

Talk outline

- I. Introduction
 - A. Who am I, what I do in Fedora
 - i. Fedora Magazine editor-in-chief
 - ii. Community Operations team lead
 - iii. Diversity Team member
 - iv. Ambassador
 - v. Fedora Badges sysadmin
 - vi. And more...
 - B. Explaining my type of work
 - i. Largely in non-technical fields
- II. Why J.K. Rowling?
 - A. Rowling's storytelling ability
 - i. Creates a story that keeps readers on the edge of their seat, paying attention to what's next
 - ii. Captivating
 - B. Storytelling isn't unique to literature – it's a skill applicable to various other fields
 - i. In technical work, storytelling is something that is uncommon but vital
- III. How is storytelling a part of open source?
 - A. In a world of code, commits, and software, where does storytelling fit in?
 - i. Every project has a goal or purpose that it sets out to meet – sometimes this is more clear than others
 - ii. The story is part of open source through the unique problems—the “itch”—that the project aims to solve
- IV. Why is storytelling important?
 - A. Storytelling is for two audiences:
 - i. Users: Communicating what your project does—telling the story of your code—makes it easier for users to understand how your software can help them and is useful for them
 - ii. Contributors: For larger projects with multiple sides (esp. Linux communities), it's difficult for someone to know what's happening in all of the different parts of the project.
 - a) Telling story of different pieces and communicating that effectively keeps everyone on the same page and connected to other contributors
 - b) Also allows for better chances to open communication between two sides that may not normally communicate with each other
 - Design team working on a Python flyer for a Linux distro communicates they are working on this to attract attention and feedback of other Python contributors in project
- V. How do you tell the open source story?
 - A. Use of “best practices” and certain tools help extract the story and also make it more visible

- B. What tools / methods are available to do this? (less frequent to most)
 - i. No secrets – effectively using existing platforms to their maximum potential!
 - ii. README / project info
 - a) For small or large project, have key information ready and available – have info for new users and be clear in addressing needs, have information for onboarding interested new contributors, point out where to stay connected
 - iii. Effective use of announcement mailing lists
 - a) Avoid overusing, but don't be afraid to use it
 - b) Useful for communicating larger, more significant news to followers of the project
 - People who sign up for your list *wanted* to receive your emails – if they unsubscribe from you posting, then they probably weren't that interested in the first place
 - But keep the people who are interested or want to learn more in the loop!
 - iv. Blogging
 - a) Different ways to approach this depending on your project's needs
 - **Larger projects:** Centralized blogging
 - Having a central place for people to keep up with news specific to contributors is helpful and gives people *one* place to rely on
 - Encouraging other contributors to write and participate, not just project leads
 - **Smaller projects:** Personal blogging
 - If just a few people, publicize where personal blogs are and make them visible with key project info
 - v. Social media
 - a) Most frequent posting
 - b) Whether it's long or short updates, keep followers and those who are subscribed current – can be a new blog post, announcement, or even just what's been going on in the past week
- VI. Tying results to efforts
 - A. Once you put forth the effort into storytelling, how do you measure success?
 - B. Fedora example: power of fedmsg
 - i. Almost every activity in Fedora is an “event”
 - a) Events are: commits, builds, bugs, blog posts, translations, Ansible playbook run, ticket comments, Ask Fedora questions
 - ii. Provides platform for devising data analysis to answer the question: are we improving?
 - a) Tools available to help us more easily capture those metrics, like gsoc-stats [see: CommOps toolbox]
 - b) Have not yet run a study to measure growth against a specific variable, but there are examples of some past meaningful data derived from fedmsg
 - Better understanding our own story
 - C. How you can show results
 - i. Not every project will have the infrastructure like Fedora has
 - ii. But there are still patterns you can follow to understand if your efforts are successful

What open source and J.K. Rowling have in common

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- a) Try measuring against the number of commits / issues filed / pull requests filed against a project repo before and after a certain time period
- b) Measure the number of new account sign-ups for project membership
- c) Try measuring engagement at conferences or events, if possible
- d) Number of translated strings or translated languages available

VII. Conclusion

A. Tie-in back to J.K. Rowling

B. Questions, comments, concerns?