

# Survive and advance: The life of a community manager



A better understanding of the glory and stresses  
of community organizing

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# The power of community



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# Best meeting ever!



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# Creating value for others



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# No one really *starts* as a community manager



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# What is community?



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# Pro tips

- Share a monthly report with your metrics
- Share your successes!
- Keep the balance

# What gets measured is what gets done



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# What non-metrics to document:

- High touch interactions
- Value of events
- Contacts
- Big wins
- Monthly report

# What does success look like?



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# What are the different roles of a community manager?



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# Cat herding, email, and much more!



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# A variety of tasks...

- Cat herding
- Communications/Email
- Meetings and conference calls
- Social media
- Project management
- Editorial planning
- Editing
- Documentation
- Reports
- Shipping
- Order SWAG
- Handwritten thank you notes
- Hosting meet-ups
- Travel and travel planning
- Expense reports
- Public speaking
- Presentation preparation
- Drupal administration
- Sprint management
- Website testing

# Get stuff done!



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# A variety of tasks...and the tools to get the job done

- Cat herding  
Email, reminders, SMS, chat, calendar invites
- Communications/Email  
Thunderbird, Gmail, IRC, Slack
- Meetings and conference calls  
BlueJeans video, Zoom, Hangouts, mobile phone
- Social media  
Hootsuite, Buffer, Sprout, social media platforms
- Project management  
Spreadsheets, calendar, Waffle.io, Trello
- Editorial planning  
Trello, Google Docs
- Editing  
Google Docs, Libre Office, GitHub
- Documentation  
Mojo, Google Docs, email
- Reports  
Spreadsheets, Drupal, Adobe analytics
- Shipping  
Red Hat's shipping tools: Xcarrier

# How I get stuff done with Waffle.io

jhibbets/OSDC

+ Add Issue

Filter Board

### Backlog 21

- 7104 Promote ATO talks on social  
ATO 2018 social media
- 7089 Weekly DevOps social media - 10/16  
DevOps
- 7064 Open Org social media - 10/16  
Open Organization social media
- 7079 Leadership panel - Oct 17  
Red Hat presentations
- 7074 Make care packages  
Opensource.com community
- 7072 Send security guest list for Sunday  
ATO 2018 event planning
- 7049 convert instagram account  
Opensource.com social media
- 7010 Reschedule: image party - Oct 11  
Opensource.com website
- 6802 SCALE 17x CFP - Due Oct 26

### Ready 5

- 7103 Review ATO presentation  
ATO 2018 planning presentations
- 7095 Prep DevOps weekly report - 10/17  
DevOps community
- 7073 Review ground travel arrival manifest  
ATO 2018 event planning
- 7068 Complete ground transportation request form  
ATO 2018 event planning
- 6621 Call for contributions on social  
Opensource.com social media

### Social media 7

- 7100 Review social media cadence - Twitter - Oct 18  
Opensource.com social media
- 7099 Review social media cadence - Facebook - Oct 18  
Opensource.com social media
- 7098 Review Social media smart inbox - Oct 18 (am)  
Opensource.com social media
- 7097 Review Social media smart inbox - Oct 18 (pm)  
Opensource.com social media
- 7096 Daily syndication - Oct 18  
Opensource.com social media
- 7101 Schedule new articles - Oct 19  
Opensource.com social media
- 6945 Social for ChRIS  
Red Hat social media

### In Progress 3

- 7102 Review social media cadence - Twitter - Oct 19-22  
Opensource.com social media
- 7088 Schedule new articles - Oct 18  
Opensource.com social media
- 7084 Review Social media smart inbox - Oct 17 (pm)  
Opensource.com social media

### Done 380

- 7094 DevOps content update - Oct 17  
DevOps content
- 7033 Build out ATO lightning talk slides  
Opensource.com event planning presentations
- 7093 Review Coder Dojo agile post  
DevOps content
- 7078 Catch up with TEP on Oct 17  
TEP planning
- 7092 Final details to Neomomde  
ATO 2018 event planning
- 7091 Final headcount to Buku  
ATO 2018 event planning
- 7090 Open bug for MM display  
Opensource.com website
- 7083 Daily syndication - Oct 17  
Opensource.com social media
- 7080

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# So many tools!



