WCUS 2022 Contributor Day

Contributor Day TODO

Schedule: us.wordcamp.org/2022/schedule/ (10:15 am -12:30 pm and 1:30 pm -3:30 pm)

1. Introduce team
   a. The WordPress Marketing Team markets WordPress and its community to the wider world.
   b. **Table Leads:** Our table leads, Nicholas, Dan,and Jonathan will be helping onboard new contributors and directing folks to our Contributor Day projects.
   c. **Team Slack Rep:** Our Slack rep, @Nalini, will be in Slack answering questions and helping folks who are participating remotely.
2. Communicate table/group topics to participants

Onboarding for new Marketing Team contributors

New to the WordPress contributor community or the Marketing Team? Here are some resources to help get you up and running.

1. Register on WordPress.org
2. Sign into the Making WordPress Slack and join the #marketing channel
   a. Additional instructions are available through Learn WordPress if you are new to Slack
   b. Say hi to @Nalini while you're there. This is where you can ask questions throughout the day.
3. Complete the interest form
4. Additional resources
   a. New Contributor Training
   b. Marketing Team at Contributor events
   c. Find your local meetups

Tasks and projects for Contributor Day

The following are our Contributor Day activities. Choose any or all of these, find some friends, and dig in!

- **Exercise A - Submit your WordPress story:** In the 2021 State of the Word, Matt asked us "how has WordPress helped grow your story?" In this exercise, you'll share your own written story to be highlighted in future content campaigns.
  - **Skill area:** Writing
  - **Instructions:**
    - Step 1: Read the [Grow Your Story on WordPress⌷ kickoff post](#)
    - Step 2: [Submit your story](#)
- **Exercise B - Create a Five for the Future email template** ([github](#))**:** WordPress fuels more than a third of the web. Are you a part of it? Five for the Future encourages organizations to contribute five percent of their resources to WordPress development. In this exercise, you'll draft and/or mockup an email for contributors to lobby their companies to participate.
  - **Skill area:** Visual Design / Email Marketing
  - Step 1: [Read about the WordPress project's Five for the Future program](#)
  - Step 2: [Read The Thing With The Stuff](#)
  - Step 3: Share your work [in this doc](#)
- **Exercise C - Ideas and posts for social campaigns:** Since the beginning of the year, the Marketing Team has actively been posting content to the WordPress [Twitter](#), [Facebook](#), [Instagram](#), [Linkedin](#), and [Pinterest](#). [Tiktok](#) and [YouTube](#) are both on our radar as well. In this exercise, you'll help plan engaging content for campaigns across these platforms.
  - **Skill area:** Writing / Social Media
  - **Instructions:**
    - Step 1: Visit and follow the [WordPress social accounts](#)
      - [Twitter](#)
      - [Facebook](#)
      - [Instagram](#)
      - [Linkedin](#)
      - [YouTube](#)
      - [Pinterest](#)
      - [Tiktok](#)

- Step 2: Choose a campaign from the list below and review the past content. Please note that not all campaigns will be equally represented across all platforms.
  - WordPress Features/Release (**#WordPress**)
    - Content: [WordPress project news](), release announcements, and feature highlights.
    - Point of contact: [Lauren Stein]() and [Dan Soschin]() working with the [Release team]()
  - Learn WordPress (**#LearnWP**)
    - Content: Highlights tutorials, lesson plans, and live workshops from [learn.wordpress.org]().
    - Point of contact: [Dan Soschin]() along with the Training Team
  - Openverse (**#WPOpenverse**)
    - Content: Shares content and builds awareness for [Openverse]()..
    - Point of contact: [Reyes Martínez]() along with the Openverse Team
  - Photo Directory (**#WPPhotos**)
    - Content: Shares content, photo stories, campaigns/challenges, and builds awareness for the [Photo Directory]()..
    - Point of contact: [Reyes Martínez]() along with the Photos Team
  - [Grow Your Story]() (#**GrowYourStoryWP**)
    - Content: Shares motivational content and personal stories from the WordPress community.
    - Point of contact: [Jonathan Pantani]() along with the Design Team
  - WordCamp (**#WordCamp**)
    - Content: Shares [select posts from WordCamps]() and other WordCamp news.
    - Point of contact: [Brett McSherry]() along with WC organizers and the Community team
- Step 3: Review our [WordPress quickstart writing guide]()
- Step 4: Add content and ideas to [this spreadsheet]()

- Campaign: The hashtag associated with the campaign your content is for
- Recommended content: Either the text for posting or a detailed description of your idea.
- Recommended image: Either a link to the image for posting (please only use only-licensed imagery) or a detailed description of the image you would use.
- **Exercise D - Brainstorming activity:** Do you have ideas to share? Want to discuss the future of WordPress Marketing with peers? Jump into this brainstorming activity.
  - **Skill area:** Marketing
  - **Instructions:** Choose a topic below, chat with others at your table, and take notes in the linked documents.
  - **Topics:**
    - [What channels and things could we be doing that we're not doing now?](#)
    - [How could we sustainably produce short-form video content for use on social media?](#)
    - [What are the opportunities for improvement on WordPress.org?](#)
    - [Other](#)

Break activity

Creative juices running low? Stretch those legs and think about marketing. So much of Social Media is being shaped by short form video content so wander the conference hall, the grounds, or even the other table and make a 10 second video (or more!) that you think captures a WordPress or a WordCamp experience.