

Marketing and Communications 2021 Quarter 3 Report

Phil Walton

The learning curve continues and it's certainly been a time to get support from others to be able to do all the things we have and I would like to thank all the people who have helped me to do the job over the last quarter.

Marketing.

The J4 brochure was released and then many different language versions were worked on. https://drive.google.com/drive/folders/1VD7r9Q_3gJ2LKy8nYvkneHg77m5RdbG1

The run up to and over the release of J3.10 and J4 saw a lot of release blog posts, newsletters, magazine articles as well as GSoC posts all being designed, created and then pushed out on social media..

At the height of workload it was almost full time but this was thankfully only over the period of about a month.

Once released we had several short fire releases which was on the cards and now its studying back to one ever 6 weeks.

We also had the first 4.1 alpha release and the full time schedule is already known and will help with planning.

The newsletter for releases has continued and expanded. The uptake both in number of openings and the subscribers continues to grow which is encouraging.

The main release video was delivered in time for release as predicted and two birthday videos were commissioned and produced. The release candidate video to date has had 1500 views in 4 months and the 4.0 release in just one month has 5900 views

We have started production of more individual aspect videos to support marketing which will be going out over the following months.

I am in talks with several people interested in marketing but I am also encouraged by the new OSM proposed structure and seeing how this will help to simplify and unite groups. Please do take a look and have your say.

<https://github.com/open-source-matters/contact-us/discussions/3>

The J4 landing page was ready on time, thanks to those from outside the department for all your technical know how. Its still a work in progress with additions and new parts to be added, it will also evolve once J4.1 is out

Press releases

With new people joining we gained new skills and the press releases started to flow. They have helped to yield several very favourable articles written by third parties but we do need more and so the press releases will continue every few months with the addition of the marketing videos and focusing on specific points.

Social media

The social media team is doing what it does best and continuing to push out material quickly and in a responsive manner.

The Social Media Posts Pool needs to be finished as a concept with more landing pages/docs to point to, at the next report I hope to be able to say that's done.

Shop

No movement in the shop with all the action focused on getting J4 out of the door.

Other opportunities

We have run some events through regular events and new ones. So on the day of release marketing coordinated many different group events. As always happens, it didn't go according to plan.

But with the Australia event, Indias, Several in Europe, UK and then Americas the celebration aspect continued through the day for the release.

The feedback was extremely supportive of the events especially the panel with all the release leads, president and one of the founders.

I would like to make this the base level of activity for all minor releases with the panels perhaps including the other department heads so they get to meet the public and say what they are upto at every minor launch.

Election

My term was what was left of a previous term so I had to face another election.

It was unopposed so I now have a full term mandate. I encourage anyone from the community and beyond to think about joining the teams in marketing and communication and standing for the post at the next election. It's a great way to learn about so much to do

with Joomla but skills that would help anyone wanting to work in such fields and I don't want to hog the opportunity so welcome succession and competition.

I would like to thank all the people in the teams under Marketing and communication for being so helpful over the last few months. In this term and the next quarter I will hopefully reshape some of the teams along the lines of the proposed and evolving restructuring document. Marketing DC