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# A variety of tasks...and the tools to get the job done

- Order SWAG Planet Logo
- Handwritten thank you notes Pen and thank-you cards
- Hosting meet-ups Meetup.com, EventBright, email, Google Docs
- Travel and travel planning Mobile phone, travel websites, Google, Yelp, Lyft
- Expense reports Concur expenses, Expensify
- Public speaking Voice, presentation software
- Presentation preparation Research, presentation software (Libre Office, Google slides), people for feedback
- Drupal administration Drupal
- Sprint management JIRA, Trello, email
- Website testing & QA Drupal, JIRA, website test environments

# Pro tips

- Use the right tools
- Use tools that make you productive to GSD

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# What's stressful about these different roles: priorities



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# Pro tips

- Time sensitive
- Prioritize tasks to enable others to get things done
  - Remove blockers



# What's stressful about these different roles: change



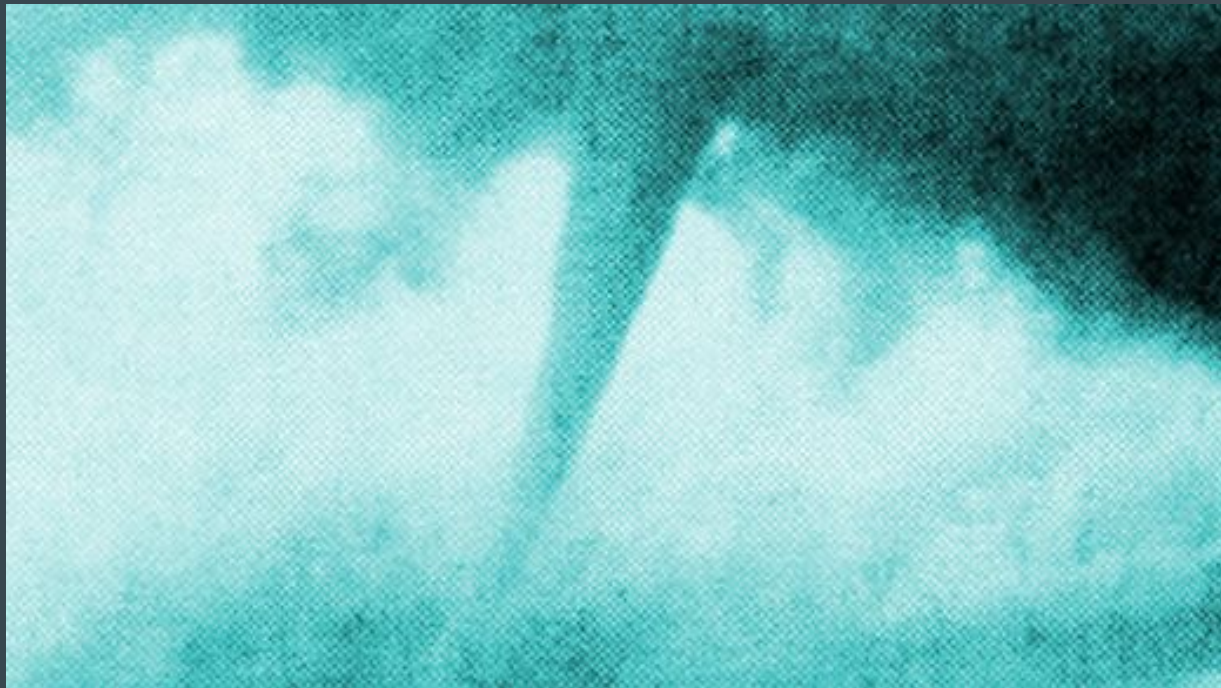
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# Pro tips

- Be change ready and adaptable
- Carve out time for unplanned work
- Assume positive intent

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# What's stressful about these different roles: seasons



