On the release day, most work is already done. We usually switch the wiki pages to the new release and prepare the portal page the day before, also the mirrors should be synced and the release is often available (secretly) before. Articles are written, mails prepared. Our only 'work' is to have the hangout and send out those mails as well as the social media messages!

The timeline of the day goes a bit like this:

Morning, around 9:00 UTC (T-3) we open a hangout and send out the first of our social media messages
We keep sending out social media messages once an hour or so, until the release.

On T-0 we send out:

- the press announcement email for opensuse-announce (and let it through moderation!)
- the project announcement mail
- the release social media messages

The announcement on news.o.o was scheduled and shouldn't need manual intervention!

In the hours after the release, we send out our social media messages and drink some beer ;-)
#6 - 20/11/2013 07:31 am - -miska-
- Checklist set to [x] RELEASE TIME! send out press and project announcements, social media messages

#7 - 20/11/2013 07:31 am - -miska-
- Checklist set to [x] send out ‘release is coming’ social media messages

#8 - 20/11/2013 07:36 am - -miska-
- Checklist set to [x] open hangout

#9 - 20/11/2013 07:39 am - -miska-

I was on the hangout in the morning and I was the only one. I disconnected later and I think somebody else joined. In general, feedback was that this hangout missed the purpose. Maybe next time we can just do live streaming of us sitting in the office, eating pizza, drinking beer and looking relaxed just to reassure community that everything is on track.

#10 - 20/11/2013 07:39 am - -miska-
- Status changed from New to Feedback
- % Done changed from 0 to 100

I would say done.

#11 - 20/11/2013 07:46 am - -miska-

Only part I’m not sure about is announcement mail, can somebody check and close the task?

#12 - 20/11/2013 07:56 am - ancorgs
- Status changed from Feedback to Closed

Agustín wrote and sent the mails. Closing.

#13 - 13/10/2014 03:09 pm - lnussel
- Copied to analysis #4184: release day marketing work added