



# Gatsby's open source philosophy: "You Belong Here"

Hacktoberfest Frankfurt – 18.10.2019 – Slides: [leko.io/gatsby-oss](https://leko.io/gatsby-oss)



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- Free Themes at themes.lekoarts.de



# What are we going to cover today?

- What are we going to cover today?



# Contents

- What is Gatsby?
- Gatsby's origin story
- How "You Belong Here" and other core values affect Gatsby's open source work
- Organizing Gatsby's open source work
- Building an inclusive documentation
- Interacting with the community

- What are we going to cover today?



# What you'll learn

- How a team of remote people works on a **very** active open source repository
- How to create an inclusive and welcoming documentation & project
- How to make contributing fun

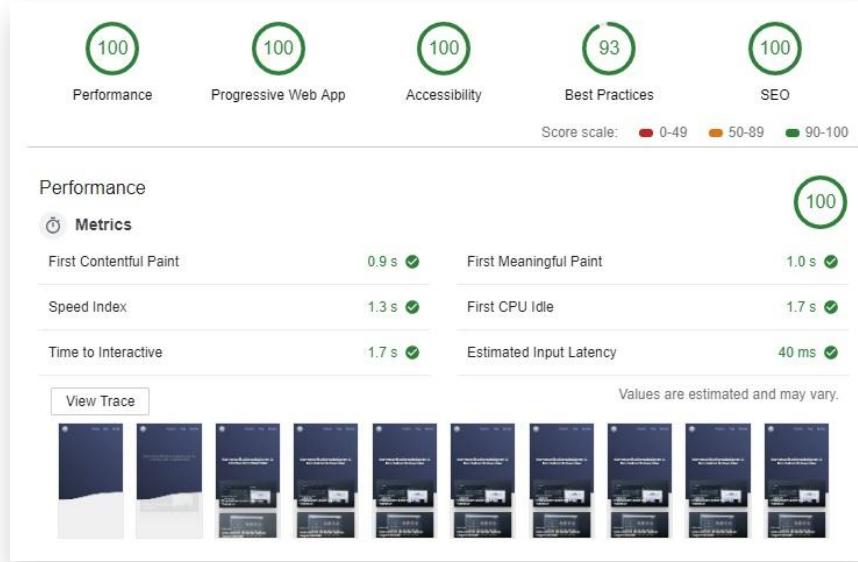


# What is Gatsby?



Gatsby is a free and open source framework based on React to build websites & apps

# Blazingly fast by default



# Statistics

 ~ 39K GitHub stars

 ~ 2600 Contributors

 ~ 1M monthly downloads

 ~ 268 individual authors per month (~600 merged PRs)

# More information

- Gatsby – More than a static site generator
- Beyond Static with Gatsby, React, GraphQL by Dustin Schau
- Beyond Static - Gatsby + Apollo by Jason Lengstorf
- Using gatsby-image
- Gatsby by analogies
- Gatsby Swag store
- How Gatsby scales with your expertise & scope



# Gatsby's origin story

# Braindump of ideas #1

[Edit](#)[New issue](#)

KyleAMathews opened this issue on 22 May 2015 · 15 comments



KyleAMathews (Kyle Mathews) on 22 May 2015

Member



...

Here's a quick braindump of directions I've been thinking.

- Configuration/Convention driven but easily overridable with code. What this means in practice is that there'd be a command line tool with commands to create/watch/build sites. Most sites wouldn't need anything special for configuration so there'd be a common webpack etc configurations bundled with the cli tool that would set up hot reloading while developing and uglified builds for production.
- RSS/Atom support — necessary for anything blog like
- no reload page transitions. This would be amazing and pretty easy to do with React Router. The initial html page would load followed quickly by a js bundle with the content for the rest of the site. Atlassian's Git tutorial site does this and it feels amazing (built with React/React-Router as well) [atlassian.com/git](http://atlassian.com/git). CircleCi almost gets this right but they load content for each page individually which delay causes noticeable layout jerk [circleci.com/docs/getting-started](http://circleci.com/docs/getting-started)
- smart code splitting. E.g. autostart splitting if bundle gets larger than 750kb. A fun research project would be to investigate how to use internal link structure to generate ideal bundles e.g. for each page, bundle together all content within 2 clicks of page. We'd handle loading additional bundles automatically.
- themes that are installable separately. E.g. for blogs/doc sites, etc. This would leverage react router by wrapping page content inside it. So a blog theme would provide a header, navigation, background colors/images/etc and put the child blog post inside it.
- Support Markdown/Asciidoc/other writing formats

