



# OpenSSF

OPEN SOURCE SECURITY FOUNDATION

## Marketing Committee Meeting

**January 26, 2022  
Teleconference**

## Meeting Details

Zoom Registration Link:

<https://zoom-lfx.platform.linuxfoundation.org/meeting/92555657852>

If you have not received a link to this meeting from LFX, please register at the link above to receive a personalized invite.

# Agenda

- **Welcome & Call to Order (5 min)**
  - Antitrust Policy Review
- **Updates (15 min)**
  - Welcome to Speakeasy
  - Recent Blogs
  - Press Coverage
  - Website Updates
  - Social Media Activity
  - Newsletter Performance
  - Recent Events
  - Snapshot of 2022 Community Engagement Stats
- **On Deck (15 min)**
  - Upcoming Event Sponsorships
  - Upcoming Speaking Opportunities
  - Upcoming Blogs
- **Discussion (20 min)**
  - Content Suggestions
  - Social Media
  - Event Planning
  - Next Marketing Committee Meetings
  - Any Other Business
  - Ways to Get in Touch

# Antitrust Policy Notice

Linux Foundation meetings involve participation by industry competitors, and it is the intention of the Linux Foundation to conduct all of its activities in accordance with applicable antitrust and competition laws. It is therefore extremely important that attendees adhere to meeting agendas, and be aware of, and not participate in, any activities that are prohibited under applicable US state, federal or foreign antitrust and competition laws.

Examples of types of actions that are prohibited at Linux Foundation meetings and in connection with Linux Foundation activities are described in the Linux Foundation Antitrust Policy available at <http://www.linuxfoundation.org/antitrust-policy>. If you have questions about these matters, please contact your company counsel, or if you are a member of the Linux Foundation, feel free to contact Andrew Updegrove of the firm of Gesmer Updegrove LLP, which provides legal counsel to the Linux Foundation.

# Updates

## Welcome to Speakeasy Strategies!

- We're beginning to work Speakeasy on our PR efforts to include media relations, thought leadership positioning, and more.



The logo consists of the word "SPEAKEASY" in a large, bold, black sans-serif font. Above the text is a horizontal orange line that dips down to the left, creating a stylized 'S' shape. Below the text is another horizontal orange line that dips down to the right, creating a stylized 'E' shape.

# SPEAKEASY



The logo consists of the word "STRATEGIES" in a bold, black sans-serif font. Above the text is a horizontal orange line that dips down to the left, creating a stylized 'S' shape. Below the text is another horizontal orange line that dips down to the right, creating a stylized 'E' shape.

## STRATEGIES

# OpenSSF Recent Blog Posts

1. [Avoiding the Next Log4Shell: Learning from the Log4j Event, One Year Later](#)
2. [Takeaways from OpenSSF Day Japan Engaging Policy Makers and the Ecosystem on Open Source Software Globally](#)
3. [OpenSSF Year in Review](#)
4. [Spotlight on OpenSSF Board Member: Tracy Ragan, CEO, DeployHub](#)
5. [10 Sessions Not to Miss at CloudNativeSecurityCon](#)



# Press Coverage Highlights

- TechRepublic - [What is Microsoft's Secure Supply Chain Consumption Framework, and why should I use it?](#) - Dec 21
- The Daily Swig - [Finding the next Log4j – OpenSSF's Brian Behlendorf on pivoting to a 'risk-centred view' of open source development](#) - Dec 23
- OpenSource4U - [Spotify Goes Behind The Scenes To Increase Its Efforts To Open Source Projects](#) - Dec 23
- Dark Reading - [Internet AppSec Remains Abysmal & Requires Sustained Action in 2023](#) - Dec 27
- InfoQ - [SBOM Quality and Availability Varies Greatly across Projects](#) - Jan 10
- Dark Reading - [Software Supply Chain Security Needs a Bigger Picture](#) - Jan 12
- Venture Beat - [AWS security heads offer top cybersecurity predictions for 2023](#) - Jan 12
- SC Media - [Sigstore announces the first stable release of code and certificate signing tool for Python](#) - Jan 13
- Venture Beat - [Don't forget open source software \(OSS\) when assessing cloud app security](#) - Jan 15
- The New Stack - [OpenSSF Aimed to Stem Open Source Security Problems in 2022](#) - Jan 24
- Tech Target - [OpenSSF GM talks funding, legal software supply chain issues](#) - Jan 25

