A community-generated content strategy that works

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What is open source

What is Opensource.com?

opensource.com is where we explore what happens when the open source way is applied to the world.
What purpose does Opensource.com serve?

Image source: https://opensource.com/open-organization/16/2/how-hire-people-who-just-get-it
Connection to the business is a natural next step

Image source: https://opensource.com/article/18/11/3-new-tipping-points-open-source
“We're a new kind of publication: newsroom-less with hundreds of writers from various backgrounds, expertise, and skill levels. Our focus on writing articles that address readers’ needs is what drives us every day. And having many voices chiming in to help with those problems is what makes Opensource.com a go-to resource for beginners as well as veterans.”

Jen Wike Huger, Editorial manager

Source: https://opensource.com/article/19/1/happy-birthday
How we performed in 2018
1,000+ articles

Averaging 90 articles/month
1.5M page views

Grew from 1.2M to 1.5M page views in 2018

[2018 average]
1M unique visitors

Grew from 700k to 1M unique monthly visitors
1.1M views from search

Grew from 750k to 1.1M page views from search (organic)
>60% community

Staff curates and solicits content from the open source community

[2018 average]
>20% community moderators

[Yearly]
33% new authors

[2018 average]
44 authors

[2018 average]
20k views/month

From Twitter

@jhibbets | #OSSummit
15k views/month

From Facebook

And continuing to trend downward
75,000 subscribers

Email newsletter subscribers
Page view traffic from 2010 - 2018
Content creation
Different models to support content generation

Image source: https://opensource.com/article/18/11/how-non-engineer-got-devops

@jhibbets | #OSSummit
Let’s look at our community model

Image source: https://opensource.com/open-organization/17/2/tracking-issues-publicly

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Community mapping

Readers

First-time writers

Contributor club

Short list

Opensource.com Moderators

🎉

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Some of our challenges

Image source: https://opensource.com/article/18/5/agile-devops-cycling
Our community model

Image source: https://opensource.com/article/19/2/resiliency-maps
Content strategy
Rapid content generation

Image source: https://opensource.com/article/18/8/what-cicd

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Content strategy details

Image source: https://opensource.com/article/19/2/getting-started-vim-visual-mode
Editorial services & storytelling

Image source: https://opensource.com/article/19/2/getting-started-vim-visual-mode
How we get community generated content

Image source: https://opensource.com/article/19/1/what-does-devops-mean-you
Editorial workflow

Additional arrows: Writers List, Webform, DevOps Team, Event Outreach
Editorial calendar

https://opensource.com/resources/editorial-calendar
Tactics we use

● Editorial calendar
● Social media
● Email newsletter
● Resource links
● Lightning talks: record and publish
● Cheat sheets & downloads
Open Source Cheat Sheets

Use these free, downloadable PDF cheat sheets to speed your way through common tasks in a variety of common open source tools.

Blender Cheat Sheet

This cheat sheet focuses on the most commonly and frequently used hotkeys and mouse button presses, to help you get comfortably cruising along in Blender.

>> Download Now

FreeDOS Cheat Sheet

Use this FreeDOS cheat sheet to help you remember how to use the most common tools you'll need to know at the DOS command line.

>> Download Now
Cheat sheet: Advanced SSH

Most people know SSH as a tool for remote login, which it is, but it can be used in many other ways. This cheat sheet by Ben Cotton provides common command-line options and their configuration file equivalents.

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- Yes
- No

This question is for testing whether or not you are a human visitor and to prevent automated spam submissions.

Access Now
Who wants to talk about tools?

Image source: https://opensource.com/article/18/10/nice-things
Tools we use

- Trello
- Drupal
- Editorial calendar
- Adobe analytics
- Eloqua
- Writing: Google docs, office docs, md files
Always experimenting

Image source: https://opensource.com/business/12/12/secret-ingredient-open-source

@jhibbets | #OSSummit
Image source: http://opensource.com/life/13/11/open-source-thank-you
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Book: http://theopensourcecity.com

Slides: https://github.com/jhibbets/presentations