

Leveraging Social Media for Open Source Growth

The Role of Contributors in Amplifying Oppia's Message

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Why Social Media Matters in Open Source



Free and open source organizations should also be found on social media.

01

Brand Awareness

- Social media platforms provide a global stage to showcase our mission, values, and achievements.
- Effective use of social media can significantly increase visibility and brand recognition within the open source community and beyond.

02

Community Engagement

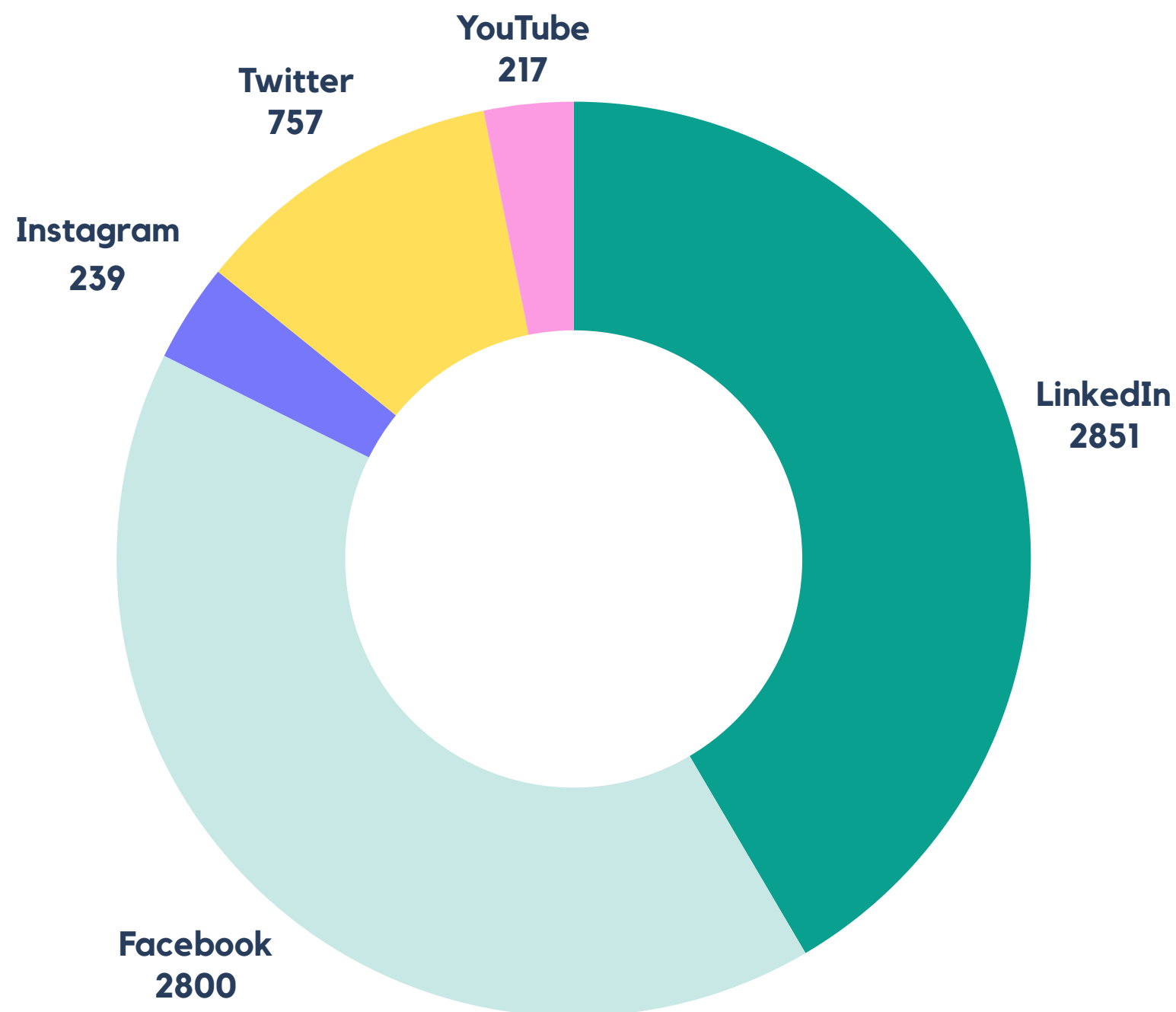
- Social media allows open source organisations to foster a sense of community by engaging with our users, contributors, and supporters.
- It facilitates two-way communication, enabling us to receive valuable feedback, answer questions, and build stronger relationships with our audience.

