



The evolution of chat: Growing your community with Twitter

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Red Hat Summit
May 2017



@jhibbets :: @openorgbook | #RHsummit



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



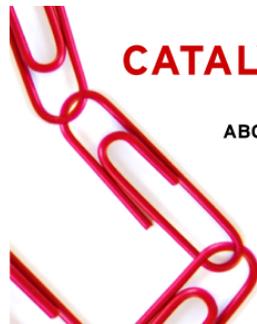
Phase 3

Chat
conclusion



opensource.com

Search



CATALYST-IN-CHIEF

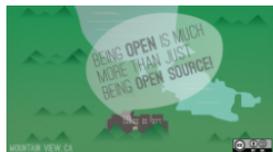
A YEAR OF CONVERSATIONS
ABOUT THE OPEN ORGANIZATION

JIM WHITEHURST
CEO, RED HAT

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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...

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Recommended reading

- [Create a culture where difficult conversations aren't so hard](#)
- [Unlearning Command And Control](#)
- [Managing Performance When It's Hard to Measure](#)
- [Why I Wrote "The Open Organization"](#)

WHAT IS THE OPEN ORGANIZATION?

[» Learn more.](#)

SUBMIT AN ARTICLE

[» Share your open organization story](#)



Background





Phase 1: Hashtag selection



6-8 weeks





Phase 1: Date selection

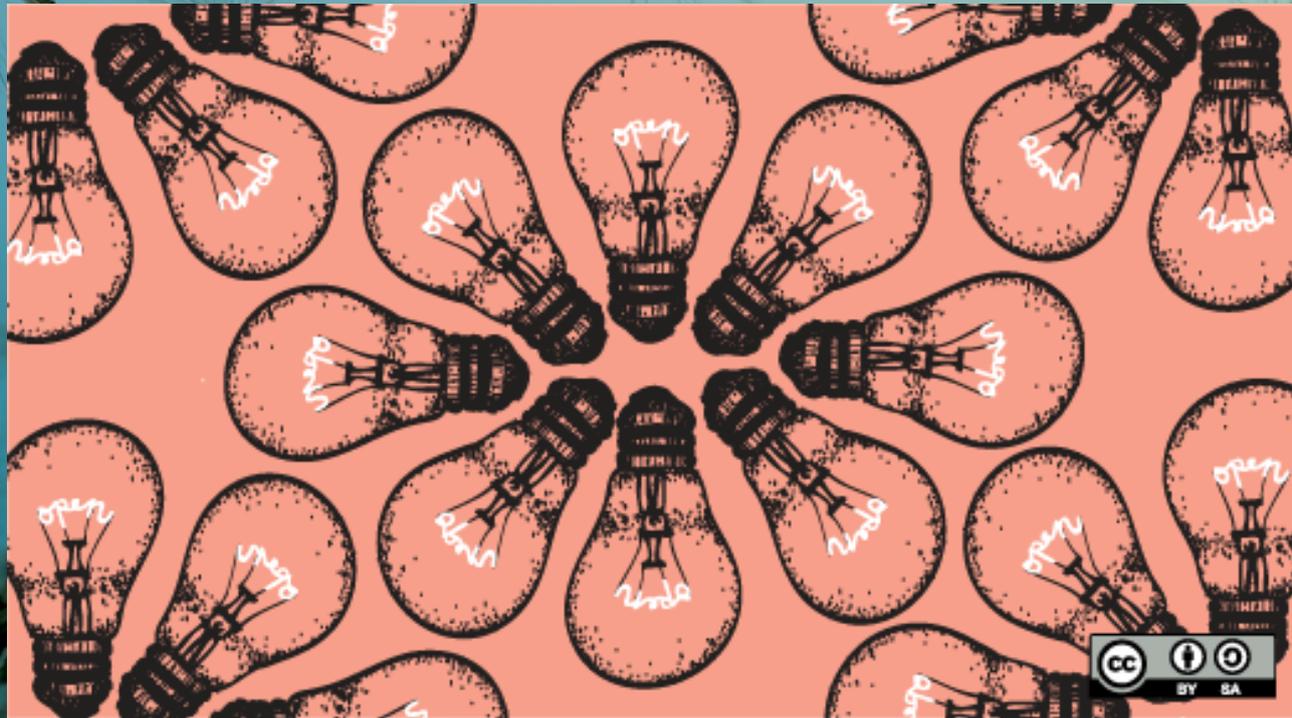