## Pipelines

G Gatsby  
Closed



Assignees – assign yourself



## Labels



## Projects



## Milestone



## Estimate



No estimate yet

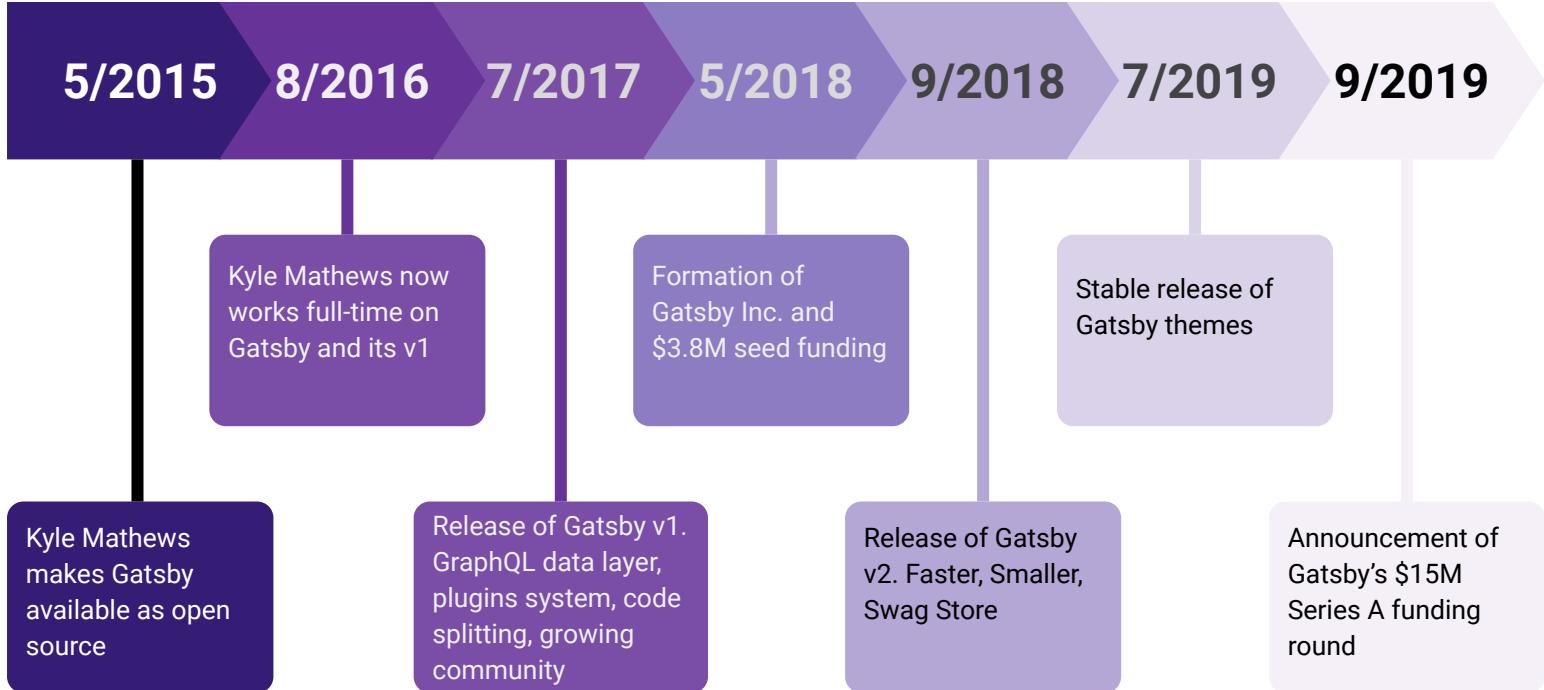
## Epic



Not inside an Epic



# Timeline



# Why are you giving me a history lesson?



# Building a project takes time!

- Gatsby and its community wasn't formed in a day
- Open source costs money (in a lot of ways)
- 1 person vs. (small) team
- Part-time vs. full-time