03

Driving Traffic

- By sharing & engaging with Oppia's content on social media, we can shed more light on the amazing work that we are doing.
- Guess what! Increased traffic leads to higher user engagement, more contributions, and a broader impact of our educational mission.

Key Social Media Platforms



Opportunities for Growth

- Each of our platforms at Oppia has a unique audience and requires tailored content strategies to maximize engagement.
- Besides from the platforms listed in the chart, we could increase our presence by joining more video based platforms. This will help us reach an even more diverse audience than what we already have & revive our audience.
- Potential platforms to explore are TikTok, YouTube, & YouTube Shorts.

Effective Strategies



What strategies can open source organizations use when trying to relate with their various audiences?

01

Consistency

- A regular posting schedule keeps your audience engaged and informed about what is going on within the community. At Oppia, we post at least twice every week, and share at least one blogpost every month.
- Consistency is not just about the number of times you post on social media. It is also about ensuring all content is consistent with your brand voice and tone, reflecting your values and mission.

02

Content Strategy

- At Oppia, we share valuable and relevant content that aligns with Oppia's mission and interests our audience.
- We also utilise multimedia such as videos, images, infographics, and interactive posts to capture attention and increase engagement.

03

User-Generated Content

- Our marketing team encourages user-generated content and that's why we always prompt you to share your experiences and success stories with Oppia. An example is the Outreachy Internship series & the GSoC Contributors interviews & blog posts .

04

Engagement

- A good practice is responding to comments, messages, and mentions to build genuine relationships and show that we value our community's input.

Amplifying Your Message



How can open source organizations amplify their message?

01

Collaborations

- The marketing team at Oppia is always looking forward to partnering with educational influencers and more organizations to co-create content and cross-promote each other's initiatives especially those that border around education and open source.
- Collaborations can help us reach new audiences and build more credibility within the educational and open source communities.

02

Effective Campaigns

- The strategy team which consists of all the sub-team leads within Oppia's marketing team is in charge of campaigns. Every year we launch at least 4 different campaigns; one every quarter. Each social media campaign is centred around specific themes or events to drive engagement and participation.

03

Keywords & Tagging

- At Oppia, we use relevant, niched down keywords & hashtags to increase the visibility of our posts and reach a broader audience.
- When we partner with an organization, we make sure to tag the partner and the contributor who led those conversations. This gives social proof to all parties involved.

