Building Community with Twitter Chats

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Community + content

open source .com
Topics

- Techniques for building community by using social media
- Best practices for promoting and leading a Twitter chat
- Successes / failures from our experience
- How to measure the success
- Ideas on how you can use Twitter chats to build community
- Practice!!
Our process

Phase 1
Chat preparation

Phase 2
Chat execution

Phase 3
Chat conclusion
Open is a means, not a movement

In the humble beginnings of the GNU and Linux projects, open source was a primitive and narrowly defined idea. It applied only to programming, and...

> Read more
Background
Phase 1: Hashtag selection

#OpenOrgChat
Phase 1: Date selection

6-8 weeks
Phase 1: Topic selection

6-8 weeks
Phase 1: Select and invite guests

6-8 weeks
Phase 1: Create a calendar event
Phase 1: Configure reporting mechanisms

4-5 weeks
Phase 1: Announce chats

4-5 weeks
Phase 1: Draft pre-event, intro, and closing “scripts”
Example: Pre-event Tweets

#OpenOrgChat starts at 2pm ET with @charleneli @martenmickos @thomasdcameron and @jhibbets red.ht/1QnXlZs #TheOpenOrg

Very excited to have author @charleneli (The Enagaged Leader - http://ow.ly/TonQu ) join #OpenOrgChat today: red.ht/1QnXlZs

In 30 minutes #OpenOrgChat about "Catalyzing direction" will start taking over Twitter | red.ht/1QnXlZs #TheOpenOrg

While you wait for #OpenOrgChat, watch this behind the scenes video with @jwhitehurst https://www.youtube.com/watch?v=hd-PsTVZqj4&index=1&list=PL4jrq6cG7S45xEWnfLakoszRQIHtIPQo4

#OpenOrgChat about "Catalyzing direction" starts in 5 minutes: red.ht/1QnXlZs #TheOpenOrg

#OpenOrgChat "Catalyzing direction" is starting, get ready! red.ht/1QnXlZs #TheOpenOrg

[attach openorg model image]

Next #openorgchat starts soon @mairin @dmirams @JosepMLozano @maximumchange @OpenMatt @lcongdon @brentholden @jackieyeaney @BryanZwan3
Welcome to our final #OpenOrgChat of #TheOpenOrg book club! Today we’re discussing "Catalyzing direction"

Tune into this chat at: {URL}, or start tracking #OpenOrgChat in your favorite social media tool

Our special guests this week are: @charleneli, @martenmickos, @thomasdcameron, and @jhibbets #TheOpenOrg

Here’s the format: We’ll preface each question with "Q" (Q1, Q2.). So begin your matching answers with "A" (A1, A2) #OpenOrgChat

And be sure all your tweets include our Twitter chat hashtag #OpenOrgChat, so everyone can follow along

You can pose your own questions to #OpenOrgChat, too

If you’d like to introduce yourself, please do so now. Feel free to share why you’re here today. Selfies welcome! #OpenOrgChat

[ wait 2 minutes]

Welcome, everyone. Here’s today’s first question ... #OpenOrgChat
Example selfie introductions
Example selfie introductions
Example closing script

Closing Tweets

Thanks, everyone, for joining today! #OpenOrgChat

Tune in next week, same time, place w/ @thomasdcameron @jhibbets @charleneli @martenmickos http://ow.ly/RLfJl #OpenOrgChat

Next #OpenOrgChat is on Thursday, October 7 (next week) at 2pm ET. See you then!

See our full list of upcoming #OpenOrgChat Twitter chats at [URL]

That’s all, folks! #OpenOrgChat
Phase 1: Finalize event questions
Example event question card

What is the relationship between your team's tools and its culture?

#OpenOrgChat
Phase 1: Send preparation emails
Hello all,

First of all, thank you for helping us with our first Twitter chat for @OpenOrgBook tomorrow at 2pm ET / 11am PT. We are exciting to start the #OpenOrgChat conversation.

Here are some of the questions we’ve prepared for the chat. The questions will come from the @OpenOrgBook account. We may tweak them, a bit, but the essence and spirit is already there. Feedback is welcome.

We’d like to ask general questions first, then throw in a few specifics to some of of you.

Be sure to join our conference call during the chat for any real-time questions and support. <Include dial-in details>

Thanks,
Jason

Questions:
- Q1: What’s the best way to explain open organization benefits to senior leaders? #OpenOrgChat
- Q2: What are some of your favorite examples of open organizations? What qualities do they share? #OpenOrgChat
- Q3: What are the major risks of an open organization, and how would you mitigate those risks? #OpenOrgChat
Phase 2: Execution

Event day
Phase 2: Promote
Phase 2: Pre-event prep
Phase 2: Command center

@jhibbets :: @openorgbook | #lfosls

New command center this week with
@JWhitehurst @kimjokisch @EmilyStancil
@ruhebeka @mackanic #openorgchat
Phase 2: The event!
Phase 3: The aftermath
Phase 3: Content & metrics
Phase 3: Sample metrics

October 15, 2015
- 602 tweets from 110 contributors
- 3,795,507 timeline deliveries
- 640,116 reach

#OpenOrgChat report from 10/15
https://www.hashtracking.com/reports/openorgbook/openorgchat/openorgchat7

October 8, 2015
- 678 tweets from 106 contributors
- 1,646,468 timeline deliveries
- 469,503 reach

#OpenOrgChat report from 10/8
https://www.hashtracking.com/reports/openorgbook/openorgchat/openorgchat6
Phase 3: Follow-up

Thank you
Conclusion

SOCIAL MEDIA
OVERHYPED?
Build your community
Q1: What’s been your favorite Open Source Leadership Summit session? #lfoslsChat
Q2: What's the most important topic facing open source leaders today #lfoslsChat
Q3: What open source project has the most buzz around it today? #lfoslsChat
Q&A :: Contact

- Questions
- Contact
- Email: jhibbets@redhat.com
- Twitter: @jhibbets
- IRC: shibby
- Slides: https://github.com/jhibbets/presentations
- Book: http://theopensourcecity.com