# Outreach Working Meeting

5/15/23

Attendance



Gavin Hunter and Dan Brooks joined shortly after the meeting start.

Agenda

* LF Edge Website update (Sunny?)
	+ Content submitted; Website to be updated (for all projects).
	+ Image – not found; will higher res image work?
* Coding Competition updates?
	+ 95 students signed up; forming teams
	+ Coding starting this week; coding through July
* Eaton Use Case Document
	+ Coming Soon (this week?)
* Social Media stats and study
	+ Linked In
		- Good Engagement rate 2-3%
		- Good Click through rate 2-5%
		- Good Impressions #: 1K good, 5K great
	+ Twitter
		- 0.5% good; 1% is great
		- Impressions in 100’s
		- Our engagement rate around 3% month over month
	+ Take aways
		- LinkedIn better than Twitter for volume, impressions, quality of traffic
		- Dos
			* Release announcements
			* Highlight feature or value
			* Real use case/demonstration/reference
			* Offer or announce something of value/something new
			* Quick poll can provide good impression #s (not as high click through)
		- Don’ts
			* (Repetitive) Event announcements
			* Repeat content
			* Non-EdgeX product
			* Adopter replays (of the week)
			* Highlight the obvious (docs location, video location)
			* Tell me something I already know or repeat something over and over, tell me something outside of the project I don't care about