The Alan Turing Institute

Community Managers 101

Malvika Sharan
Pronouns: she/her

The Alan Turing Institute

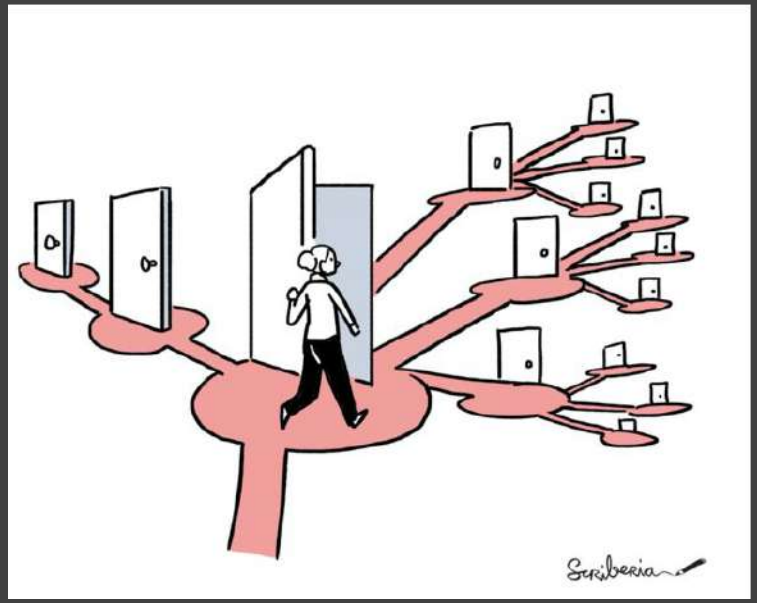
Top three things for starting your community management journey

Malvika Sharan
Pronouns: she/her

Terminology (jargons)

Community Management

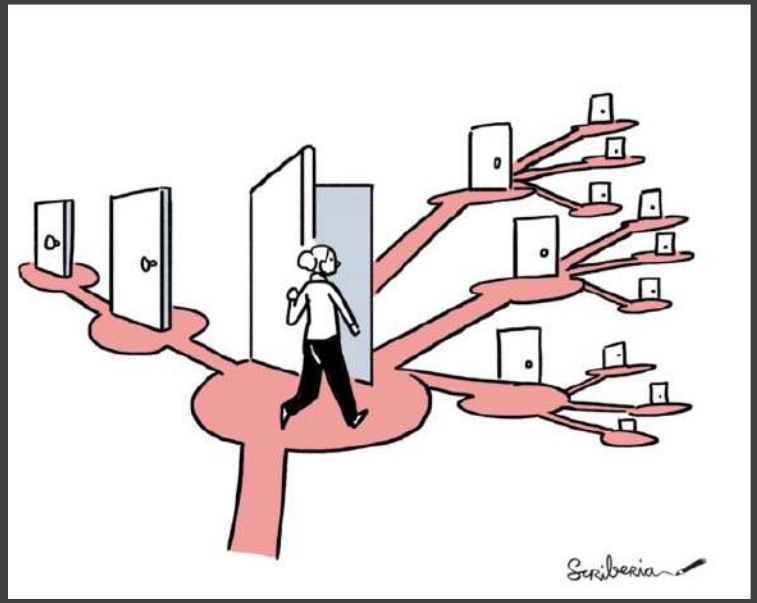
- Community
- Community of Practice
- Community Building
- Open* communities



The Turing Way Community, & Scriberia. Illustrations from the Turing Way book dashes. http://doi.org/10.5281/zenodo.3695300

Community

A social unit of people who share common values and mission.



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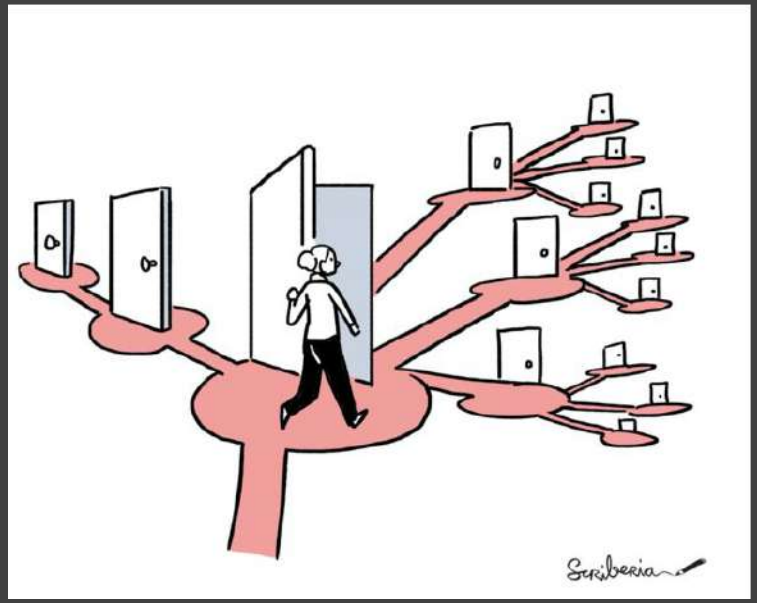
Community of Practice (CoP)

A social unit of people who share common values and mission – who want to gain knowledge and expertise through informal interaction.



