



Outreach:

The Two-Way Street of Open Source Projects

Brian Proffitt, ASF Vice President, Marketing & Publicity

Branding @ Community Over Code

If You Think Branding Is A Waste of Time,
Come to This Talk

Ruth Suehle

TODAY!

Monday, Oct. 9 @ 4:10 PM

Room 109

Branding @ Community Over Code

M&P Office Hours

Brian Proffitt

TODAY!

Monday, Oct. 9 @ 5 PM

Room 109



Brian Proffitt, VP, ASF Marketing & Publicity

Brian Proffitt is Senior Manager, Community Outreach in Red Hat's Open Source Program Office, focusing on enablement, community metrics and foundation and trade organization relationships. Brian's experience with community management includes knowledge of community onboarding, community health, and business alignment.



Melissa Logan, ASF Member, Marketing & Publicity Team

Melissa Logan is founder of Constantia, a tech community company that provides community and marketing services to data and open source organizations. Constantia manages its own independent user communities including the Data on Kubernetes Community and Data Mesh Learning.

Why community marketing and advocacy?

Why community marketing and advocacy?

372,000,000

Today's conversation

- Messaging 101
- Marketing approaches
- M&P: Your messaging friend

How to: Define your goals

What does your community need?

- User adoption
- Answers to user questions
- New committers / additional technical contributions
- More PMC members

How to: Start with your message

What makes your project unique? Why would someone want to contribute?

Community marketing is fundamentally about explaining what your project does, why it's beneficial, and how to get started.

How to: A simple messaging framework

What does your project do?	ASF M&P provides Foundation and its projects with marketing and publicity services.
Who is it for?	<ul style="list-style-type: none">• Foundation directors, officers & members• TLP and Incubating projects
Why should someone use it?	We help maximize visibility for the Foundation and deliver a range of services to all projects.
How does it compare to competitive solutions?	We're in-house so we understand the ASF landscape and how to best support and promote projects.
Community values and culture	Our goal is to get to a "yes" - to provide each projects with maximum support in the ASF Way.

You can find this at <https://cwiki.apache.org/> search for **Marketing & Publicity**

Messaging best practices

Know your audience! Focus on what they care about.

Consider industry context. Don't just write about technical features.

Show how you're better; don't focus solely on your competitors.

Accentuate the positive based on facts. Don't exaggerate.

Vanity metrics don't matter in the long run, e.g., GitHub Stars, lines of code, downloads.

Write for a global audience. Don't use idioms or language that may be confusing to non-Native English speakers.

Negative: *Alpha is better than Beta because of [various opinions].*

Positive: *Alpha enables a frictionless dev experience. Start, build, and run your app in less than 60 seconds with one line of code.*

Marketing and advocacy strategies

Fundamental

Brand

Website

Onboarding

Social Media

Content

Advanced

Events

Research and Surveys

Campaigns

Public Relations

How to: Brand and Website

Brand	<p>A brand is the sum of how your project is perceived by those who experience it including values, culture, how you communicate etc.</p> <p>Visual Brand</p> <ul style="list-style-type: none">• Logo - ensure it's in a public repo so third parties can find it and be in compliance with ASF trademark policy - https://apache.org/logos/• Graphics and/or a template library - what do people use repeatedly that would be useful to provide? e.g. slide deck, architecture diagram
Website	<p>One of the most important assets for outreach. Refer back to the messaging framework when developing or updating your website.</p> <p>Ensure your website is accessible to people of all abilities, e.g., poor color contrast, use of color alone to give information, lack of alt text, etc. (If you have these skills, ASF is seeking help for apache.org!)</p>

How to: Onboarding

How do you get it?	<ul style="list-style-type: none">• Where to download
How do you use it	<ul style="list-style-type: none">• Quickstart guides (written, video, audio)• Docs
How do you contribute?	<ul style="list-style-type: none">• Contributor guides• How to submit first PR• Slack channels for first-time contributors
How to communicate?	<ul style="list-style-type: none">• Mailing lists• Slack• GitHub

How to: Social Media

Social Media	<p>Guidelines available in <u>Publicity Guidelines for Top-Level Projects</u> that explain why it matters, messaging strategies, channels, and more.</p> <p>ASF M&P also provides <u>Social Media Services</u> to projects including publishing major releases, major events, and other project milestones.</p>
Campaigns (advanced)	<p>If you have a major milestone, an important conference, or want to grow your community, a campaign can help. Choose a theme, create graphics, find a hashtag, and invite community members to participate.</p> <p>Example: M&P created the <u>First Contribution campaign</u> to highlight a contributor's first contribution to any ASF project. On blog and social media using #firstasfcontribution.</p>

