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

[-]

Team Communications

- benito.tshiteng
- Bernard Sfez / Tiki Specialist
- Gary Cunningham-Lee
- habiba
- Ndiwayesu
- 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 http://info.tiki.org/tiki-list_banners.php are out of date and need a clean-up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/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
- http://cmswatch.com/Trends/248-Does-a-sticky-Wiki-make-a-CMS?
  info@cmswatch.com
- http://www.contentmanagementnews.com/
  articlesubmissions@ientry.com
- http://www.cmsmatrix.org
  info@cmsmatrix.org
- http://www.econtentmag.com/ (InformationToday.com)
  michelle.manafy@infotoday.com
- http://www.opensource-news.com/
  info@opensource-news.com
- http://gilbane.com/news/
  info@gilbane.com
- http://www.contentmanagementnews.com/

articlesubmissions@ientry.com
- http://cms-software-review.toptenreviews.com/index.html (Top Ten Reviews)
pr@toptenreviews.com
- http://www.hartmangids.nl/
info@hartman-communicatie.nl
- http://www.h-online.com/ (The H)
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.opensourcexperts.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://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 Social 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

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, Site5etc
- 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 — SVN Commits (automated)
    - http://twitter.com/tiki_search — Retweets any item with **tikiwiki** keyword or tag (automated)
    - 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

- CleanupTwoRevamp
- 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://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