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Building a Community of Practice (CoP)

Process of granting access to skills and support an individual or group needs to participate in a CoP -- and influence decision-making process.

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Open Source

- Everyone can freely read, reuse, distribute, modify and advance.
- Framework for collaboration, peer production and project sustainability.

The Turing Way Community, & Scriberia. Illustrations from the Turing Way book dashes. http://doi.org/10.5281/zenodo.3695300

Building an Open Community

Process of granting access to skills and support an individual or group needs to participate in a CoP -- and influence decision-making process.

A framework to collectively make decisions for open development, sharing and distribution.

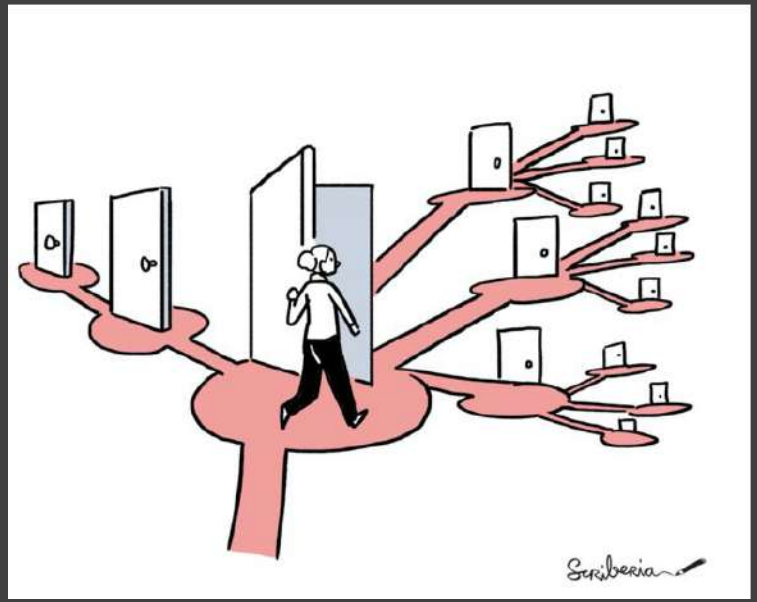
The Turing Way Community, & Scriberia. Illustrations from the Turing Way book dashes. http://doi.org/10.5281/zenodo.3695300

Terminology (jargons)

Community Management

Community Managers

- Stakeholders in a project
- Overview of their roles
- Skills and responsibilities
- Personal values



