

Outreach 2022 Quarter 2 Report

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Outreach.

The outreach department was created when the Marketing and Events department were joined following the recommendations and consultation regarding the restructuring of OSM <https://github.com/open-source-matters/contact-us/discussions/3>

My term started as Outreach on the 6th of April, so there has not been long to make a mark yet, and the post is again, due to the election cycle, up for reelection.

Several Joomla 4.2 Alphas and Betas were released, and the marketing department pushed the news through its channels and on the developer.joomla.org site.

Joomla 4.1 and Joomla 3.10 have also had numerous releases which have been pushed out through the marketing department on the Joomla.org site.

Marketing team

The marketing team had elections and is now run by Louise Hawkins with Tom van der Laan as assistant.

They have transformed the production of images allowing them to be created in all the different sizes needed.

The team has worked on all the marketing needed for articles. Louise has also started a marketing “Bible” to get to grips of what is needed where.

They now have meetings every 2 weeks the opposite week to Production on a Tuesday. This has helped to grow the ideas and achieve more.

The marketing team, designed and produced merchandise for both the Joomla day France and then used for an event in Germany. The wall has a QR code and can be linked to different content depending on the event.

The marketing team is at the moment working on marketing for the Birthday and the launch of 4.2

Magazine

The magazine department had elections, and Anja de Crom has been elected as the Magazine lead, with Luca Marzo as an assistant.

The magazine's quality has improved over the last few years, and this quarter has seen real respect for the magazine growing. I am being contacted by people in my role as JUGL organiser, and hearing people saying it's really good that's pleasing to hear.

I have written several series of articles focusing on Joomla's strengths and weaknesses, showing that we are very parochial, talking to our community, which is great, but we also need to talk to the outside world.

This leads to researched, search intent lead articles focusing on external audiences.

The latest comparison and statistic sites suggest our decline has flattened, and we could even be starting a growth period in our user base.

Events

The events team under SD has rebuilt the events portal and have helped stage several events. The rebuilt portal should make it easier for Jugs, Joomla Days and other events to add their relevant information.

Social Media

The Social media team continued to do what they do best and promote all the events and announcements on the social media platforms. We still need to find new people to help with the workload.

I am currently working through the other teams and working groups under Outreach, asking if they are active, what their plans are for the future and, if they have none, then suggesting we shut them down until there is a need/resources.

Recent indications from CMS monitoring sites suggest we may be at the bottom of the usage decline, and some suggest we are on the rise, if tentatively. The next quarter will tell.