

# Fediversity Communication Strategy

The communications plan for Fediversity is all about spreading the word and getting people excited about decentralised social networks. The goal is to get raise awareness within the community about Fediversity, what it is that we're doing, as well as persuasion and outreach to help onboard key organisations in the public sector into the fediverse. The plan outlines the objectives, our target audiences, and the strategies that we'll use.

---

The Fediversity Project has three main components:

- Building cloud hosting infrastructure that makes it easier to host fediverse software and running your own fediverse server more accessible
- Outreach and public awareness about the fediverse, and onboarding public organisations onto the fediverse
- Open grant management

Each part of the project has it's own communications strategy and objective, and thus it's own communications strategy plan.

---

## **Cloud Hosting Infrastructure**

The hosting setup for Fediversity makes it easy and secure for people and organizations to run their own decentralized social networks. There are two components to this: infrastructure build on top of NixOS that facilitates cloud hosters, and a user-facing customer panel that gives people easy access to customise which fediverse software they want to have hosted.

<b>Objectives</b>	<ul style="list-style-type: none"><li>- <b>Getting cloud hosting providers on board:</b> We'll make sure cloud hosting providers know about Fediversity and how they can use our software infrastructure.</li><li>- <b>Showcasing Fediversity to potential users:</b> We'll actively promote Fediversity to people and organizations who could really benefit from open and decentralized social networks, making it clear what the benefits are for them.</li><li>- <b>Enabling fediverse project developers to release their projects as NixOS packages.</b> Releasing projects as a NixOS packages might take some nudging of the developers to help get new releases as soon as they are available.</li></ul>
<b>Target audience</b>	<p>There are three different audiences:</p> <ul style="list-style-type: none"><li>- Potential cloud hosting providers</li><li>- Fediverse developers</li><li>- Potential customers, where the focus of the Fediversity project will be on public organisations.</li></ul>
<b>Audience targeting timeline</b>	<p>The different audiences will be targeted during different times of the project:</p> <ul style="list-style-type: none"><li>- Fediverse developers will be focused during the entire project, as soon as they start releasing packages for NixOS the more the entire ecosystem benefits</li><li>- Cloud hosting providers will be a focus once the product is close to beta-test ready</li><li>- Potential customers will be contacted once the project is ready for testing. Organisations can already be onboarded on the fediverse with the currently available methods and later transferred to Fediversity software if so desired.</li></ul>
<b>Key message</b>	<p>The key message regarding the hosting product is that Fediversity offers an alternative to big tech services and companies that operate closed ecosystems. Our product is fully open source and comes with full service portability.</p>

Another part of the key message is in explaining two further characteristics of the Fediversity software:

- Based on NixOS, which includes all the benefits that come from using NixOS, such as reproducibility.
- Open source means that hosting companies are free use and to build on top of our product, with the goal of

## Channels

- **Website:** A central hub for all project-related content, updates and resources.
- **Social networks:** Fediversity will use fediverse-native social networking platforms for our outreach, such as Mastodon.
- **Webinars & Workshops:** Online events to discuss the project's progress, make sure we are in touch with our audience, and gather feedback.
- **Conferences:** Fediversity is about building online social networks, but the best way to strengthen ties is via offline social connections. We will participate in relevant events that are hosted, such as NixOS conferences.

## Content Strategy

- **Educational Content:** the value of building on top of NixOS are not always well-known, providing an opportunity for education. The value of the fediverse and open networks is also something that should be explained and expanded upon.
- **Showcases:** There are already a lot of products build in the fediverse, as well as on top of NixOS. Showcasing these products helps build trust and expand people's idea of what is possible.
- **Interactive content:** Via workshops and other sessions help people with onboarding and education.

## Metrics

The most important metrics for the Fediversity project is regarding adoption and participation. We will measure:

- Number of active users and services within the Fediverse.
- Number of fediverse projects that release NixOS packages.

<b>Timeline</b>	The communications for the Cloud Hosting Infrastructure will run for the duration of the entire project, from 2024-2026.
<b>Budget</b>	The communications for the Cloud Hosting Infrastructure part is estimated to take 30% of the budgeted hours.

## Onboarding Public organisations

The hosting setup for Fediversity makes it easy and secure for people and organizations to run their own decentralized social networks. There are two components to this: infrastructure build on top of NixOS that facilitates cloud hosters, and a user-facing customer panel that gives people easy access to customise which fediverse software they want to have hosted.