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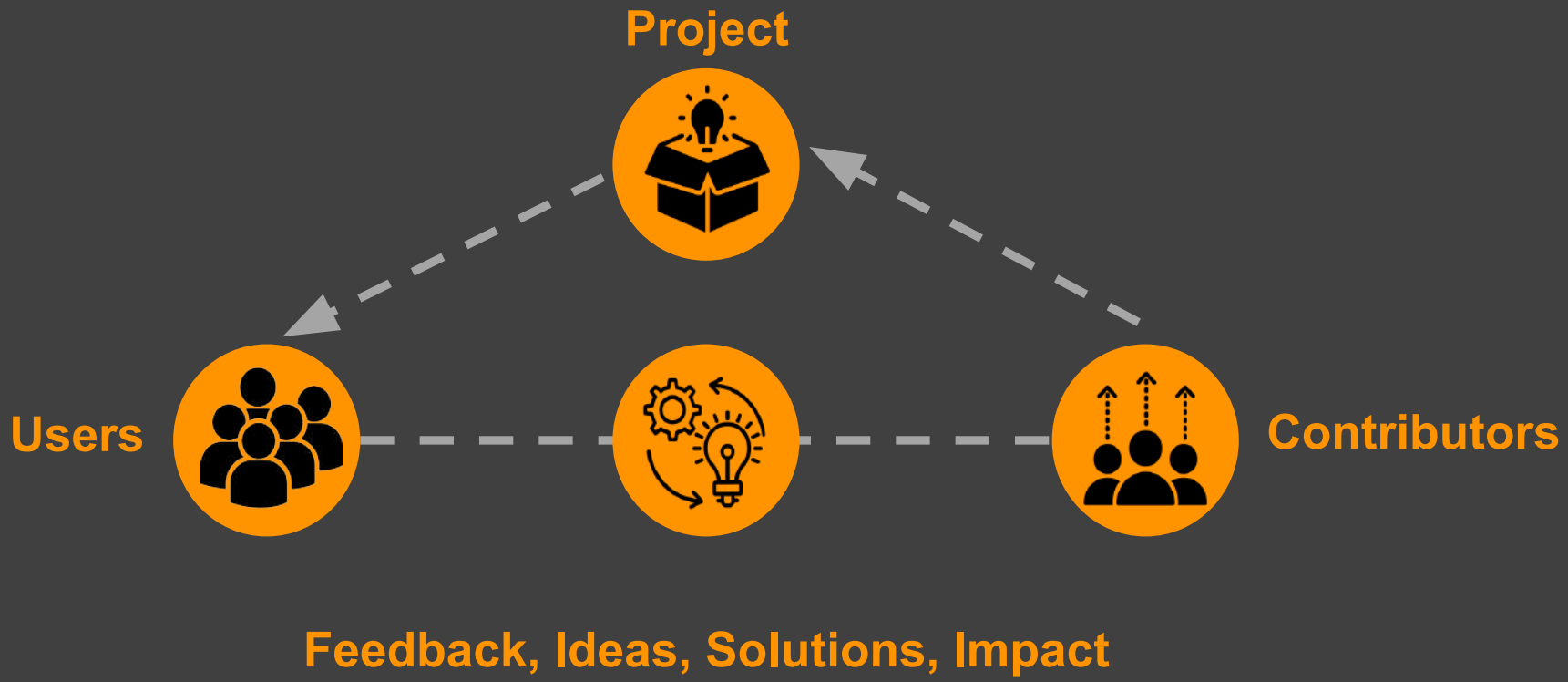
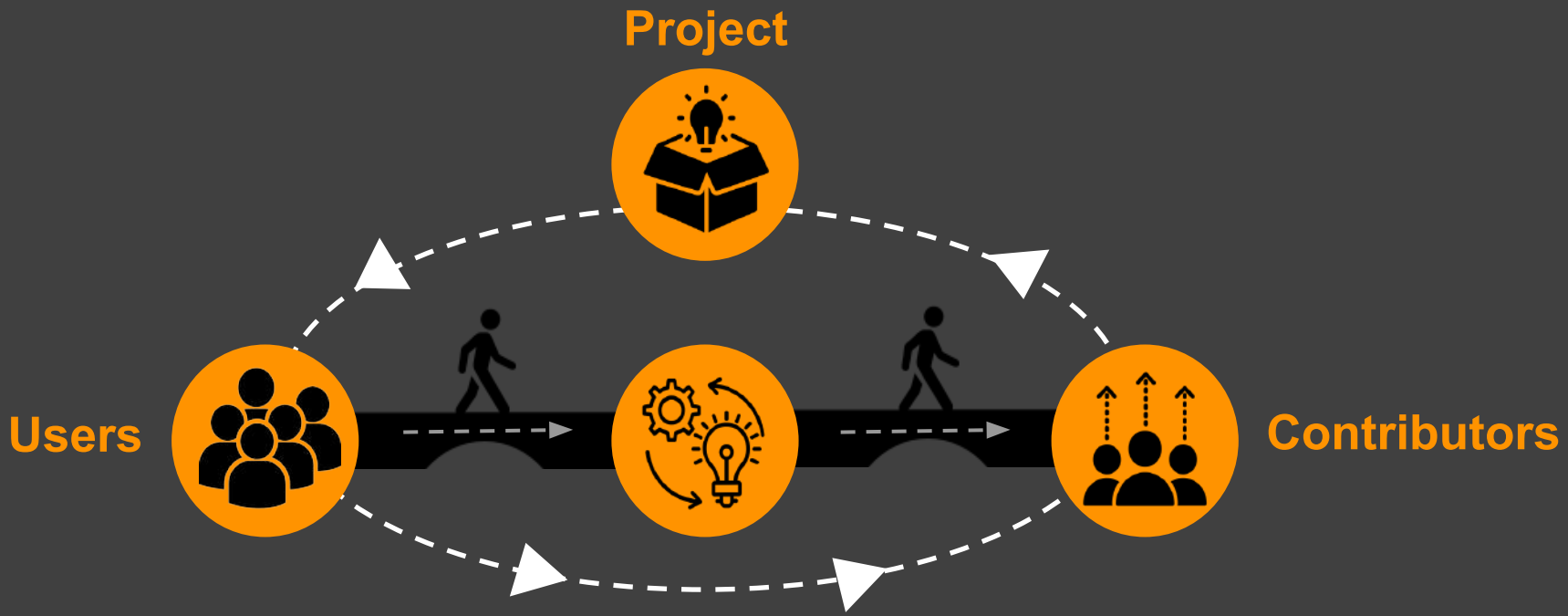
Stakeholders in Research Projects



Stakeholder Engagement and Participation



Pathways to exchange feedback, propose solutions and address them in the project

Community Managers (CM) build, support and enhance socio-technical framework in projects for collaboration, peer production and sustainability.

