

[Nix 2.4 announcement document link](#)

[Nix by the numbers document link](#)

17 Dec 2024

Attendees:

- @tomberek
- @bryanhonof
- @florian

Agenda:

- got control of socials (Buffer). credentials are in vault: <https://vault.nixos.org/#/login>
- @thilo and others are working on the website
- [bryan]: can have new goals
- [florian]: interested from NixCon
- Implicit Responsibilities
 - socials
 - website - @avocadood , [thilobillerbeck](#)
 - open issues
 - <https://github.com/NixOS/nixos-homepage>
 - content
 - survey
 - **events**
- Instrumentation?
- Logistics.
- Tasks
 - Florian: review issues
 - Bryan: What's new in Nix? Release Videos
 - Tom: monitor Matrix+social scheduling
 - find more people to get involved

19. Nov 2024

Attendees:

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Agenda:

- Need to reconstitute team

22. Oct 2024

Attendees:

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Agenda:

- [tom]: NixCon report and call-to-action?

3. July 2024

Attendees:

- @Thilo
- @tomberek
- @hsjobeki

Agenda:

- Website
- We should get rid of old issues and tackle new ones
- Formatting looks good
- Since we've not seen albert in a while we will apply the pending changes to the icon PR and merge it
-

5 June 2024

Attendees:

- @Janne
- @Djacu
- @Thilo
- @Garbas
- @tomberek

Agenda:

- Website Stage 3: Change messaging (how we talk about Nix).
- **NixOS 24.05 release: how can we make it great**
- Canned demos, presentations, User Group advice
 - <https://nixos.wiki/wiki/Presenting>
- Notes from Ida: The April newsletter has been sent. Could someone take over for a while? I would also like to offer another volunteer the opportunity to take over social media scheduling from June.
- Attribution when posting to mastodon:
<https://chaos.social/@ordnung/112453054938133742>
- Reddit Question

Minutes:

- Postpone Stage 3 discussions till @tomberek is also present.
- 24.05 release is done thanks to contributors 😊
- Socials:
 - Garbas takes over for the month of June (or longer)
 - Thilo sends the announcement for "help" with socials
- Reddit Question
 - <https://github.com/NixOS/nixos-homepage/pull/1441>
- search.nixos.org
- vault.nixos.org - everybody should create an account there to share credentials

22 May 2024

Attendees:

- Dan (@djacu)
- Thilo (@thilobillerbeck)

Agenda:

- Community Survey 2024
- Website Stage 3: Change messaging (how we talk about Nix).
- NixOS 24.05 release: how can we make it great
- Canned demos, presentations, User Group advice
 - <https://nixos.wiki/wiki/Presenting>
- Reddit Question
- Notes from Ida: The April newsletter has been sent. Could someone take over for a while? I would also like to offer another volunteer the opportunity to take over social media scheduling from June.
- Cheat sheet
- Attribution when posting to mastodon: <https://chaos.social/@ordnung/112453054938133742>

Minutes:

- @Rok already open the survey for Guillaume
- Postponing Stage 3 discussions until we have more than 2 people
 - Stage 2 is starting
- @djacu will ask the marketing matrix channel if we should move forward with unlinking the unofficial subreddit, r/nixos.
- @djacu will follow up with @idabzo about her duties.
- @thilo will write a discourse post looking for volunteers
- Cheat sheet merged!
- Let's plan to add the cheat sheet on the website.
- Two versions of plasma in the next release. Change the download page to have both or just go with plasma 6?

8 May 2024

Attendees:

- Tom (@tomberek)
- Dan (@djacu)

Agenda:

- did not have quorum.... defer items to next week:

- Community Survey 2024
- Website Stage 3: Change messaging (how we talk about Nix).
- NixOS 24.05 release: how can we make it great
- Canned demos, presentations, User Group advice
 - <https://nixos.wiki/wiki/Presenting>
- Reddit Question
- Notes from Ida: The April newsletter has been sent. Could someone take over for a while? I would also like to offer another volunteer the opportunity to take over social media scheduling from June.

Minutes:

- @djacu has made progress on the cheat sheet. Working on adding it to the repo
- Not enough members to discuss other topics.

24 Apr 2024

Attendees:

- Rok (@garbas)
- Dan (@djacu)
- Albert (@albertchae)

Minutes:

- Website
 - @albertchae for now all asciinema issues are resolved
 - Action item: Newsletter @garbas almost done, I'll open a PR today
 - Action item: Lets ask the community how to do telemetry - @garbas
 - Discussed how to resolve -> <https://github.com/NixOS/nixos-homepage/pull/1403>
- Swag Update (Thomas Bereknyei and Daniel Baker):

10 Apr 2024

Attendees:

- Albert (@albertchae)
- Thilo (@thilobillerbeck)
- Rok (@garbas)
- Ida (@idabzo)

Minutes:


- Website:
 - @albertchae upstream the sizing fix/solution to asciinema and fixed sizing on the website for asciinema videos.
 - Thinking about telemetry. We are walking in the dark.
 - Can we turn on telemetry for a period (month)
 - We need to communicate this with the community ahead of any decision
 - Action item: Lets ask the community - @garbas
 - Newsletter (@garbas) will finish today/tomorrow.
 -
- Survey (@guillaume):
 - Infra team wants to upgrade the survey instance.
- Social (@idabzo)
 - Lets start informing (in discourse) once post is scheduled.
- Swag Update:
 - Garbas asks tomberek and djacu about the update

27 Mar 2024

Attendees:

- Tom (@tomberek)
- Thilo (@thilobillerbeck)
- Dan (@djacu)
- Albert (@albertchae)
- Alex (@ironicbadger)
- Rok (@garbas)

Minutes:

- Website
 - Starting stage 2 (@thilobillerbeck): Improving things without changing the design. Improve accessibility, user experience, etc.
 - Newsletter (@garbas) add it to the website
- Survey (@guillaume)
 - <https://github.com/GuillaumeDesforbes/nix-survey/>
 - <https://matrix.to/#/survey:nixos.org>
 - @garbas -> poke the infra team to get updated lime survey
- Social (@idabzo)
 - doing a great job!!!!
 - got feedback that linkedIn is doing well
- Swag Update (Thomas Bereknyei and Daniel Baker):
 - <https://github.com/NixOS/marketing/pull/2>
 - <https://www.stickermule.com/products/circle-stickers>
 - Dan Baker - SNUG
 - theophane / Ryan Lahfa / NixCon team?
 - \$100 per 300
 -
 - <https://www.bestofsigns.com/vinyl-banners.html>
 - ship 10 signs, distribute at next major event, NixCon?
 - \$40 per 1
 - <https://www.uptime.com/retractable-banner-stands.html>
 - ship 1-2
 - \$100 per 1
 - <https://nix.ug/>
 - brochure/flyer/cheetsheet handouts
 - nixacademy?
 - our own
 - valentin.gagarin@tweag.io docs team input? (@garbas)
 - mugs/totes/t-shirts
 - pogs/coins - Ross has files (bambu), upload to nixos-artwork (@garbas connects)
 - on-demand VMs
 - codespaces
 - replit
 - we host
 - ... needs more brainstorming and work
- Revive Video creation program
 - thank you @alexktz for volunteering/voluntold
 -  What's new in Nix 2.8.0 - 2.12.0?
 - video pipeline maturation

- less focus on tech...
 - more on "WHY"
 - more on "how-to"
 - solving specific problems
 - NixOS topics
 - fast EC2
 - self-hosting stuff
 - NixOS tests for client-server projects
 - Nixos-generators
- Collecting ideas here -> <https://github.com/orgs/NixOS/projects/61/views/1>
- Conference Plan
 - [Linux Fest Northwest](#)
 - [Texas Linux Fest](#)
 - <https://sfconservancy.org/fossy/>
 - FOSDEM
 - CCC (december)
 - NixCon

13 Mar 2024

Attendees:

- Tom (@tomberek)
- Ida (@idabzo)
- Thilo (@thilobillerbeck)

Minutes:

- Website
- progress
- question: what happens with documentation?
 - potential misunderstanding:
 - style of manual changed
 - Current status of manual style: the style change is not ideal. Documentation team is aware, but fixing this is not a current priority. It is also unclear if the proposed fix by @thilobillerbeck should proceed. We need a decision by the doc team to avoid unnecessary or redundant work. Please use issue to coordinate: <https://github.com/NixOS/nixos-homepage/issues/1251> (**TODO; coordinate with doc team**)
- <https://github.com/NixOS/nixos-homepage/issues/1296>
 - unable to "nix build" the website
 - proposal: **allow for ".update.sh && nix build"**
- Survey
 - access was given
 - link?
 - DetSys survey
- Social
 - Ida is the main person. Need help?
 - No social postings needed for NixConNA sponsorship
 - Newsletter: sent, done
- External Discussions

- defer to next meeting
- Swag
 - approval for 500 euro
 - decide on a "swag pack"
 - stack of stickers
 - stack of flyers
 - small banner
 - ...misc (@ross ?)
 - Distribute and keep track so we can remind people to bring it
- Finding additional help
 - website: drive-by contributions, mostly 2-3 people
 - would funds help? maybe not
 - funds would help for the team itself
 - **Bring this up at the next Foundation + Team Representatives.**
 - **can we get support/sponsorship specifically for the website?**
 - (@ida) social media posting and/or Discourse
 - please contact Marketing team or @thilo
 - scheduled

28 Feb 2024

Attendees:

- Dan (@djacu)
- Rok (@garbas)
- Ida (@idabzo)
- Thilo (@thilobillerbeck)

Minutes:

- Website
 - Preview link -> <https://main--nixos-homepage.netlify.app>
 - Announcement -> <https://md.darmstadt.ccc.de/UEVa5sxERrWplQQEarXIEQ?both>
- Survey
 - NixCon NA 2024 survey created, Djacu, Tom, Katherine as admins
 - TODO: @Rok needs to share admin access
- Social
 - Canva access for everybody in the team (@Rok, @Ida)
 - Newsletter out on Monday
- External discussions (e.g. No Boilerplate and The Prime Time)
 - <https://youtu.be/CwfKIX3rA6E?si=4CpettFaN02DD6Ee>
 - <https://youtu.be/T58Yr5igNGk?si=d3rkoJHGSPiEYE0w>

14 Feb 2024

Attendees:

- Dan (@djacu)
- Rok (@garbas)
- Tom (@tomberek)

- Thilo (@thilobillerbeck)

Minutes:

- Website
 - Once cleanup from garbas is done we are ready to go
 - Going live plan:
 - Once everything is done announce on discourse
 - Include roadmap
 - We are only interested in bugs for now
 - Ask public to find (and fix) bugs
 - 1week
 - Go live!
- Fund marketing sway for events -> <https://github.com/NixOS/foundation/issues/121>
 - Need more details
 - Plan with events (without NixCon's or OceanSprint's, NixCamp):
 - SCaLE 2025
 - @djacu
 - Fosdem 2025
 - @bryan
 - CCC 2025
 - @Thilo
 - Swag
 - Stickers
 - Patches
 - Bags
 - Flyers (CLI cheatsheet, ...)
 - Banner or a Sign
 - USB drive with NixOS on it
 - Pogs (We need to scale Ross's factory)
 - <https://www.shapeways.com/>
 - <https://www.slant3d.com/>
 - Presentation material (not part of the funding)
 - Demo
 - Slides
 - Games:
 - Rubik's cube

31 Jan 2024

Attendees:

- Dan (@djacu)
- Thilo (@thilobillerbeck)
- Rok (@garbas)
- Tom (@tomberek)

Minutes:

- Website
 - Thilo finished the examples.
 - Remaining items:

- The script that includes the documentation.
- The content of the whole site has advanced since we started the migration.
 - <https://github.com/NixOS/nixos-homepage/pull/1124> - Already done!
 - <https://github.com/NixOS/nixos-homepage/pull/1131> - Already done!
 - <https://github.com/NixOS/nixos-homepage/pull/1132> - Already done!
 - <https://github.com/NixOS/nixos-homepage/pull/1136> - Already done!
 - <https://github.com/NixOS/nixos-homepage/pull/1140> - Already done!
 - <https://github.com/NixOS/nixos-homepage/pull/1142> - I think we can skip.
 - <https://github.com/NixOS/nixos-homepage/pull/1143> - Already done!
 - <https://github.com/NixOS/nixos-homepage/pull/1146> - NOT MERGED
 - <https://github.com/NixOS/nixos-homepage/pull/1149> - Fix after manuals
 - <https://github.com/NixOS/nixos-homepage/pull/1150> - Already done!
 - <https://github.com/NixOS/nixos-homepage/pull/1152> - Captured (smol Δs)
 - <https://github.com/NixOS/nixos-homepage/pull/1154> - Captured
 - <https://github.com/NixOS/nixos-homepage/pull/1156> - Captured
 - <https://github.com/NixOS/nixos-homepage/pull/1157> - Captured
 - <https://github.com/NixOS/nixos-homepage/pull/1159> - Captured (smol Δs)
 - <https://github.com/NixOS/nixos-homepage/pull/1163> - Already done!
 - <https://github.com/NixOS/nixos-homepage/pull/1167> - Captured
 - <https://github.com/NixOS/nixos-homepage/pull/1170> - Captured
 - <https://github.com/NixOS/nixos-homepage/pull/1173> - 23.11 (Thilo's PR)
 - <https://github.com/NixOS/nixos-homepage/pull/1174> - Ignore
 - <https://github.com/NixOS/nixos-homepage/pull/1176> - Ignore - old readme
 - <https://github.com/NixOS/nixos-homepage/pull/1177> - Not sure. review
 - <https://github.com/NixOS/nixos-homepage/pull/1178> - Ignore
 - <https://github.com/NixOS/nixos-homepage/pull/1180> - Captured
 - <https://github.com/NixOS/nixos-homepage/pull/1182> - Captured (smol Δs)
 - <https://github.com/NixOS/nixos-homepage/pull/1183> - Captured
 - <https://github.com/NixOS/nixos-homepage/pull/1184> - I think we can skip.
 - <https://github.com/NixOS/nixos-homepage/pull/1192> - skip? style changes
 - <https://github.com/NixOS/nixos-homepage/pull/1194> - Captured
 - <https://github.com/NixOS/nixos-homepage/pull/1196> - skip? link fix
 - <https://github.com/NixOS/nixos-homepage/pull/1197> - Captured
 - <https://github.com/NixOS/nixos-homepage/pull/1198> - Ignore - old readme
 - <https://github.com/NixOS/nixos-homepage/pull/1199> - NOT MERGED
 - <https://github.com/NixOS/nixos-homepage/pull/1200> - Captured
 - <https://github.com/NixOS/nixos-homepage/pull/1205> - Captured
 - <https://github.com/NixOS/nixos-homepage/pull/1206> - Captured
- Clean up the repo (no more makefiles!).
- Update README and CONTRIBUTION.
- Check all links and make sure they work and fix any redirects.
- Read AMIS from NIXOS_AMIS variable

- Social Media

- From @idabzo on matrix:

"I'm responsible for social media scheduling and gearing up for the next newsletter issue. Hoping to have it all set to go by the end of this week."