# How “You Belong Here” and other core values affect Gatsby’s open source work

# What kind of company will we be?

That's the question the team asked themselves during a gathering





# Gatsby’s core values

- Do the right thing when no one is looking
- **Work in the open**
- Set and manage clear expectations
- Go slow to go fast
- Always prioritize developer experience and user experience
- Embrace growth
- Experiment with cool ideas
- **You belong here**



# How do we apply those core values to open source?



Open Source is great for developers. It lets you:

- create a body of work and experience (great for resumé or CV)
- build a referral network for paid work
- turn it into a sustainable source of income

# Barriers to contributing to open source





## Barriers to contributing to open source

- Getting started is **daunting** – OSS projects can be intimidating (codebase, require context, using GitHub, imposter syndrome, lack of support)
- Not everyone can **afford** OSS – no free time to work on OSS, jobs may not support contributing
- Many people don’t see themselves **represented** in open source





# You Belong Here

- Actively reach out and welcome
- Remember how steep the learning curve can be
- Code of Conduct
- Commitment to accessibility
- Extensive docs
- Friendlier robots
- Implicit trust
- Active gratitude
- Active mentorship





# Friendlier robots & gratitude



gatsbot bot commented 1 minute ago

+ ...

Holy buckets, @Audience — we just merged your PR to Gatsby!

Gatsby is built by awesome people like you. Let us say “thanks” in two ways:

1. We’d like to send you some Gatsby swag. As a token of our appreciation, you can go to the [Gatsby Swag Store](#) and log in with your GitHub account to get a coupon code good for one free piece of swag. (Currently we’ve got a couple t-shirts available, plus some socks that are really razzing our berries right now.)
2. We just invited you to join the Gatsby organization on GitHub. This will add you to our team of maintainers. Accept the invite by visiting [github.com/orgs/gatsbyjs/invitation](https://github.com/orgs/gatsbyjs/invitation). By joining the team, you’ll be able to label issues, review pull requests, and merge approved pull requests.

If there’s anything we can do to help, please don’t hesitate to reach out to us: tweet at [@gatsbyjs](#) and we’ll come a-runnin’.

Thanks again!



# Docs: How to issue/PR

## How to File an Issue

The [issue tracker](#) is the preferred channel for bug requests.

If you want your issue to be resolved quickly, please:

- Gatsby version, Node.js version, OS version
- The contents of your `gatsby-config.js` and `node.js`, `gatsby-browser.js` and `gatsby-source` there.

Please do not use the issue tracker for personal questions and the [Gatsby Discord](#) are better places to get help!

## How to Open a Pull Request

A big part of contributing to open source is submitting changes to a project: improvements to source code or tests, updates to docs content, even typos or broken links. This doc will cover what you need to know to [open a pull request](#) in Gatsby.

### What is a Pull Request (PR)?

In case you aren’t familiar, here’s how the folks at GitHub [define a pull request](#):

Pull requests let you tell others about changes you’ve pushed to a branch in a repository on GitHub. Once a pull request is opened, you can discuss and review the potential changes with collaborators and add follow-up commits before your changes are merged into the base branch.

Gatsby uses the PR process to review and test changes before they’re added to Gatsby’s GitHub repository. Anyone can open a pull request. The same process is used for all contributors, whether this is your first open source contribution or you’re a core member of the Gatsby team.



# Work in the open

- Two of Gatsby’s core strengths are its community and ecosystem
- Anyone can open an issue, ask a question. Anyone can submit a pull request. Anyone can submit an RFC
- Many of Gatsby’s key features emerged from conversations between contributors



# Organizing Gatsby's open source work



Search or jump to...