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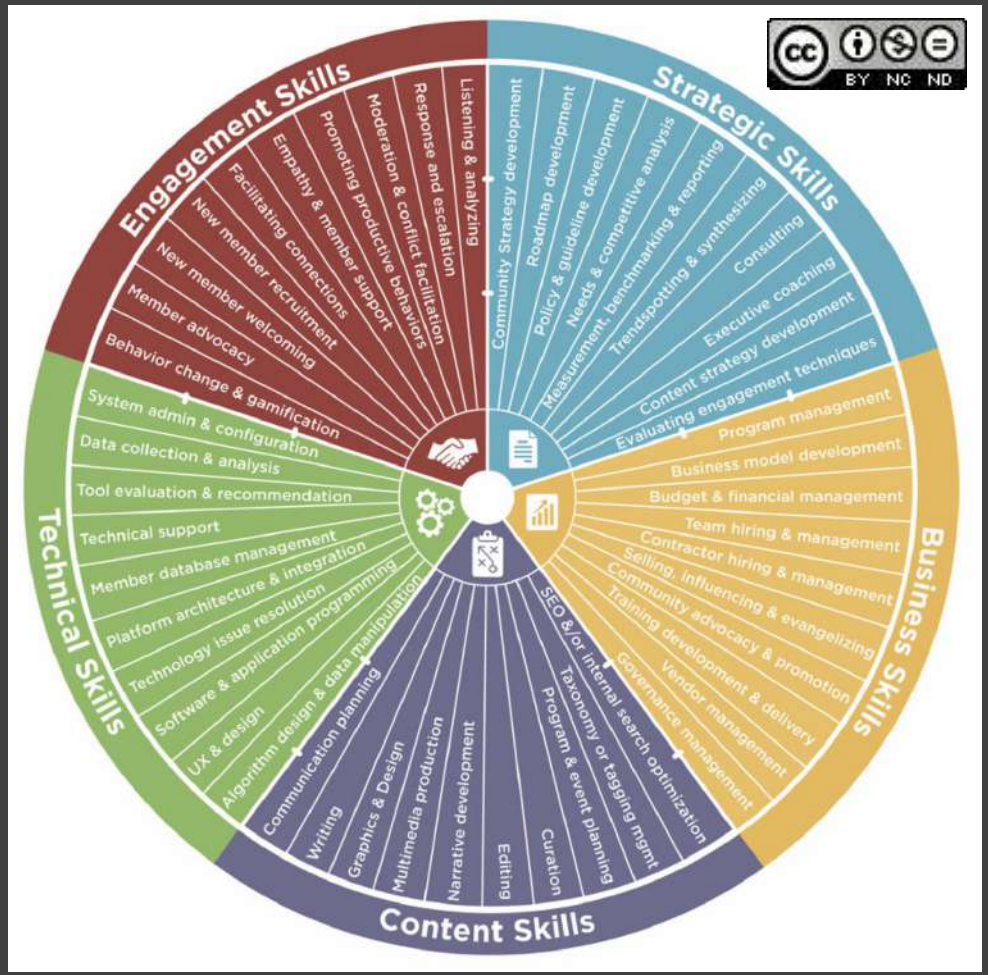
Overview of CM Roles

- Enable support for technical infrastructure (code, skills etc.)
- Ensure a shared understanding of project goals, objectives & roles
- Establish cultural norms that are equitable and inclusive

CC-BY 4.0, https://the-turing-way.netlify.app/community-handbook/community-handbook.html, DOI: 10.5281/zenodo.5083747
Kelly, Anthony, "With Head, Heart and Hand: Dimensions of Community Building" (Boolarong Press) ISBN 978-0-86439-076-9

