

# Communications Team

The [Communications Team](#) is responsible primarily for our external message (press releases, newsletters, social media, etc.)

## Objectives

- Increase Tiki visibility
- Increase number of Tiki installs
- Attract talent & energy to Tiki (Developers, designers, etc.)

# Release responsibilities

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1. Publish news on tiki.org, SourceForge, Freshmeat, etc.
2. Send tiki.org newsletters to subscribers:
  1. [Tiki Releases](#)
  2. [Tiki News](#)
3. Update info on all [Listings](#)
4. Inform [Try Tiki](#) sites. (OpenSourceCMS.com, etc)
5. Promote on all relevant Social [networking](#) sites. (Facebook, etc.)
6. Promote on all Wiki and CMS-related resources (ex.: CMScritic.com)

# Members

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## Team Communications

- [benito.tshiteng](#)
- [Bernard Sfez / Tiki Specialist](#)
- [Gary Cunningham-Lee](#)
- [habiba](#)
- [luciash d' being](#) 
- [Rick Sapir / Tiki for Smarties](#)
- [Torsten Fabricius](#)

Inactive members

To join the team or simply to volunteer to help, please contact one of the existing members. Remember though - you can help out in communications even if not officially part of the team - thanks in advance!

# Tasks (do and cross out)

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1. [http://info.tiki.org/tiki-list\\_banners.php](http://info.tiki.org/tiki-list_banners.php) are out of date and need a clean-up
2. [2010-09 Marc Laporte Interview CMS Critic](#)
3. Fix [this](#) by opening and using a different Kaltura account
4. Get approval on [this one](#) or delete it by december 2010 if not getting an OK to either edit more or leave as is and send it to Youtube. Here is the countdown: december 31st, 2010. After which [this video clip will be deleted](#)
5. Major overhaul to [Wikipedia entry](#)  
See [Tiki Wikipedia Entry](#) for work in progress (and to help!).
6. ~~get listed on~~ <http://www.aiimcommunities.org/e20/buyers-guide/product-index> (the page does not seem to exist anymore on that site)
7. investigate <http://www.cmsmyth.com/>
8. Get listed on [hotscripts.com](http://www.hotscripts.com)  
<http://www.hotscripts.com/guidelines/>

## Ongoing responsibilities

### Maintain sites

- <https://tiki.org> (the "info" perspective), in collaboration with [Consulting Ecosystem Team](#) and [Branding Team](#)
  - [Approve submissions](#)

### Newsletter/tiki.org blog/social media

- monthly newsletter (Jan to draft for approval of rest of team - draft will be a wiki page, 2nd week of the month, will be sent out using Constant Contact newsletter software as (1) it has precautions to prevent our domain to be flagged as being a spammer, (2) it has tracking and stats features missing in Tiki Newsletter feature.)
- blogging (Jan to blog twice a month, how-tos/event reviews/new features and releases, will draft content or work with rest of team to generate content)
- social media (Jan to help admin Facebook/LinkedIn, and participate in Twitter)
  - refer to blog, live updates, call to action on a regular basis
  - approving new users (Facebook/LinkedIn) in the group member applications

## Monitoring

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### Issue news releases

#### CMS resources

- Add additional outlets to [Press Releases newsletter](#).
- Edit, review, update the pending [news releases](#).

See [Upcoming News](#) for pending news releases.