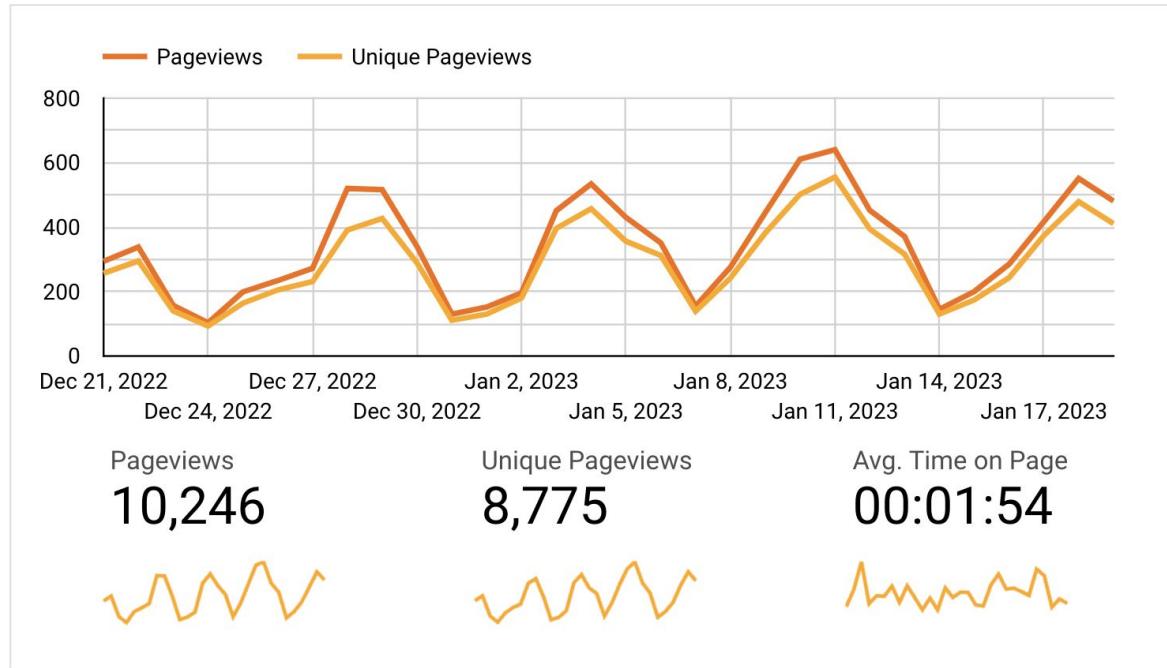
## Recent Updates to OpenSSF Website

- Added OpenSSF Annual Report on [report page](#) - Year in Review Blog Post received 508 pageviews

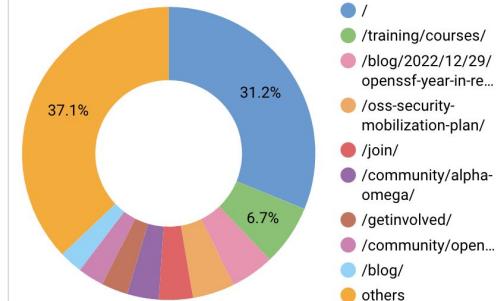


# OpenSSF Website Analytics

## Overview of your user behaviors



Which page is the most popular?



# OpenSSF Twitter

1. Followers: 3,775, +147
2. Tweets: 20
3. Impressions: 43.7K, -61.2%
4. Interactions: 152
5. Engagement rate: 2.1%
6. Best performing post in past 28 days →



OpenSSF  
@theopenssf

The OpenSSF is a thriving, diverse, nonstop community. Today we are pleased to announce the publication of our first-ever annual report. Take a look at our year in review!



[openssf.org](https://openssf.org)

OpenSSF Year in Review - Open Source Security Foundation

The OpenSSF is a thriving, diverse, nonstop community. Across more than 30 different active software projects and other technical initiatives, we've been ab...