Skills & Responsibilities

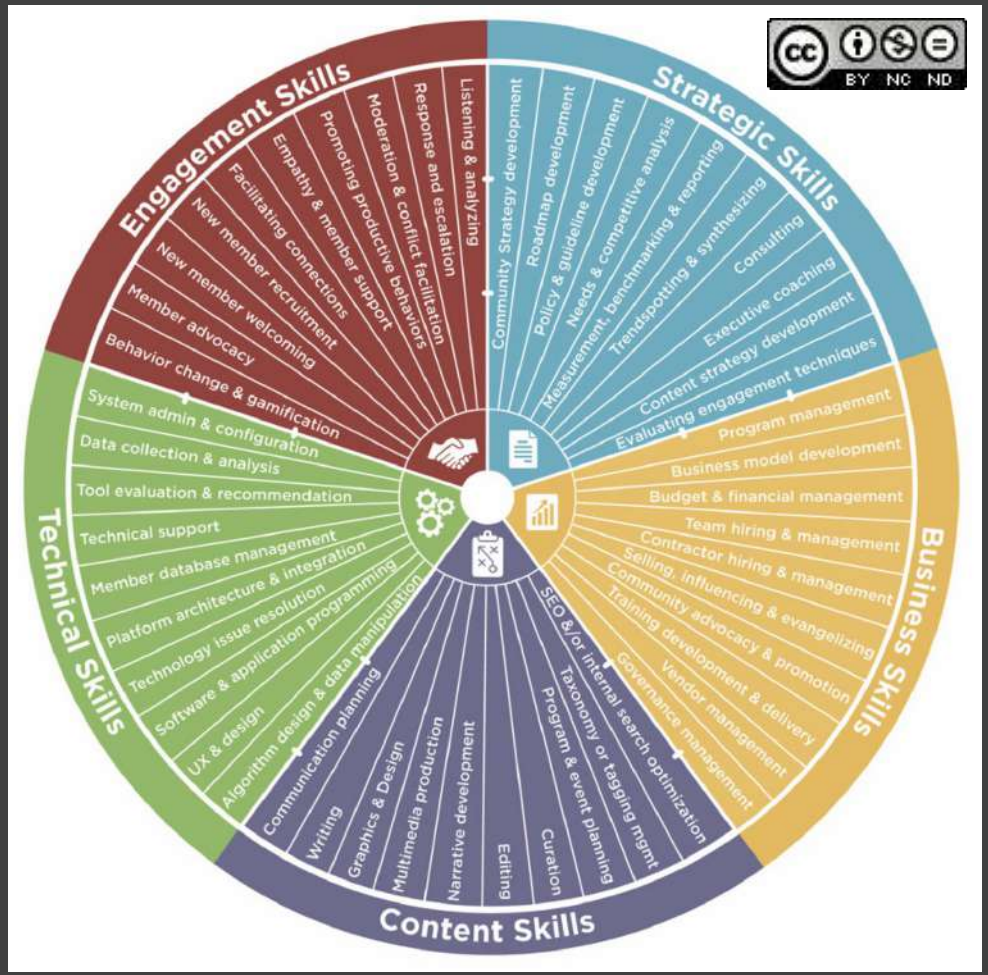
- Engagement (core skills)
- Development (strategy)
- Integration (management)
- Communication (content)
- Domain knowledge (tech)



Community Skills Framework by The Community Roundtable is licensed under a Creative Commons Attribution-NonCommercial-NoDerivatives 4.0 International License. https://the.cr/skills-framework

Identifying your skills, values & motivation

Every community manager is different because they are individuals with their unique worldview!



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What are your values?

Your values are the things that you believe are important in the way you live and work.

- How your values align with the work you do (meaning)
- Skills and attributes to nurture and grow your community
- Skills you/your community have as well as lack

It’s about granting access to resources and power to people!

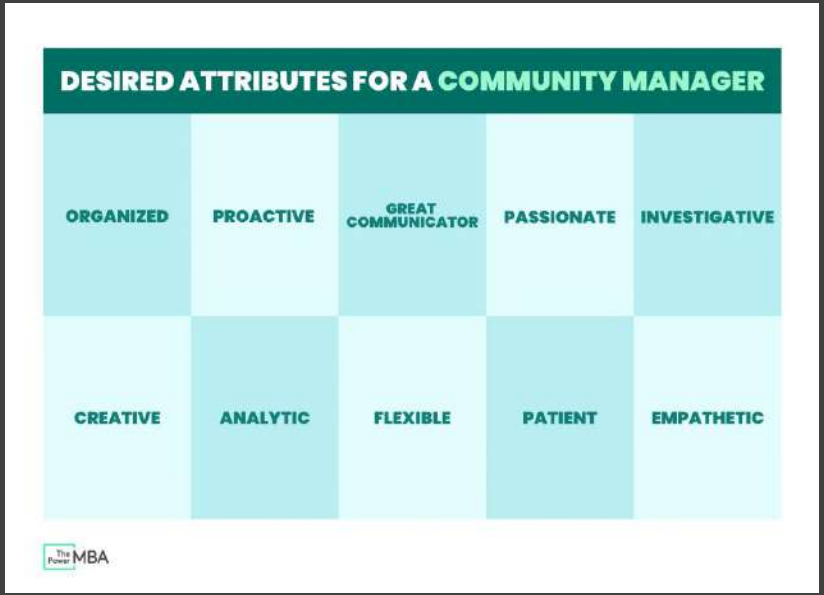
https://www.mindtools.com/pages/article/newTED_85.htm, https://www.thepowermba.com/en/social-media/community-manager

What are your values?

Do not abandon your values to fit in!