6-8 weeks





Phase 1: Topic selection

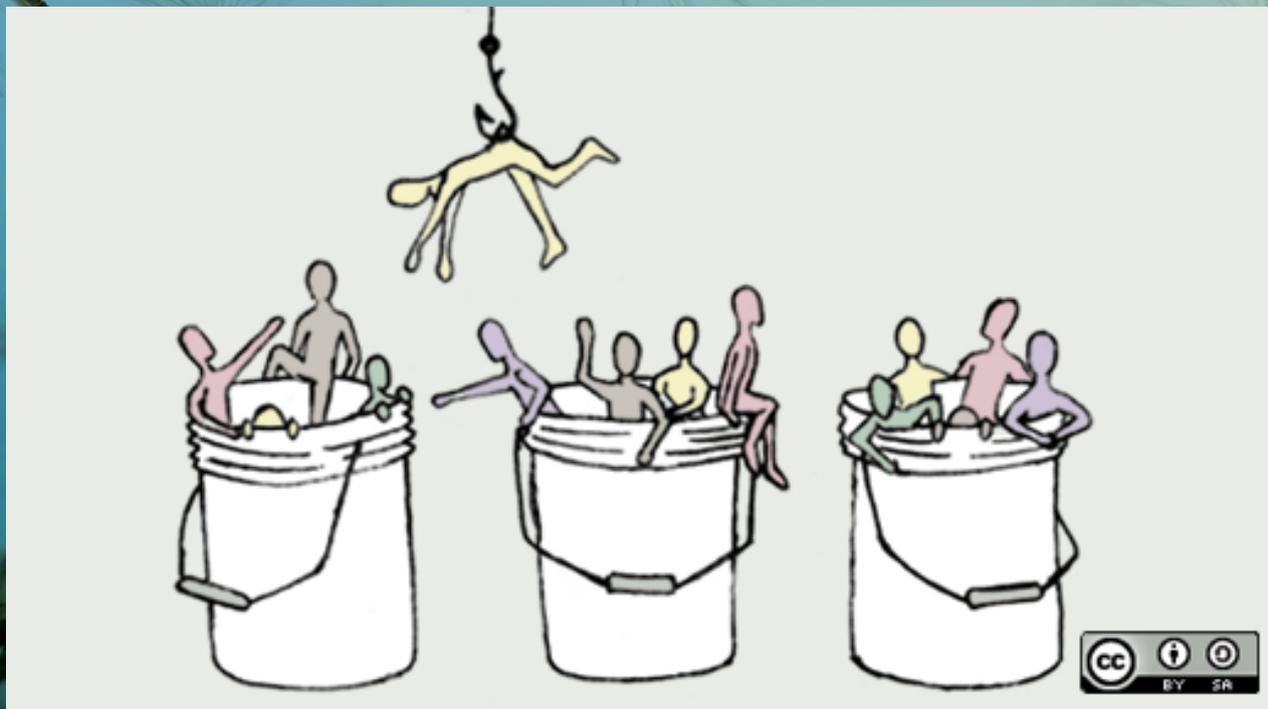


6-8 weeks





Phase 1: Select and invite guests



6-8 weeks





Phase 1: Create a calendar event

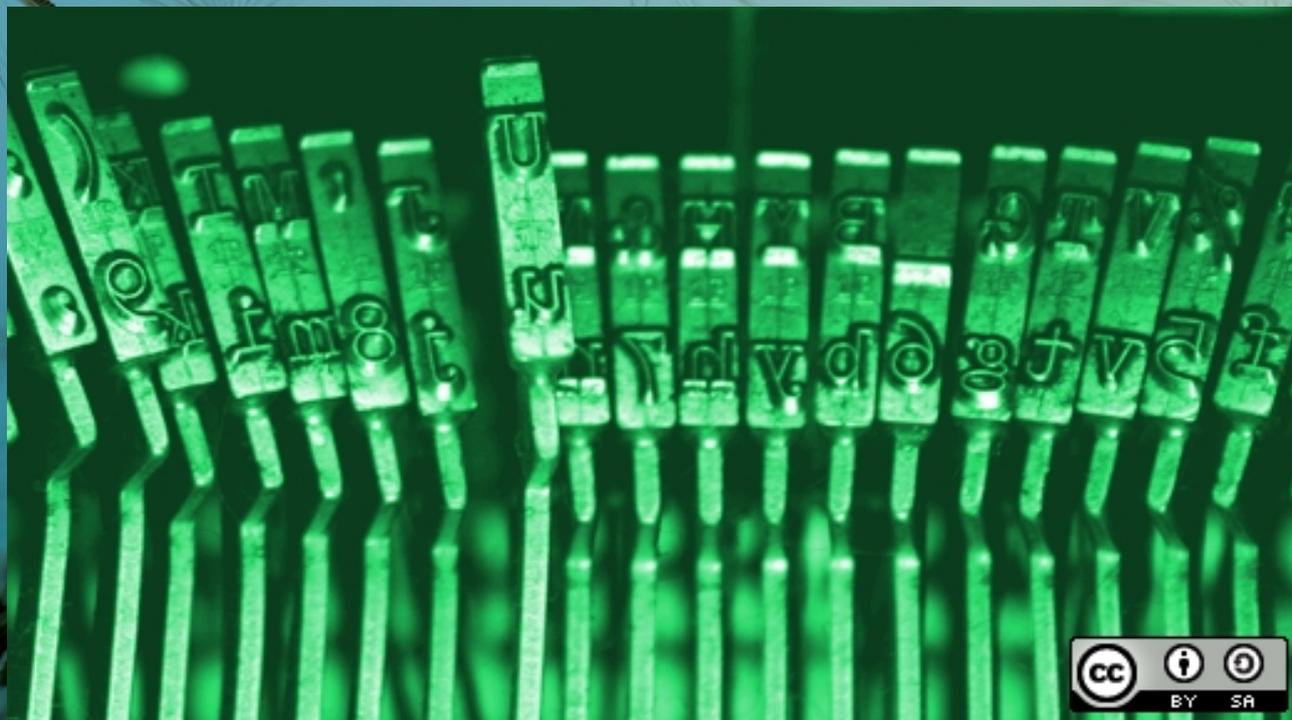


4-5 weeks





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=PL4jrQ6cG7S45xEWnfLakoszRQIHtlPQo4>

#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]

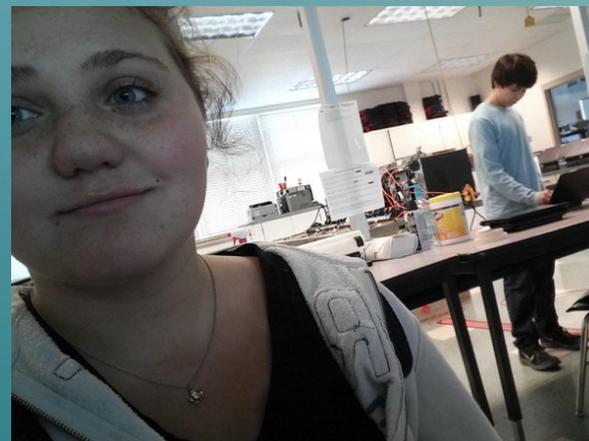
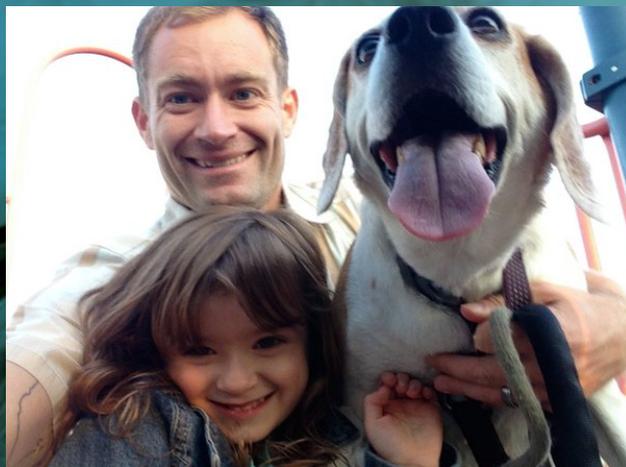
Welcome, everyone. Here's today's first question ... #OpenOrgChat