12:17 PM · Dec 29, 2022 · 15.3K Views

[View Tweet analytics](#)

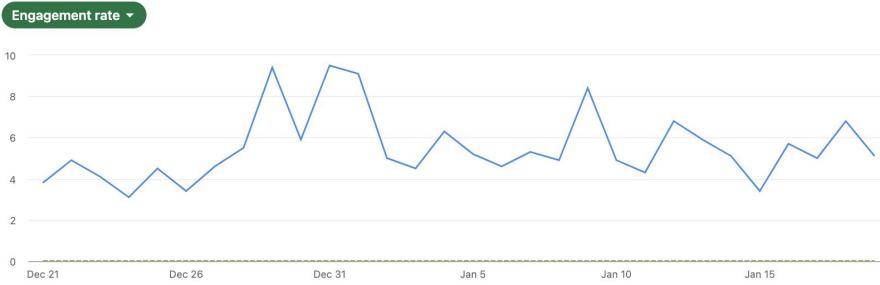
Promote

15 Retweets 3 Quote Tweets 42 Likes



# OpenSSF LinkedIn

1. Followers: 2,067, +169
2. Posts: 23
3. Impressions: 13,289
4. Interactions: 351
5. Engagement Rate: ~5.5%
6. Best performing posts in past 30 days →



OpenSSF  
2,037 followers  
4d •

**sigstore** announces the first stable release of code and certificate signing tool for Python

The screenshot shows a LinkedIn post from the OpenSSF page. The post features a large image of Python code related to certificate signing. The caption reads: "Sigstore announces the first stable release of code and certificate signing tool for Python". Below the post, it says "scmagazine.com • 3 min read" and "1 comment • 8 reposts". The post was made by "Ashwin Ramaswami and 29 others".

Sigstore announces the first stable release of code and certificate signing tool for Python

scmagazine.com • 3 min read

Ashwin Ramaswami and 29 others

1 comment • 8 reposts

# Newsletter Performance

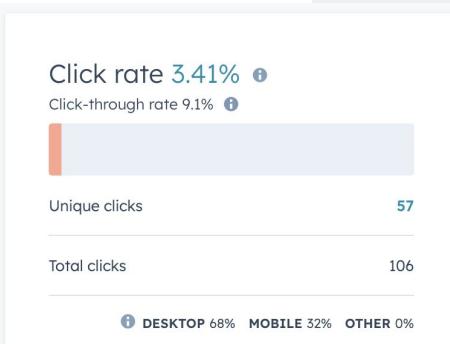
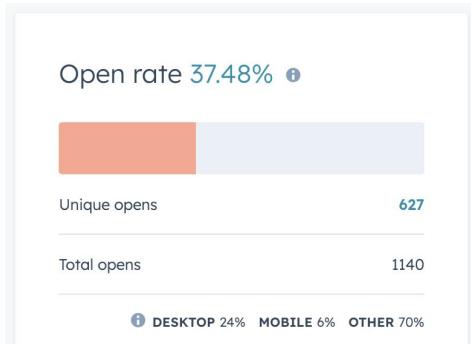
Mailing List Subscribers - 1,809, +119

January 2023 - Volume 2, Issue 1

Newsletter Recipients: 1,682

Open rate - 37.48%

Click rate - 3.41%



**OpenSSF Newsletter - Volume 2, Issue 1**

Happy New Year! Welcome to the first OpenSSF Newsletter of 2023, with our latest information on what's been happening lately and what's on our radar.

**2022 Year in Review**

The OpenSSF is a thriving, diverse, nonstop community. Across more than 30 different active software projects and other technical initiatives, we've been able to have the kind of reach and impact we need to put a dent in the global software security challenges we all know are only getting more intense and more costly. We are pleased to announce the release of our first annual report, which describes our activities and highlights throughout 2022.

[Read more](#)



Engaging Policy Makers  
and the Ecosystem on



Avoiding the Next  
Log4Shell: Learning from

# New “OpenSSF Outlook” on LF Blog

Started a new quarterly series on the Linux Foundation blog

OpenSSF Outlook Newsletter

[Q1 post](#) - >

Focused 2022 reflections

The screenshot shows the homepage of the OpenSSF Outlook Newsletter. At the top, there's a purple header bar with the text "Dive into our latest research exploring mentorship in open source. [Read the report.](#)". Below the header, there's a black navigation bar with icons for English, sign in, and join. The main content area has a dark background with white text. The title "6 MIN READ" is at the top left. The main article title is "OpenSSF Outlook Q1 2023: How to avoid the next Log4Shell and other OSS security reflections". Below the title, it says "THE LINUX FOUNDATION | 12 JANUARY 2023". To the right of the main article, there's a sidebar with "SIMILAR ARTICLES" and "BROWSE CATEGORIES". The categories listed are Cloud Computing, Compliance and Security, and Projects.