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# Pro tips

- Plan for seasonal work
- Build in time off and vacation

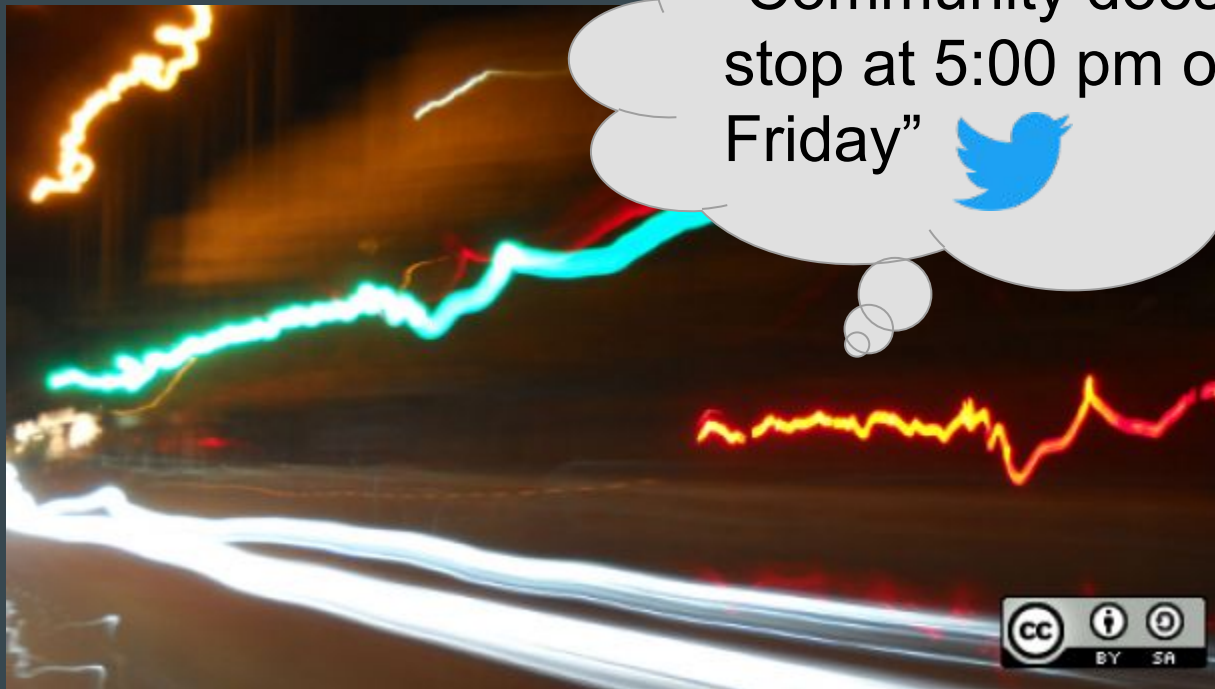
# Surviving burnout



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# Surviving burnout



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# Signs of burnout

- Chronic fatigue
- Insomnia
- Forgetfulness
- Increased illness
- Loss of appetite
- Anxiety
- Anger
- Loss of interest
- Separation from people

# Have a plan



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# Pro tips

- Highlight after hours work and need for a flexible schedule
- Don't suffer in silence, shared your struggles