@jhibbets :: @openorgbook | #RHsummit



Example selfie introductions

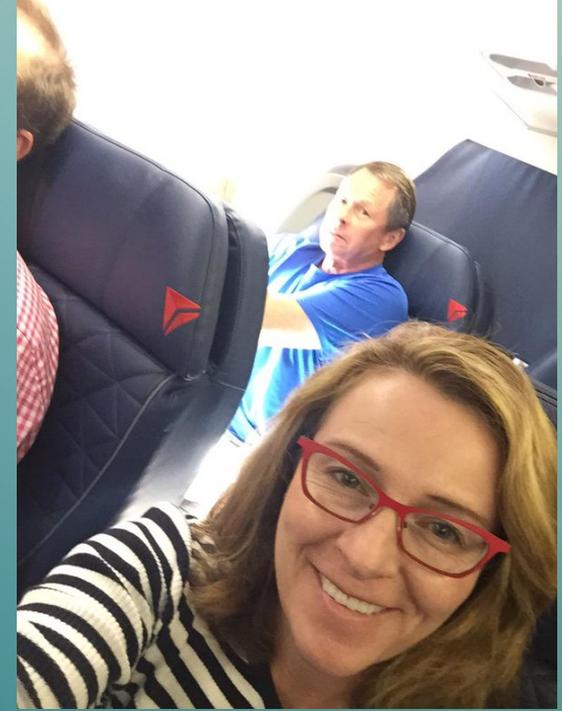




@jhibbets :: @openorgbook | #RHsummit



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

@openorgbook



#theopenorg



Phase 1: Send preparation emails



1 week





Example prep email

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



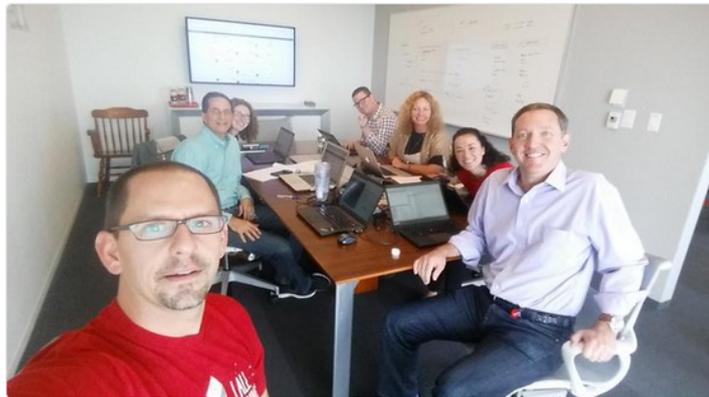
Jason Hibbets

@jhibbets



Following

New command center this week with
[@JWhitehurst](#) [@kimjokisch](#) [@EmilyStancil](#)
[@ruhbehka](#) [@mackanic](#) [#openorgchat](#)



RETWEETS

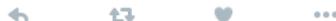
5

LIKES

12



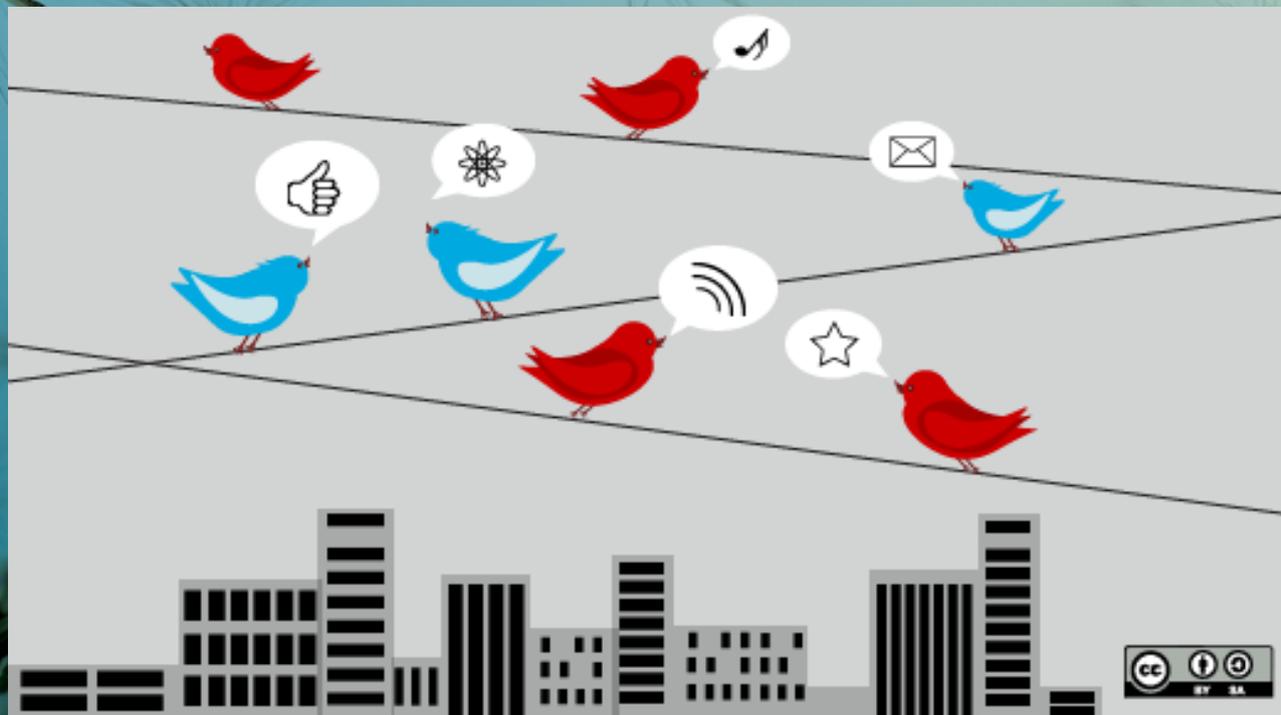
11:04 AM - 8 Oct 2015



Reply to [@jhibbets](#) [@JWhitehurst](#) [@kimjokisch](#) [@EmilyStancil](#) [@ruhbehka](#)...