17 Jan 2024

Attendees:

- Dan (@djacu)

Minutes:

- Nobody showed up. 😞 [Ida: I'm sorry for that Dan 😞 , see you next time 😊!]

3 Jan 2024

Attendees:

- Dan (@djacu)
- Thilo (@thilobillerbeck)
- Ida (@idabzo)
- Tom (@tomberek)

Minutes:

- Website
 - Waiting for Rok to finish examples and documentation
- NixCon
 - Get info to Ida about NixCon asap.
 - Another announcement about confirmed speakers should go out today.
 - Dan will find out what happens to recordings.

20 December 2023

Attendees:

- //Rok (@garbas)
- Ida (@idabzo)
- Dan (@djacu)
- Tom (@tomberek)
- Thilo (@thilobillerbeck)

Minutes:

- Website
 - All top level pages are finished
 - Examples and manuals remain
 - Announce when deployed!
 - Last SVG on <https://main--nixos-homepage.netlify.app/explore/> is missing
 - Content
 - encourage teams to leverage announcements more often
 - RFCs can be announced
 - security updates and fixes
 - December is often quiet
 - More things about transparency w/ regards to finances/donations.
- Appreciation to donors.
What does my donation go towards?

6 December 2023

Attendees:

- Rok (@garbas)
- Ida (@idabzo)
- Shahar "Dawn" Or (joined to asked for funding for podcast)
- Dan (@djacu)
- Tom (@tomberek)
- Thilo (@thilobillerbeck)

Agenda:

- Newsletter
 - November edition is out
 - Plan for December edition is the same
 - Ida prepares links from social
 - Jake & Ryan add more section content
- Survey
 - Rok: Remind Guillaume to start with survey earlier
 - Rok: Give access to valentin to run a survey
- Website
 - Community page is being reviewed (@kacperwyczawski)
 - Download page is being reviewed (@djacu)
 - Major parts remaining
 - Explore page (Dan is going to see if he has enough time)
 - Blog page (Thilo start with implementation)
 - Examples on main page (Rok needs to finally finish this and fix the redis example)
 - Nix/Nixpkgs/NixOS manuals (Rok extract the build script)

25 November 2023

Attendees:

- Rok (@garbas)
- Ida (@IdaBzo)
- Dan (@djacu)
- Jake Wray
- Ryan (@raitobezarius)

Agenda:

- Rok: Add Jake&Ryan access to edit this document
- Website: almost there few more days needed
 - Remaining main pages
 - Explore
 - Download
 - Community (PR is in)
 - Blog
- Socials (Ida):
 - Few more NixCon videos

- FOSDEM appearance
- NixCon NA
- Newsletters
 - Socials portion of the newsletter is done by Ida
 - Jake & Ryan are in charge of the rest and to bring newsletter to the new heights
 - Rok: Share access to brevo.com to Jake&Ryan
 - Ida&Jake&Ryan&Rok meet next week to work on next newsletter
 - Jake: Send out the invite for next week Wed 21:00CET
- Survey:
 - Rok: Remind Guillaume to start with survey earlier
- Metrics:
 - We need to add Twitter and Youtube to the metrics page: <https://nixos.github.io/nixos-metrics>

8 November 2023

Attendees:

- Tom (@tomberek)
- Dan (@djacu)
- Thilo (@thilobillerbeck)
- Ida (@idabzo)

Agenda:

- website: reviewing the changes and discussing next steps
- newsletter: the draft has been completed, however, it has not yet been released
- Tom is asking if we want to refresh <https://nixos.org/blog/> a little bit with new content, like blogs (he would like to contribute)
- mentioned: <https://github.com/nix-rfc-canonical-domain/rfcs/blob/canonical-domain/rfcs/1000-canonical-domain.md>

25 October 2023

Attendees:

- Rok (@garbas)
- Ida (@IdaBzo)
- Dan (@djacu)

Agenda:

- @garbas: NixCon NA survey closed
- @garbas: NixCon survey closed
- Socials
 - Suggestion from Jonas to make it clear that posts that are not “official NixOS” projects
- Newsletter
 - 6th of November newsletter goes out
- Website:
 - @garbas will follow up with Thilo and Jacek

11 October 2023

Attendees:

- Rok (@garbas)

- Ida (@IdzBzo)
- Thilo (@thilobillerbeck)
- Jacek (@tfc)

Agenda:

- NixCon NA
 - We can close the survey (@garbas)
- NixCon survey
 - We can close the survey (@garbas)
- Socials
 - Ida continue, until NixCon content is over, cca 3 weeks
 - <https://discourse.nixos.org/t/nix-in-german-heise-ct-magazine/34091>
- Newsletter
 - Out but with a delay
- Website
 - Preview here: <https://main--nixos-homepage.netlify.app/>
 - Rok finishes asciinema stuff
 - Thilo works on Landing page
 - Rok works on Explore page
 - Jacek works on Download page

27 September 2023

Attendees:

- Rok (@garbas)
- Ida (@IdzBzo)
- Tom (@tomberek)

Agenda:

- NixCon NA survey (Tom)
 - <https://survey.nixos.org/admin/responses/sa/index/surveyid/346552>
 - Almost 200 responses in less than 24h (yaay!)
 - When is the survey going to close? - until NixCon organizers make a decision
- NixCon survey (Rok)
 - Rok: Ping andi to see what we do with it.
- Socials (Ida)
 - Need to get this out asap: <https://discourse.nixos.org/t/nixcon-north-america-exploratory-survey/33555>
 - October: Rok takes over on
- Newsletter gets out
 - Rok: need to get signup link ASAP
 - Ida: Content ready for review by Friday
 - Monday newsletter goes out
- Website
 - Preview here: <https://main--nixos-homepage.netlify.app/>
 - We meet in a day to discuss further steps
- Rok: posts on discourse about things happening in Marketing team for the last 2/3 months
- Nix survey:

- Rok: ask Guillaume if the work already started for next year.

14 September 2023

Attendees:

- Rok (@garbas)
- Ida @idabzo
- Thilo (@thilobillerbeck)
- Jacek (@tfc)

Agenda:

- NixCon aftermath
 - Social posts @ida
 - Wait for a week
 - Schedule talks and invite people to watch them on youtube
 - Andruil
- Survey results
 - Post is in review
- Website
 - Stack selected
 - Rok writes about requirements for stage1
 - Thilo starts with NavBar
 - Jacek starts with Footer
 - Rok fixes CI -> preview.nixos.org
 - Thilo provides a list of components to be built
 - Rok provides a list of html pages so we can check

16 August 2023

Attendees:

- Patrick (@pxc)
- Rok (@garbas)
- Ida (@idabzo)

Agenda:

- Socials:
 - Ida: Going great, few gaps due to content being in low volume
 - Let's announce NY meetup:
https://www.meetup.com/new-york-nix-users-group/events/295483320/?_xtd=ggFyqTM4NzMzNTczNKFwo2FwaQ%253D%253D&from=ref
 - Actions item:
 - Ida: cleanup meetups section on <https://nixos.org/community/> and subscribe to the meetups to follow the next events.
- Survey:
 - The group is working on a summary.
- Newsletter:
 - Rok: Forgot to do my action items from last time. I'll do them right away.
- Website rework:

- Rok: put the current work in /next folder and build it alongside current website and to be served at nixos.org/next
- Current stack:
 - Mkdocs + plugins
 - Tesh to test the code blocks
 - TailwindCSS + DaisyUI
- NixCon:
 - <https://github.com/nixcon/2023.nixcon.org>
 - Tickets are sold out and we should point to the streaming of the event. We're a big community/family.
 - Can people not visiting nixcon order tshirts? (eg. a second batch).
 - For next posts reuse tweets from https://twitter.com/nixcon_org
 - Post about each sponsor:
 - Link + logo + twitter handle
 - Rok: get list of sponsors with logo and sponsor package details to Ida
 - Link to the nixcon website (is there a sponsors section)
 - Rok: bugs nixcon team about putting sponsors on the website
 - Post about the talks:
 - Rok: Get Ida a list of the talks (at least the once already approved)
 - Rok: Put schedule/programme on the nixcon.org website.
-

2 August 2023

Attendees:

- Ida (@idabzo)
- Patrick (@pxc)
- Rok (@garbas)
- Tom (@tomberek)

Agenda:

- Socials:
 - Looking around metrics. Preparing for NixCon summary.
 - Patrick was posting in July, Ida takes over for August.
- Survey:
 - Rok will ping Kranzes and Guillaume regarding the status.
 - We need results before NixCon
- Newsletter:
 - Ida prepared the newsletter
 - Rok double checks that links are correct and schedules it.
 - Action items:
 - Rok: Add subscribe form to the website
 - Rok: Post newsletters to the website as well.
 - Rok: Migrate/redirect from weekly.nixos.org
- On pause do to summer:
 - What's new in Nix
 - Tales from NixPkgs
- Website rework

- Rok: work started
- NixCon:
 - Action items:
 - Rok: Have a few slides (3min) ready for NixCon state of the union talk.
 - Ida: How to help with online presence, just before, during and after the NixCon.

19 July 2023

Attendees:

- Ida (@idabzo)
- Rok (@garbas)

Update:

Rok is currently working on a new marketing page and has made some progress with it.

Partick is scheduling social media in July and is also collecting content for the upcoming Nix newsletter

Ida has the responsibility of preparing and testing the next issue of the newsletter in Sendinblue. The deadline for testing is set for July 28th, and the schedule for release is July 31st. It is important to remember to include news about the survey in the newsletter.

5 July 2023

Attendees:

- Ida (@idabzo)
- Patrick (@pxc)

Agenda/update:

Newsletter: I've opened [new issue](#)

21 June 2023

Attendees:

- Rok (@garbas)
- Patrick (@pxc)
- Ida (@idabzo)
- Dawn (@mightyiam)

Agenda:

- Survey
 - It is out and we're collecting feedback
- Sharing of credentials
 - We will use bitwarden
 - @garbas shared emails with @zimbatm to create accounts
- Social media
 - @ida on rotation for June
 - @pxc will take over social postings in July
 - @garbas will take over social postings in August

- What's new in Nix
 - Everybody is busy, we'll see how/when to proceed.
- Newsletter
 - @garbas add news from [@pxc june edition](#) and maybe some bigger highlights.
 - We decided to not start with April/May, but with June. Starting stuff is hard :)
- Marketing team roadmap
 - Open a new document to start brainstorming new messaging.
- Website rework
 - No progress
- Tales from NixPkgs
 - No update yet
- Other topics
 - Podcast

7 June 2023

Attendees:

- Rok (@garbas)
- Patrick (@pxc)
- Ilan (@kranzes)
- Ida (@idabzo)
- Tom (@tomberek)

Agenda:

- Survey
 - It's ready to go live
 - Guillaume has some suggestions for improvements,
 - @garbas will talk to Guillaume so that the survey goes out this week.
- Sharing of credentials
 - Nothing new
- Social media
 - @ida scheduling them (at least 5 weeks)
 - @pxc will take over social postings in July
 - @garbas will take over social postings in August
- What's new in Nix
 - @garbas pings @djacu and @bjth to see what is the status.
- Newsletter
 - @garbas reviews final version
 - Goes out next week after the survey (also include the survey)
 - @ida [it's ready](#)
 - @pxc has started [the next issue](#)
- Marketing team roadmap
 - Work was merged, <https://nixos.org/community/teams/marketing.html>
 - Next time we address changes to comments.
- Website rework
 - No progress
- NixOS 23/05 release

- Didn't happen this time. Even though everybody was willing to do it
- Tales from NixPkgs
 - No update yet
- Other topics
-
-

10 May 2023

Attendees:

- Rok (@garbas)
- Bryan (@bjth)
- Ilan (@kranzes)
- Patrick (@pxc)

Agenda:

- NixOS Survey
 - @garbas got access, finally
 - @garbas will get @kranzes the credentials
 - Should clone the previous survey, as a starting point
- Sharing of credentials
 - Still blocked on the NixOS foundation
 - We are probably with too many
- What's new in Nix
 - @bjth pings @djacu for existing videos
 - @garbas, @bjth, and @djacu have to come together to record the intro and outro
- Newsletter
 - @ida [it's ready](#)
- Social media
 - @bjth still has to contact @fricklerhandwerk
 - @ida has been going strong, should probably rotate soon
- Marketing team roadmap
 - @garbas and @fricklerhandwerk were unable to meet, will meet tomorrow
 - Draft should be done by tomorrow
- Website rework
 - @garbas and @djacu met
 - Worked on it a bit, nothing to share yet
- NixOS 23/05 release
 - Q&A livestream should happen
- Tales from NixPkgs
 - No update yet
- Other topics
 - @garbas and @ron will follow up on the month of maintainers

Action items:

- @bjth will get the "what's new in Nix" recordings out
- @garbas and @ron should sync on the month of maintainers event

- @garbas and @fricklerhandwerk will sync on the roadmap

12 April 2023

<https://discourse.nixos.org/t/2023-04-12-marketing-team-minutes/27249>

29 March 2023

<https://discourse.nixos.org/t/2023-03-29-marketing-team-minutes/26836>

~

Marketing team roadmap DRAFT OUTLINE:

Vision:

Goals:

Description:

Meet bi-weekly to coordinate marketing related activities..... **needs more**

Who we are:

Recent events:

The marketing team has engaged in several efforts to increase Nix's visibility;

- Community Survey
- Regular release videos for Nix <links>
- Increased social media presence <insert graph>
- CSS work
- In progress: Increased coordination with technical releases

Budget:

Future plans:

- provide a more consistent styling across the hosted webpages
- Analysis of the community survey result
- "For developers"
- Potential: release video for NixOS
- Potential: lay groundwork for Nix 3.0
- In progress: "By the numbers" - metrics and grafana
- Proposal: Participation in other podcasts, talks, or conferences.