Pull requests Issues Trending Explore



gatsbyjs / gatsby

[Used by](#) 113k [Watch](#) [Unstar](#) 39.1k [Fork](#)

# Use GitHub. And its features.

Build blazing fast, modern apps and websites with React [gatsbyjs.org](https://gatsbyjs.org)[Edit](#)

12,195 commits

164 branches

8,466 releases

2,560 contributors

MIT

Branch: master

gatsby@2.15.36

[Create new file](#)[Find file](#)[Clone or download](#)

 ehowey and johno	Add tags to posts-query (#18524)	Latest commit 3adb08e 5 hours ago
 .circleci	fix: upgrade chrome to fix e2e-test flake (#17503)	last month
 forestry	chore(docs): add pullquote snippet for Forestry CMS (#12732)	7 months ago
 .github	Create new_translation.md (#18128)	8 days ago
 benchmarks	chore: Remove unused parameters (#18236)	5 days ago
 docs	Fixing "we - you" and "our -your" (#18496)	18 hours ago
 e2e-tests	chore: Remove unused parameters (#18236)	5 days ago
 examples	chore(using-jest): Mock useStaticQuery (#18515)	yesterday
 flow-typed	chore(gatsby): remove unused nyc dependency (#10063)	11 months ago
 integration-tests	refactor(gatsby-plugin-sharp): split single file into more maintaina...	7 months ago
 packages	chore(gatsby-cli): Improvements on cli errors (#18479)	23 hours ago
 peril	tests: loose assertion - latest node 12 release seemed to change out...	5 days ago



# Labels

<b>status: needs more info</b>	Needs triaging and reproducible examples or more information to be resolved	8 open issues and pull requests	Edit  Delete
<b>status: needs reproduction</b>	This issue needs a simplified reproduction of the bug for further troubleshooting.	25 open issues and pull requests	Edit  Delete
<b>status: on hold</b>	Hold this for a while		Edit  Delete
<b>status: WIP</b>	Work in progress ... inputs welcome! ❤️	10 open issues and pull requests	Edit  Delete
<b>status: won't fix</b>			Edit  Delete
<b>topic: analytics</b>	Issues and PR related to Gatsby analytics and data	3 open issues and pull requests	Edit  Delete
<b>topic: blogpost</b>	issues and PRs related to blog posts	2 open issues and pull requests	Edit  Delete
<b>topic: cli</b>	issues and PRs related to the Gatsby CLI	11 open issues and pull requests	Edit  Delete
<b>topic: feedback</b>		5 open issues and pull requests	Edit  Delete



# Labels: “Good first issue” & “Help Wanted”

is:issue is:open sort:updated-desc label:"good first issue" label:"help wanted"

Labels 64 Milestones 1 New issue

7 Open ✓ 131 Closed

Open All Author ▾ Labels ▾ Projects ▾ Milestones ▾ Assignee ▾ Sort ▾

ⓘ [docs] Gatsby Style Guide blitz for those new to open source #18284 opened 5 days ago by marcysutton ⏲ updated 9 hours ago ||| New Issues

Hacktoberfest good first issue help wanted type: documentation

ⓘ [docs] (meta) Incrementally improve top 25 learning workflows with baseline evaluations #13708 opened on 29 Apr by prestonso ⏲ updated yesterday 12 of 23 ||| New Issues

good first issue help wanted not stale type: documentation Learning

ⓘ [docs][guides] How to Modify a Starter #18116 opened 8 days ago by marcysutton ⏲ updated 8 days ago ||| New Issues

Hacktoberfest good first issue help wanted type: documentation

ⓘ gatsby-transformer-xml uses unmaintained dependencies to parse xml #11736 opened on 13 Feb by laurenskling ⏲ updated 9 days ago ||| New Issues

good first issue help wanted not stale type: maintenance

ⓘ --https fails if the path of the project contains spaces

22 29 4 16 7

Clear current search query, filters, and sorts

The screenshot shows a GitHub search results page with the following query: "is:issue is:open sort:updated-desc label:'good first issue' label:'help wanted'". The results are filtered to show 64 labels and 1 milestone. The search bar has a clear button and a 'New issue' button. The results list several issues, each with a checkbox, an 'Open' status, and a count of closed issues. Each issue card includes the title, last updated time, number of comments, and labels. The labels 'good first issue' and 'help wanted' are consistently present in the issue cards.