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

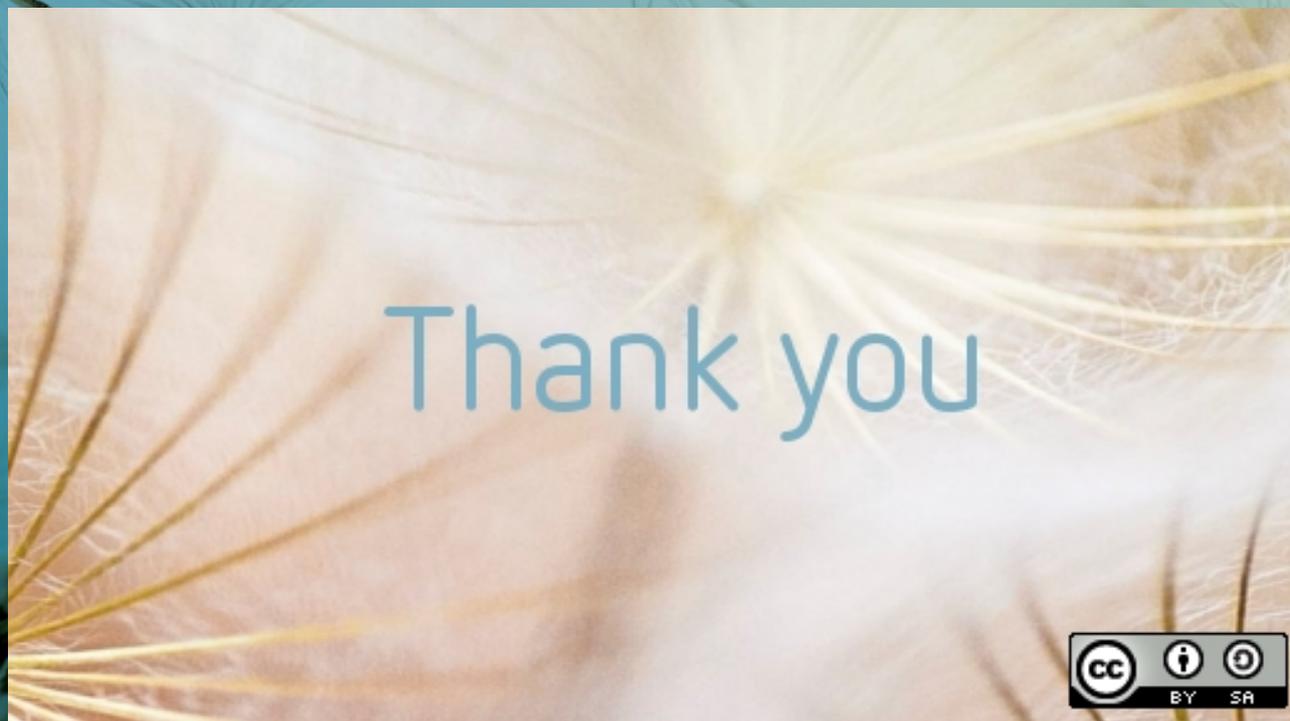
- 678 tweets from 106 contributors
- 1,646,468 timeline deliveries
- 469,503 reach