How to: Content

Blogs	Publish content on your website about new releases, project or community updates (ways for people to get involved, recent activity on the ML), new feature enhancements – anything your community would benefit from knowing is fair game.
Bylines (advanced)	<p>Write about topics that are relevant to the industry surrounding your project - and pitch them to a third-party publication that accepts contributions, e.g. The New Stack - or self publish on sites like DZone, Dev.to or Hacker Noon.</p> <p>What are people talking about? What do they want to know more about, or perhaps are confused about? These are all great starting points for a byline.</p>
M&P Services	Submit a “Success at ASF” blog to the Foundation’s main blog at news.apache.org. Learn more: <u>Blog Submissions Wiki</u>

How to: Events + CFP

Events (advanced)	<p>Host regular meetups (in-person or virtual), e.g. project office hours, Cassandra Town Halls.</p> <p>Host a project track at Community Over Code.</p> <p>Host your own conference, e.g. Airflow Summit.</p>
Conference submissions (advanced)	<p>Talk about your project at different industry events and meetups - virtual or in-person.</p> <ul style="list-style-type: none">• Determine which events make sense• Find details on Call for Papers (topics, deadlines)• Write abstract and submit.

How to: Community Surveys

Surveying your community members helps projects understand what users and contributors like or don't like about your project. An **advanced** strategy.

Questions you might ask:

- What features do people want? (Enhancements)
- What works well / doesn't? (Fixes, enhancements)
- Is it easy for people to onboard / why or why not? (Onboarding improvements)
- How are people using your project? Use cases etc

And so forth.

Results can be shared with the community, and it's an easy way to demonstrate you're invested in continuous improvement.

How to: Public Relations

Public relations (PR) can help your project generate broad industry awareness. An **advanced** strategy and we recommend working with experts.