Make place for people to shine.

Delegate tasks, find connections and bridge gaps.



https://www.mindtools.com/pages/article/newTED_85.htm, https://www.thepowermba.com/en/social-media/community-manager

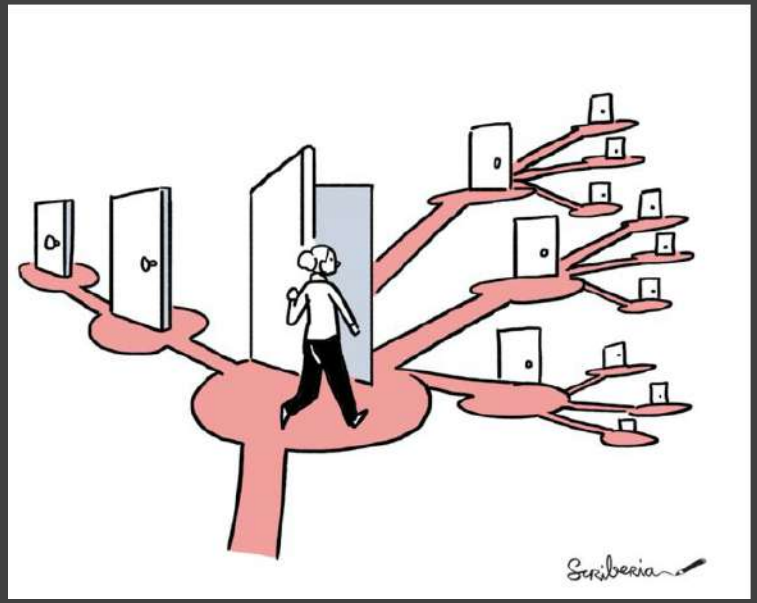
Terminology (jargons)

Community Management

Community Managers

Community Toolkits

- Community Charters
- Community Interactions
- Mountain of Engagement



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Community Charter

Portfolio of your community (or a project).

The Turing Way Community, & Scriberia. (2020, March 3). Illustrations from the Turing Way book dashes. http://doi.org/10.5281/zenodo.3695300

Community Charter

- Vision & Mission
- Scope
- Community values
- Goals & Objectives
- Community resources
- Roles & Responsibilities
- Ways of working
- Roadmap & timeline

The Turing Way Community, & Scriberia. (2020, March 3). Illustrations from the Turing Way book dashes. http://doi.org/10.5281/zenodo.3695300

Community Charter

Portfolio of your community (or a project).

Nudging to get a 360 view on what/who is missing.

The Turing Way Community, & Scriberia. (2020, March 3). Illustrations from the Turing Way book dashes. http://doi.org/10.5281/zenodo.3695300

Community Interactions

Setting tone for the kind of space you want to (co-)build

- Stakeholder mapping
- Identifying interactions
- Opportunities for new connections

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Community Interactions

Setting tone for the kind of space you want to (co-)build

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- Identifying interactions
- Opportunities for new connections
- Mountain of engagement

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Community Engagement

All members have the equal **opportunity to exchange values** and empower each other to **act on the issues** that enhance community experiences, and help **achieve a positive outcome**.