# Projects & Milestones

The screenshot displays two side-by-side GitHub project pages for the "gatsbyjs / gatsby" repository.

**Left Project:**

- Header:** Used by 113k, Watch, Unstar (39.1k), Fork.
- Actions:** Code, Issues 598, Pull requests 121, ZenHub, Actions, Projects 4 (highlighted in orange), Releases 8466, More, Settings.
- Search Bar:** is:open, New project button.
- Status:** 4 Open, 10 Closed.
- Items:**
  - Gatsby Internationalization:** Updated 12 days ago, progress bar.
  - Themes Roadmap:** Updated yesterday, progress bar.
  - Learning Roadmap:** Updated 2 days ago, progress bar.
  - OSS Roadmap:** Updated 7 days ago, progress bar.

**Right Project:**

- Header:** Used by 113k, Watch, Unstar (39.1k), Fork.
- Actions:** Code, Issues 598, Pull requests 121, ZenHub, Actions, Projects 4, Releases 8466, More, Settings.
- Labels:** Labels tab, Milestones tab (highlighted in blue).
- Status:** 1 Open, 2 Closed.
- Item:**
  - Next Major:** No due date, Last updated 1 day ago, 33% complete, 6 open, 3 closed. Description: Issues that will require a breaking change, and which would constitute being done in the next major version of Gatsby.

Automate **all** the things





# CI Checks & Renovate Bot

 ✖️ Waiting on code owner review from gatsbyjs/learning. [Show all reviewers](#)

 1 pending reviewer [▼](#)

 19 successful checks [Hide all checks](#)

 ✓	Danger — All good	<a href="#">Details</a>
 ✓	Peril — All green. Good on 'ya.	<a href="#">Details</a>
 ✓	ci/circleci: bootstrap — Your tests passed on CircleCI!	<span style="background-color: #808080; color: white; padding: 2px 5px;">Required</span> <a href="#">Details</a>
 ✓	ci/circleci: e2e_tests_development_runtime — Your tests passed on CircleCI!	<span style="background-color: #808080; color: white; padding: 2px 5px;">Required</span> <a href="#">Details</a>
 ✓	ci/circleci: e2e_tests_gatsby-image — Your tests passed on CircleCI!	<span style="background-color: #808080; color: white; padding: 2px 5px;">Required</span> <a href="#">Details</a>
 ✓	ci/circleci: e2e_tests_path-prefix — Your tests passed on CircleCI!	<span style="background-color: #808080; color: white; padding: 2px 5px;">Required</span> <a href="#">Details</a>
 ✓	ci/circleci: e2e_tests_production_runtime — Your tests passed on CircleCI!	<span style="background-color: #808080; color: white; padding: 2px 5px;">Required</span> <a href="#">Details</a>
 ✓	ci/circleci: integration_tests_gatsby_pipeline — Your tests passed on CircleCI!	<span style="background-color: #808080; color: white; padding: 2px 5px;">Required</span> <a href="#">Details</a>





# bot: merge on green

Marcy Sutton approved these changes on behalf of **gatsbyjs/learning** 2 days ago [View changes](#)

Marcy Sutton added **bot: merge on green** and removed **status: awaiting reviewer response** labels 2 days ago

gatsbybot (GatsbyJS Bot) merged commit **fed0f4e** into **master** 2 days ago 19 checks passed [View details](#) [Revert](#)

Labels [⚙️](#)

**bot: merge on green**

**type: documentation**

---

Projects [⚙️](#)

---

Milestone [⚙️](#)

---

Estimate [⚙️](#)



# CODEOWNERS

 X Waiting on code owner review from gatsbyjs/core. [Hide all reviewers](#)

 1 pending reviewer ^

 gatsbyjs/core was requested for review as a code owner 

```
1 # All files must be reviewed by the core team, unless they are owned by other team
2 * ..... @gatsbyjs/core
```