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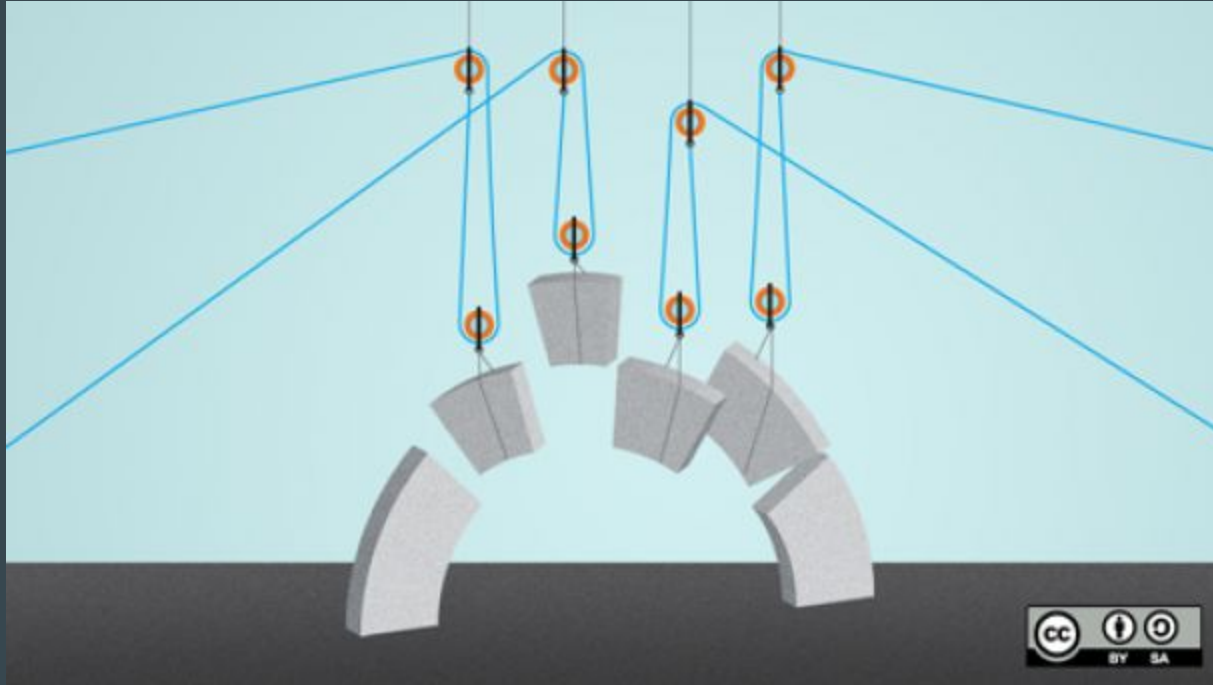
# Pro tips

“You can’t be effective an community organizer if your batteries are drained.”



- Don’t suffer in silence, shared your struggles

# Staying motivated: Passion



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# Pro tips

- Align work with passion
- Find passions outside of work



# Staying motivated: The open source way



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# Pro tip

- Be an advocate for open source beyond your team

# Staying motivated: Flexible schedule



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# Pro tip

- Take care of yourself first

# Bonus: Grow your career and sharpen the stone



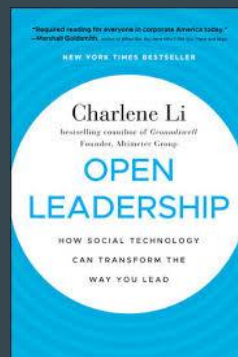
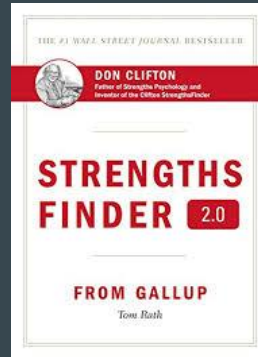
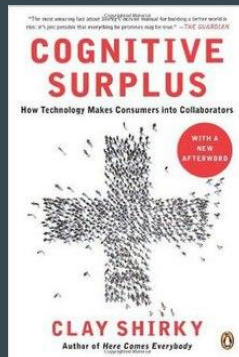
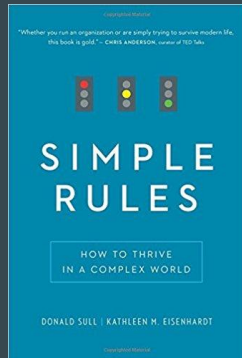
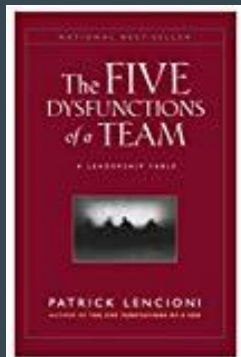
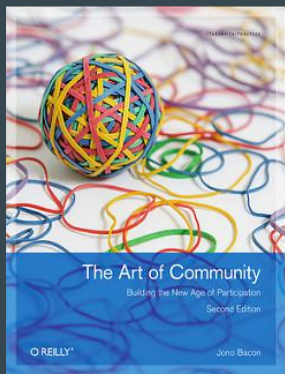
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# Recommended books



