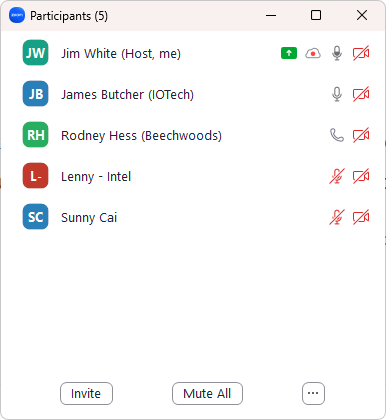
# Outreach Working Meeting

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