*A little aside: <http://techcrunch.com/2010/09/06/meetyourfriends/> - entertaining post about what should be avoided in press releases.*

## Automatic

These resources are notified of Tiki news via the [Press Releases newsletter](#):

- [CMS Critic](#)  
<http://www.cmscritic.com/submit-news/>
- <http://cmswire.com/>  
[pr@cmswire.com](mailto:pr@cmswire.com)
- <http://cmswatch.com/Trends/248-Does-a-sticky-Wiki-make-a-CMS?>  
[info@cmswatch.com](mailto:info@cmswatch.com)
- <http://www.contentmanagementnews.com/>  
[articlesubmissions@ientry.com](mailto:articlesubmissions@ientry.com)
- <http://www.cmsmatrix.org>  
[info@cmsmatrix.org](mailto:info@cmsmatrix.org)
- <http://www.econtentmag.com/> (InformationToday.com)  
[michelle.manafy@infotoday.com](mailto:michelle.manafy@infotoday.com)
- <http://www.opensource-news.com/>  
[info@opensource-news.com](mailto:info@opensource-news.com)
- <http://gilbane.com/news/>  
[info@gilbane.com](mailto:info@gilbane.com)
- <http://www.contentmanagementnews.com/>  
[articlesubmissions@ientry.com](mailto:articlesubmissions@ientry.com)
- <http://cms-software-review.toptenreviews.com/index.html> (Top Ten Reviews)  
[pr@toptenreviews.com](mailto:pr@toptenreviews.com)
- <http://www.hartmangids.nl/>  
[info@hartman-communicatie.nl](mailto:info@hartman-communicatie.nl)
- <http://www.h-online.com/> (The H)  
[editors@h-online.com](mailto:editors@h-online.com)

## Manual

These resources require manual notification of Tiki news (they use a unique web form instead of email):

- [CMS Match](#)
- [CMS Report](#)  
<http://cmsreport.com/node/add/pr>
- [CMS Design Resource](#)  
<http://www.cmsdesignresource.com/contact-us/>
- <http://ricshreves.net/articles/top-20-open-source-content-management-systems>
- [PacktPub](#)  
<http://www.packtpub.com/contact>
- <http://mytestbox.com/wiki-software-reviews/tikiwiki-wiki-cms-groupware-system/>

- <http://content-wire.com/aggregator>
- <http://gilbanesf.com/>
- <http://guidecms.com/>
- <http://php.resourceindex.com/>  
<http://php.resourceindex.com/contact/modify/>
- <http://www.phpground.com/content-management/span-class-highlight-tiki-span-cms-groupware-l156.html>
- <http://digg.com>
- <http://www.reddit.com/submit>
- <http://www.opensourceexperts.com/PressRelease/list.html>
- CMS Magazine  
<http://cms.phpmagazine.net/contact.html>
- <http://www.cms-informer.com>
- CMS Matrix  
<http://www.cmsmatrix.org/matrix/news>
- [entirelyopensource.com](http://entirelyopensource.com)  
<http://www.entirelyopensource.com/submit>
- CMS Info  
<http://www.cmsinfo.org/contact.html>
- PRLog  
<http://www.prlog.org/pub/submit-new.html>
- WebmasterFormat  
<http://webmasterformat.com/contact>

## Other Communication Tasks

For each release, be sure to update the following items:

- <http://opensourcecms.com>  
<http://php.opensourcecms.com/scripts/details.php?scriptid=63&name=TikiWiki%20CMS/Groupware>  
*Requires developer login. Contact Rick or Marc for details.*
- <http://en.wikipedia.org/>  
<http://en.wikipedia.org/wiki/Tikiwiki>  
"also update any other pages mentioning TW and specific version number:  
<http://en.wikipedia.org/wiki/Special:WhatLinksHere/TikiWiki>
- <http://freshmeat.net/projects/tiki>
- <http://sourceforge.net/projects/tikiwiki>
- <https://www.reddit.com/r/TikiWiki/>

## Awards

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## Outreach

- Collaborate/Participate/Communicate with the larger Open Source community
- Join various organizations
  - like [The Nonprofit Technology Network \(NTEN\)](#), [Wiki Ohana](#), etc

- Apply for grants like [Google Summer of Code](#), [Google Highly Open Participation Contest](#), etc
- Participate to Open Source events like [FISL](#)
- Apply for Tiki speakers in all major events such as [Enterprise 2.0 2009 December 19th, 2008](#)
- Have our community members be interviewed like at <http://howsoftwareisbuilt.com/>
- Presence on general CMS groups like [All the users of CMS](#) and [Open Source CMS](#)
- Be present on the various [Networks](#)