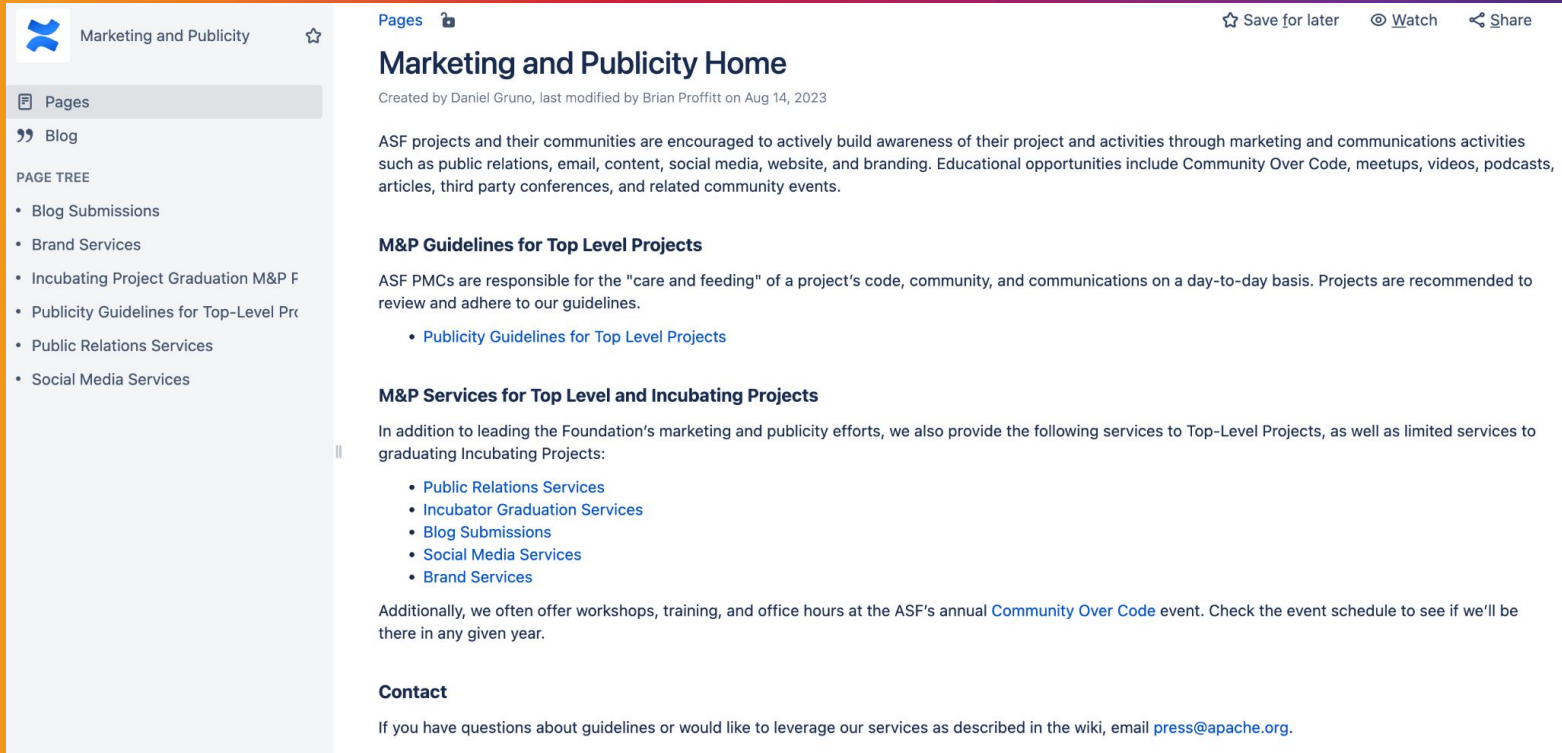
Approaches

- Issuing press releases for significant milestones + groundbreaking news
- Reaching out to journalists with your milestone news
- Reaching out to journalists on an industry topic related to your project (**very advanced; contact M&P**)

If your project needs support for crisis communications (e.g. hostile forks, security incidents), reach out to M&P.

Learn more about [**M&P Public Relations Services**](#) for TLPs on the wiki.

What the ASF offers projects



The screenshot shows the Apache Marketing and Publicity Home page. The page has a navigation sidebar on the left with a 'Pages' section containing a 'Blog' link and a 'PAGE TREE' section with links to 'Blog Submissions', 'Brand Services', 'Incubating Project Graduation M&P F', 'Publicity Guidelines for Top-Level Pr...', 'Public Relations Services', and 'Social Media Services'. The main content area is titled 'Marketing and Publicity Home' and includes a 'Pages' breadcrumb, a star icon for 'Save for later', a 'Watch' icon, and a 'Share' icon. The main text describes ASF projects and their communities, followed by sections for 'M&P Guidelines for Top Level Projects' and 'M&P Services for Top Level and Incubating Projects'. The 'M&P Services' section lists 'Public Relations Services', 'Incubator Graduation Services', 'Blog Submissions', 'Social Media Services', and 'Brand Services'. The 'Contact' section provides an email address: press@apache.org.

Marketing and Publicity

Pages

Save for later Watch Share

Marketing and Publicity Home

Created by Daniel Gruno, last modified by Brian Proffitt on Aug 14, 2023

ASF projects and their communities are encouraged to actively build awareness of their project and activities through marketing and communications activities such as public relations, email, content, social media, website, and branding. Educational opportunities include Community Over Code, meetups, videos, podcasts, articles, third party conferences, and related community events.

M&P Guidelines for Top Level Projects

ASF PMCs are responsible for the "care and feeding" of a project's code, community, and communications on a day-to-day basis. Projects are recommended to review and adhere to our guidelines.

- [Publicity Guidelines for Top Level Projects](#)

M&P Services for Top Level and Incubating Projects

In addition to leading the Foundation's marketing and publicity efforts, we also provide the following services to Top-Level Projects, as well as limited services to graduating Incubating Projects:

- [Public Relations Services](#)
- [Incubator Graduation Services](#)
- [Blog Submissions](#)
- [Social Media Services](#)
- [Brand Services](#)

Additionally, we often offer workshops, training, and office hours at the ASF's annual [Community Over Code](#) event. Check the event schedule to see if we'll be there in any given year.

Contact

If you have questions about guidelines or would like to leverage our services as described in the wiki, email press@apache.org.

Attracting marketing contributors

Share your marketing and advocacy goals on dev/user mailing lists and invite people to contribute.

Develop roles and tasks and share publicly, e.g. Apache OfBiz details a **Marketing Manager Role** on their wiki.

Create a Marketing Working Group to coordinate ongoing work. Apache CouchDB has a **Marketing page** with contributors listed and ways to help.

Other ideas:

- Weekly “gardener” who oversees community efforts for one week, then passes to the next “gardener”

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