Discussion:

We are in need of additional members, please contact the team via <insert link>. We are especially interested in people interested in frontend development, content creation for social media, and technical writing.

15 March 2023

Agenda

- Work on Nix release video (2 hrs)
- Work on Survey
- Contact Documentation team to record a public meeting (to bring attention to team and its efforts)
- Post meeting minutes on discourse
- Add Guillaume Desforges to the team?
- Newsletter (weekly.nixos.org revive)

Attending: Rok, Ida, Tom, Valentin, Bryan, Patrick

Notes:

- Intro round
- TODO: update the marketing portion
- Questions from guests
 - capacity
 - prioritizations
 - team handbook
 - provide roadmap
- Nix release videos
 - Rok: by far the most popular genre so far
 - Roadmap: https://hackmd.io/j2_6RaXMRxikUopcvuHYJg
 - tomberek and djacu pair on the announcement role
 - Tom: no updates yet, probably more time for it over the weekend
 - Delay in video may be prudent due to concerns about existing releases.
 - Valentin: not excited about exciting people about things that are broken
 - Please instead market things that produce great experiences, doesn't have to limit itself to Nix specifically
 - Bryan: getting more eyeballs will provide more feedback
 - Valentin: disagree, the process is too broken and this is making false promises
 - Patrick: is it possible to address the two different audiences of conservative and risk-inclined users clearly?
 - Rok: This is for existing users to follow new features
 - Still developing the process for even deciding what should go in and out
 - Whoever will contribute will drive the direction
 - Patrick: small suggestion which may help: include some playful language characterizing the intended audience as 'brave', or trying the exciting new features as part of an 'adventure'
 - something that conveys that trying out the latest version of Nix right away is both exciting and a little risky. or even including an explicit call for testing and feedback in the announcement, which will send the same signals

- John: hope as we work through the backlog of untested functionality, Nix releases will become more stable, even with no changes to the release process
 - Rok: will also cut the videos in chunks and post them separately to Twitter
- Valentin:
 - How can the Nix team help the marketing team? (ideally at zero cost, e.g. by shifting focus slightly)
 -
 - How can the documentation team help?
 - Tom: produce static artifacts that we can use, such as release notes, use case examples
 - Valentin: multiple months ago we discussed with Bryan about simply reading ready-made tutorials (which are known to work well) out loud; it's a content mill which can churn out many episodes
 - Rok: we need to be concise, the purpose is to create an end-to-end story; tutorials are too long
 - Bryan: still think it's a good idea, but probably youtube shorts is a better place for this
 - Can you imagine a feedback loop back to the Nix maintainers and docs team?
 - Tom: is there anything we can produce that would complement doc team efforts?
 - Valentin: Yes, showcase major use cases that work flawlessly (stress: not oriented around novelty, but quality!)
- Patrick: should we reach out to existing Youtubers for collaboration opportunities
 - Rok: have to figure out attribution, e.g. if someone working at a company does a video
 - John: supposedly youtubers will want to publish from their own channels
 - Tom: "yes"
- Survey (survey.nixos.org)
 - Rok: make the survey website working
 - Valentin: get us more questions on the documentation topic
 - [2022 usability study questionnaire](#)
 - We'll take the questions from next year, but we need to review them
 - We need to find a person to do it.
- Team Q/A recordings (live.nixos.org)
 - Next recording is going to be documentation team (valentin.gagarin@tweag.io confirms)
 - Add Twitch to the streamyard platform, bryan.honof@tweag.io will do
 - Reach out to the NixOS release team to have a Q/A around the channel freeze date, [Rok Garbas](#) will contact them
- Valentin invites Guillaume to the next marketing meeting and Matrix chat.
- Create the announcements pipeline
 - Monthly newsletter
 - Weekly schedule twitter/linkedin posts
 - Rok: waiting for access to mailchimp from weekly.nixos.org (Domen)
 - Ida is going to help
- TODO: webmaster@nixos.org, marketing@nixos.org
 - Add everybody to the list/alias
 - Rok -> ping Valentin about it
- TODO: figure out a way to share credentials (for sites like hootsuite, Twitch, YouTube, ...)
- Tool needs 2fa support
- Next time agenda:
 - Tom: nixpkgs stories <https://nixos.org/blog/stories.html>
 - Valentin: website
 - low tech... no pre-processors, no SASS/LESS/Flash.... the more common, the better, regardless how primitive or clumsy it is

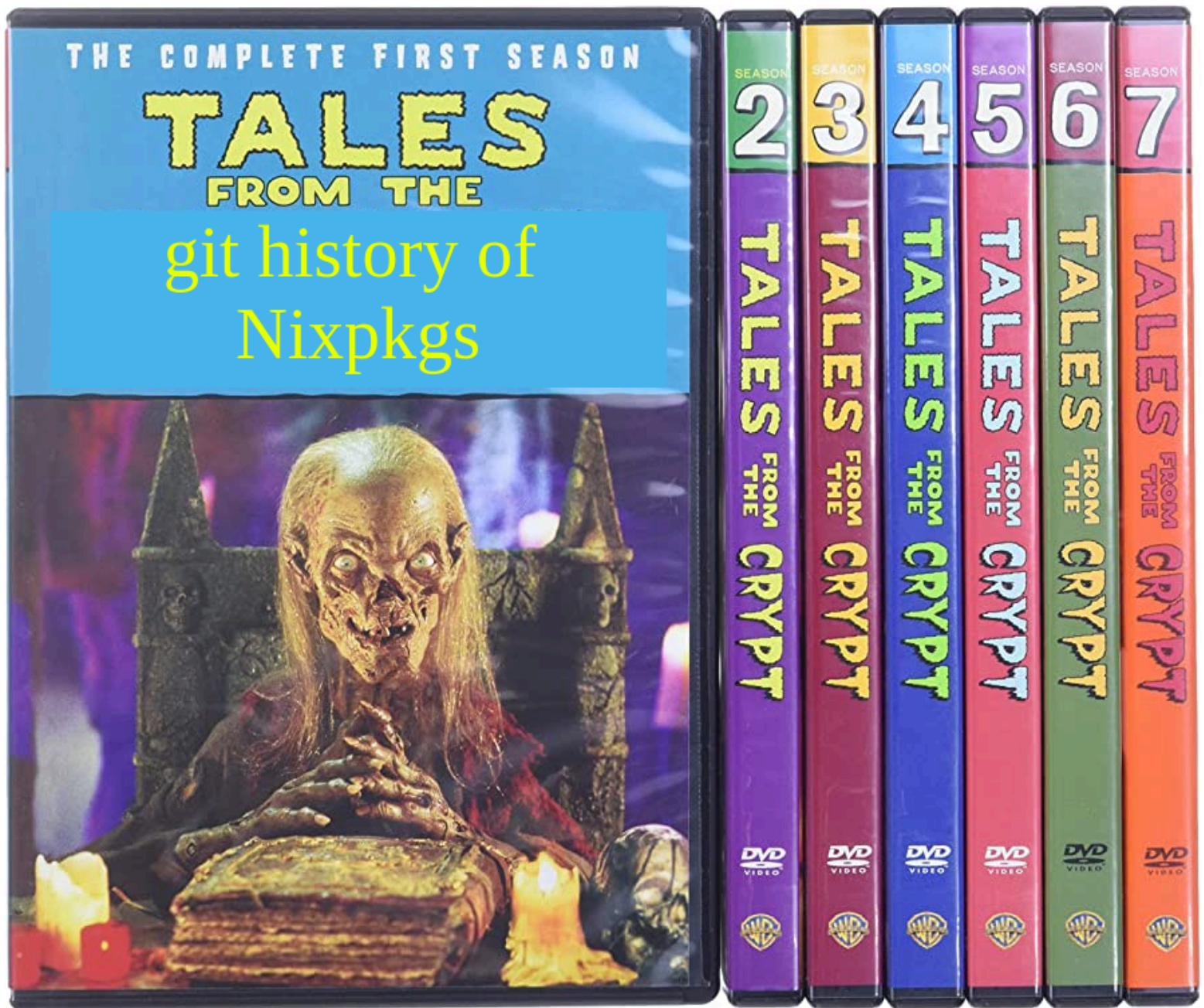
- Needs breakdown for contributors to pick up manageable chunks of work that have high probability of success
 - Write down the plan and publish it -> Rok
- John: doxygen improvements and hackathon
- Valentin: Leverage the "reach"
 - amplify the team needs/announcements/feedback
- Valentin: prioritize consistency

15 February 2023

Attending (rok,tom,bryan)

- Agenda
 - Meet every Sunday to prepare (Rok sends out calendar invites)
 - Stories from git history of nixpkgs
 - Announcement for discourse (Rok) -> 2023-02-27
 - Script to select contributors from Nixpkgs (3 per day) (Tom) -> 2023-02-27
 - Template to tell a story about the contributor (Bryan) -> 2023-02-27
 - Prizes, Who, when, how (Rok) -> 2023-02-27
 - Teams Q&A
 - Tasks:
 - Announcement discourse (Rok) -> 2023-02-27
 - Add QAs into the Nix calendar.
 - "Tales from Nixpkgs git history"
 - Template for the email (Tom)
 - Hi, the marketing team is putting together a set of live interviews with the key teams in the community. We are planning on the <FILL IN> team to occur on <YEAR MONTH DAY>. The idea is to create a venue for the teams to discuss their work, celebrate success, and celebrate the 20th anniversary of Nix. <INTERVIEWER> will have a few prepared questions, but expect to discuss the roles+responsibilities of the team and to provide some transparency about what might be popular questions or to clear up common misconceptions. We are hoping to have as much participation as possible, but it is on a best-effort/as-available basis. If you do not want to participate with live video/audio we can also accommodate an asynchronous method (pre-record, text, etc). Please see <LINK TO Q/A DOCUMENT> as a way to get started; feel free to add additional topics and questions.
- - Streaming stuff (Bryan)
 - Get live.nixos.org
 - Same as for SoN
 - Streamyard subscription for a month.
- 2023-03-01: NixOS Board (Rok)
 - Ron
 - Eelco
 - Théophane
 - Domen

- Graham + Jonas?
- 2023-03-08: NixOS Release Team + Security team (Tom)
 - hexa (Martin Weinelt) - primary for 22.11
 - das_j (Janne Heß) - primary for 22.05
 - [Amine Chikhaoui](#) (aminechikhaoui)
 - [Eelco Dolstra](#) (niksnut)
 - [Graham Christensen](#) (gchristensen)
 - [zimbatm](#) (zimbatm)
 - [Vladimír Čunát](#) (vcunat)
- 2023-03-15: Nix Team + RFC Team (Bryan)
 - Eelco Dolstra ([@edolstra](#)) (lead)
 - Théophane Hufschmitt ([@regnat](#))
 - Valentin Gagarin ([@fricklerhandwerk](#))
 - Thomas Bereknyi ([@tomberek](#))
 - Robert Hensing ([@roberth](#))
 - Eelco Dolstra ([@edolstra](#)) (lead)
 - Théophane Hufschmitt ([@regnat](#))
 - Valentin Gagarin ([@fricklerhandwerk](#))
 - Thomas Bereknyi ([@tomberek](#))
 - Robert Hensing ([@roberth](#))
 - Tom Bereknyi (tomberek)
 - Kevin Cox (kevincox)
 - Linus Heckemann (sphalerite)
- 2023-03-22: Nixpkgs Architecture + Infrastructure Team (Bryan)
 - Silvan Mosberger ([@infinisil:matrix.org](#), [@infinisil](#), Tweag)
 - Thomas Bereknyi ([@tomberek:matrix.org](#), [@tomberek](#), Flox)
 - Robert Hensing ([@roberthensing:matrix.org](#), [@roberth](#), Hercules CI)
 - John Ericson ([@Ericson2314:matrix.org](#), [@Ericson2314](#), Obsidian Systems)
 - Alex Ameen ([@growpotkin1:matrix.org](#), [@aakropotkin](#), Tulip Interfaces)
 - Amine Chikhaoui (aminechikhaoui)
 - Eelco Dolstra (niksnut)
 - Graham Christensen (gchristensen)
 - zimbatm (zimbatm)
 - Vladimír Čunát (vcunat)
- 2023-03-29: Documentation + Marketing + NixCon (Rok)
 - Valentin Gagarin ([@fricklerhandwerk](#))
 - Silvan Mosberger ([@infinisil](#))
 - Andreas Rammhold (andir)
 - Florian Klink (flokli)
 - Nick Bathum (addict3d)
 - zimbatm (zimbatm)
 - Rok Garbas ([@garbas](#))
 - Samuel Dionne-Riel ([@samueldr](#))
 - Yannik Sander ([@ysndr](#))
 - Barry Plunkett ([@bpiv400](#))
 - Thomas Bereknyi ([@tomberek](#))
 - Bryan Honof ([@bjth](#))



4 January 2023

Attending (write yourself here)

- Agenda
 - Next pair for “What’s new in Nix?” is Rok Garbas and Bryan Honof . We should capture 2.13 and 2.14. ... Which means we should start preparing for it at the end of February.
 - [Nix 20th Anniversary](#)
 - Goals:
 - Nix is a well established
 - A lot of users using it
 - A lot of companies using it

- Nix / NixOS in production
 - Recognize the effort of the community
- Calendar of things that will happen (on the website)
- Swag and send it to the in person events
 - Stickers, Mugs, Pens?, Hats/Caps,
 - Sticker: Powered by NixOS
 - Create a budget for the sway
 - Ask board for some money
- Writing
 - Put the history in writing (we have enough videos about it now)
 - Write about future of Nix / NixOS
 - Present each team that we have (maybe with video, call to action)
 - Contact websites that we can help them write this content.
- Events:
 - Promote in person meetups
 - Ceremonies
 - Find criteria for awards (random maybe)
- Examples:
 - <https://bits.debian.org/2021/08/debianday-2021.html>

9 November 2022

Attending (write yourself here)

