HI,

MOTION TO CREATE AND FUND SOCIAL MEDIA MANAGER.

Concerning the vision of Sugar Labs 2016, I think SL should add social media as one our main goal to get new people to the community. Over the years, I only knew about Sugar OS because I was giving an OLPC device in Nigeria. Back then, we used it to learn, Wikipedia activity came in handy because of it contents. Also we learned how to create game using Scratch, Etoys. We also made sure that Sugar OS was up to date, either by downloading new activities or downloading the new version of Sugar. Schlumberger was the publicist of the project in Nigeria. Bringing Claudia and Reuben down to Nigeria was giving the project more juice that my School Principal took Sugar into our school curriculum. So this was my story on how I got started with Sugar and Sugar Labs, I am sure some people have their different versions.

Why did I share this story?, what does this story got to do with Social Media?, my reason for sharing this story is to narrate on how Schlumberger used their own way to lure schools like my school to use Sugar even without contacting Sugar Labs directly. Secondly, the story has change because OLPC is no longer doing lot xo laptops as they did past years at least not in Nigeria.

The story has change, Sugar is not only supported in OLPC devices but available in all platforms thanks to Sugarizer project, Sugar on Stick, Live CDs. These are the projects we need to market to our new users using Social media.

How do we get started with this new development?

It's very simple I propose the following motion,

Motion to create "**Social Media Manager**" role similar to the translation Manager position paid $1,000/month plus discretionary use of an advertising Budget of $100/month.

Social Media is a tool to engage customers in using your product and a get funds from it. The more people you engage, the more your business grows. Sugar Labs is a non-profit organization that owns and maintain Sugar related projects. There are lot of Schools, in Nigeria for example that is embracing E-learning using Tablets. Sugarizer should be on the tablets if Social Media to tell the schools how to do it. Awareness is something we are lacking in the community. E.g. more and more schools knows about Scratch without having a deep connection with the scratch

foundation. The biggest educational hub in Nigeria called CCHUB uses Scratch. I and Walter was opportune to speak with the lady concerning using Turtle Blocks and possible setting up a turtle art day in Lagos state Nigeria. I remembered her mentioning her reason for using Scratch, that she was exploring the internet (Facebook) and she saw scratch, made some research and showed it to her team. So that how social media is powerful to use.

Funding

After creating awareness, you will attract funding from external source, because if people like what you do as a community they will tend to lay support. Last year a company called Andela in Nigeria, got a grant of $25 million from Mark Zuckerberg, first I thought how did Mark Zuckerberg know about these guys, then I remember that Andela have strong social media support. Mark even paid them a visit to discuss how Facebook could make their company bigger, Andela is a non-profit organization that pay people in Nigeria to learn how to code. These are example of how Social media attract customers and create funding opportunity.

According to WiKiHow,

Adolescent and Teenagers prefer networks like Vine, Snapchat, YouTube, Tumblr and Instagram.

People who are engage and expectant moms go for Pinterest.

Younger parents to grandparents alike are found using Facebook

Business leaders are all about LinkedIn.

Influencers and bloggers use Twitter and Tumblr the most

1. **Facebook** is by far the best platform for promoting brand awareness, as nearly 75% of Americans adults use the site. Facebook is a great platform for promoting virtually any brand, due to its very heterogeneous user base.
2. **Instagram** is a great option for brands that rely heavily on images, this where we are market tools like Turtle Blocks and Music Blocks and related activities. Even showing images of Sugar projects. It's also particularly effective for reaching young adults (teens).
3. **Google+** hasn't expanded as well and as quickly as many people predicted, but it can be a great platform to reach people in the technology industries, as two-third of the network users are men, the majority of which are engineers. (developers)
4. **Pinterest** is a first-rate social platform to reach females

5. **Twitter** is a platform which project are easily access due to it way of reaching users.

Goal of the Social Media Manager

1. Using myself as an example, Social Media manager is expected to online at least 10-15 hours a day.

2. Create or update Social Media accounts

3. Start networking

4. Using trending hashtags relevant to Sugar Labs

5. Hold Contest, Offer a shootouts, a follow, or other social media prize. Offer real prize on behalf of the organization. Encourage people to share your posts with a hashtag, pick winners.

6. Hold Q/A session

7. Post when people are mostly active

8. Take Videos from the community and share it to the world through social media platforms.

9. Encourage event holders like TA days and Sugar Meetup to use tools like Live Streaming Videos to connect to other and intending users.

Also the Social Media manager will have to work with Adam to make sure that SL stay in line with SFC rules and also present some documentation for Social Media verification like Facebook and Twitter.

1. SL needs to get an Official YouTube account and channel

a. SMM need a Gmail account to create the account

b. SL might need to monetize our videos using Google AdSense to create more funds for SL. (If this doesn't go against SFC rules).
c. we will verify our YouTube channel as time goes on
d. we will work with local event organizers to enable them use live video or submit videos of workshop.

2. Make use of Twitter page again.

a. SMM will verify @sugarlabs account

b. SMM will boost (paying fees) for our important tweets, like recruitment for GSOC and GCI, our stable releases, etc.

c. run hashtag campaigns

3. Make our Facebook active again

we already own a Facebook account, with almost 700 followers but low engagement from followers

a. work with Adam to get document for Facebook verification.

b. Talk to local event planner to use live videos of workshop

c. SMM will post 5 times a day

d. Boost important post

e. Plead with SL community to share post if needed to get more engagement.

4. Make use of Instagram

a. post 5 pictures of SL project

b. boost images on Instagram

5. Make use of LinkedIn

Monthly update of community page

post articles from planet.sugarlabs.org

Paying for ads is not expensive so we are looking at $100 to cover all platform.

Total budget for this platform will cost $1,100/month

Samson Goddy with editing assistance by Dave Crossland