# Building an inclusive documentation

# Documentation shouldn't be a meme

Organised documentation and tutorials	
Just documentation	
Comments in the code itself	
GitHub Wiki	
HOWTO.txt	



# Styleguide

- Welcome newcomers and set expectations
- How can one contribute?
- Writing process
- Word choice
- Writing style, grammar
- Formatting, e.g. code formatting



# Development experience

- Setting up a local dev environment
- Test suites
- Codesandbox, gitpod



# Contents

- Quick start
- Thorough tutorial for absolute beginners
- Recipes for popular topics which can be answered in a short manner
- Intermediate/advanced content
  - a. API documentation
  - b. Longer tutorials/guides which require prior knowledge



# Localization

- English as the source of truth
- Self-sustained / self-governed maintainer teams



# Interacting with the community



# Showcases

**Gatsby** Docs Tutorials Plugins Features Blog Showcase Contributing

Search gatsbyjs.org

Want to get featured? [Submit your Site →](#)

Category	Sites (668)	Search sites
Accessibility	8	Search sites
Agency	57	Search sites

**Featured Sites** [View all →](#)

**React** A JavaScript library for building user interfaces

**Flamingo** Body Care Starting with hair

**IDEO** Cases Stories K

**Airbnb Engineering & Data Science** Supporting Dynamic Type at Airbnb

**ReactJS** Web Development, Featured

**eCommerce**, Featured

Agency, Technology, Featured, Consulting, User Experience

Blog, Gallery, Featured

**Gatsby**

# Pair Programming





# Community Meetings





# Swag Store

... because all contributions are valuable!

 Gatsby Store

Logged in as  
@LekoArts

[Log out](#)

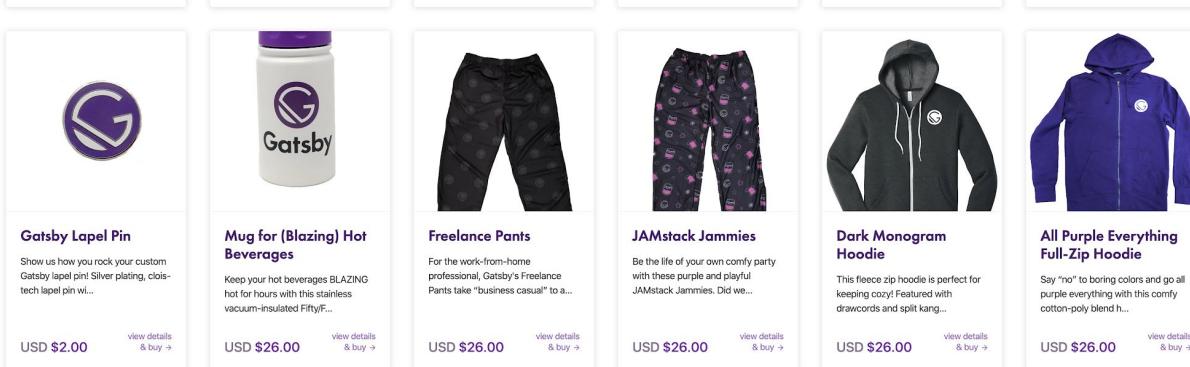
**Here you go!**

Thanks for going the extra mile to help build Gatsby!  
↳ You have made **116** contributions!

Looks like you've claimed your swag! Thanks again, and keep being awesome.

