The evolution of chat: Growing your community with Twitter

Jason Hibbets
Senior community evangelist
Opensource.com, Red Hat

Red Hat Summit
May 2017
Community + content

open source .com
Topics

- Techniques for building community by using social media
- Best practices for promoting and leading a Twitter chat
- Successes / failures from our experience
- How to measure the success
- Ideas on how you can use Twitter chats to build community
- Practice!!
Our process

Phase 1
Chat preparation

Phase 2
Chat execution

Phase 3
Chat conclusion
Articles

Open is a means, not a movement

In the humble beginnings of the GNU and Linux projects, open source was a primitive and narrowly defined idea. It applied only to programming, and...  
» Read more

Posted 08 Nov 2001 | Kael Shipman & 0 & 2 comments
Background
Phase 1: Hashtag selection

#OpenOrgChat

6-8 weeks
Phase 1: Date selection

6-8 weeks
Phase 1: Topic selection

6-8 weeks
Phase 1: Select and invite guests

6-8 weeks
Phase 1: Create a calendar event

4-5 weeks
Phase 1: Configure reporting mechanisms

4-5 weeks
Phase 1: Announce chats

4-5 weeks
Phase 1: Draft pre-event, intro, and closing “scripts”

2-3 weeks
Example: Pre-event Tweets

#OpenOrgChat starts at 2pm ET with @charleneli @martenmickos @thomasdcameron and @jhibbets red.ht/1QnXlZs #TheOpenOrg

Very excited to have author @charleneli (The Engaged Leader - http://ow.ly/TonQu ) join #OpenOrgChat today: red.ht/1QnXlZs

In 30 minutes #OpenOrgChat about "Catalyzing direction" will start taking over Twitter | red.ht/1QnXlZs #TheOpenOrg

While you wait for #OpenOrgChat, watch this behind the scenes video with @jwhitehurst https://www.youtube.com/watch?v=hd-PsTVZqj4&index=1&list=PL4jrq6cG7s45xEWnFLakoszRQlHtlPQo4

#OpenOrgChat about "Catalyzing direction" starts in 5 minutes: red.ht/1QnXlZs #TheOpenOrg

#OpenOrgChat "Catalyzing direction" is starting, get ready! red.ht/1QnXlZs #TheOpenOrg
[attach openorg model image]

Next #openorgchat starts soon @mairin @dmirams @JosepMLozano @maximumchange @OpenMatt @lcongdon @brentholden @jackieyeaney @BryanZwan3
Example intro script

Welcome to our final #OpenOrgChat of #TheOpenOrg book club! Today we’re discussing "Catalyzing direction"

Tune into this chat at: {URL}, or start tracking #OpenOrgChat in your favorite social media tool

Our special guests this week are: @charleneli, @martenmickos, @thomasdcameron, and @jhibbets #TheOpenOrg

Here’s the format: We’ll preface each question with ”Q” (Q1, Q2.). So begin your matching answers with ”A” (A1, A2) #OpenOrgChat

And be sure all your tweets include our Twitter chat hashtag #OpenOrgChat, so everyone can follow along

You can pose your own questions to #OpenOrgChat, too

If you’d like to introduce yourself, please do so now. Feel free to share why you’re here today. Selfies welcome! #OpenOrgChat

[ wait 2 minutes]

Welcome, everyone. Here’s today’s first question ... #OpenOrgChat
Example selfie introductions
Example selfie introductions
Example closing script

Closing Tweets

Thanks, everyone, for joining today! #OpenOrgChat

Tune in next week, same time, place w/ @thomasdcameron @jhibbets @charleneli @martenmickos http://ow.ly/RLfJl #OpenOrgChat

Next #OpenOrgChat is on Thursday, October 7 (next week) at 2pm ET. See you then!

See our full list of upcoming #OpenOrgChat Twitter chats at [URL]

That’s all, folks! #OpenOrgChat
Phase 1: Finalize event questions

1-2 weeks
Example Twitter card

What is the relationship between your team's tools and its culture?

#OpenOrgChat
Phase 1: Send preparation emails
Hello all,

First of all, thank you for helping us with our first Twitter chat for @OpenOrgBook tomorrow at 2pm ET / 11am PT. We are exciting to start the #OpenOrgChat conversation.

Here are some of the questions we’ve prepared for the chat. The questions will come from the @OpenOrgBook account. We may tweak them, a bit, but the essence and spirit is already there. Feedback is welcome.

We’d like to ask general questions first, then throw in a few specifics to some of of you.

Be sure to join our conference call during the chat for any real-time questions and support. <Include dial-in details>

Thanks,
Jason

Questions:
- Q1: What’s the best way to explain open organization benefits to senior leaders? #OpenOrgChat
- Q2: What are some of your favorite examples of open organizations? What qualities do they share? #OpenOrgChat
- Q3: What are the major risks of an open organization, and how would you mitigate those risks? #OpenOrgChat
Phase 2: Execution
Phase 2: Promote
Phase 2: Pre-event prep
Phase 2: Command center

New command center this week with @JWhitehurst @kimjokisch @EmilyStancil @ruhbehka @mackanic openorgchat
Phase 2: The event!

Event day
Phase 3: The aftermath
Phase 3: Content & metrics
Phase 3: Sample metrics

October 15, 2015

- 602 tweets from 110 contributors
- 3,795,507 timeline deliveries
- 640,116 reach

#OpenOrgChat report from 10/15

https://www.hashtracking.com/reports/openorgbook/openorgchat/openorgchat7

October 8, 2015

- 678 tweets from 106 contributors
- 1,646,468 timeline deliveries
- 469,503 reach

#OpenOrgChat report from 10/8

https://www.hashtracking.com/reports/openorgbook/openorgchat/openorgchat6
Phase 3: Follow-up

Thank you
Conclusion

Social Media: Overhyped?
Build your community
Demo time

Source: https://www.flickr.com/photos/trinity-of-one/20562069/
Q1: What’s been your favorite Red Hat Summit session? #RHsummitChat
Q2: What’s the most important topic facing open source leaders today? #RHsummitChat
Q3: What open source project has the most buzz? #RHsummitChat
Q&A :: Contact

- Questions
- Contact
  - Email: jhibbets@redhat.com
  - Twitter: @jhibbets
  - IRC: shibby
  - Slides: https://github.com/jhibbets/presentations
- Book: http://theopensourcecity.com