

Page being discussed: <https://support.mozilla.org/en-US/get-involved>

About this project

The “Get Involved” page is the starting point for most prospective contributors. It helps each of them form his/her first impression of us as a community. We are applying a new tone to this page 1) to be consistent with Mozilla’s evolving brand voice and 2) to attract new members whose values are aligned with our community’s.

When applying a new tone to content, it’s easy to go overboard. In order to keep our messaging focused, we’ve started this document to make sure the important goals are covered. The feedback you put here will help shape our primary message, or how visitors would describe our community to others after visiting the “Get Involved” page.

Existing contributors: how you can help:

1. Please go through the sections below and add bullet points for each goal. You don’t have to fill in each section, just the ones you feel strongly about.
2. If you like or disagree with one of the goals, please add your feedback as a comment so everyone can discuss it.

SUMO’s goals for the “Get Involved” page:

- Increase contributor sign ups.
- Contributor’s understand the goals of SUMO.
- Contributors understand the different ways they can participate in SUMO.
- Contributors understand the impact they can make with their contributions.
- Contributors goals and aspirations are highlighted to feel welcome and involved
- Contributors understand that they’re dealing with human beings who can be very frustrated and emotional.
- (Seburo) Contributors understand what is involved in being a contributor to SUMO
 - (Seburo) If we give an idea of what is involved, might improve contributor retention.

Think-Feel-Do:

Contributors will think (facts):

- SUMO has a need for my language skills.
- SUMO has a need for my writing skills.
- SUMO has a need for my troubleshooting skills.
- SUMO support has a need for my localization skills.
- SUMO support has a need for my leadership skills.
- SUMO support can help me grow both on a personal and professional level.
- SUMO support can help me give back to the open source community.
- SUMO does not need a lot of experience or steps to get started.
- SUMO needs me to liven things up a little bit (add some warmth and humour).

- (Seburo) SUMO will improve my understanding of Mozilla products.

Contributors will feel (emotions):

- This is a really fun community!
- I can make a difference and help people.
- This is an important cause - it's a universal cause, not just a organizational.
- I can connect with so many people with their Questions and Mine answers
- I feel motivated to contribute because I will get recognition.
- My contributions have a real impact and help millions of people.
- I'm super excited about getting started!
- I can trust the people in this community
- I can meet my needs, priorities and goals as a contributor
- This community get's things done and I want to be their friend.
- I want to add some warmth and a huge dose of humour.
- (Seburo) That being involved in SUMO is being a well regarded part of Mozilla.

Contributors will (actions):

- Sign up as a contributor.
- Read the training documents for their area of interest.
- Start contributing with little guidance.
- Get involved with the community = get in touch with others.
- Check this page if there are any updates or new creative ways to participate.
- Try their best to improve their input.
- (Seburo) Understand about the support for people joining the community such as a contributor forum and the IRC channel (further to WoSUMOz meeting in London).

Key Messages:

- You can be part of an important cause.
- You don't have to be a tech expert. (+1)
- We're human and fun.
- You can see guides in your language too.
- If you have any problem, we will help you.
- You can grow both personally and professionally (can learn new things).
- You won't get a slap on the wrist every time you make a mistake.
- (Seburo) Do not be afraid to get things wrong, the community will help you.
- (Seburo) All operating systems, countries, backgrounds, ages etc welcome.

User Goals:

- I can easily see the benefits and terms of being a contributor.
- Signing up is easy.
- I can see what kind of projects I'll be able to do.
- I can talk to the community or admins in case I get stuck.

- I can share my open badges/stories with other community people.
- Making a first contribution is easy.
-(your idea here)
- (Seburo) A good place to build skills and become more proficient over time.

(Seburo) Should we make our “participate in SUMO” section link up with plans that Participation have for any pan-Mozilla plans?

(Seburo) Given the large numbers of people that approach SUMO wanting to contribute and the staff time spent managing that flow, whilst we want to remain “open”, do we really want to push contributing to SUMO (beyond linking up with Participations plans)?

(Happy 112)

Why don't we abolish this 'scoring system':

No more mentioning of 'top 25/top10 contributors'

No more mentioning of the number of answers and solutions

But mention instead:

Contributor

Volunteer

No Mozilla employee

(and where applicable: Moderator or Administrator)

This 'scoring system' turns the support forum into some kind of competition, and that's wrong.

Contributors are in it because they want to help people; not because they want to 'score'.

This current system may add pressure to contributors and may give users the wrong impression.

I've seen user's comments, such as: "This is not an answer to my question; and you're a top-contributor ?!"