Avoiding the Next Log4Shell: Learning from the Log4J



In a fascinating retrospective, Brian Behlendorf describes what we've learned about open-source software security, vulnerability disclosure, and software supply chain issues since the Log4Shell incident roughly one year ago. He explains, "Log4j has been around for 20 years; it's become embedded into nearly every meaningful Java application; and the Log4Shell event led to compromises in everything from Cloud to physical security systems. Moreover, malware groups are continuing to exploit unpatched Log4j instances. What can we do to prevent this from happening again unless we address its root issues?" To learn more about those root issues and gain insight into how to prevent the next Log4Shell, take a look at Brian's [blog taking stock of where we've learned](#) and the best techniques for improving OSS security moving forward.

Engaging Policy Makers and the Ecosystem on Open Source Software



The Linux Foundation and OpenSSF, in particular, have been at the heart of several important conversations concerning the open source software (OSS) community and the sustainability of the ecosystem. Many of our global engagement efforts have been focused on collaborating with leaders in the public and private sectors to further the ecosystem understanding of open source software security. Amit Elazari Bar On, Chair of OpenSSF Public Policy Committee, and Brian Behlendorf [take a look at the past year](#) as the Linux Foundation and OpenSSF focused on three key priority areas:

- Improving security and reducing systemic risk in the OSS ecosystem;
- Closing talent shortages through improved training and educational initiatives, and;
- Imparting the value of openness and the importance of the community.

OpenSSF Year in Review



The OpenSSF is a thriving, diverse, nonstop community. Across more than 30 different active software projects and other technical initiatives, we've had the reach and impact we need to put a dent in global software security challenges that are getting more intense and more costly. Read the [OpenSSF Year in Review](#) by Brian Behlendorf.

This post also introduces our first-ever annual report, which describes our activities and highlights from 2022. We invite you to learn more about the OpenSSF Board and Technical Advisory Council (TAC) take a look at a few of the top highlights of 2022, introduce you to our Working Groups (WGs) and Associated Projects, review the Open Source Software (OSS) Mobilization Plan we released at the OSS Summit it in collaboration with the US White House, and discuss the impact the OpenSSF has had throughout the year.

## Recent Events

- [ShmooCon](#) - Jan 20-22, Washington, DC - Jonathan Leitschuh spoke
- [OSPOlogy.live](#) Share & Learn - Jan 23-24, Amsterdam, Netherlands - sponsored
- [Paul's Security Weekly](#) - Jan 25, live webinar - Brian a guest





# 2022 Annual Report



# Community Engagement Highlights - Events

- We participated in 48 events throughout the year (supporting in a variety of ways through speaking, sponsoring, etc)
- Hosted Event Highlights:
  - **3 OpenSSF Days** co-located with Open Source Summits - North America, Europe, and Japan
  - **Open Source Security Summit II** - May 12, 2022 in Washington, DC
  - **Open Source Security Summit Japan** - August 23, 2022 in Tokyo, Japan
  - **2 Town Halls** - Virtual community gatherings

## OpenSSF Day North America

June 20 | Austin, TX, USA

- 11 sessions, 18 speakers
- Registrants: 861: In-Person: 361, Virtual: 500
- Highlights: [Here](#)

## OpenSSF Day Europe

September 13 | Dublin, Ireland

- 11 sessions, 13 speakers
- Registrants: 510: In person: 224, Virtual: 286
- Highlights: [Here](#)

## OpenSSF Day Japan

December 5 | Yokohama, Japan

- 7 sessions, 7 speakers
- Registrants: 283: In person: 170, Virtual: 113
- Highlights: [Here](#)



# Training Courses

## Developing Secure Software Course:

15,920 registrants

(LFD121: 6,152 & edX LFD104x - 4,752,  
LFD105x - 2,429, LFD106x - 2,587)

## Developing Secure Software

Learn security basics to develop software hardened against attacks and reduce damage when a vulnerability is exploited.