**Level 1 Swag Code**  
[Claimed! ↗](#)

**Level 2 Swag Code**  
[Claimed! ↗](#)



 <b>Gatsby Lapel Pin</b> Show us how you rock your custom Gatsby lapel pin! Silver plating, clois-tech lapel pin w/...	 <b>Mug for (Blazing) Hot Beverages</b> Keep your hot beverages BLAZING hot for hours with this stainless vacuum-insulated FiftyF...	 <b>Freelance Pants</b> For the work-from-home professional, Gatsby's Freelance Pants take "business casual" to a...	 <b>JAMstack Jammies</b> Be the life of your own comfy party with these purple and playful JAMstack Jammies. Did we...	 <b>Dark Monogram Hoodie</b> This fleece zip hoodie is perfect for keeping cozy! Featured with drawcords and split kang...	 <b>All Purple Everything Full-Zip Hoodie</b> Say "no" to boring colors and go all purple everything with this comfy cotton-poly blend h...
USD \$2.00 <a href="#">view details &amp; buy ↗</a>	USD \$26.00 <a href="#">view details &amp; buy ↗</a>	USD \$26.00 <a href="#">view details &amp; buy ↗</a>	USD \$26.00 <a href="#">view details &amp; buy ↗</a>	USD \$26.00 <a href="#">view details &amp; buy ↗</a>	USD \$26.00 <a href="#">view details &amp; buy ↗</a>
 <b>Gatsby Racerback Tank Dress</b> A perfect tricolor tank dress that is incredibly soft. Featured with our Gatsby monogram...	 <b>JAMstack Scrunchie</b> Put your hair up in style with our satin JAMstack scrunchies! Care: Hand wash with cold wa...	 <b>JAMstack Hat</b> Subtle in the front, JAMstack party under the cap! Get your JAM on in this trucker hat.	 <b>Diversity &amp; Inclusion Donation</b>	 <b>Gatsby Blazing Bottle</b> Stay hydrated with your 14 oz Monogram bottle, suitable to keep your beverage blazing hot...	
USD \$10.00 <a href="#">view details &amp; buy ↗</a>	USD \$10.00 <a href="#">view details &amp; buy ↗</a>	USD \$10.00 <a href="#">view details &amp; buy ↗</a>	USD \$10.00 <a href="#">view details &amp; buy ↗</a>	USD \$10.00 <a href="#">view details &amp; buy ↗</a>	USD \$10.00 <a href="#">view details &amp; buy ↗</a>

Gatsby



# Discord

The screenshot shows the Gatsby Discord server interface. On the left is a sidebar with categories like GENERAL, COMMUNITY, and LOCALIZATION, each containing several channels. The main area shows a message from a user named LekoArts in the #announcements channel. The message reads:

Hello @everyone 🙌  
We've got three important announcements!

📢 Gatsby has raised \$15M to drive the reinvention of website development.  
Read more about it here: <https://www.gatsbyjs.org/blog/2019-09-26-announcing-gatsby-15m-series-a-funding-round/>

📢 The team is absent next week  
As the whole team is in London next week (Monday - Friday) for our gathering we won't be able to reply to issues and review/merge PRs as usual. We most likely won't be able to do any community work at all, so please bare that in mind when opening an issue/PR the next week. After we get back to work we'll do our best to follow-up on everything but it might take some days. Thanks!

You can meet the team in person on Monday, 30th of September, at our Gatsby Days event. If you're from an underrepresented minority and want to attend, please feel free to DM me!  
<https://www.eventbrite.com/e/gatsby-days-london-2019-tickets-66228586485>

📢 Hacktoberfest  
Hacktoberfest is nearly there and we also will participate in it again! 🎉 However, we'll give the starting signal when we're back from London as we want to be able to help folks while they work on issues and PRs.

On the right side, there are lists of users categorized as TEAM—3, BOT—1, and ONLINE—343. A vertical bar on the far right has the word "Gatsby" written vertically.

TEAM—3
chrisbiscardi
madalynrose
tesseralis

BOT—1
Dyno BOT Playing dyno.gg   ?help

ONLINE—343
!! Adriano Coins
!!Beedle
OxFF Playing Visual Studio Code
@Vinlock
aaron Playing Apex Legends
abclark
abeer

Bear with me for just  
one last thing...



Please take the contents  
of this talk  
**with a grain of salt**





Not everyone is a VC-funded  
project and has the time & money  
to perform these steps



Most importantly:  
“You Belong Here” also applies to  
**you**, not only the consumers



**That's all, folks!** 🤝

[www.lekoarts.de](http://www.lekoarts.de)

- 🐦 [@lekoarts\\_de](https://twitter.com/lekoarts_de)
- 🐙 [github.com/LekoArts](https://github.com/LekoArts)

Slides of this talk available at:  
[leko.io/gatsby-oss](https://leko.io/gatsby-oss)