

Outreach 2022 Quarter 4 Report

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The marketing department continued to send out press releases to various companies and organisations during the last quarter following the release of Joomla 4.2

Our efforts have been rewarded with the first significant growth in over 4 years with Joomla being the second fastest-growing CMS for a few months now.

Several Joomla 4.3 Alphas and Betas were released and the marketing department pushed the news through its channels.

Joomla 4.2 has also had numerous releases which have been pushed out through the marketing department on the Joomla.org site.

The last quarter of the year saw the move to Mattermost and this has resulted in increased activity in the Outreach teams.

The marketing department continues to grow and take on more with Louise and Tom pushing out new ideas. A small campaign was launched over Christmas and there are more ideas planned for the future

Several articles have been written by the Marketing team in the Magazine which has been helpful to get Joomla in front of a wider audience than just the inward-focusing community.

The magazine team have continued their excellent work in producing a regular and helpful host of articles to read and engage. We had to pull one article that did not meet our principles but the audience for the magazine continues to grow.

Another push at getting Joomla involved in the CMS Critic awards was made and we are awaiting news to see if we made it into any of the categories.

The Social media team continued to do what they do best and promote all the events and announcements on the social media platforms. As January approached provision was made so several could move to other areas and Louise has been helping with moving it all into Hootsuite.

Events and Jugs departments are becoming more active with regular meetings and plan to progress several ideas around virtual Jugs and updating the departments documentation.

As the year ended we were closing a deal with a new Partner, Holopin who is interested in Partnering with Joomla and helping to add gamification to some of the things we do. Its hoped that this will not be the only quarter to see Joomla grow and that its a good way to finish the year.