04

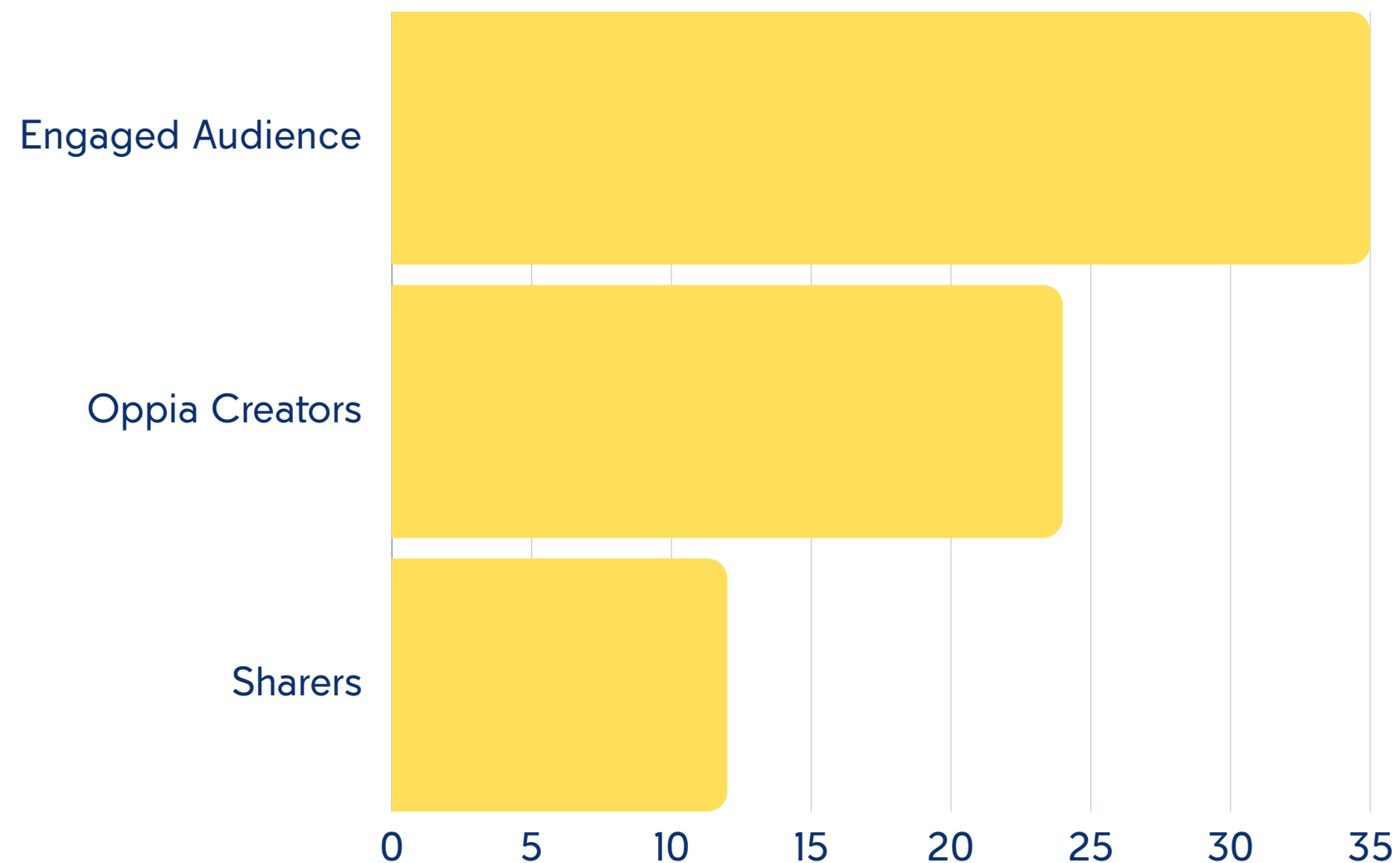
Challenges

- We also create engaging challenges that encourage you to interact with our content and share your contributions. Some of them come as questions from the amazing Oppia lessons by the Lesson Creation Team 🙌.

Your Role As A FOSS Contributor



Where do **YOU** come in?



Engaging With Your Community

- Actively participate in our discussions on social media by commenting on posts, answering questions, and providing support when/if you can.
- It's a two way street. By engaging with your conversations, our community also demonstrates our commitment to our users and contributors.

