

Community Engagement

Client

Pacific Northwest Software Quality Conference (PNSQC) — the longest-running software quality conference in North America, now in its 37th year.

Objective

To utilize volunteer base to share news and updates about the conference, to better engage with the software testing community.

Goals

To increase reach, share informative content, and train volunteers how to continue this campaign themselves.

Social sharing. Share everywhere.

We know you've been hard at work volunteering with PNSQC, and want to be sure your friends and colleagues know what you've been up to.

Let people know all about your work on your blog, Facebook, Twitter, LinkedIn, and more.

Community Engagement

Solution

I created a Content Sharing Guide for volunteers, full of ideas and examples to use across multiple platforms.

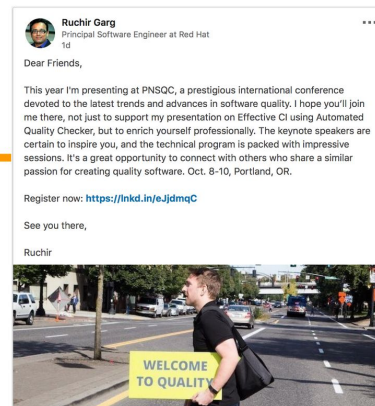
Volunteers can personalize posts, follow template structures, and there is even a curated file of photos to use for their messages.

Results

Now updated for its third year of use, this Guide has helped dozens of volunteers and presenters at PNSQC

Sharing
with your
network

Another
[LinkedIn](#)
Example:



Sharing with your colleagues

One
[LinkedIn](#)
example:

