



A guidebook for open source community
management best practices, written by
practitioners of all levels

Karsten Wade • Andy Oram • Ashley Nicolson • Brian Proffitt • Bryan Behrenshausen
Dave Neary • Gordon Haff • Guedis Cardenas • Josh Berkus • Lauren Maffeo
Leslie Hawthorn • Lisa Caywood • Paula Dickerson • Ray Paik • Shaun McCance

The Open Source Way 2.0

The guidebook for community
management best practices

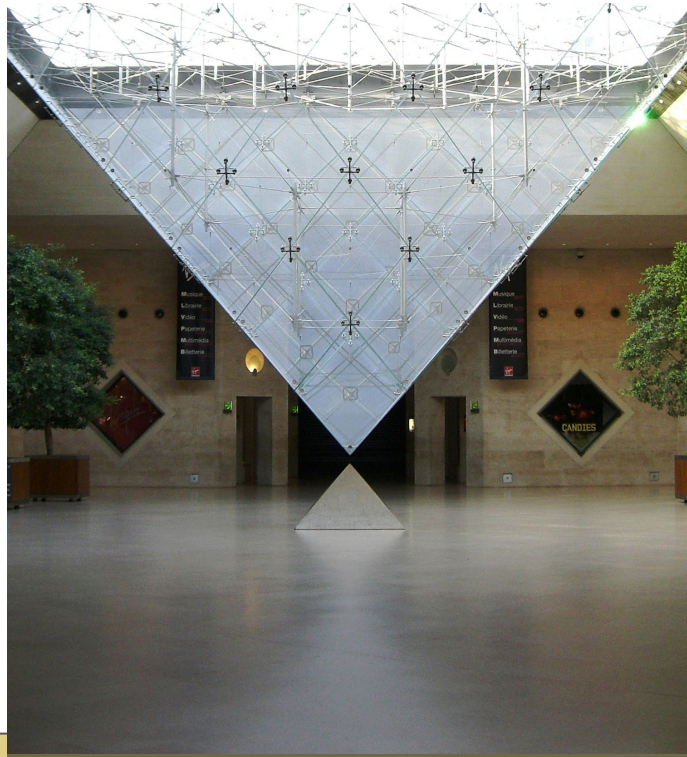
Karsten Wade, Senior Community Architect
OSPOCon, 27 Sep 2021

An opinionated guidebook



This is a guidebook, a way of getting things done following a collection of best—or at least good enough—practices. It is a method you can learn and evolve, built on understanding not only the *what* and *how* of a practice, but also the *why*.

- **A repeatable method** defined and refined by a community of diverse practitioners from all experience levels ...
- To **attract users**, who are the many individuals and organizations consuming your software, ...
- And **enable participants** to care and get involved ...
- In order to **grow contributors** of all types and levels, arising from the users and participants by accident or purpose.

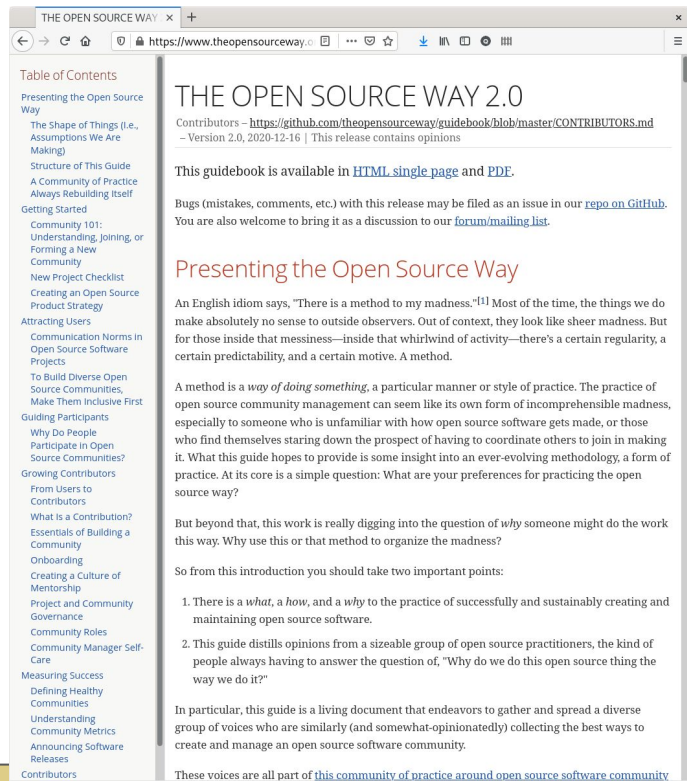


Steps in this method map to the sections in the guidebook
(*Getting Started* > *Attracting Users* > *Guiding Participants* >
Growing Contributors > *Measuring Success*)

1. Focus on understanding and attracting users.
2. Make sure when those potential users arrive on your webpage, there is something for them to do right away.
3. As people try out and become users, make it easy for them to participate in whatever they find.
4. Move the contribution moment to the left with an inclusive and welcoming community.
5. Understand what is important to sustain your community, and measure and track that.