[ENROLL FOR FREE](#)



## Securing Your Software Supply Chain with Sigstore

Learn to secure the integrity of your software by leveraging the Sigstore toolkit

[ENROLL FOR FREE](#)



## Securing Your Software Supply Chain with Sigstore Course:

769 registrants

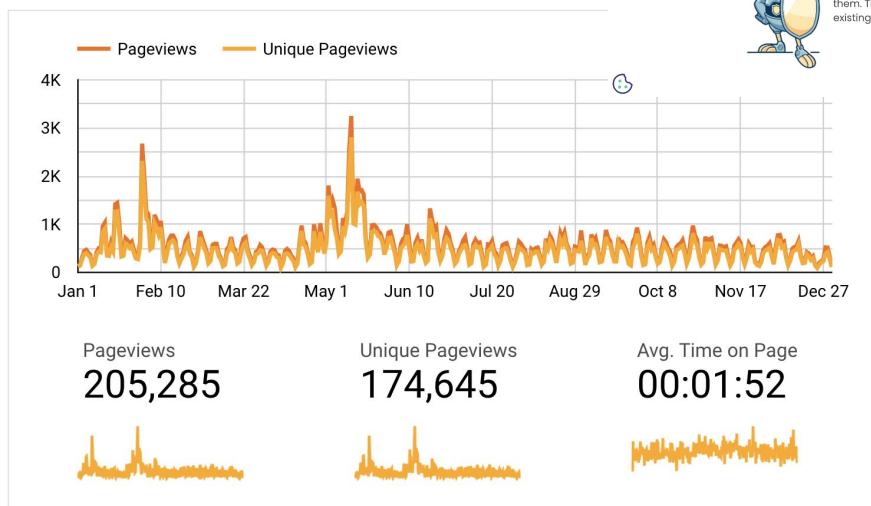


# OpenSSF Website in 2022

Blogs posted: 56 🎉

Pageviews: 205,285

## Overview of your user behaviors



The OpenSSF is a cross-industry organization that brings together the industry's most important open source security initiatives and the individuals and companies that support them. The OpenSSF is committed to collaboration and working both upstream and with existing communities to advance open source security for all.

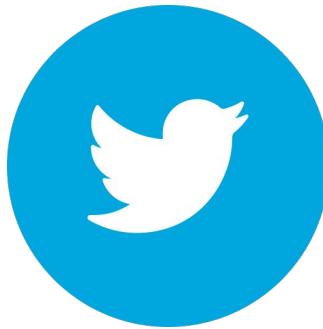


Mobilization Plan: 4,009 downloads

Month	Pageviews
Jan	17024
Feb	21187
March	14308
April	13694
May	35667
June	18579
July	13394
Aug	15052
Sept	15939
Oct	14862
Nov	13292
Dec	12278
<b>Total:</b>	<b>205,285</b>

# OpenSSF Twitter

1. Followers: 3,704
2. Tweets: 335
3. Impressions: 719,000
4. Engagement rate: 2.45%
5. Best performing post →



[Twitter](#)  
@theopenssf

We're excited to announce v1 release of the [#npm](#) Best Practices - a new guide focused on the management & supply chain security for [@npmjs!](#) [openssf.org/blog/2022/09/0...](https://openssf.org/blog/2022/09/0...) [#JavaScript](#) [#TypeScript](#) [#Developers](#) [#OpenSSF](#) [#BestPractices](#) [@github](#) [@Google](#) [@cloudqueryio](#) [@snyksec](#) [@gentoo](#)

12:22 PM · Sep 1, 2022

[View Tweet analytics](#) [Promote](#)

59 Retweets 8 Quote Tweets 91 Likes

Time period	impressions	Impressions / day	engagement rate %	clicks	retweets	likes	tweets	total followers
Q1	69,700	775	1.9	466	108	195	14	1,995
Q2	134,700	1,500	2.9	881	279	750	68	2,885
Q3	302,700	3,300	2.6	980	480	1,100	147	3,332
Q4	211,900	2,300	2.4	639	367	870	106	3,704
Total	<b>719,000</b>	<b>7875</b>	<b>2.45</b>	<b>2966</b>	<b>1234</b>	<b>2915</b>	<b>335</b>	<b>3,704</b>