- Agenda
 - Luc Perkins Proposal for nixos.org changes
 - Some preliminary hacking: <https://nixos-homepage-migration.netlify.app>
 - On GitHub:
 1. <https://github.com/lucperkins/nixos-homepage/tree/lperkins/hugo-migration>
 - Plan of action
 1. Convert common styles to Tailwind
 2. Get the new site building with Hugo + common styles
 3. Integrate the new site build with the broader build pattern
 - Rok Garbas Marketing manifesto (Adoption plan portion still missing)
 - <https://hackmd.io/hoj4xIGIRFuuVF8AYo3OBg?view>
 -

26 October 2022

Attending (write yourself here)

Rok Garbas , Bryan Honof , lucperkins@gmail.com , Yannik S. tomberek@gmail.com

- Possible agenda
 - Metrics

- Nix release videos
- Website
 - CSS framework
 - Merging of important websites
- Social
- Community events support (just announcing? calendar?)
- Roadmap ("for developers")
- Switching from Netlify to something else
- Rok Garbas Metrics
 - We are collecting metrics
 - [Nixos-metrics](#)
 - Currently just collecting to eventually push it somewhere
 - Taeer Bar-Yam Currently working on this (<https://github.com/NixOS/nixos-metrics/pull/93>)
 - Yannik S. can review the PR
 - tomberek@gmail.com What do we need from the infra team?
 - Get access to Grafana, ask @graham@determinate.systems
 - Need help to backfill all the current data
- tomberek@gmail.com Videos
 - missed 2.10 and 2.11, 2.12 upcoming?
 - @garbas, @djacu, @bryanhonof, @tomberek
 - High reward for the amount of work put in. Most viewed videos so far (confirming our idea).
 - We will do videos about 2-3 releases at the time going forward.
 - Live streaming still an option?
 - Rok Garbas More difficult to set up
 - Bryan Honof Would like to try it at least once
 - Oct 31, 2022 Rok Garbas tomberek@gmail.com Bryan Honof Will get together for the next recording
 - tom will ask about priorities from core team
- Website
 - Styling (CSS)
 - Website looks unfinished !
 - Currently there's no framework
 - Difficult to contribute
 - Adopt tailwind CSS
 - lucperkins@gmail.com Has experience
 - Yannik S. can review/help
 - Reuse it in more places
 - Improve the messaging
 - Discuss it next time in details and write it down
 - link to the merchandise store?
 - Requirements. We discussed what any future change in static site generator (SSG hereafter) would need to support:
 - The sites are largely hand crafted, particularly the landing page, downloads, etc. That means that any SSG needs to support custom layouts.
 - No need for a blog engine (yet)
 - Arbitrary page metadata
 - Description

- Image
- Anything else (OpenGraph, Twitter Card, etc.)
- asciicinema
- Nix.dev. Current pipeline needs to be supported: import -> convert -> integrate.
- Support **nix build**
- Preview builds (regardless of platform)
- Build in GitHub Actions, not on CloudFlare, Netlify, etc.

12 October 2022

Attending (write yourself here)

Bryan Honof

- Bryan Honof : Reminiscing about the previous meeting
 - Thought about how to actually pull off the “what’s new in Nix live stream”

14 September 2022

Attending (write yourself here)

tomberek@gmail.com , Bryan Honof

- Bryan Honof : Trying to get the Marketing team started again
- tomberek@gmail.com : What’s new in Nix with Rok
 - Some content is there, just has to be polished and uploaded
 - Bryan Honof Perhaps a lives stream format would be interesting

8 June 2022

Attending (write yourself here)

Amir, Tom

- "by the numbers"
 - nixos-metrics actions are failing
 - meant to store netlify metrics of pageviews broken down by URL
 - data is being placed into:

<https://github.com/NixOS/nixos-metrics/blob/data/netlify/2022-05-03.json>

- nixpkgs metrics
 - repo metrics, contributors, issues, PR, "freshness"
 - public
- build metrics
 - hydra.nixos.org
 - infrastructure team
 - <https://status.nixos.org/grafana/d/MJw9PcAiz/hydra-jobs?orgId=1&refresh=30s>
-
- social: still in progress
 - <https://discourse.nixos.org/t/nix-2-9-0-released/19407>
 - <https://nixos.org/blog/announcements.html#nixos-22.05>
- release video: [tom+rok] still in progress... we will do 2.8+2.9 at the same time
 - broaden the video contribution?
- Report and Roadmap:
 - <https://docs.google.com/document/d/1-gvNOTU1kPXicKbrISzuVlycP7QqY3pVsNyczQ-5xCQ/edit>
 - needs PR+social
- should Marketing have a project board?
 - example: <https://github.com/orgs/NixOS/projects/10>
- podcast/youtube channel/twitch scene/vlog
 - increase community participation in non-Nix venues, focused on Linux, development, technology, security, enterprise
- Webpage updates?

10 May 2022

Attending (write yourself here)

Amir, Rok, Yannik, Tom

- "by the numbers" - collecting data
 - netlify provides website data, going into another branch in same repo: <https://github.com/nixos/nixos-metrics>
 - phase1: store in git, phase2: ingest into prometheus
 - HTML graphs... from the JSON
 - Other metrics:
 - CSS Less or Elm work
 - did survey suggest any other metrics to collect?
 - collect Twitter Analytics
- social
 - posting in progress
 - shared via Amir+Garbas
 - followers increasing
 - TODO: export and collect social metrics, Twitter Analytics
- nixos-search
 - automatically follow channels, current releases
- Potential Tweag support + internship for nixos-search + Rust (see Yannik)

- [garbas]: "so... on the nixUX meetings, i would like that we define how we will use the metadata, or how to add meta to certain outputs, just a decision, not implementation. Once we have it, the intern can implement into Nix"
 - add meta as well-known output schema item
 - requires C++, Nix, Rust skillsets
- standardize Nixpkgs stuff - "nix-eval-jobs –meta"?
- Nix Release Video: in-progress
- "For Developers"
 - this may not coincide with things like "Linux Unplugged"
 - two kinds of people? developers + devops/sysadmins? or are they one thing?
 - CEO of Hashicorp. Hashimoto - NixOS desktop in a MacOS VM.
 - <https://github.com/hashicorp/waypoint/tree/main/nix>
 - internship request: improve installer + tests
 - <https://github.com/flox/install-matrix/>
 - re-brand for 3.0 release
 - NixUX group: proposals or features must provide tutorial/docs/etc in addition to implementation. The user story.
 - support for monorepo or in multi-repository setup
 - `nix flake clone` - "virtual monorepo"
 - highlight the strong points of Nix usage in specific scenarios, and explain best-practice
- Summer of Nix project possibility
- Listen to user comments on all channels
 - Not just answer but write `_why_ XXX` -> because "for Developers"
 - Linux distros for security, data science, robots, // developers => NixOS
- List of companies public
 - Donations page
 -

13 April 2022

Attending (write yourself here)

Amir, Rok

- Survey ended
 - Working on draft analysis and blog.

30 March 2022

Attending (write yourself here)

Amir, Rok

- Survey is ending soon, how/when/who to review it
 - A meeting is going to be created on Monday (4.4.) and everybody who wants to help will be invited there.

- Right now there is roughly ~1300 (completed) responses

16 March 2022

Attending (write yourself here)

Yannik, Amir, Tom

- "By the numbers" - project
 - need Barry/Rok
 - [tom] join this to help automation
- survey
 - additional exposure - will post and do this
 - analysis - results available next week. Need another week.
- social media - it's happening, Amir is on for this round. Send him any desired updates
- CSS for homepage - samueldr has this in progress
- nixos-search : meeting, would want to work
 - rebuild the search frontend - Elm -> Elm
 - Refactor to reduce tech debt
 - Redesign to implement similar to GitHub Search (sourcegraph or code search)
 - make it easier to incorporate arbitrary Nix pkgs and channels
 - errors reported via GitHub actions
- [tom]: call out to community to specifically get front-end skillsets involved in updating/fixing
 - Discourse + advertised elsewhere
 - [ysndr]: find any front-end communities that already have a predilection towards Nix. (elm)
 - <https://dev.to/ronenl/how-nix-shell-saved-our-teams-sanity-101k> (react)
 - <https://smarketshq.com/efficient-end-to-end-testing-for-react-native-apps-with-nix-and-saucelabs-87fb6d861843>
- (react native)
 - <https://shopify.engineering/shipit-presents-how-shopify-uses-nix> (shopify)
- Funnel - <https://github.com/orbit-love/orbit-model>
 1. Discovery - SEO, podcasts
 - a. <https://changelog.com/podcast>
 - b. improve "brand" and "reach"
 2. Learn or be exposed, convinced
 3. Become Users
 4. Become Contributor (PRs/issues/comments, github driven metrics)
 5. ???
 6. Victory
- proposal: Publish a Marketing team roadmap - Amir
- Nix Release health
 - organize with Marketing team
 - eg: <https://github.com/NixOS/templates>
 - Nix Wiki
 - homepage docs
 - organize things
 - https://hackmd.io/Wcf23kzjSjq1NVmMOZ_ljQ

2 March 2022

Attending (write yourself here)

Barry, Yannik, Amir, Tom, Rok

Agenda

- ☐ Meet Amir
- ☐ Metrics (<https://github.com/nixos/nixos-metrics>, <https://discourse.nixos.org/t/collecting-metrics/17613>)
 - ☐ put more metrics into grafana
 - ☐ need access from Graham
 - ☐ Start with netlify, build a daily exporter to run in GitHub Actions
 - ☐ fasty:
https://monitoring.nixos.org/prometheus/graph?g0.expr=fastly_rt_edge_total&g0.tab=0&g0.stacked=0&g0.show_exemplars=0&g0.range_input=8w
 - ☐ search.nixos.org stats and search metrics
 - ☐ metrics of accessing manuals vs guides vs pills
- ☐ Survey
 - ☐ posted <https://discourse.nixos.org/t/nixos-community-survey-2022/17952>
 - ☐ hundreds of results coming in
- ☐ Social Media
 - ☐ Twitter+LinkedIn via Hootsuite (<https://www.hootsuite.com/>)
 - ☐ Expectations:
 - Target persona: Positive / connecting community internally and with others
 - Ignore negative comments and Tweets. Don't engage in arguments
 - Daily Re-tweets from across the ecosystem, follow ups on conversations
 - Mentions (nixos -@nixos_org, has a stream in Hootsuite)
 - Discourse
 - <https://discourse.nixos.org/c/announcements/8>
 - <https://discourse.nixos.org/c/links/12>
 - Reddit
 - Hacker News
 - Point to people and resources that answer questions (Be a connector)
 - 1 original Tweet per day (Finding content and projects related to Nix and promoting them, esp. things are just on Discourse or other private forums.) -- Can only schedule 3 days in advance
 - Follow people who talk about NixOS
- ☐ Matrix
- ☐ Discord
- ☐ Discourse
- ☐ Reddit
- ☐ Mastodon
- ☐ Stackoverflow

☐ HackerNews

☐ [samueldr] CSS cleanup

Funnel

7. Discovery - SEO, podcasts
 - a. <https://changelog.com/podcast>
 - b. improve "brand" and "reach"
8. Learn or be exposed, convinced
9. Become Users
10. Become Contributor (PRs/issues/comments, github driven metrics)
11. ???
12. Victory

Ongoing:

- [yannik]: nixos-search

"For developers" mantra

3.0 release

- Flakes are going mainstream
- Nix CLI is going mainstream
- <https://discourse.nixos.org/t/nix-release-schedule-and-roadmap/14204>
 - Need to have Eelco update

NixCon

Summer of Nix

- call for more managers
- coordinate funding
- post the report and discussion on main page?

23 February 2022

Attending (write yourself here)

Barry, Yannik

Agenda

Ongoing:

- [yannik]: nixos-search: planning meeting with current contributors (Feb. 23rd)
- [yannik]: CfgMgmtCamp came and went.
 - **No Nix submission**
 - Next time: louder cfp's?

- [barry]: Need to finalize survey questions with input from Tweag Nix team (based on Rok's feedback)
- [tomberek]: Going to get into the habit of providing more updates (blog posts, videos, etc...) on a regular interval --> Next up is 2.7
- [twitter]: Rok floated sharing the NixOS Twitter account between members of the marketing commit
 - Need to decide rotation schedule
 - Need to decide who is participating
 - Need to decide what minimum expectations are:
 - daily retweets / likes?
 - >=x tweets per week?
 - Interacting with accounts from adjacent communities (e.g. bazel, npm, ubuntu, haskell)?
 - anything else?

Off topic:

- Pipeline for highlighting relevant conferences?
- Funding for presenters at in person conferences?
- NixCon?
- Nix marketing could look more professional, and Nix could have more presence at conferences -- hire a design/front-end person

Survey announcement for Discourse and website:

Please take 5-10 minutes to complete the first official Nix community survey here. [\[link\]](#)

Since the Nix community has been growing faster and larger every month, it's gotten harder to understand who makes up the community and what everyone cares about. So we're conducting this survey to improve our understanding of those questions. We hope to use your responses to develop Nix, NixOS, and Nixpkgs to match your needs and come up with new ideas for growing and serving the community. And we'll publish major findings on Discourse and nixos.org.

All the questions are optional, and all responses are automatically anonymized. We will NOT collect your name, phone number, github handle, IP address, or any other identifying information.

The questions in the survey cover:

- Your background (e.g. What region of the world are you from?)
- The projects you use in the ecosystem (e.g. Are you using NixOS?)
- How you use the projects (e.g. Do you use Nix in production servers?)
- What you like and dislike about the projects (e.g. What do you think is already great about Nix? What should contributors focus on improving?)

This is our first time running a survey like this, so we're also looking for feedback on the survey itself to understand how we can do this better in the future!