#OpenOrgChat report from 10/8

<https://www.hashtracking.com/reports/openorgbook/openorgchat/openorgchat6>

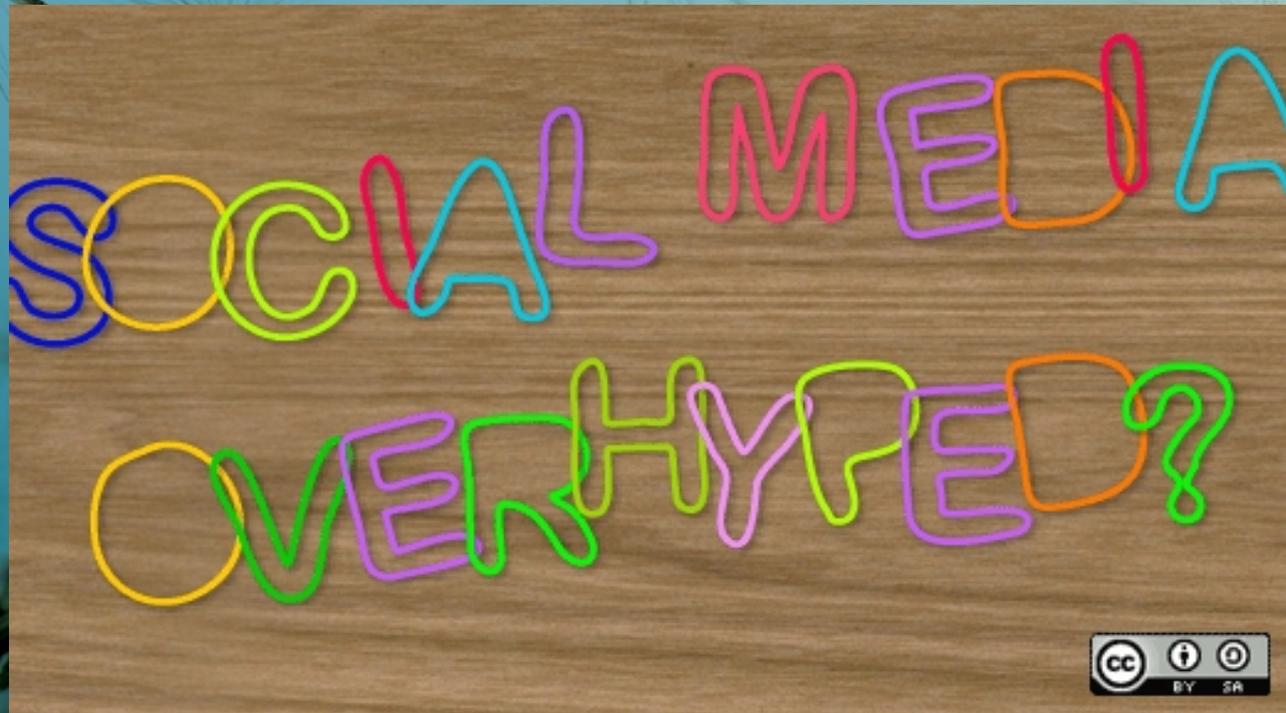


Phase 3: Follow-up