<b>Objectives</b>	<p>The objectives for the awareness campaign expand beyond the public organisations that are onboarded onto the Fediversity program. As everyone in a social networks benefits from growth in a network according with Metcalfe's law, a secondary objective is to grow the usage of the fediverse more broadly:</p> <ul style="list-style-type: none"><li>- Primarily: explain the benefits of open social networks to public organisations and onboard them in the Fediversity project.</li><li>- Secondary: make communications available for outreach, awareness and advocacy that help public organisations to onboard in the fediverse in general.</li></ul>
<b>Target audience</b>	<p>Our target audience is public organisations, which is further split into:</p> <ul style="list-style-type: none"><li>- <b>Educational and research institutions</b> that want to keep full control over their own data.</li><li>- <b>Public and government bodies</b> for whom sovereignty and independence is a high priority.</li></ul>
<b>Key message</b>	<p>The main takeaway for organisations should be an understanding of the tangible benefits that joining the fediverse will bring them. Conversations around the fediverse are often framed in a contrast to the downsides of Big Tech's social platforms, and while that is also important, Fediversity wants to argue the strenghts of the fediverse itself foremost.</p> <p>The key message will take on the following aspects:</p> <ul style="list-style-type: none"><li>- The tangible current benefits joining the fediverse brings to public organisations.</li><li>- The potential to build new ways to communicate with your audience</li><li>- The contrast with Big Tech platforms, and the freedom it brings to not be dependent on them.</li></ul>
<b>Channels</b>	<ul style="list-style-type: none"><li>- <b>Website:</b> A central hub for all project-related content, updates and resources.</li><li>- <b>Social networks:</b> Fediversity will use fediverse-native social networking platforms for our outreach, such as</li></ul>

Mastodon.

- **Webinars & Workshops:** Online events to discuss the project's progress, make sure we are in touch with our audience, and gather feedback.

- **Conferences:** Fediversity is about building online social networks, but the best way to strengthen ties is via offline social connections. We will participate in relevant events that are hosted, such as the PublicSpaces conference.

## Content Strategy

- **Educational Content:** The value of open and decentralised social networks are not immediately clear to everyone, and it takes education and awareness raising to explain how the fediverse works, how to get the most out of it, and how to get started. With blog posts and articles Fediversity will help expand the knowledge base.

- **Showcases:** There are already quite some public organisations who have set up a successful fediverse strategy. By showcasing the work of these organisations, others who have not yet onboarded on the fediverse can gain an insight in how it works and learn from others.

- **Interactive content:** Via workshops and other sessions help people with onboarding and education. For a first time to try the fediverse, people often appreciate it when there are experts around that they can ask questions to, which works great in workshops for onboarding.

## Metrics

The most important metrics for the Fediversity project is regarding adoption and participation. We will measure:

- Number of active users and services within the Fediverse.

- Number and reach of organisations that have joined Fediversity.

- Number and reach of public organisations that joined the fediverse.

## Timeline

The communications for the Onboarding Public Organisations will run for the duration of the entire

project, from 2024-2026.

**Budget**

The communications for the Onboarding Public Organisations part is estimated to take 45% of the budgeted hours.

## Open calls and grant management

<p><b>Objectives</b></p>	<p>The fediverse is an open network that consists of the contributions of many different developers building the future of the open social web. Many of these developers are hobbyists trying out new ideas, and some of the biggest projects in the fediverse have grown out of this volunteering effort. In order to scale the fediverse, more support is needed for this work, which is often unpaid. Fediversity will distribute 450k euro in small to medium-size R&amp;D grants towards solutions that bring the next generation of fediverse platforms closer.</p> <p>The goal of the communication strategy is to alert fediverse developers to the grants, and convince them to apply.</p>
<p><b>Target audience</b></p>	<p>(Potential) developers of fediverse platforms that are in an early stage of development, where a small to medium-sized grant can significantly accelerate their work.</p>
<p><b>Key message</b></p>	<p>Fediversity and NixOS are valuable and meaningful contributions to the larger ecosystem of the fediverse, and projects that by freelance developers that are aligned with our vision can be supported with a fediversity grant. Developers that meet our standard are encouraged to apply for our grant.</p>
<p><b>Channels</b></p>	<ul style="list-style-type: none"> <li>- <b>Website:</b> A central hub for all project-related content, updates and resources.</li> <li>- <b>Social networks:</b> Fediversity will use fediverse-native social networking platforms for our outreach, such as Mastodon.</li> </ul>
<p><b>Content Strategy</b></p>	<p>Promotional Content: creating awareness within the developer community about the existence of the grant. Give potential applications a clear understanding of what the goals and target audience of the grant program is.</p>
<p><b>Metrics</b></p>	<p>The number of applications for the grant program, and the amount of applications that have gotten a grant.</p>
	<p>The communications for the Open Calls and Grant management will be during the time of the opening of</p>



<b>Timeline</b>	the call, which runs during summer 2024. During 2025 and 2026 communications will focus on promoting the work by the grant applications.
<b>Budget</b>	The communications for the Open Grant Management part is estimated to take 5% of the budgeted hours.

Budget total: The budget for each individual part adds up to 85%, with 15% of the budgeted hours dedicated to

## Version History

Aug 28, 2024

- v0.1 first version - Laurens Hof