2nd February 2022

Attending (write yourself here)

Samueldr, garbas, tom (late), barry (later)

Agenda

Notes taker: both of us

Ongoing:

- [garbas] announcement video for Nix 2.6 was done
 - <https://www.youtube.com/watch?v=0phsRoNWUgU>
 - <https://github.com/NixOS/nixos-homepage/pull/791>
 - *Showing stats for the 2.6 release video*
 - *skepticism about the announcement working*

Channel analytics

Overview

Reach

Engagement

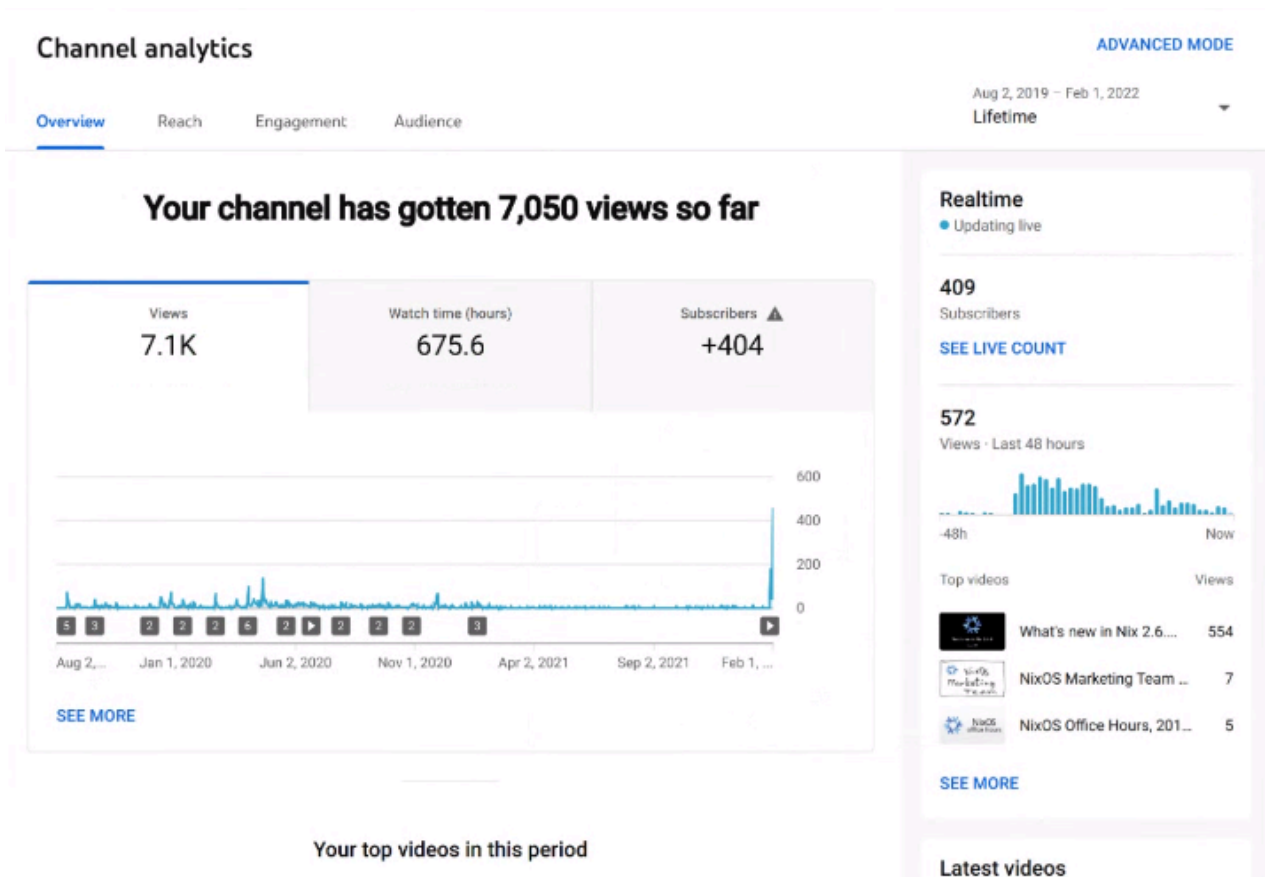
Audience

Your channel got 820 views in the last 28 days



Your top videos in this period

Average view



-
- *basically, best video ever*
- *conclusion is we MUST continue doing this*
- *rok thinks face cams are required for these (vdo.ninja)*
- *rok thinks about aiming for 10 minutes and not longer (more video editing)*
- [samueldr] common styles improvements (cont.)
 - (rok merged two saturdays ago)
 - Next to be merged -> <https://github.com/NixOS/nixos-homepage/pull/789>
 - *briefly: work is underway still*
- [garbas] survey.nixos.org (almost there)
 - Fixed limesurvey in nixpkgs -> <https://github.com/NixOS/nixpkgs/pull/157832>
 - ^ *would be ready to host*
- [open discussion linked to previous] where do we do announcements? define a process.
 - -> *also decide where to document these processes*
 - *nixos-homepage gh wiki?*
- [garbas] Language + Nix tutorials with `nixos/templates`
 - <https://github.com/NixOS/templates/pull/18>
 - *rok wanted to bring attention that we need well-tested always-working templates... opinionated choices even*
 - *expected user conversion: "hears about Nix, learns commands, soon after learning they can install packages, wants to create a project using Nix"*
 - *intent: have templates that are language-specific,*
 - *this repo will become the place for "language tutorials / frameworks / ecosystems"*
 - *issue: we need to keep tutorials under CI to ensure they'll stay working*
 - *problem: templates are a flake thing; we are not mentioning flakes at all on the website and tutorials...*
 - *or: extract `nix flake init` into `nix init` since it's not a Flake thing?*
 - *or using flake-compatible, cheat and not mention flakes*

- *or stupid simply two tutorials (one flake one non-flake)*
- *though, we'll start by writing them with flakes, and reconvene when publishing to see whether we need non-flakes tutorials or not...*
- [garbas] nixos-homepage maintenance (*things that were done*)
 - <https://github.com/NixOS/nixos-homepage/pull/793>
 - <https://github.com/NixOS/nixos-homepage/pull/795>
 - <https://github.com/NixOS/nixos-homepage/pull/794>
- [garbas] social networks presence (twitter, ...)
 - *Formalizing processes for presence*
 - *rok got access to `@nixos_org`*
 - *rotation for engaging with people, curating retweets and contents*
 - *some stats: exponential growth in followers during the last 4 months*
 - *figure out how to keep up the trend*
 - *Q: brand personality? A: we need to define it.*
 - *bare minimum? retweets of announcements and such*
 - *in addition: trying to engage with people? funny contributions?*
 - *answering Questions and issues?*
 - *"CRM"-like relationship management ("buffer" "hootsuite")*
 - *involve "twitter folks" in helping without being really part of the overall marketing team?*
- [garbas] looking into metric
 - *looking at how we can get "nix by the numbers" done*
 - *numbers needed for goals for growth*
 - *we need to find out what the baseline is*
 - *no stats for unofficial discord*
 - *everything else seemed attainable (discourse, matrix, other stats)*
 - *we're missing website data*
 - *netlify: we could ask for S3 dump of logs*
 - *moving elsewhere requires "preview build" feature in CI*
 - *cloudflare pages? you need to use their builders*
 - *vercel? needs to be looked at*

DISCOURSE ANNOUNCEMENT

First NixOS Survey

Please take 5-10 minutes to complete the survey here. [link]

Since the Nix community has been growing faster and larger every month, it's gotten harder to understand who makes up the community and what everyone cares about. So we're conducting this survey to improve our understanding of those questions. We hope to use your responses to develop Nix, NixOS, and Nixpkgs to match your needs and come up with new ideas for growing and serving the community.

All the questions are optional, and all responses are automatically anonymized. We will publish major findings on discourse and nixos.org. We will NOT collect your name, phone number, github handle, IP address, or any other identifying information.

The questions in the survey cover:

- Your background (e.g. What country are you from?)
- The projects you use in the ecosystem (e.g. Are you using Nix on Mac or running NixOS or both)
- How you use the projects (e.g. How often do you use Nix? On what operating systems? Do you use experimental features?)
- What you like and dislike about the projects (e.g. What do you think is already great about Nix? What do you want contributors to focus on improving?)

This is our first time running a survey like this, so we're also looking for feedback on the survey itself to understand how we can do this better in the future!

- Barry (@bpiv400) and the rest of the NixOS Marketing Team

19th January 2022

Attending (write yourself here)

Garbas, tomberek, samueldr

Agenda

Ongoing:

- [garbas] some work on nixos.org which was long overdue
 - <https://github.com/NixOS/nixos-homepage/pull/788>
 - <https://github.com/NixOS/nixos-homepage/pull/787>
 - <https://github.com/NixOS/nixos-homepage/pull/786>
 - <https://github.com/NixOS/nixos-homepage/pull/785>
 - <https://github.com/NixOS/nixos-homepage/pull/780>
 - <https://github.com/NixOS/nixos-homepage/pull/773>
 - <https://github.com/NixOS/nixos-homepage/pull/769>
 - <https://github.com/NixOS/nixos-homepage/pull/658>
 - <https://github.com/NixOS/nixos-homepage/pull/724>
- [tom] *(no more video prod; did a presentation and is thinking about a way to extract content from it)*
 - <https://github.com/tomberek/slsa-demo>
 - <https://youtu.be/dTODGVbD-5M?t=985>
- [tom] announcement video for Nix 2.6 to be done next week with garbas
- [samueldr] common styles improvements+additions
 - <https://github.com/NixOS/nixos-common-styles/pull/8>
 - <https://github.com/NixOS/nixos-homepage/pull/789>
 - <https://github.com/NixOS/nixos-common-styles/pull/9>

5th January 2022

Attending (write yourself here)

Garbas, samueldr, ysndr, tomberek [initially]

Agenda

Ongoing:

- [tom] release video recording
 - started
 - [skip from the meeting minutes]
- [garbas] publishing the minutes of the meetings on discourse
 - To attract more people
 - To know others what we are working on
 - Just good for general transparency
 - We should rotate who is doing this
 - Let's start this today :P
 - **Yep.**
- [tom] survey follow-up with barry
 - Barry still needs to coordinate with Eelco [garbas: can you ping Eelco?]
- [yannik] proposal 2.4/2.5/2.6/... video: instead of longer videos, setup & maintain a site like [VS Code Can Do That?](#)
 - highlight each feature separately
 - Add (+mark) new features as they go
 - *We have the technology...*

[out of topic]

rok is thinking someone needs to take over the learn section

samuel: this goes back to the issue that this isn't a marketing team issue, but we need a proper "documentation effort", which we can seed.

rok: where does the marketing job ends? the documentation begins?

"learn" type of docs needs to be part of the marketing vision

authoring it shouldn't be part of the marketing team work directly

[back in topic]

yannik: this was more about the "presentation"

[out of topic again]

rok: we're still missing a "vision" about the documentation

samuel: we should form a "task-specific team" to at least rework the community vision of documentation.

rok: not worried about how the learn page is not good right now, but would be annoyed if the docs is not up-to-date by the time Nix 3.0 is released

samuel: makes sense to form a documentation "task force"?

*rok: 3.0 will require documentation to be **done** to release, as a more "marketing" release*

rok: where does the marketing team work ends? and documentation team starts?

samuel: now: how do we make this team happen?

rok: someone (a champion) needs to take the lead (thinking domen is the right person)

documentation team: no tooling, only content

*raising money for working on docs? [don't minute]
next step?: rok will touch base with the right persons initially
[original topic again?]
samuel: we can "just" rework the nixos doc into that framing if it makes sense 👍*

- [garbas] Docker to download page and few other improvements (*sync download page content with nix.dev install guide*)
 - <https://github.com/NixOS/nixos-homepage/pull/780>
 - (*action notes*)
*rok merged the nix.dev "how to install Nix" docs with the Nix download page
[more of a PR review than discussion]*
- [samuel] talk quickly about design task
 - <https://github.com/NixOS/nixos-common-styles/issues/7>
 - *about to start, talked about priorities*
- *[late tom] no updates from barry*

22nd December 2021

Attending (write yourself here)

Samuel, garbas, tomberek, ysndr

Agenda

Ongoing:

- [garbas] active sponsors page
 - Donate page [above the fold], at the bottom of the foundation section a widget with sponsors.
- [tom] 2.4/2.5/2.6 video
 - Next release (2.6) is on 24th of Jan
 - [rok and tom will reconvene on the new year to determine whether they release what they have at that point or finish a single video]
- [garbas] survey
 - Goes live after next meeting
 - *"The survey.nixos.org machine needs be transferred from DavidAk to NixOS (through Eelco). Other than that, it's totally ready. I'll bump Eelco on this"*
— barry
- [garbas] docker to the download page
 - Download section:
 - Nix section: move verify/uninstall inside "quick install" tab
 - Nix section: add Docker tab
 - NixOS section: Add "More..." tab with similar content to Nix's, which could also include clues for additional images like Azure, NixOS on ARM, etc...

- update "Source Repository": perhaps:
<https://github.com/docker/hub-feedback/issues/313#issuecomment-265843090>
- [garbas] css stuff
 - Samueldr will create the components
 - Garbas will create the todo list (in some order)
 - Status.nixos.org
 - Search.nixos.org
 - Hydra.nixos.org
- [yannik] flake-info
 - Import broke on invalid meta.maintainer field - fixed upstream and made made flake-info more resilient to accept this case
 - <https://github.com/NixOS/nixos-search/issues/389>
 - Check nixpkgs prs with
<https://github.com/NixOS/nixpkgs/blob/master/pkgs/stdenv/generic/check-meta.nix>

8th December 2021

Attending (write yourself here)

samueldr

[aborted]

Agenda

Ongoing:

- [yannik] Infrastructure Management DevRoom @ FOSDEM
 - CfgMgmtCamp is "not happening" as it's own event but integrated into online FOSDEM
 - Cfp on discourse
<https://discourse.nixos.org/t/the-fosdem-infra-management-devroom-cfp-is-now-open/16493>
 - The site doesn't state nix explicitly but nix is welcomed and wished for

Off topic

24th November 2021

Attending (write yourself here)

samueldr, tomberek, ysndr

Agenda

Ongoing:

- [tomberek/garbas]: Nix2.4 announcement

- developed a script, unsure of current status, no video available right now
- turn this into a Nix2.5 thing?
- Pair this with a blog, put it there, along with some written comments.
 - Draft:
 - https://docs.google.com/document/d/1ZgcFKonz_-s8IDCSDvHe_m_DQCuEuYQZ7HyKh4IrKkU/edit?usp=sharing

- [garbas]: sponsor's page
 - unknown
- [garbas] SoN after announcement
 - in progress
- [yannik] PackagingCon[?] (before FOSDEM)
 - potential NixOS track
- [tom/yannik]
 - Scaleway offered hardware for SoN
 - Equinix Metal - SoN or Release/ZHF (possible duplication of effort, talk to Graham)
- [barry] survey
 - no update/unknown

New discussions

- Nix2.5? Dec 13th
 - RFC106 is trying to establish a process
 - interaction with various other teams: eg: marketing, infrastructure, other?
 - Advertise. Key additions/changes.
 - Big-picture summary
- Last-item proposal: last 20-30minutes... actual work.
- Guest post by Hashimoto? Or an interview?