Conclusion





Build your community

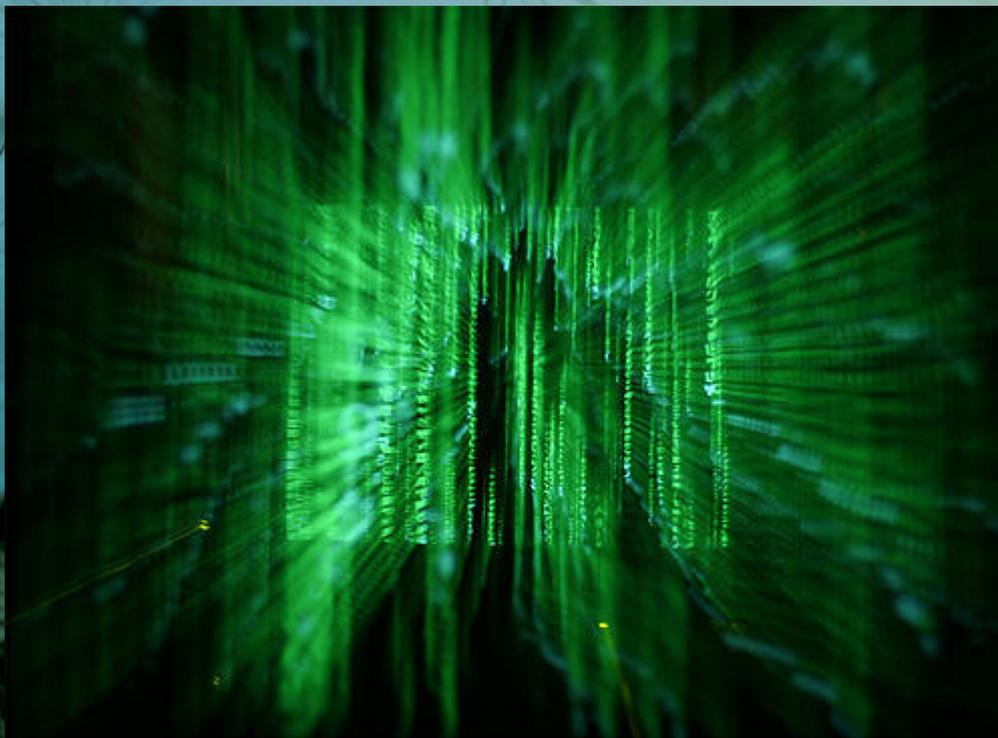




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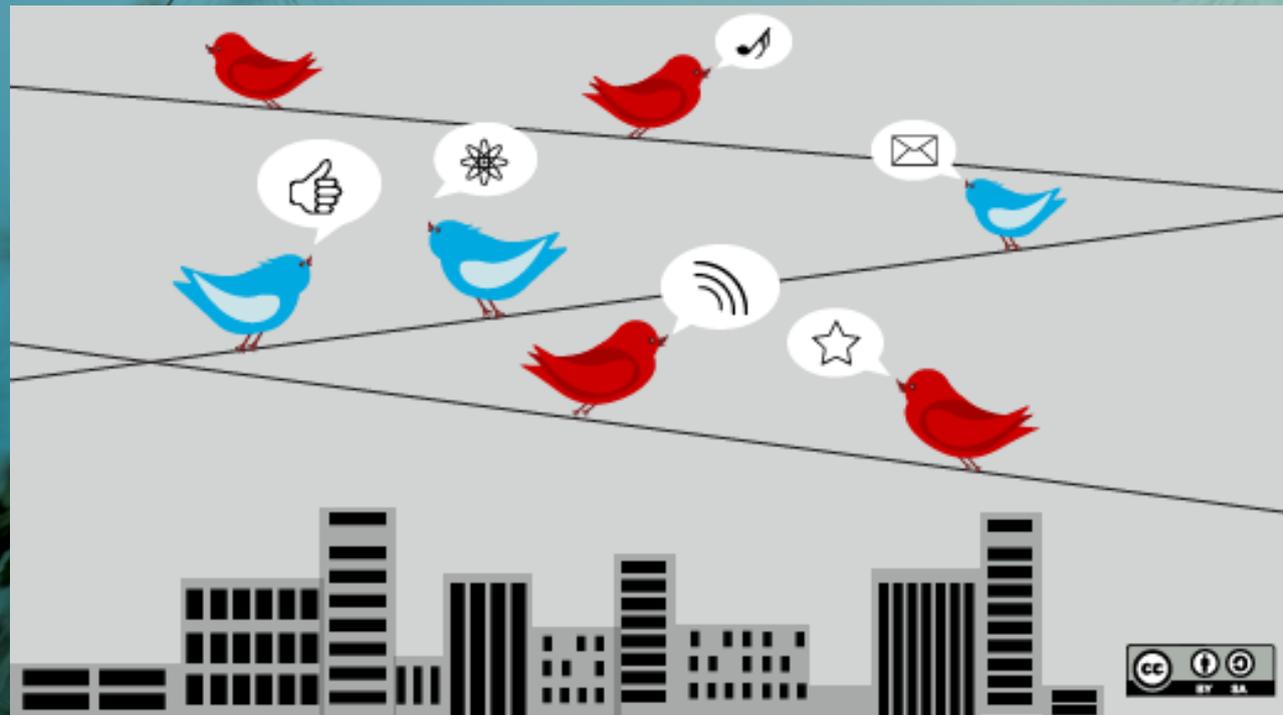
Demo time



