

# Outreach 2023 Quarter 1 Report

## Phil Walton

The marketing department continued to send out press releases to various companies and organisations during the first quarter following the release of Joomla 4.2. Our efforts have been rewarded with the continued level of usage, having seen a 0.3% growth.

Several Joomla 4.3 Betas and Release candidates 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.

Our move to Mattermost continued the increase in activity in the Outreach teams.

The marketing department continues to develop with Louise and Tom pushing out new templates.

Several more 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. The audience for the magazine continues to grow.

Another push at getting Joomla involved in the CMS Critic awards was made and we won Best Free CMS

Some of the Social media team have stepped back and Louise has been using Hootsuite to schedule the posts.

Some discussion was started around the idea of rebuilding the certification exams and an article was written to start the conversation. Unfortunately, to date, there has been no response from the community.

The deal with Holopin was signed and we have talks about several ideas to help both parties