Off topic

- Nickel.... backlog this for now. (warning, here there be dragons)

11th November 2021

Attending (write yourself here)

samueldr, tomberek, eelco, garbas, ysndr

Agenda

Ongoing:

- survey [if bpiv400 is present] : "It's done and agreed upon. I just need to sync with Eelco for Hetzner and hosting" --Barry

New discussions

- [tomberek]: Nix2.4 announcement
 - working session, come up with a rough script
 - copy Discourse post into blog (or just link to it)

- "Future work"
- Interpret release notes, summary
- [garbas]: sponsor's page
 - WIP, no PR yet
 - Following the SoN, we got some sponsors; the idea is to present sponsors.
 - (<https://nixos.org/donate.html>) - include past year sponsors + all
 - <https://opencollective.com/nixos#support> has some of this
 - Current Sponsors (> 1000€),
 - SELECT name, logo, link FROM donate WHERE amount > 1000 and date >= 2021-01-01 AND NOT optOut ORDER BY (amount, name);
 - use the widget, and add a few direct donations and equipment
 - CSV export at: <https://opencollective.com/nixos/transactions>
 - <https://opencollective.com/nixos/transactions?kind=CONTRIBUTION&period=2021-01-01T05%3A00%3A00.000Z%E2%86%922021-11-11T04%3A59%3A59.999Z>
 - Historical Sponsors (> 1000€)
 - SELECT name FROM donate WHERE date < 2021-01-01 AND NOT optOut ORDER BY (amount, name);
 - <https://opencollective.com/nixos/transactions?kind=CONTRIBUTION&period=2019-07-15T04%3A00%3A00.000Z%E2%86%922021-01-01T04%3A59%3A59.999Z>
- [garbas] SoN after announcement
 - We still have time
 - Yannik will coordinate with Mattias to gather feedback
- [yannik] PackagingCon[?] (before FOSDEM)
 - We should promote it and get many Nix submissions for talks
 - Yannik will get more information on the details.
- [tom/yannik]
 - Scaleway offered hardware for SoN
 - Scaleway needs help with NixOS image
 - Equinix needs help with NixOS image
 - packet provides arm machines (graham did it)

27th October 2021

Attending (write yourself here)

samueldr, barry

Agenda

Ongoing:

- [via matrix] barry showed a survey preview
 - <https://nix-test.limesurvey.net/556787?newtest=Y&lang=en>
- Nix survey preview comments
 - Samuel reiterated comments from Matrix about readability of the "no longer use" question
 - Also added a "how you use Nix" question at Samuel's request

New discussions

- [nothing yet]

13th October 2021

Attending (write yourself here)

samueldr, zupo

Agenda

Ongoing:

- [nothing]

New discussions

- oceansprint organization [zupo]
 - asking about opinion for naming, as "sprint" can be confused with "agile scrum spring"...
 - zupo is thinking about "summit" rather than sprint
 -

29th September 2021

Attending (write yourself here)

Ysندر, samueldr, tomberek, bpiv400

Agenda

Ongoing:

- Survey
 - all questions options
 - other tech used
 - follow-on questions
 - likes/dislikes
 - other major projects? (Nix/NixOS/flakes/Hydra)
- "Nix by the numbers"
 - Fastly exporter to get download metrics, graham assisting (done)
- Nix 2.4 release
 - [tom] document updated with outline
 - regenerate + pin asciinema stuff. save output artifacts
 - biggest issue [for tom] is the release notes (for a releasing perspective)
 - planned release date? (edolstra@gmail.com ?)
 - see also rfc#106
 - follow-on discussion regarding policies+procedures for Nix
 - prominent display of: <https://github.com/grahamc/nix-install-matrix>
- nixos-search
 - [still unresolved] failing third party flakes break indexing
 - graceful handling of errors
 - PR review: <https://github.com/NixOS/nixos-search/pull/358>
 - PR review: <https://github.com/NixOS/nixos-search/pull/357>
 - flakes named "nixos", try flake URI
 - make issue [tom]: <https://github.com/NixOS/nixos-search/issues/366>
- Nix track at config management camp (<https://cfmgmgtcamp.eu/>) fosdem [yannik]
 - Min requirement: 4 talks on config management
 - raw arbitrary configs (toJSON,toYAML) and Nix syntax
 - packages
 - services (NixOS modules,,,, infinisil's presentation?)
 - systems/clusters
 - No deadline yet (depends if part of fosdem [february '22] or stand alone)
 - organizers want to have "NixOS org tangential members" present for organizing a track

15th September 2021

Attending (write yourself here)

- Ysندر, samueldr, eelco, bpiv400, zupo, Rok, tomberek

Agenda

Ongoing

- Survey
 - Questions created; need to stand-up survey server.
 - Retain questions (where?) to allow similar future questions.
 - TODO: how/when to announce?
 - → follow-up with davidak about transferring the hetzner VM
- "Nix by the numbers"
 - Attendees recommend using prometheus
 - Highlighted existing prometheus instance (<https://monitoring.nixos.org/grafana/?orgId=1>)
- Nix 2.4 release
 - four issues open, to go, three critical issues, one of the three is release notes.
 - release highlights
 - improved error messages (better context, more color -- demo with screenshots/gif/asciinema)
 - improvements to the `nix` commands (almost a complete replacement to the old ones) - missing: <https://github.com/NixOS/nix/issues/4429>
 - ready to be tested in the real world to find maybe the last few issues?
 - still experimental until nix 3.0 release
 - flakes
 - CAS - link to theophane's discourse post / tweag blog posts
 - maybe recursive nix (so unstable that it's not good to mention yet?)
 - Smaller
 - nix bundle
 - [for the website announcement post]
 - search.nixos.org and its new flake search engine
 - point out the new manual format
 - new release schedule (6 week) - point to the RFC
- nixos-search
 - [discussion about the indexing issues with flakes that fail to evaluate]

1st September 2021

Attending (write yourself here)

- samueldr, tomberek, zupo, garbas, bpiv400

Agenda

Ongoing

- Survey
 - Questions created; need to stand-up survey server.
 - Retain questions (where?) to allow similar future questions.
 - TODO: how/when to announce?
- nixos-search
 - merged experimental flakes support
 - templates, bundler, lib, nixosModules, overlays, etc.
 - nixpkgs support (legacyPackages problem)
 - regression: JSON in examples vice Nix expression
 - ysndr has/will-have ownership of `nixos-search`
- Nix2.4 release
 - Eelco..... PR/issue tracker review for 2.4 milestone
 - find release announcement template
 - Need to decide on the exciting/compelling features
 - Flakes is a big element -- no longer need to install from master -- everyone can use -- needs polishing (Flakes makes helping people debug issues more easily)
 - Content addressable derivations (behind a feature flag)
 - Nix command still behind feature flag
 - Improved error messages -- need to show before and after
 - Darwin improvements?? Still Nixpkgs specific
 - New commands (e.g. Nix-bundle)
 - mention Summer of Nix usage of all these things ^^^. Add nix flakes to search
 - Invite to contribute (link to Roadmap in Discourse)
 - How is roadmap developed? - Driven by Eelco. (And anyone else who has time to do development work)
 - RFC for flakes
 - Need to surface design decisions somehow -- There's a UX principles document somewhere
 - Definitely need to have a section on breaking changes / regressions
 - Deadline: apx 1-2 weeks.

New Discussions

- Cross-posting significant announcements
- Sell the *product/benefit* behind reproducibility

18th August 2021

Attending (write yourself here)

- samueldr
- tomberek
- ysndr
- zupo
- garbas (late)

Agenda

- Ongoing
 - Barry: survey approval?
 - https://pad.nixnet.services/wpvO_S3RTDyLIBqiSPd55Q?view
 - raffle idea
 - legal difficulties: worldwide?, laws, privacy, "except for residences of XYZ"
 - cachix or nix-build.net?
 - swag
 - nixos-search
 - status: UI glitches, needs review
 - next steps: unify UI, utilize flake-registry (filter out nixpkgs)
 - fixes to option links
 - Get Rok+Eelco to approve current demo #324. samueldr has ongoing reviews
 - add non-nixpkgs flakes from flake-registry?
 - fix bugs
- New Discussions
 - Nix 2.4 release
 - Blog post! (who?)
 - Articles! (linked in blog post)
 - killer-features!
 - eg: explain the new "nix bundle" feature and ask community to provide more! (assigned: tom)
 - release notes
 - *Need*: list of all features
 - access to merge - Yanik can merge after #324 is approved. (general consensus)
 - on-boarding de-facto community projects (tom: no progress other than nixos-search)
 - nixos-search (most priority)
 - mobile.nixos.org (example historical)
 - status.nixos.org (example historical)
 - r13y.com -> r13y.nixos.org
 - <https://4shells.com/nixdb/search>
 - <https://lazamar.co.uk/nix-versions>
 - nix-generators (flake of alternative `nix bundle` implementations)

- nix-community/nix-generators {nix-bundler} matthewbauer/nix-bundle
- <https://github.com/juliosueiras-nix/nix-utils>
- need more details..... (for action: tom, out-of-scope for marketing)

○

4th August 2021

Attending (write yourself here)

- samueldr
- *barry (bpiv400) through Matrix sent one thing*
- tomberek
- yannik (ysndr)

Agenda

Please write below topics you would like to discuss and also a name who proposed the topic. Minutes can be written inline and extracted out later.

- Ongoing / stalled:
 - *Barry*: survey things

If there's time on the agenda, I think it would be good for members to weigh in on the proposed set of questions: https://pad.nixnet.services/wpvO_S3RTDyLIBqiSPd55Q?view

My overall thought: This is a good length. I'd make a couple small tweaks to the logic (e.g. right now, if you answer yes to using NixOS, it assumes that's all you currently use now). I'd also add a question in the Nix section that asks what you use Nix for and another question about what you view as the "alternatives to Nix"

(no discussion, though we looked)
 - *yannik*: flake search: looking at what's the next step, if we try to "own" it as a marketing team (from that tangent about trying a process).

Needs: Rust review from Rust knowledgeable people (indexing)

TODO: review UX in the frontend part (samueldr)
 - Inviting yannik to the marketing team
- New discussions
 - *tom*: talking about setting up a marketing plan. Plan strategies for communications; "press release" kind of things.

Since we had a recent lost opportunity with the reproducible builds project

what is the next planned big opportunity for a "communication event"

also figure out a plan for "missed events"

Q: Who "owns" posting officially as NixOS.org?

Q: How can we make an "expressway" to make tangent projects "official communication" from nixos.org? (e.g. adopting r13y.org [assuming r13y.org wants to]) (See what happened with status.nixos.org, which was tangential before)

Q: Who do I get in touch with to publish "news articles content" officially under nixos.org?

- Tangent about "trying a process"
 - ~~Prepare a new "accepting new members to the marketing team" post for november~~
 - Make an update to the nixos.org website's marketing team page to show the current state (*tom* will)
-

21st July 2021

Attending (write yourself here)

- samueldr
- Barry
- tomberek

Agenda

Please write below topics you would like to discuss and also a name who proposed the topic. Minutes can be written inline and extracted out later.

- Ongoing / stalled:
 - [...]
 - (Started thinking about)
 - tomberek: prepare material and plan for a future reproducibility milestone.
 - [tomberek/everyone] rather than a *getting started for \$usecase* prepare some demos
 - Some complex integrations
 - tomberek: some form of "welcome committee"
 - so experienced people can track what new users have issues with
 - and so new people can get some (even?) better help
 - (tomberek / question) so many different things, nixos.org, nixos.wiki, nix.dev
 - is there a reason why it's not part of nixos.org
 - [everyone] "onboarding": "baby's first nix non-install" / reduce friction
 - nix-bundle
 - nix portable <https://github.com/DavHau/nix-portable>
 - docker image
 - barry: "security" through reproducibility
 - (samuel) show that we handle the "flip side" of reproducibility, we have transparency on the inputs
 - explore making "reproducible builds" an argument for Nix
-

23rd June 2021

Attending (write yourself here)

- samueldr
- yannik
- tomberek
- Barry
- Garbas (late)

Agenda

Please write below topics you would like to discuss and also a name who proposed the topic. Minutes can be written inline and extracted out later.

- Proposed Topics

- common Nix Community story of benefits of CA and 100% reproducible image
- statistics of users/cache usage exposed and communicated on nixos.org
 - fastly in front of s3
 - worth having large-scale granularity
 - change over time
 - customizing a package means you're not represented (since you don't hit the cache)
 - corporate adoption relies on signals like growth of community, usage, and metrics (engineering usage

vs community-wide metrics)

- samueldr: git/github metrics, unique contributors, commits, PRs, issues
- barry: github contribution dataset that benchmarks nix / nixpkgs
- absolute numbers in "community water hole", e.g. discourse, matrix
- "Nix: by the numbers": requires champion, support from core infrastructure team, publish in NixOS weekly (<https://weekly.nixos.org/>). Utilize repology.org? (good idea)

- Survey:

- Questions to understand who is using Nix
- Questions to understand what projects are being used
- Controversial RFCs

- nixos internship on the topic: adding flakes to search.nixos.org

- language specific tutorials tom is working on it. A PR might come next meeting

- Continued Topics

- Website content: NixOS, Tutorials, ...
 - how-to docs, Go, python, format
 - Other website redesign: status.nixos.org, search.nixos.org
 - Survey (What is the state of the community?) - contact: davidak
 - Analytics (Are we going in the right direction?)
 - (see statistics discussion above)
 - Weekly contributor/monthly
-

17th March 2021

Attending (write yourself here)

- Rok Garbas

Agenda

Please write below topics you would like to discuss and also a name who proposed the topic. Minutes can be written inline and extracted out later.

- Ongoing / staled:
 - Website content: NixOS, Tutorials, ...
 - Other website redesign: status.nixos.org, search.nixos.org
 - Survey (What is the state of the community?)
 - Analytics (Are we going in the right direction?)

17th February 2021

Attending (write yourself here)

- Samueldr
- Eelco Dolstra
- Rok Garbas

Agenda

Please write below topics you would like to discuss and also a name who proposed the topic. Minutes can be written inline and extracted out later.