A look through the guidebook

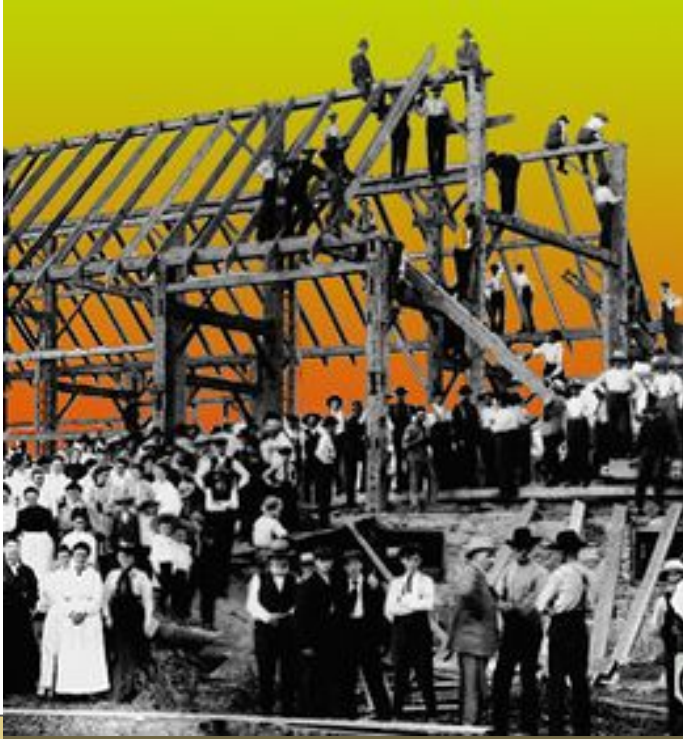


There are at least several ways to read and use the guidebook:

1. Read from beginning to end.
2. Start anywhere, follow your interests and skip around.
3. Bring a problem or question for a specific answer from one or a few parts of the guidebook.

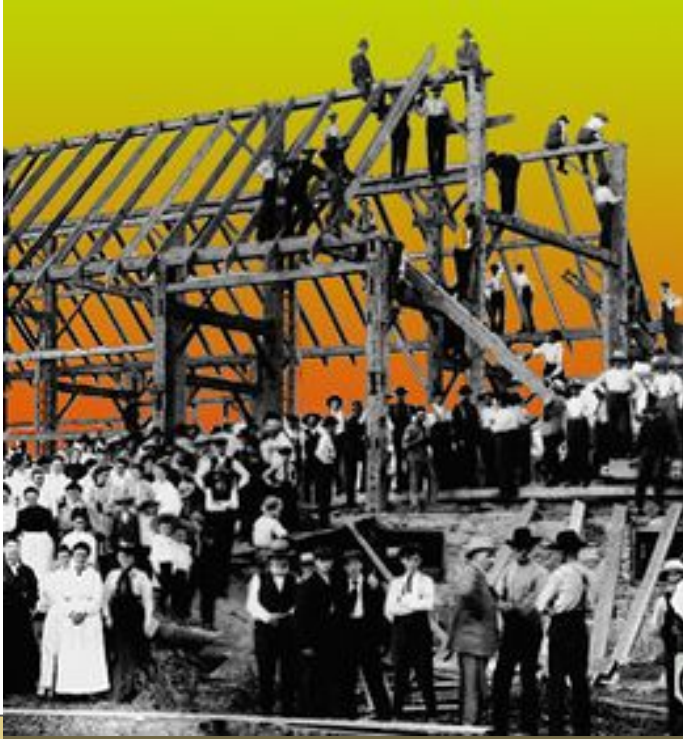
The chapters are written to work as a stand-alone set of principles and practices on a subject.

A community of practice: OSW



More than a guidebook, a full community.

- Be a community of practice around community management.
- Create and curate content of all types, from members and the wider community, into resources such as guidebooks and courses.
- [WIP] Have regular meetups to hear from special presenters and share practices among community members and the ecosystem at large.



Cross-stream relationships

Organizations collaborating on content, using and helping define practices:

- IEEE SA OPEN
 - Creating an opinionated 100% open source project hosting platform, using cross-stream guidance from e.g. CHAOSS
 - Reference from and contributing into the guidebook
- Inclusive Naming Initiative
 - Contributing into language and open source processes for communities wanting to use the upcoming INI versioned words/terms list.

Questions

Here are some!

1. If attracting users is so important, why are there so few chapters on that subject?
2. Who is in this community of practice, sharing all these opinions?
3. Can I pull just the chapters or material I want into a smaller handbook?
4. What if I disagree with some of your practices and principles?



Image attributions



Creative Commons - Attribution
(Make as much money as you want
with this, just mention my name)

Slide 2: *Sign Self Guided Trail* (CC BY 2.0)

<https://www.flickr.com/photos/shinazy/7304697496/>

Slide 3: *Pyramide Inversée* (CC BY 2.0)

<https://www.flickr.com/photos/carloszg/28444272150/>

Slide 5: *Maslow's hierarchy of (community) needs* (CC BY 2.0)

<https://www.flickr.com/photos/opensourceway/4371000464/>

Slide 6: *Intersection of core values in open source and domain driven design* (CC BY 2.0)

<https://flickr.com/photos/opensourceway/5445602998/>

Slide 7: *Creative Commons - Attribution* (CC BY 2.0)

<https://flickr.com/photos/mathplourde/4418832286/>

Slide 8: *A GRAND MORNING FOR A WALK* (CC BY 2.0)

<https://flickr.com/photos/summonedbyfells/8674608581/>



Thanks for the walk!

<https://theopensourceway.org>

<https://github.com/theopensourceway/guidebook>

<https://lists.theopensourceway.org/> (discussion fora)

Karsten Wade, Sr. Community Architect, [@quaid](https://twitter.com/quaid)

kwade@redhat.com

iquaid.org