A CULTURE OF QUALITY

A Content Sharing Guide for Volunteers

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.

Get the word out

The following are some suggestions (with examples) for how to spread the word about your PNSQC work, and the conference in general.

Sharing with your peers

One Twitter example:

Geoff Meyer
@geoffrey_meyer

Following ⌄

Looks like it's going to be a good one! Enjoy @tariq_king , @jarbon and @Jennifer_Bonine

Tariq M. King @tariq_king
Ready for PNSQC... come check out the Northwest's Premiere conference and learn more about AI for testing. twitter.com/PNSQC/status/1...

4:44 AM - 22 Aug 2018

Sharing with your colleagues

One [LinkedIn example](#):

> **Diana Larsen**
> Co-Founder of Agile Fluency™ Project, Author, Speaker, Agile Coach & Agility Consultant
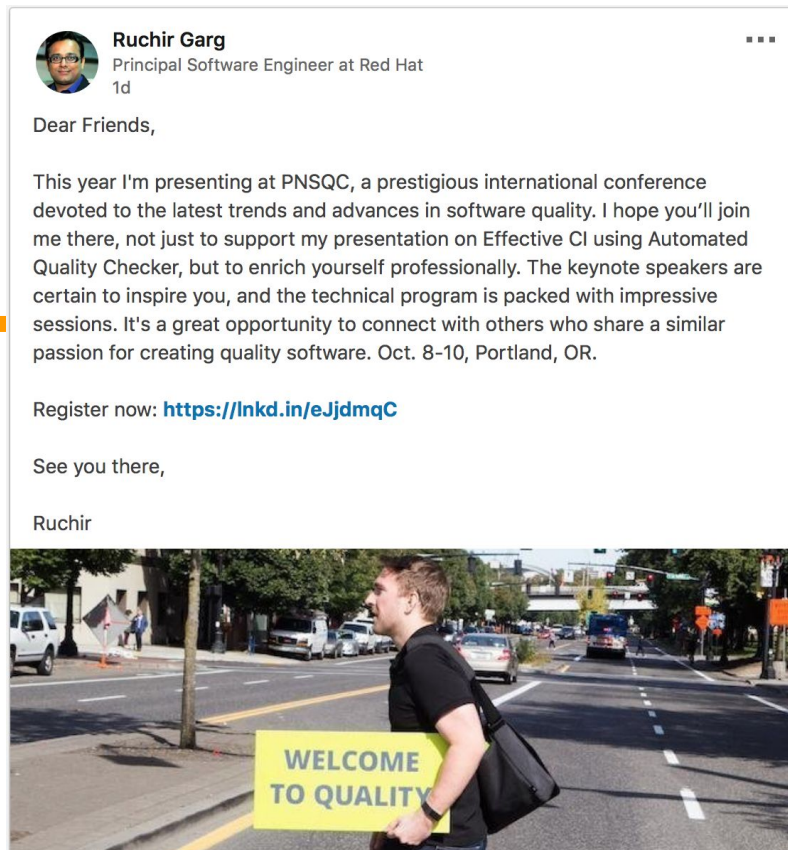> 1w
>
> Excited to announce that I'll be speaking at PNSQC, October 8-9 in Portland OR, on "Testers and Teams on the Agile Fluency™ Path"! Looking forward to participating and contributing to the software engineering community. This 3-day conference in **#Portland** is the longest running conference focused on **#SoftwareQuality** in North America. The early bird pricing expires this Friday. Register today and I'll see you there! **#conferences https://lnkd.in/gvNzqhp #softwareengineers**
>
> **2018 Conference**
> pnsqc.org

Sharing with your network

Another [LinkedIn Example](#):

Ruchir Garg
Principal Software Engineer at Red Hat
1d

Dear Friends,

This year I'm presenting at PNSQC, a prestigious international conference devoted to the latest trends and advances in software quality. I hope you'll join me there, not just to support my presentation on Effective CI using Automated Quality Checker, but to enrich yourself professionally. The keynote speakers are certain to inspire you, and the technical program is packed with impressive sessions. It's a great opportunity to connect with others who share a similar passion for creating quality software. Oct. 8-10, Portland, OR.

Register now: **https://lnkd.in/eJjdmqC**

See you there,

Ruchir

Send an email invitation

Hi _____,

I'm volunteering at the upcoming Pacific Northwest Software Quality Conference this October 8-10, in Portland, OR.

This conference is one of my favorites to attend each year. If you're interested in _____ and _____, you're sure to enjoy PNSQC as well!

If you haven't yet registered to attend the conference, I am offering __% off with this discount code: _____. Get the best deal with Early Bird pricing, which ends September 7.

It's my _ year volunteering, and I am really looking forward to attending. Hope to see you there too!