Source: <https://www.flickr.com/photos/trinity-of-one/20562069/>

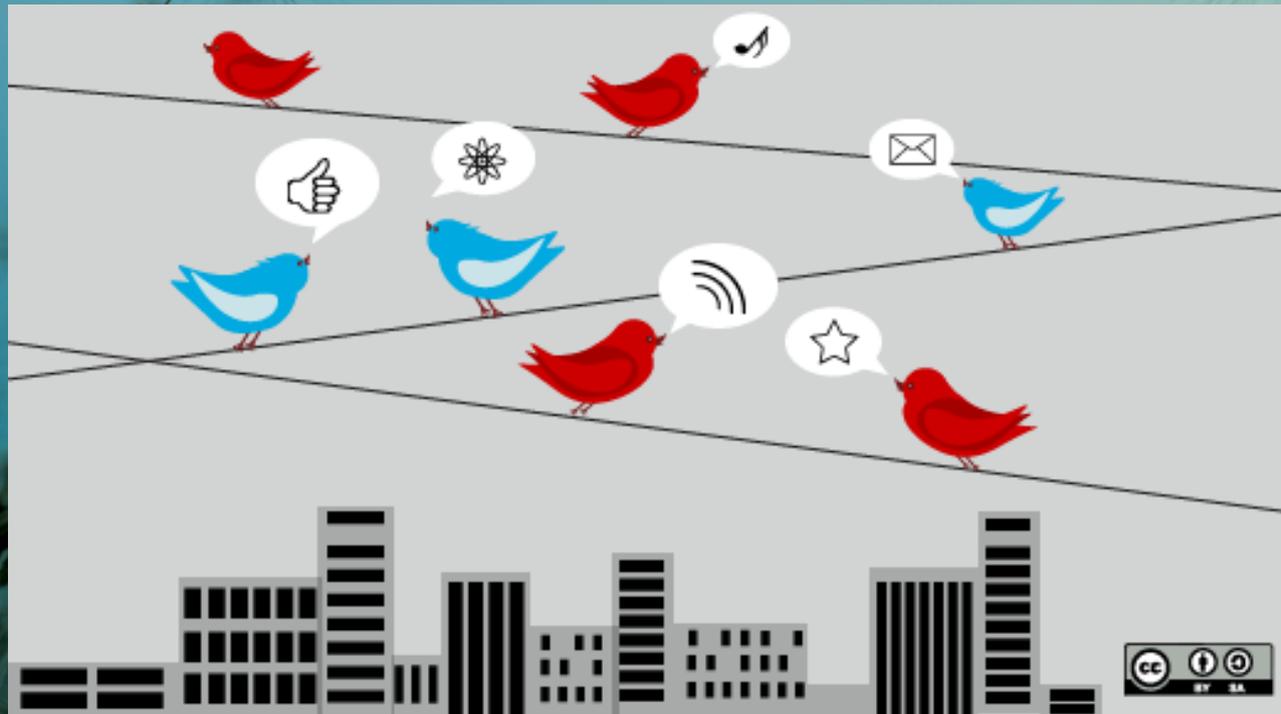


Q1: What's been your favorite Red Hat Summit session? #RHsummitChat



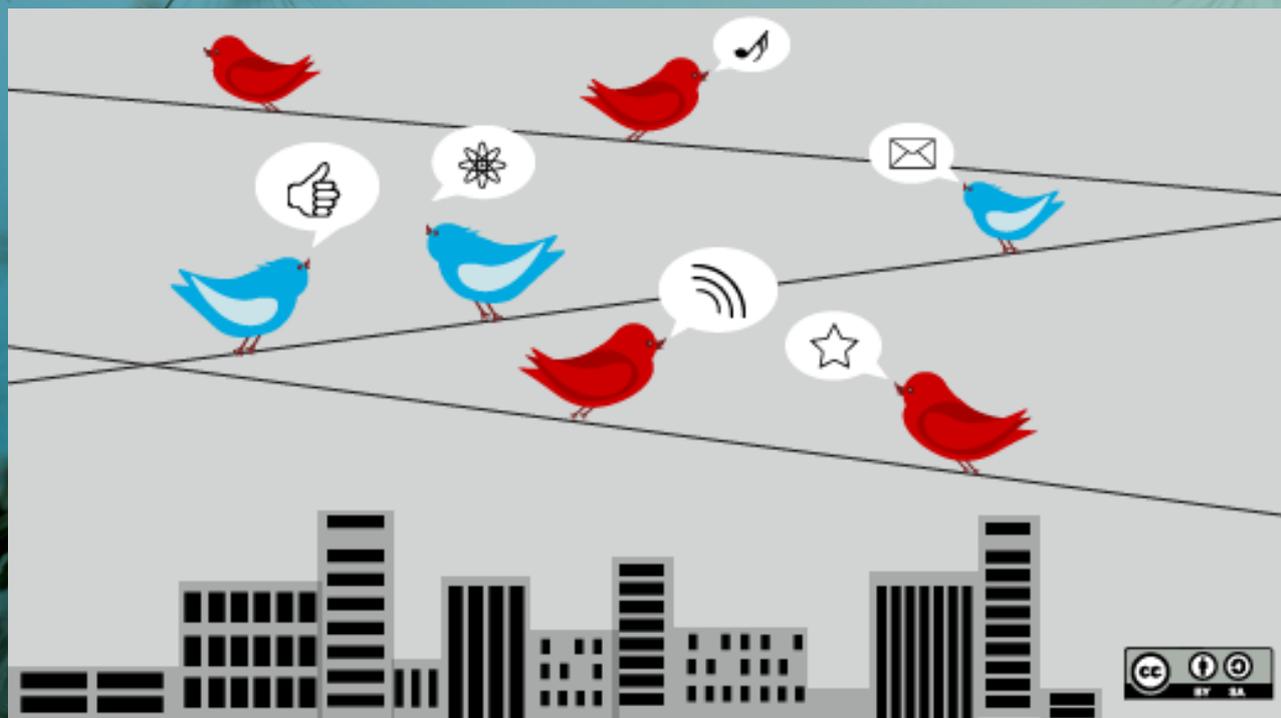


Q2: What's the most important topic facing open source leaders today? #RHsummitChat





Q3: What open source project has the most buzz? #RHsummitChat





Q&A :: Contact

- Questions
- Contact
- ✓ Email: jhibbets@redhat.com
- ✓ Twitter: [@jhibbets](https://twitter.com/jhibbets)
- ✓ IRC: shibby
- ✓ Slides: <https://github.com/jhibbets/presentations>
- ✓ Book: <http://theopensourcecity.com>