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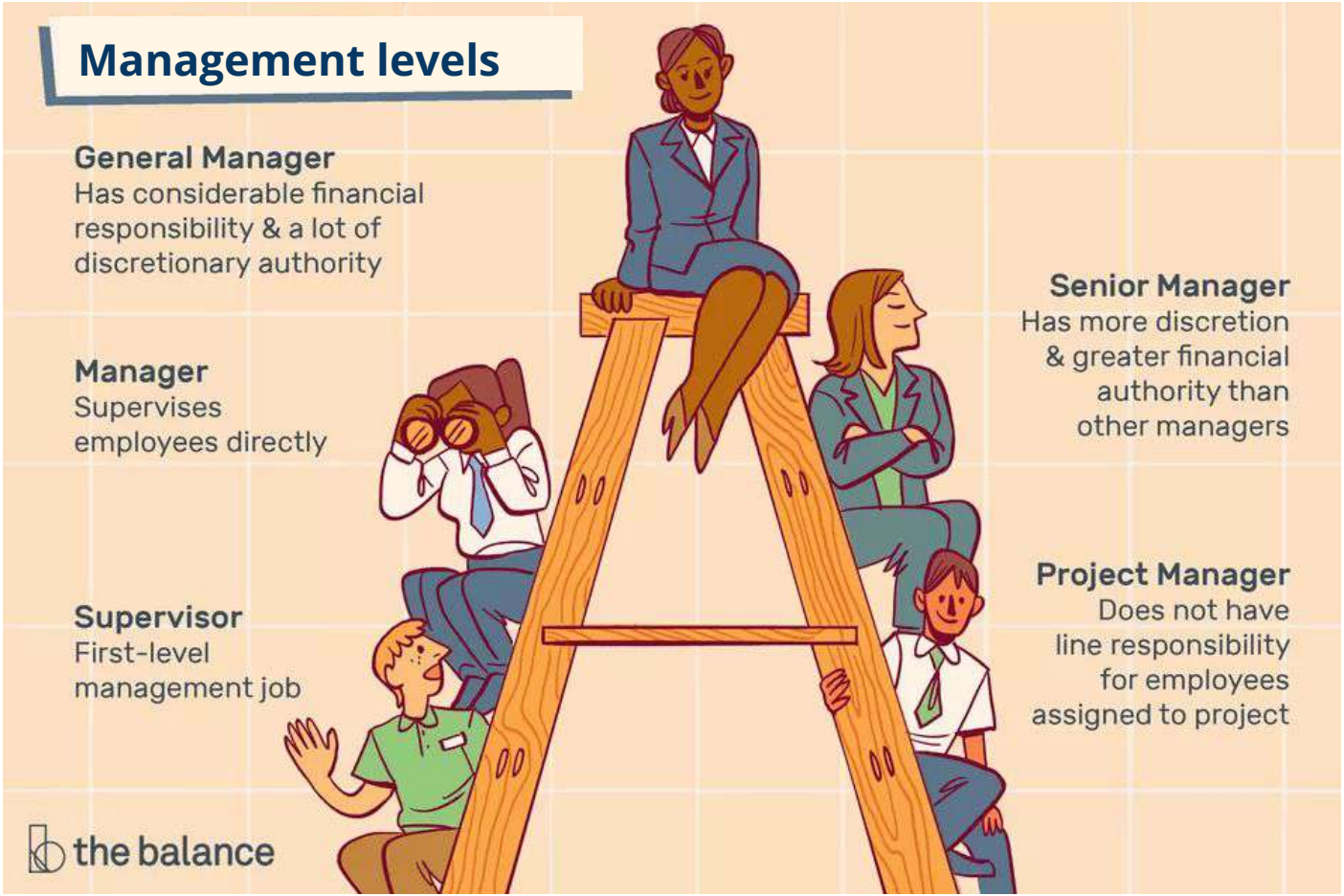

mountain

Image by Theresa Chiechi © The Balance 2019. https://www.thebalancecareers.com/management-levels-2275720

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mountain

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mountain

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Mountain of Engagement (MoE)

Discovering pathways & patterns of engagement in your work

- Discover how people interact with your community, organization, or project and its culture.
- Discover how people move between different types of interactions.
- Develop pathways for people to move from first contact to sustained engagement to leadership.

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Mountain of Engagement (MoE)

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Terminology (jargons)