- <https://github.com/NixOS/nixos-homepage/pull/669>
- <https://github.com/NixOS/nixos-homepage/pull/670>
- Analytics? Survey? How do we know we are doing the right thing?
 - Where is NixOS? We need to add it back to the website.
 - Survey: garbas looks into hosting this on AWS and does initial work on questions. Survey should be out in a “month”.
 - SEO review
 - (samueldr) We need to consider **also** having complete server-logs based to properly estimate the proportion of our requests that are not tracked with more in-depth tracking. This is because Netlify's doesn't have user agent information, or more raw information to estimate what proportion

of the millions of queries were made by humans vs. bots.
(action points: figure out if we can get the raw logs; like e.g. S3 allows)

20th January 2021

Attending (write yourself here)

- Eelco
- Rok Garbas
- Hugo Lageneste
- samueldr

Agenda

Please write below topics you would like to discuss and also a name who proposed the topic. Minutes can be written inline and extracted out later.

- ANN: New fonts -> <https://github.com/NixOS/nixos-homepage/pull/663>
-
- ANN: Blog section -> <https://github.com/NixOS/nixos-homepage/pull/669>
- ANN: Commercial page rework -> <https://github.com/NixOS/nixos-homepage/pull/670>
- ANN: Faceted search -> <https://github.com/NixOS/nixos-search/pull/261>

6th January 2021

Attending (write yourself here)

- Eelco
- Rok Garbas
- Hugo Lageneste
- samueldr

Agenda

Please write below topics you would like to discuss and also a name who proposed the topic. Minutes can be written inline and extracted out later.

- Introducing Hugo
- Changing fonts for nixos.org -> <https://github.com/NixOS/nixos-homepage/pull/663>
- Reworking the community section
- Commercial provides sections of the website

23rd December 2020

Attending (write yourself here)

- samueldr
- Rok Garbas
- Eelco

Agenda

Please write below topics you would like to discuss and also a name who proposed the topic. Minutes can be written inline and extracted out later.

- Nixos-common-styles
 - <https://github.com/NixOS/nixos-common-styles>
 - <https://nixos-common-styles.netlify.app/>
- Policy on using other brands on nixos.org (aws, gcloud, azure, docker, cachix, nixbuild.net, ...)

25th November 2020

Attending (write yourself here)

- Rok Garbas
- samueldr
- Eelco
- tomberek

Agenda

Please write below topics you would like to discuss and also a name who proposed the topic. Minutes can be written inline and extracted out later.

- [tomberek] Intro
- [garbas] ANN: thank you **turboMaCk** for all the help with <https://search.nixos.org>
- [garbas] ANN: Terraform guide added (<https://github.com/NixOS/nixos-homepage/pull/646>)
- [garbas] ANN: Merch graphic added (<https://github.com/NixOS/nixos-homepage/pull/647>)
- [garbas] ANN: Change landing page description (<https://github.com/NixOS/nixos-homepage/pull/648>)
- [garbas] Features page PR ready (<https://github.com/NixOS/nixos-homepage/pull/640>)
- Planning:
 - 20.09 Roadmap (<https://github.com/NixOS/nixos-homepage/milestone/1>)
 - 21.03 Roadmap (<https://github.com/NixOS/nixos-homepage/milestone/2>)

11th November 2020

Attending (write yourself here)

- samueldr
- Rok Garbas

Agenda

Please write below topics you would like to discuss and also a name who proposed the topic. Minutes can be written inline and extracted out later.

- Postponed until next time

28th October 2020

Attending (write yourself here)

- samueldr
- Rok Garbas
- Eelco Dolstra

Agenda

Please write below topics you would like to discuss and also a name who proposed the topic. Minutes can be written inline and extracted out later.

- Homepage work
 - [garbas?] Community page redesign (live)
 - [garbas?] Donate page redesign (live)
 - [garbas?] Governance page redesign (live)
 - [garbas?] Learn page redesign (live)
 - Features page - planning → overview page
 - Landing page changes
 - Nix is a tool that takes a unique approach to package management and system configuration.
Learn how to make reproducible, declarative and reliable systems.

14th October 2020

Attending (write yourself here)

-

Agenda

Please write below topics you would like to discuss and also a name who proposed the topic. Minutes can be written inline and extracted out later.

- ~~[garbas?] Community page redesign (live)~~
- ~~[garbas?] Donate page redesign (PR)~~
- ~~[garbas?] Governance page redesign (PR)~~

The call was aborted as Rok missed it.

-

30th September 2020

Attending (write yourself here)

- garbas
- Samuel
- davidak
- Eelco

Agenda

Please write below topics you would like to discuss and also a name who proposed the topic. Minutes can be written inline and extracted out later.

- [davidak] ANN: I want to leave the NixOS marketing team after the release
 - Thank you!!!!
- [davidak] Hello Tux Shirts Status? <https://discourse.nixos.org/t/hello-tux-shirts/7979/11>
- [garbas] calendar (for nixos releases, meetings, events, ...)
 - <https://nixos.org/calendar.ics>
 - Eelco will create
- [garbas] release announcement (welp!)
- [garbas] redesign status (where are we with the redesign)

16nd September 2020

Attending (write yourself here)

- Garbas
- Eelco
- Samuel
- davidak

Agenda

Please write below topics you would like to discuss and also a name who proposed the topic. Minutes can be written inline and extracted out later.

- [garbas] How to accept new members to marketing team
- [davidak] NixOS Survey
- [garbas/samueldr] review the progress for redesign implementation

2nd September 2020

Attending (write yourself here)

- davidak
- Garbas
- Eelco Dolstra
- samueldr

Agenda

Please write below topics you would like to discuss and also a name who proposed the topic. Minutes can be written inline and extracted out later.

- [samuel] Another store on nixos.org -> <https://discourse.nixos.org/t/hello-tux-shirts/7979>
- [garbas] ANN: improves ranking in search.nixos.org
- [garbas] How to accept new members to marketing team
- [davidak] NixCon Survey
- [garbas] review the progress for redesign implementation
 - <https://github.com/NixOS/nixos-homepage/pull/510>
 - <https://5f4fecdc170238320fae1b95--nixos-homepage.netlify.app/>

19th Aug 2020

Attending (write yourself here)

- Garbas
- Eelco Dolstra
- Samuel Dionne-Riel
- davidak

Agenda

Please write below topics you would like to discuss and also a name who proposed the topic. Minutes can be written inline and extracted out later.

- [samuel] Another store on nixos.org -> <https://discourse.nixos.org/t/hello-tux-shirts/7979>
- [garbas] ANN: search.nixos.org -> will become default search (right after the meeting)
- [garbas] nixos.org redesign
 - Timeline until finish (expected)
 - [samuel] Implementation
- [garbas] messaging about Nix/NixOS
 - Didn't share the document before my vacation, sorry.

- [garbas] Looking at the roadmap for 20.09. Plans until next time.

5th Aug 2020

Attending (write yourself here)

- davidak
- Garbas
- Eelco Dolstra
- Samuel Dionne-Riel

Agenda

Please write below topics you would like to discuss and also a name who proposed the topic. Minutes can be written inline and extracted out later.

- [samuel] Another store on nixos.org -> <https://discourse.nixos.org/t/hello-tux-shirts/7979>
-
- [garbas] update on redesign
- [garbas] update on rewriting features page
- [davidak] Community Survey details

22th July 2020

Attending (write yourself here)

- davidak
- Eelco Dolstra
- Rok Garbas
- Samuel Dionne-Riel

Agenda

Please write below topics you would like to discuss and also a name who proposed the topic. Minutes can be written inline and extracted out later.

- [garbas] Redesign process
 - Timeline:
 - 2 days come up with the idea and direction on the design (Thu, Fri)
 - Meet - separately from this meeting - with the intention to debate only the topic of redesign (Mon)
 - Iterate until we have a proposal we are satisfied with.
 - Once we pick a design we start straight with the implementation. We can circle back to the designer if we have more quests.
 - Costs:

- Pay from my pocket (hour rate is 35eur/h, estimated cost is 500-1000EUR, depends how much we will be iterating)
 - Get reimbursed from foundation if results are satisfactory
- Who:
 - A designer I know which can iterate quickly, and has the time in next 2 weeks, we start tomorrow
- Goals: (reiterating from last time)
 - This is not the last design.
 - We are not looking for perfect
 - Need to ~~support mobile devices~~ be fully responsive
 - *not "mobile devices" but "fully responsive"*
 - Design needs to cover nixos.org and search.nixos.org
 - We just need to have better design that will:
 - Increase trust that this is a serious project
 - Still have a feeling of a community
 - Any other limitations I should
- Implementation:
 - Coordinate with @samuel since he showed interest.
 - I will be working on the rest of the content that is missing
- Expected early preview in 2/3 weeks
- [davidak] Community survey, https://pad.nixnet.services/wpvO_S3RTDyLIBqiSPd55Q?view#
- [garbas] Anybody would like to share their plans, what to work on, in the next 2 weeks?

8th July 2020

Attending (write yourself here)

- Samuel Dionne-Riel
- Eelco Dolstra
- Rok Garbas
- davidak

Agenda

Please write below topics you would like to discuss and also a name who proposed the topic. Minutes can be written inline and extracted out later.

- Update on things from last time:
 - @samueldr -> reviewing search.nixos.org
 - @edolstra -> changes to the nix release process so that we don't have to bump anything on nixos-homepage repository.
 - @edibopp -> automate nix.dev<->nixos.org 1 integration of tutorials. working on more tutorials, contributing to nix.dev.
 - @domenkozar -> nix.dev tutorials
 - @davidak -> community survey
 - @garbas

- how should we talk about Nix
 - announce that we are looking for better examples
 - how can we help release manager
 - start talking about redesign process.
- [garbas] ANN: search.nixos.org now feature ready
- Another store on nixos.org -> <https://discourse.nixos.org/t/hello-tux-shirts/7979>
- DISCUSSION: "Redesign" of the website
 - Ideally we would first do brand identity, but maybe this will be done at some later point.
 - Quick & Budget(less) option
 - We find somebody/some company until the next meeting who can design.
 - What can we offer in return? A mention in the footer? Is there some small budget that we can get from the foundation?
 - We don't strive for perfection, but to have better design soon
 - Same design would be then used for search.nixos.org
- [garbas] Anybody would like to share their plans, what to work on, in the next 2 weeks?

17th June 2020

Attending (write yourself here)

- davidak
- Eelco Dolstra
- Eduard Bopp (edibopp)
- Samuel Dionne-Riel
- Rok Garbas

Agenda

Please write below topics you would like to discuss and also a name who proposed the topic. Minutes can be written inline and extracted out later.

- [eduard] ANN: first tutorials copied from nix.dev [#470](#)
 - More guides/tutorials: integration of nix.dev and nixos.org, see [#443](#)
- [garbas] ANN: move search from navigation bar to learn page [#472](#)
- [garbas] ANN: landing page changed, with many fixes following up
- [garbas] ANN: many search fixes (24 PRs merged), working on 2 more before calling it official search for packages and options:
 - Suggestions as you type in search query, [#71](#), work started under [#74](#)
 - Improve search accuracy, [#61](#), work started under [#102](#)
 - Thank you Samuel for all the issues raised when reviewing.
- [garbas] Review the roadmap with bigger groups and see if anything is missing
 - <https://github.com/NixOS/nixos-homepage/milestone/1>
- [garbas] Anybody would like to share their plans, what to work on, in the next 2 weeks?

3th June 2020

Attending (write yourself here)

- Rok Garbas
- Eduard Bopp
- Eelco Dolstra

Agenda

Please write below topics you would like to discuss and also a name who proposed the topic. Minutes can be written inline and extracted out later.

- [garbas] Landing page, last bits done (check the video)
- [garbas] Search.nixos.org review coming tomorrow.
- [garbas] Roadmap
 - Merging landing page marks a point where we can look back at what was done and look forward to what we are planning to do.
 - Done so far:
 - Move to netlify
 - Reorganisation of the website (simplification of the menu, many new pages, many pages combined)
 - First tutorials / guides were added to nix.dev, which I hope to sync to nixos.org soon
 - Search.nixos.org that replaces current search for packages/options
 - To be done until next release (please write what you want to work on)
 - Next release is in September, in ~90days
 - Change in how we talk about Nix/NixOS, starting with a landing page.
 - Find better examples for landing page
 - More tutorials / guides
 - Blog / News section to bring out communication from the development teams
 - Redesign (we don't aim to be perfect but to be better)
 - Only look for designer (we don't need implementation). Looking for UI designer not so much for UX
 - Logo stays
 - Menu structure stays
 - Download page: EC2 images should be latest (automate the deployment), also create Azure and GCP images
 - Help with 20.09 release with release notes and release announcement
 - Rework commercial support page
 - Have a bit more than name and link. (logo, description what company does)
 - Random order to play
 - Work with commercial providers to collect:
 - Testimonials
 - Success stories
 - Jobs section of the website

20th May 2020

Attending (write yourself here)

- Rok Garbas (garbas)
- Eduard Bopp (aepsil0n/ebopp)
- Domen Kožar
- Eelco Dolstra
- davidak
- samueldr

Agenda

Please write below topics you would like to discuss and also a name who proposed the topic. Minutes can be written inline and extracted out later.