## Promote Tiki events

- <http://www.cmswire.com/events/>
- <http://www.facebook.com/events.php?oid=6607687318>
- <http://www.wikimatrix.org/calendar.php>
-  ~~Need Tiki calendar of events~~
-  [Tiki calendar](#) live on [info.tw.o](http://info.tw.o)

## Update info

- Wikipedia pages related to CMS, Wiki .... and Tiki.
- CMSMatrix page for Tiki
- WikiMatrix page for Tiki
- ForumMatrix page for Tiki
- Youtube: Make a Tiki or TikiWiki profile or [Channel](#) on <http://www.youtube.com/> and add all relevant videos to a playlist. Current search for TikiWiki gives all kinds of non-relevant content. (Régis 2012-10-10)

## With packaging team

- Make sure hosts are listing Tiki in their supported apps: [MediaTemple](#), [Bluehost](#), [Site5](#)etc
- Make sure installers like [Fantastico](#) are using latest stable version. Please see: [1-click installers](#)
- Periodically check all [Demo](#) sites to make sure they are working and up to the latest version.

## Big picture ideas

- Develop a [Viral Tiki](#) strategy

### More ideas (from Rick)

- We need more Twitter streams. I would like to re-suggest that we convert the RSS feeds from each forum into Tweets for its own account (tikiwiki\_features, tikiwiki\_i18n, tikiwiki\_svn, etc.). The constant stream of tweets into the Twitterverse will help make Tiki appear more "alive."

Current "official" TW Tweet streams include:

- <http://twitter.com/tikiwiki> — Official news
- [http://twitter.com/tiki\\_code](http://twitter.com/tiki_code) — SVN Commits (automated)
- [http://twitter.com/tiki\\_search](http://twitter.com/tiki_search) — Retweets any item with **tikiwiki** keyword or tag (automated)
- [http://twitter.com/tiki\\_themes](http://twitter.com/tiki_themes)

- <http://twitter.com/tikifest>
- Update the ~~two.o~~ registration tracker to include links to all the TW-related signups (Ohloh.net, FB, etc.).
- We should mirror the tw.o forms with the SourceForge mailing lists (this will help to raise the SF activity rating, too). We could mirror them one way (push all forum posts -> SF mailing list), which is very easy, and simply update the footer of each SF message to include a note that responses should be posted to tw.o forums.
- Mirror the dev mailing list (and the others, too, but they're very low traffic) to the tw.o forum. There's LOTS of good information there that end-users could benefit from. We could make the forum read-only, with no impact to the existing dev list.

## Main sites to manage

- Cleanup [TwoRevamp](#)
- [http://profiles.tiki.org/tikiwiki\\_org\\_sites\\_profile](http://profiles.tiki.org/tikiwiki_org_sites_profile)
- Keep an eye on [CatOrphans](#) and [Orphan pages](#)

Related:

- <http://groups.drupal.org/drupal-marketing> and [Drupal Marketing resources](#)
- <http://www.gentoo.org/proj/en/pr/>

## Investigate

- [Krugle](#)
- [http://www.koders.com/?s=tikiwiki&la=\\*&li=\\*](http://www.koders.com/?s=tikiwiki&la=*&li=*)
- <http://scholar.google.com/scholar?q=TikiWiki>
- <http://books.google.com/books?q=TikiWiki>

See also: [Static Code Analysis](#)

## Related links

- <http://producingoss.com/en/communications.html>
- <http://producingoss.com/en/marketing.html>
- <http://producingoss.com/en/publicity.html>
- <http://www.ageofpeers.com/>

## Alias

[Media Team](#) | [Press Team](#) | [CommunicationsTeam](#) | [CommunicationTeam](#) | [Communication Team](#) | [video clips](#)