# OpenSSF LinkedIn

1. Followers: 1,951
2. Posts: 267
3. Impressions: 129,018
4. Engagement rate: 5.9%
5. Best performing post →



LinkedIn  
OpenSSF

Time period	impressions	interactions	engagement rate %	clicks	shares	posts	total followers
Q1	4,191	76	5.2	12	10	17	312
Q2	20,653	553	5.9	156	41	51	801
Q3	56,664	1,560	6.8	620	217	117	1,430
Q4	47,510	1,248	5.6	318	256	82	1,951
<b>Total</b>	<b>129,018</b>	<b>3,437</b>	<b>5.875</b>	<b>1106</b>	<b>524</b>	<b>267</b>	<b>1,951</b>

OpenSSF  
2,045 followers  
3mo -

sigstore Announces General Availability at #SigstoreCon paving the way for every open source project to improve security by default 🎉🎉

The Sigstore community will operate the service with a 99.5% uptime SLO and round-the-clock pager support. Project sponsors Google, Red Hat, GitHub, and Chainguard, Inc, among others, have helped make this possible by providing the resources to support the service level objectives. Over 70 organizations, including Shopify, Autodesk, Trail of Bits and Rancher Government Solutions, are actively involved in maintaining and scaling Sigstore.

Check out the comments on this exciting news by Brian Behlendorf, Priya Wadhwa, Luke Hinds, Santiago Torres Arias, Bob Callaway, Trevor Rosen, Jacques Chester, Felix Schuster, William Woodruff Zach Steindler, Dustin Ingram

#sigstore #OSS #opensource #security



Sigstore Announces General Availability at SigstoreCon - Open Source Security Foundation  
[openssf.org](https://openssf.org) • 6 min read  
 You and 97 others      2 comments • 18 reposts

# Newsletter Performance

Started in October 2022

Shared with mailing list each month

Month	Subscribers	Open rate	Click rate
Oct	1,254	40.17%	2.75%
Nov	1,489	31.60%	2.91%
Dec	1,631	33.19%	1.69%



OpenSSF Newsletter - Volume 1, Issue 1  
Welcome to the first OpenSSF Newsletter, jam-packed with what's been happening lately and what's on our radar.

 DEVELOPING MORE SECURE SOFTWARE  
EVALUATING OPEN SOURCE SOFTWARE

 END USERS WORKING GROUP  
OpenSSF

**New Concise Guides**  
The Best Practices WG recently released new guides for developers and consumers of open source on Developing More Secure Software and Evaluating Open Source Software

[Read more](#)

**Introducing New End Users WG**  
Focused on representing and addressing the challenges enterprises face when adopting (and using) different open-source technologies and products.

[Read more](#)

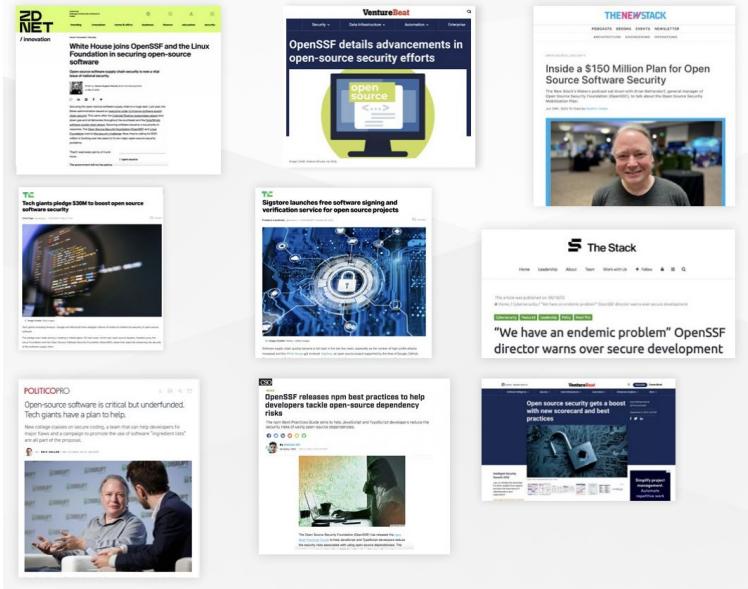
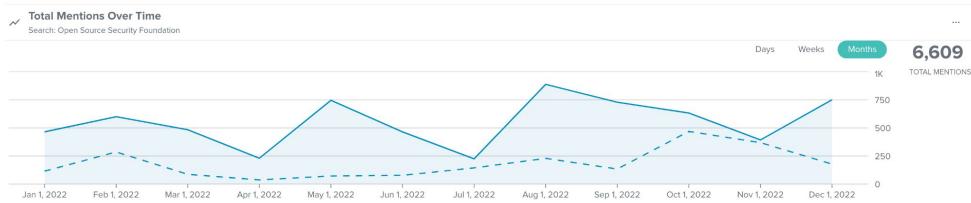