- [garbas] ANN: Landing page
 - Simplified. More info in the PR itself: <https://github.com/NixOS/nixos-homepage/pull/425>
- [garbas] ANN: search.nixos.org, currently at <https://nixos-search.netlify.com>
 - Explain the goals (short/middle/long)
 - Show current status and discuss
- (from last time) [garbas] Community survey
 - [davidak] I had that idea before: <https://discourse.nixos.org/t/idea-yearly-nixos-community-survey/2814>
I have planned to create a concept and a technical prototype. I would like to have a team that execute it once a year (marketing is a perfect fit)
<https://github.com/NixOS/rfcs/pull/64#issuecomment-620862061>
 - Examples:
 - <https://blog.rust-lang.org/2020/04/17/Rust-survey-2019.html>
 - <https://www.jetbrains.com/lp/devecosystem-2019/python/>
 - <https://taylor.fausak.me/2019/11/16/haskell-survey-results/>
 - <https://discourse.elm-lang.org/t/state-of-elm-2018-results/2823>
- (from last time) [davidak] History page
 - The project exists for some time now. Do we want to have a History page with all the details how we got to the current state?
 - [garbas] Should link to Armiijn's NixCon 2019 talk.
- (from last time) [davidak] Do we want to have a Mastodon account as decentralised and free software alternative to Twitter? It can be synced with Twitter, so no extra work. I already met many Nix and NixOS users there and it would be great to be able to mention @nixos@someinstance.tld instead of #nixos which is also good. That way people can click the profile, click the website link and find out about our project and also subscribe for announcements. <https://discourse.nixos.org/t/whos-using-the-fediverse-mastodon/1370>
<https://fosstodon.org/about> looks like a good instance for us

- (from last time) [davidak] Could it be part of our story that “NixOS is constantly improving. It gets better with every release.”?
<https://discourse.nixos.org/t/marketing-team-can-we-present-nix-nixos-better/6249/61?u=davidak>
 - TODO: explain release process
- [ebopp] Usability testing (→ https://en.wikipedia.org/wiki/Usability_testing)
 - I did a tiny usability test with one person (Ubuntu user, data scientist, heard of Nix, but never used it) to get a first feeling for how nice the on-boarding experience for new users is right now
 - Orthogonal to surveys & playground data analytics:
 - Helps empathize with user by seeing them interact with software
 - Comparatively cheap to carry out, no development necessary
 - Quickly check assumptions and find most obvious issues
 - Cannot be done with representative sample of users easily
 - Need to find people to test with, here are further ideas
 - <https://docs.google.com/document/d/14i6ND7gD9gPnDd60huL8reX3kEtoVUSyUtBoKSOozEs/edit?usp=sharing>
 - Maybe record session to show people what it is like
- [ebopp] Guides & RFC-64
 - Bit of a controversial discussion here: <https://github.com/NixOS/nixos-homepage/pull/418>
 - How to proceed?
 - [domenkozar] Started writing tutorials at <https://nix.dev/>

29th Apr 2020

Attending (write yourself here)

- Rok Garbas
- Eduard Bopp
- Samuel Dionne-Riel
- Eelco Dolstra
- Domen Kožar
- Geoffrey Huntley
- davidak

Agenda

Please write below topics you would like to discuss and also a name who proposed the topic. Minutes can be written inline and extracted out later.

- [graham+idlework] Docker had a playground with user monitoring and analytics to find out usability issues in the early days. Could we do something like that?
- [davidak] ANN: Community page redesign
- [davidak] ANN: Donate page

- [garbas] How is Foundation standing with funds? Do we have any known budget? Is this public somewhere? Should it be public?
 - [davidak] the foundation decided to use Open Collective in <https://github.com/NixOS/nixos-foundation/issues/1#issuecomment-513474468> -> <https://opencollective.com/nixos/expenses> / <https://opencollective.com/nixos#section-budget>
 - I would consider this work as a preparation for times when our AWS is not going to be covered. We need to know how much we are spending.
 - Based on how much we are spending, we (marketing team) can look for ways to engage with contributors and ask for donations.
 - While most of the community will consider this boring work it is crucial for the health of the whole community. Consider this a basic hygiene.
- [davidak] ANN: First Guide: How to Contribute
 - More can be added. What topic would we like to have? Only for users or also contributors, like “How to backport changes to stable branch”?
- [garbas] Landing page
 - Nix or NixOS
- [garbas] Commercial support
 - Currently there was a list of companies, but got removed with community page redesign
 - We might want to make this more visible to be considered more production ready. But we need to keep still a community vibe.
 - We need to make sure representation is fair (alphabetical or randomize order)
 - We might consider a place where companies might want to share their success stories.
 - Should this be a completely separate site (eg. nixos.com :P), maybe?
 - Examples of how this is done: <TODO>
- [garbas] Process of a redesign
 - Budget
 - Timeline
 - What do we need to prepare?
- [ebopp] Quickstart guide
 - Quickstart has focus on web development with Python
 - this was the quickest example for me to set up
 - not necessarily addresses the most important target audience
 - Haskell or Rust may be better? Just guessing here... SURVEY!
 - Is the focus too narrow? Should we present something more generic? What?
 - Should we have multiple versions for different application domains?
 - Draft: <https://gist.github.com/aepsil0n/47fa7db73689f2362300e61e35a95e6b>

15th Apr 2020

Attending (write yourself here)

- Rok Garbas
- Eelco Dolstra
- Eduard Bopp
- Graham Christensen
- Samuel Dionne-Riel
- davidak

Agenda

Please write below topics you would like to discuss and also a name who proposed the topic. Minutes can be written inline and extracted out later.

- [garbas] ANN: <https://planet.nixos.org> is back
- [garbas] ANN: Download page, <https://nixos.org/download.html>
- [garbas] Landing page review
 - Refresh what was discussed last time
 - Share the screen and review the PR
 - Nix vs NixOS in naming? Are we a Nix or NixOS community? Are there two communities?
 - [davidak] we found a consent what the audience of NixOS is we want to focus on, but what is the audience of Nix? It might be different
 - I think it's less complicated than NixOS and could be used by novice users (with new UI) like just install, update and remove packages imperatively
 - But of course also developers (dev environment) and advanced users
- [garbas] Communication in nixos community
 - Currently we have:
 - news (<https://nixos.org/news.html>)
 - weekly (<https://weekly.nixos.org>)
 - planet (<https://planet.nixos.org>)
 - discourse announcement section (<https://discourse.nixos.org/c/announcements/8>)
 - Youtube (https://www.youtube.com/channel/UC3vlimi9q4AT8EgxYp_dWlw/featured)
 - Stackoverflow, <https://stackoverflow.com/questions/tagged/nixos>
 - All of the above “news” channels serve a certain purpose.
 - One of the goals of the communication should be to help teams reach other parts of the community or even help them “talk” to outside of the community. Expose blogs in
 - What are we missing?
 - Calendar(s): Release calendar, events, meetups, online sessions, ...
 - [davidak] Map of events, future and past (so you see the nearest community) <https://github.com/NixOS/nixos-homepage/issues/200>
 - How are others doing it?
 - [davidak] public communication style
 - On social media (what should be our style of communication? Professional or personal? Are MEMES allowed? We could have a dedicated social media team that answers questions, retweet tweets that show how awesome NixOS is and articles etc, share polls which OS is the best. Do we want to be as annoying as Arch Linux users? I use NixOS btw)
 - With press (elementary handles this topic perfectly with great visual release blog post and press kit. When we publish release announcements with screenshots, journalists and bloggers might just copy it and we get free publicity. This way we have control over how people see NixOS. but there is again the question, how do we describe the project so that journalists and their readers understand it :D <https://mastodon.social/@elementary/103952495024815573>)
 - At conferences and meetups (what communication style can we recommend for community events? Should NixOS users leave propaganda everywhere (always funny to see the NixOS install party advertisement on the toilet at chaos communication congress every year), wear merch, annoy people by saying NixOS is superior, even tho the others don't ask for it?)

- [garbas] *search.nixos.org*, currently at <https://nixos-search.netlify.com>
 - Explain the goals (short/middle/long)
 - Show current status and discuss
- [davidak] “Instead of passively analysing logs, we could also ask directly for feedback like “was this page helpful? Did you find what you searched?” do we generally like this idea? Should we create a low priority issue for later or discuss later again?”
- [davidak] *NixOS Community page redesign*

1st Apr 2020

Attending (write yourself here)

- Samuel Dionne-Riel
- Eelco Dolstra
- davidak
- Graham Christensen
- Rok Garbas

Agenda

Please write below topics you would like to discuss and also a name who proposed the topic. Minutes can be written inline and extracted out later.

- [garbas] Governance page (final review, merging on Friday, April 3rd)
- [garbas] Landing page,
- [davidak] Maintain a list of project presentations that we like (and might fit our project) and explain why you like it. Then we can discuss how to copy it. We are no marketing experts, so we don't have to be innovative here!
 - [garbas] <https://www.rust-lang.org/> “it still feels a community projects, while showing that is production ready”
 - [garbas] <https://software.opensuse.org/distributions/tumbleweed> nice download page
 - [garbas] landing page content <https://chocolatey.org/>
 - [Gchristensen] <https://www.packet.com/> has a nicely structured footer
 - [davidak] <https://brew.sh/> commands on landing page show how intuitive and easy it is. the user knows how to use it even before installing it!
 - [davidak] <https://guix.gnu.org/> is a nice example how a landingpage would look like if desktop users are the audience to focus on. They present it with 3 strong words and some further description, show some screenshots under “Discover Guix”, link to “Instructional videos”, and links to some user stories under “GNU Guix in your field”. The package manager is only one section.
 - [davidak] <https://guix.gnu.org/videos/> has professional video tutorials for basic tasks, like installation, so everyone should be able to achieve this by following it closely... it is documented that people fail to install NixOS. https://www.reddit.com/r/NixOS/comments/88z7mp/first_impression_of_the_nixos_installation/ (i would like to create more NixOS videos for my personal youtube channel, like this where i run NixOS on a notebook with 256MB RAM and no ethernet <https://youtu.be/ctG0DsmcAtU>)

A cool project would be to generate videos from a script, that starts a NixOS VM and captures video output of a task, like install and text that is spoken by some deep learning network TTS. This way, the text and tasks can easily get updated and the video is always up to date. Like we generate our manual for every release.

- [davidak] <https://palletsprojects.com/> minimalistic design, professional icons, precise and short texts
- [garbas] Action item: check if donations are coming in from <https://www.redbubble.com/people/mogorman/shop>
- Nix for reproducible science (that seems to be needed and Nix could help)
 - NixOS for Gamers (how to setup Steam, which games are packaged, how to [samueldr] Can we still do a URL inventory of the old website? (and other post-mortem talk about the migration.)
<https://logs.nix.samueldr.com/nixos-chat/2020-03-20#1584744875-1584744837>;
 - [davidak] To get closer to a point where we know how to present Nix/NixOS (e.g. on a Landingpage), we should define on which audience we want to focus. I suggest
 - Developers (Nix can solve hard problems, devs might contribute back)
 - Advanced/enthusiast linux users (currently using Arch/Gentoo/...)
 - Server administrators using impure config. Management like Ansible, Salt, ...
 - [davidak] I would like to have specific tutorials for different audiences, like
 - NixOS as desktop operating system (what can it do for desktop users)
 - NixOS for reliable server configuration and deployment
 - setup VR)
 - Nix for Python development (Python backend + JavaScript frontend)
 - Nix for embedded development / cross-compilation
 - NixOS on your mobile phone
 - Nix for HPC
- [davidak] Website monitoring options
 - Cookies are not an option since we don't want the consent banner. "Cookie banners are regulated under the ePrivacy directive. In order for a company to legally set a cookie or another tracking technology on a user's device, it first needs to obtain valid consent." - <https://noyb.eu/en/project/cookie-banners>
 - But webserver access logs seem fine.
<https://www.optimizesmart.com/ask-these-eight-questions-to-make-your-server-logs-gdpr-compliant/> (does not look very serious, validate)
 - Access logs can easily be analysed with <https://goaccess.io/>
 - [garbas] This is not an option since we are hosting this on netlify. But we could use netlify analytics, if we upgrade our account (with their free community plan)
 - What questions do the analytics answer? Would this solution cover that?
 - ...
 - Instead of passively analysing logs, we could also ask directly for feedback like "was this page helpful? Did you find what you searched? Has any problems?"

Was this information helpful?

Yes	No
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[Edit this page in GitHub](#) or [open an issue](#)

18th Mar 2020

Attending (write yourself here)

- Niksnut
- Garbas
- Gchristensen
- davidak
- Samueldr

Agenda

Please write below topics you would like to discuss and also a name who proposed the topic. Minutes can be written inline and extracted out later.

- [garbas] Format of meetings
 - Let this meeting be no longer than 45min (max 1h if we really need to)
 - Can this meeting be recorded? Are you feeling comfortable with this?
 - Minutes after the meeting should be posted on <https://discourse.nixos.org> , but we need to create a new category
 - Each topic gets 5min of discussion after that we'll put it on a vote if we should continue this discussion. A simple thumbs up / down should do the trick to see if this is something we want to continue discussing.
 - Please add agenda items at any time
 - When do we meet next time?
- [garbas] My vision for this team
 - Please consider this only a starting point of a discussion
 - I'm open to any changes and suggestions
 - Vision
 - Short term plan (in next 3-6 months)
 - Fix smaller content issues on the website
 - Some structure changes
 - Try to work on things that bring most benefit in least amount of time (80:20 rule), postpone big changes and work for the future
 - Minutes
 - Documentation overview
 - Graham: change public image to match reality
 - Should not look like an academic project
 -
 - Bigger website change (in next 1year)
 - Everything is on the table. Anything can change but it needs to have a reason behind it
 - Within this team I would like to define goals or directions that we should follow when working on bigger website changes:
 - That means that instead of talking about how to redesign the website we should talk what do we want to achieve with a redesign (or website in general)
 - Some (not all) of the things I would like to have answers for:

- What are the goals of the website?
 - Who is our audience?
- I hope the above process will avoid some bikeshedding, but I'm not fooling myself that we won't bikeshed :)
- Long term plan (5 years)
 - This is more of a vision and lets be careful since this is the most bikeshedding topic of them all :)
 - A goal of this plan is to get Nix used in mainstream (or at least put us on a right direction)
 - One of the questions we should maybe try to answer is: What is Nix?
- [garbas] linking to swag on nixos.org
 - <https://github.com/NixOS/nixos-homepage/issues/309>
- [garbas] Should we ask netlify for open source plan?
 - Requirements are: <https://www.netlify.com/legal/open-source-policy>
 - We fit in all of the above requirements except we don't have CoC
 - Should we then also move other static sites to netlify? Which are other static sites? (status.nixos.org, weekly.nixos.org, ...)
- [garbas] How would you "track" that we are doing things correctly?
 - Is putting google analytics on the page ok? Maybe just turning on netlify analytics? Especially if we want to run A/B testing for certain messaging? What are our limits?
 - Clearly we don't want to track people, but we want to know if we are reaching our goals. Maybe only enable analytics on few pages, that we are looking how they
 - If we decide to go this way, how do we tell the rest of the community about it. Should it be an opt-in thing or should we have an opt-out option.
 - It seem that we are going take blame for either of the things: (a) not doing the job right (b) or tracking (for some) too much

TEMPLATE:

Xth Month 202x

Attending (write yourself here)

- [you]

Agenda

Please write below topics you would like to discuss and also a name who proposed the topic. Minutes can be written inline and extracted out later.

- Ongoing / stalled:
 - [...]
- New discussions
 - [...]