Creating Content

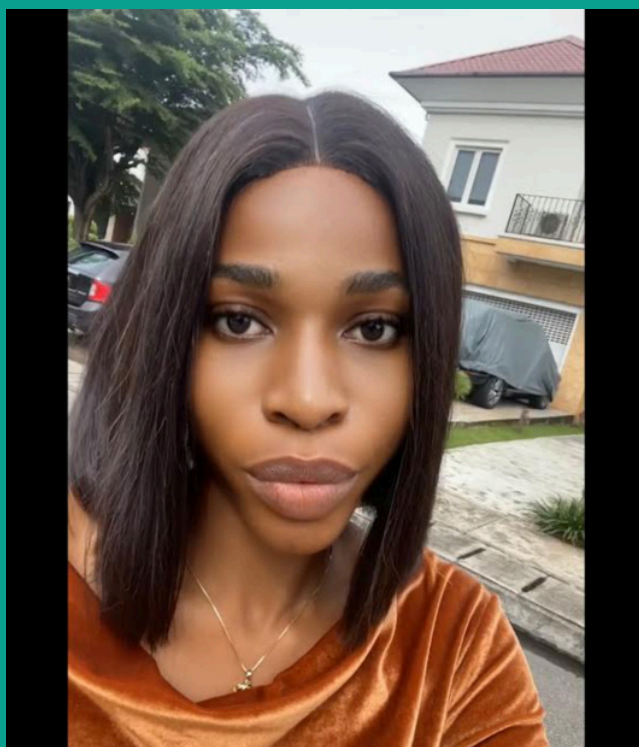
- As an Oppia contributor, you can create and share your own Oppia related content such as personal blog posts, tutorials, or personal stories. Be sure to tag us when you do and we will do our best to engage with it 🌟.
- Highlighting your personal experiences and success stories can provide authentic and relatable content that resonates with our audience.

Sharing & Reposting

- Open source communities are warm and welcoming, hence contributors to FOSS love to share and repost content on their personal social media accounts.
- Amplifying our message through your personal networks not only increases our reach and visibility, but also adds to your credibility as a contributor.

Team Leads

Of course I wouldn't go through this talk without saying THANK YOU to the wonderful sub-team leads (and their co-leads) who contribute to open source via Oppia's Marketing Team.



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Tools & Resources



Basic tools & resources needed for success.

A yellow semi-circular gauge with a small green segment at the bottom right, indicating 95% completion.

95%

CONTENT CALENDAR

- At Oppia, we use a shared content calendar to plan and schedule social media posts in advance.
- As an open source organization, this ensures consistency and helps us coordinate our efforts across different platforms.

A yellow semi-circular gauge that is almost completely filled, indicating 99% completion.

99%

TEMPLATES & GRAPHICS

- The media creation team provides logos and branding guidelines to ensure visual consistency in all social media posts.
- We also use high-quality visuals to enhance the appeal of our content and make it more recognizable.

A yellow semi-circular gauge that is almost completely filled, indicating 99% completion.

99%


ANALYTICS

- Team members of the Analytics team help us track performance on social media & the web using various analytics tools.
- We regularly review analytics to understand what works and adjust our strategies accordingly.

Measuring Success



What does success mean to your FOSS?

A large yellow circle with a white center, containing the text "TWO THINGS MATTER TO US AT OPPIA".

**TWO THINGS
MATTER TO
US AT OPPIA**

OUR DATA

- We monitor key metrics such as follower growth, engagement rates (likes, comments, shares), and traffic to Oppia's website.
- These metrics help us gauge the effectiveness of our social media efforts and identify areas for improvement.

YOUR FEEDBACK

- We have established a feedback loop where we regularly review performance data and gather input from the team.
- We consistently adjust our social media strategies based on the feedback we get on what works best as we're continuously seeking ways to improve.

Get Involved



I encourage **everyone** to actively participate in social media efforts by sharing content, creating posts, and engaging with the community.

As people directly involved in the day to day activities at Oppia, your involvement will go a long way in amplifying the Oppia message and reaching a broader audience.

PLATFORM	USERNAME	LINK
Instagram	Oppia.global	https://www.instagram.com/oppia.global/
LinkedIn	Oppia Foundation	https://www.linkedin.com/company/oppia-org
Twitter	Oppiaorg	https://x.com/oppiaorg
Facebook	Oppia.org	https://www.facebook.com/oppiaorg
YouTube	Oppia.org	http://www.youtube.com/@Oppiaorg

Join the Oppia Conversation

This is a special invite to follow Oppia on all our social media platforms and use our official hashtags in your posts.

Have a Question?

The floor is open for questions.

Thank You.