Securing Open Source Software Act of 2022

# 2022 Press Coverage Highlights

Press releases issued: 10

6,609 total mentions in online news & blogs



ZDNet	5/13/22	<a href="#">White House joins OpenSSF and the Linux Foundation in securing open-source software</a>
Tech Crunch	5/16/22	<a href="#">Tech giants pledge \$30M to boost open source software security</a>
Politico	5/17/22	<a href="#">Open-source software is critical but underfunded. Tech giants have a plan to help.</a>
Venture Beat	6/21/22	<a href="#">OpenSSF details advancements in open-source security efforts</a>
The New Stack	6/29/22	<a href="#">Inside a \$150 Million Plan for Open Source Software Security</a>
The Stack	8/18/22	<a href="#">"We have an endemic problem" OpenSSF director warns over secure development</a>
VentureBeat	09/08/22	<a href="#">Open source security gets a boost with new scorecard and best practices</a>
CSO Magazine	09/02/22	<a href="#">OpenSSF releases npm best practices to help developers tackle open-source dependency risks</a>
Tech Crunch	10/26/22	<a href="#">Sigstore launches free software signing and verification service for open source projects</a>

# On Deck

## Upcoming Event Sponsorship

- [CloudNativeSecurityCon](#) - Feb 1-2 in Seattle, WA - Sponsoring - Booth P5



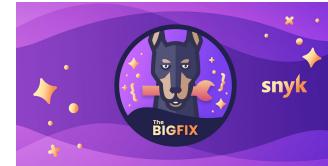
# Upcoming Events

- **cdCon + GitOpsCon** - May 8-9, Vancouver, Canada
  - co-located event with OSS NA
- [Open Source Summit North America](#) - May 10-12 in Vancouver, Canada
  - Plan to host OpenSSF Day



# Upcoming Speaking Opportunities

- [CloudNativeSecurityCon](#) - Feb 1-2 in Seattle, WA - Brian Speaking
- [EU Open Source Policy Summit](#) - Feb 3 in Brussels - Brian Speaking
- [FOSDEM](#) - Feb 4-5 in Brussels - Brian Speaking
- [State of Open Con 23](#) - Feb 7-8 in London, UK - Brian Speaking
- [The Big Fix](#) - Feb 28, virtual - Sponsoring, David Wheeler Speaking



# Upcoming OpenSSF Blogs

Check out the [content calendar](#). Ideas and contributions welcome!

1. Meet a Maintainer / Contributor Q&A Series
  - a. Do you have someone from your organization who we could feature?
  - b. Easy as filling out a [simple questionnaire](#)
2. Governing Board Member Spotlight Series
3. Independent Security Audit Report
4. Scorecard Series - users/maintainers sharing their experiences
5. Election results - Welcome to new Board/TAC Members
6. So you want to do a security audit of an open source project?
7. Security project Q&A series - [draft template](#) by Mark Kember

# Discussion

# Security Project Blog Template Preview

OpenSSF Blog post template - project overview series

Aims:

- Provide readers with information on new and / or interesting open source projects linked to security
- Provide insight into how developers and security professionals can apply open source tools / projects in their working lives
- Show how open source projects are used by companies in popular security tools to improve performance / provide insight / run analytics

Question list:

- What's the name of your project?
- Without going into too much technical detail, can you give me a one sentence description of what the project is for?
- OK, let's have the technical detail version of that response?
- What is your goal for the project?
- Can you give me an example of how your project works in practice?
- Are there any great use cases or customer examples that you can share?
- How big is the team working on the project directly? How about indirectly?
- Where do you need support, if any?
- How can interested people get in touch and help / support the community?
- What's your one piece of advice for the open source security community?