Post about others

Tell people about your volunteer role, but also post about any talks or topics you're looking forward to seeing.

It's a great way to let presenters know you appreciate them, and an opportunity to begin networking.

Not sure what to say?

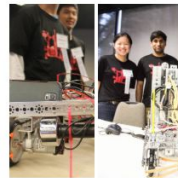Add a personalized touch to PNSQC's posts.

Here is a Twitter example:

Your company is proud of you

And it
will want
[to brag](#):

Nora Beyerle @SunhiltB · Aug 21

I am excited that members from my team will go and bring back lots of new ideas & energy!

Agile PDX @agilepdx

Long time AgilePDX sponsor @PNSQC is accepting registrations for their fall conference. @DianaOfPortland is speaking. Register here: buff.ly/2PqSVHw

Offer a discount code

Have a podcast, or about to be a guest on one? Or going to be a webinar presenter or host?

Share a discount code with listeners.

Share a discount code with user groups

Is there a forum or user group you frequent? People are interested in what you have to say, so share a code with them.

Examples: Selenium, Scrum, Agile, Security, and Web Accessibility user groups, or even Reddit

Previewing PNSQC

Watching anyone give their talk in advance of PNSQC? Tell people about it!

A Twitter example:

PNSQC
@PNSQC

Follow

Hey #seattle! Go to this #QASIG Sept. 12th meeting for the below, plus a chance to win a ticket to @PNSQC in October, and get a preview of @MattGriscom's talk for the conference.

Quardev, Inc @Quardev

#QASIG
CI/CD: AN EXPERIENCE REPORT
Presented by:
Leonard Vaughn
Joy Shafer
Wednesday, 12th September 2018
6pm – 8pm
www.qasig.org

Mark your calendars! #QASIG on Spetember 12, 2018. We'll be welcoming Joy Shafer and Leonard Vaughn from the Climate Corp who will be sharing their experience report on CI/CD. For more information and to register: ow.ly/KKG530ldVJM

11:17 AM - 2 Aug 2018

Virtual visuals

Share a photo on Instagram (don't forget Stories) or Twitter using the **#ontheroad** and **#roadtoquality** hashtags.

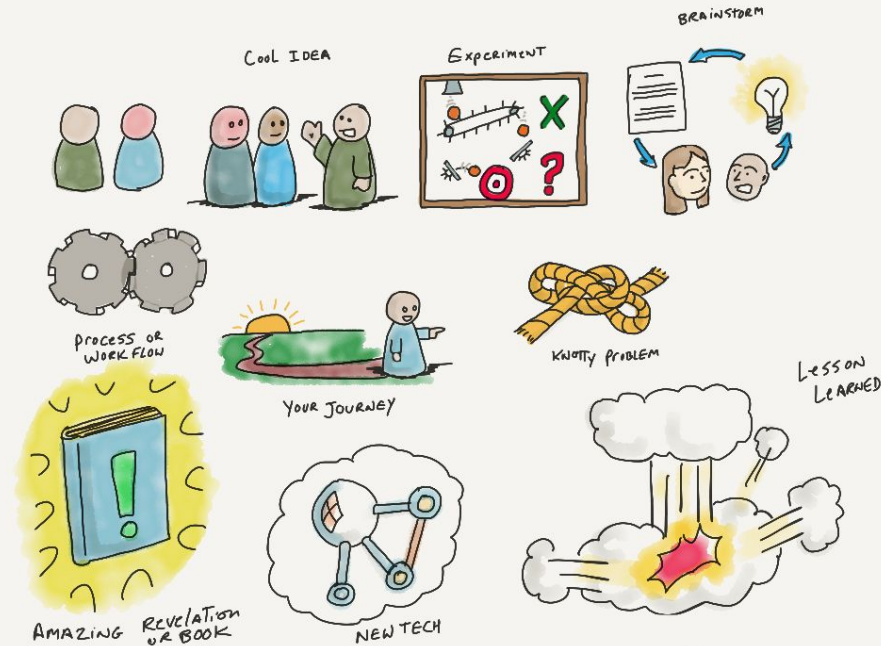Bonus points if you wear a PNSQC t-shirt.

Helpful photos

Find PNSQC promo images you can use, [via Dropbox](#).

Inspiring images

As you prepare for PNSQC, why not share any brainstorming notes, sketchnotes, or mindmap you've made while getting ready?

(This is by past presenter and current volunteer Moss Drake)

Reference a video

Find [a video from a previous year](#) that inspires you and make a blog or social media post about it.

Connect with us

Thank you for sharing! Be sure to stay in touch.

Twitter: twitter.com/PNSQC
Facebook: facebook.com/PNSQC
LinkedIn: linkedin.com/company/pacific-northwest-software-quality-conference/
Instagram: instagram.com/pnsqc/