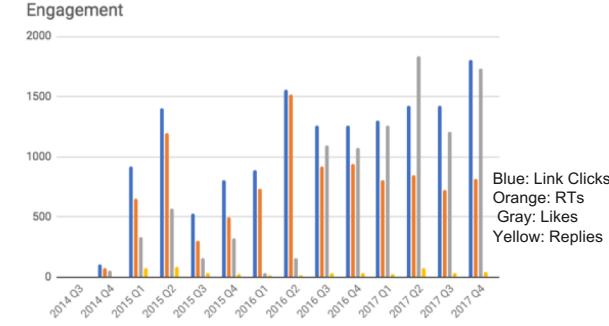
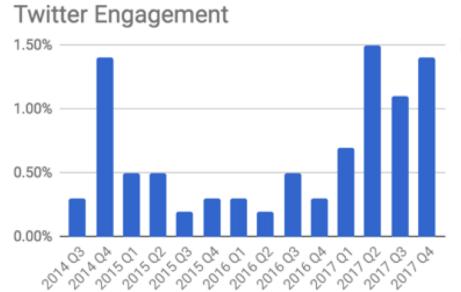
Right now there are **36** online community members



Metrics and Tracking Results

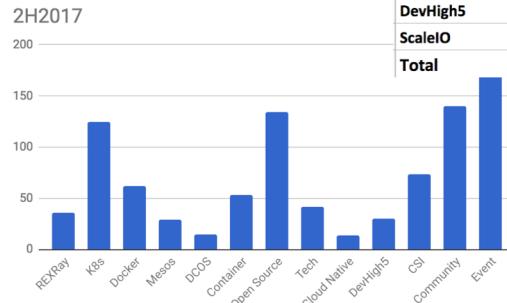
■ Twitter

- Likes, Replies, and RT's
- Impressions
- Engagement rates



■ Blogs

- Time on page



■ Newsletter

- Open and Click through

Technical Blogs	Unique views	Total Time on Page	# blogs by type	Unique Views / Blog Type	Time on page / Blog Type
All	588	19	3	196	6.18
REX-Ray	1,541	27	9	171	3.00
Docker	1,421	13	3	474	4.30
Kubernetes	1,201	11	3	400	3.51
Mesos	0	0	0	#DIV/0!	#DIV/0!
DevHigh5	278	3	1	278	3.00
Scalero	213	2	1	213	2.29
Total	5,242	74	20		

Tips, Tricks, and Being Effective

- ❑ Set goals
- ❑ Know your resources
- ❑ Define your audience
- ❑ Choose your content
- ❑ Tools
 - ❑ Twitter: Easy to get started.
 - ❑ Blogs, Podcasts, Webinars, Video
 - ❑ Events
 - ❑ Slack
- ❑ Metrics: May not have day 1, but need to do sometime.



Thank you!

Questions

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