## Content Suggestions

- What topic areas or themes would you like to see OpenSSF cover on the blog?
- What do you have coming up?
- What can we collaborate on?
- Do you have anything you'd like to be sure is included in February edition of the newsletter?
  - New section - what we're reading
  - Marketing Committee encouraged to curate this news each month, either bringing the ideas to these meetings or via the mailing list
- Are there any ideas you have from your 2023 content planning?

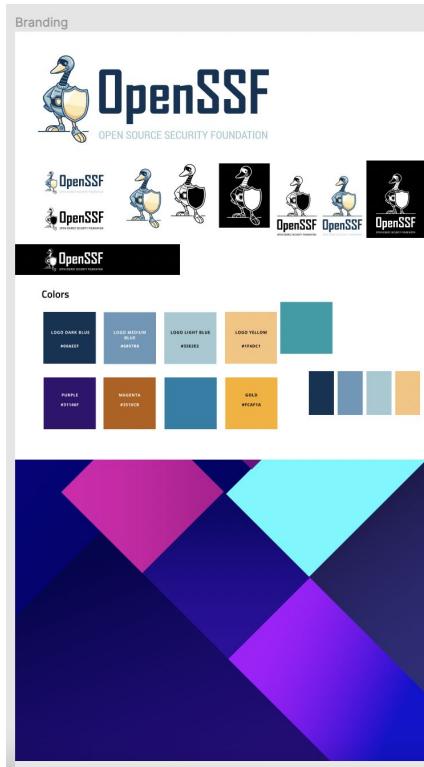
## Social Media

- Best ways to amplify our efforts?
- Could you retweet and share OpenSSF social posts on your own channels to increase our reach?
- What have you been doing within your organizations that has been successful?

# 2023 Event Planning

- View the [Upcoming Events Calendar](#)
- We've been offered a silver sponsorship and booth at [Devnexus](#), April 4-6, 2023 in Atlanta
  - Looking for help to be able to staff an OpenSSF booth there. Could you take the lead on having a presence here?
- Are there events you plan to participate in this year where you'd be able to include OpenSSF in some way or another?

# Brand and Style Guide



- Taking inventory
- Gathering examples and inspiration
- Sketching out ideas
- [Figma board started here](#) - input encouraged as this is built out

## Marketing Committee in 2023

- What would you like our meetings to look like?
- Will be discussing how to broaden participation the Marketing Committee with the Governing Board at their next meeting and sharing the proposed charter and 2023 marketing plan we discussed late last year.

# Next Marketing Committee Meeting Dates

- US/EU in February 2023
  - Feb 23rd - 9:30 AM PT
- And in APAC region:
  - Jan 31st - 2:00 PM HK

## Any Other Business



## Ways to Get in Touch

- Utilize the Marketing Committee Mailing List
  - [openssf-gb-marketing@lists.openssf.org](mailto:openssf-gb-marketing@lists.openssf.org)
- Join the Outreach Channel in the OpenSSF Slack
  - Place to informally share info with one another, open to everyone, #outreach
- Email directly for marketing requests, suggestions, and opportunities
  - Jennifer Bly - [jbly@linuxfoundation.org](mailto:jbly@linuxfoundation.org)
  - In the APAC region - contact Julian Gordon - [jgordon@apac.linux.com](mailto:jgordon@apac.linux.com)

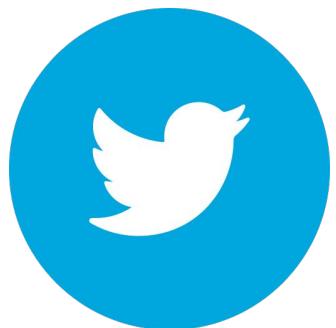
# Appendix / Supplemental Materials

# Subscribe to the OpenSSF Mailing List

Sign up at: [openssf.org/sign-up/](https://openssf.org/sign-up/)



## Follow the OpenSSF on Social Media



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[LinkedIn](#)

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OpenSSF



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OpenSSF