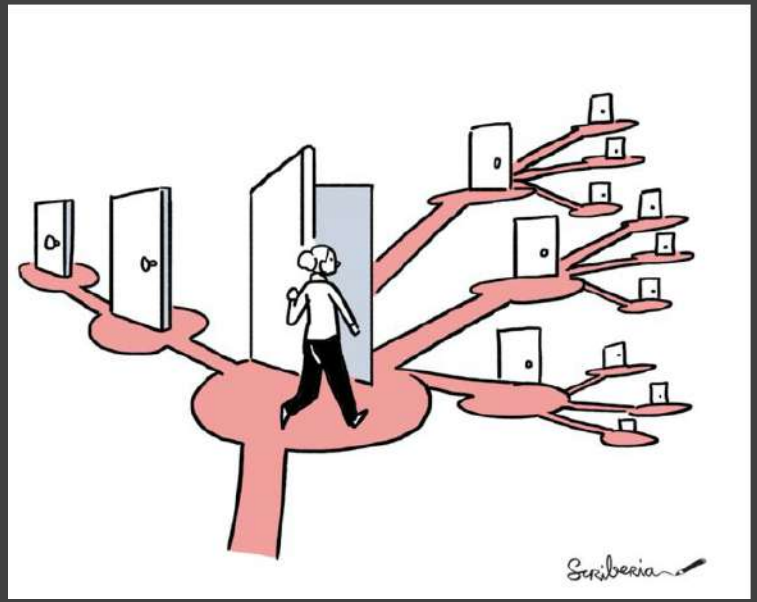
Community Management

Community Managers

Community Toolkits

Big Picture

- Collaboration
- Interaction
- Recognition



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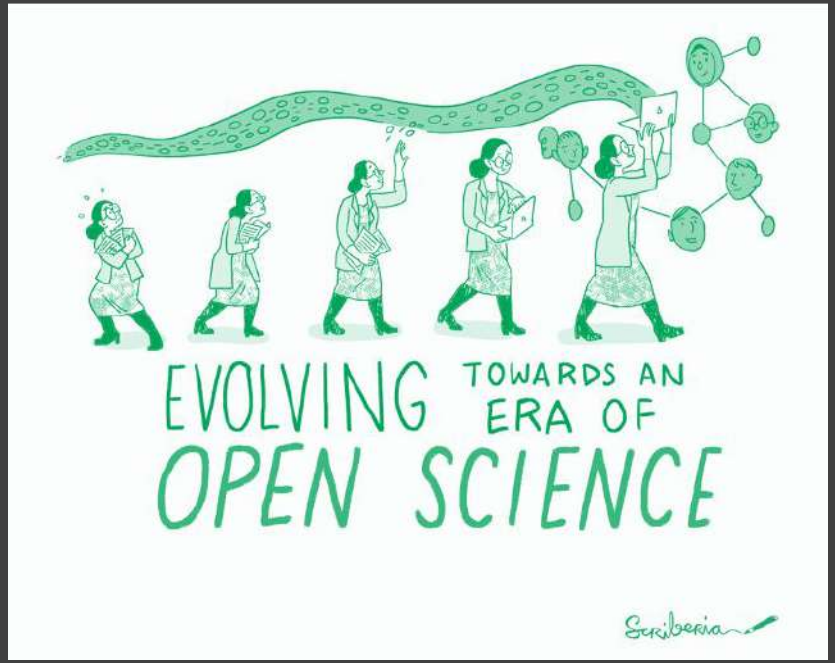
Building Open Communities for Collaboration

Open is by default not:

- Inclusive
- Accessible
- Community-led

Intentional open & collaborative



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Community Building and Impact

Design

Collaborative framework

Document

Workflow & processes

Involve

Shared Ownership & culture

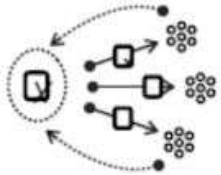
Reward

Build values & inspire change

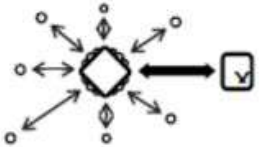
Nadia Eghbal, "Roads and Bridges: The Unseen Labor Behind our Digital Infrastructure" (2018), TU Delft - Malvika Sharan, 2021

Name those interactions

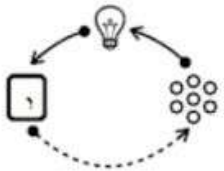
Gifting



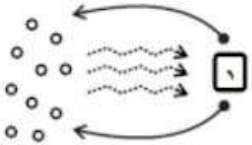
Creating Together



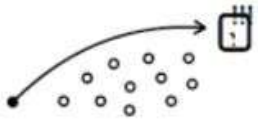
Soliciting Ideas



Learning Through Use



Networking Common Interests



Guidance, support, training, documentation

A Framework of Open Practices
by Mozilla Open Innovation & the Copenhagen Institute for Interaction Design

Open Life Science

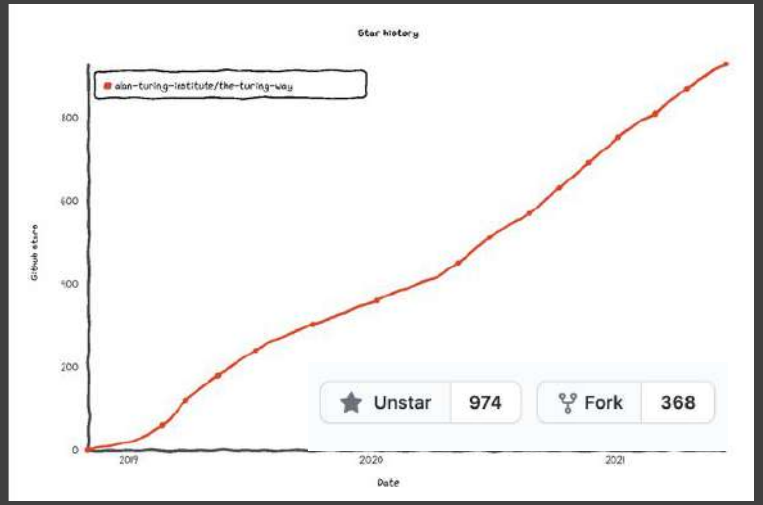
Building an Open Community

Nadia Eghbal, "Roads and Bridges: The Unseen Labor Behind our Digital Infrastructure" (2018), FOSS BACKSTAGE - Malvika Sharan, 2021

The Turing Way as a ‘Community’

The Turing Way is an open source community resource for data science.

- 2.5 years, 5 guides, >180 pages, 3000 visitors per month
- Community resources, events, guidance, templates, workshops
- Cited by 25+ peer reviewed articles, data projects, reports



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Get in touch!

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Connect via Slack, Teams, GitHub, Zoom.