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- *The Art of Community* by Jono Bacon
- *5 Dysfunctions of a Team* by Patrick Lencioni
- *Simple Rules* by Donald Sull and Kathleen M. Eisenhardt
- *Cognitive Surplus* by Clay Shirky
- *Strengths Finder* by Tom Rath
- *Open Leadership* by Charlene Li





# Other ways to sharpen the stone



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# Your most valuable asset



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# The joys of community management



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# The joy ride

- Meet great people
- Be a connector
- Rewarding
- In-person is awesome

# Questions?



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# Questions & contact details

Email: [jhibbets@redhat.com](mailto:jhibbets@redhat.com)

Twitter: [@jhibbets](https://twitter.com/jhibbets)

IRC: shibby

Slides:

<https://github.com/jhibbets/presentations>

Book: <http://theopensourcecity.com>

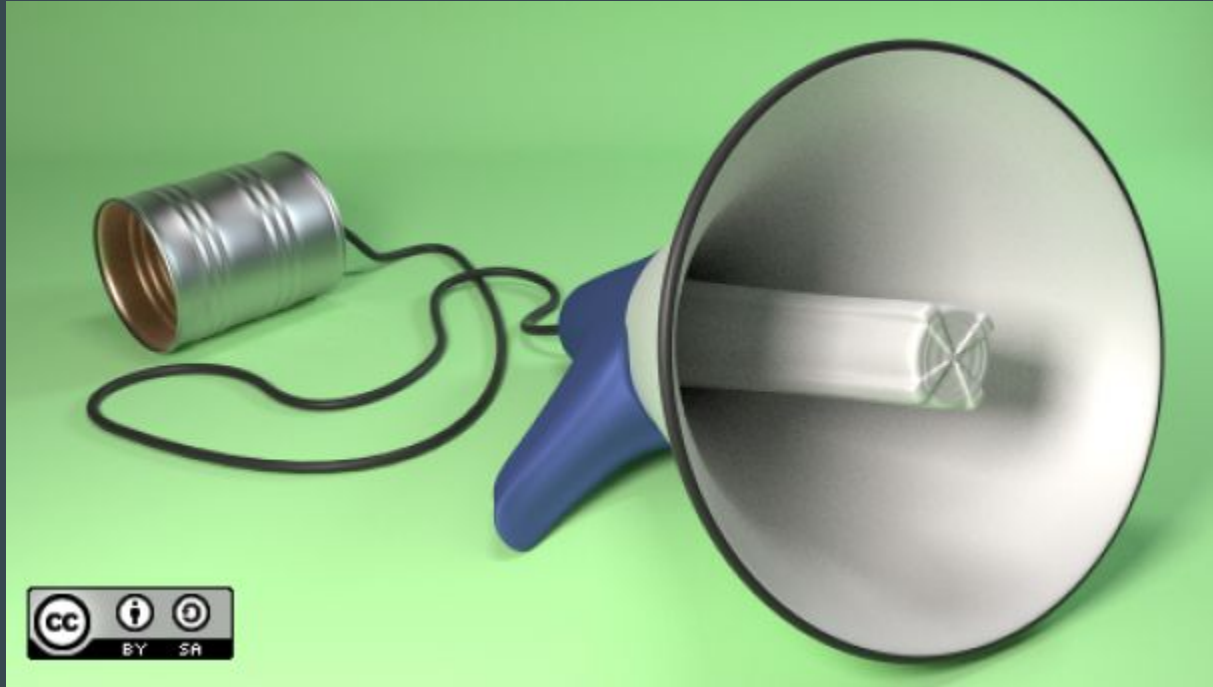


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# Appendix

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# How to improve communications



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# Improve communications: short and concise



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# Pro tips

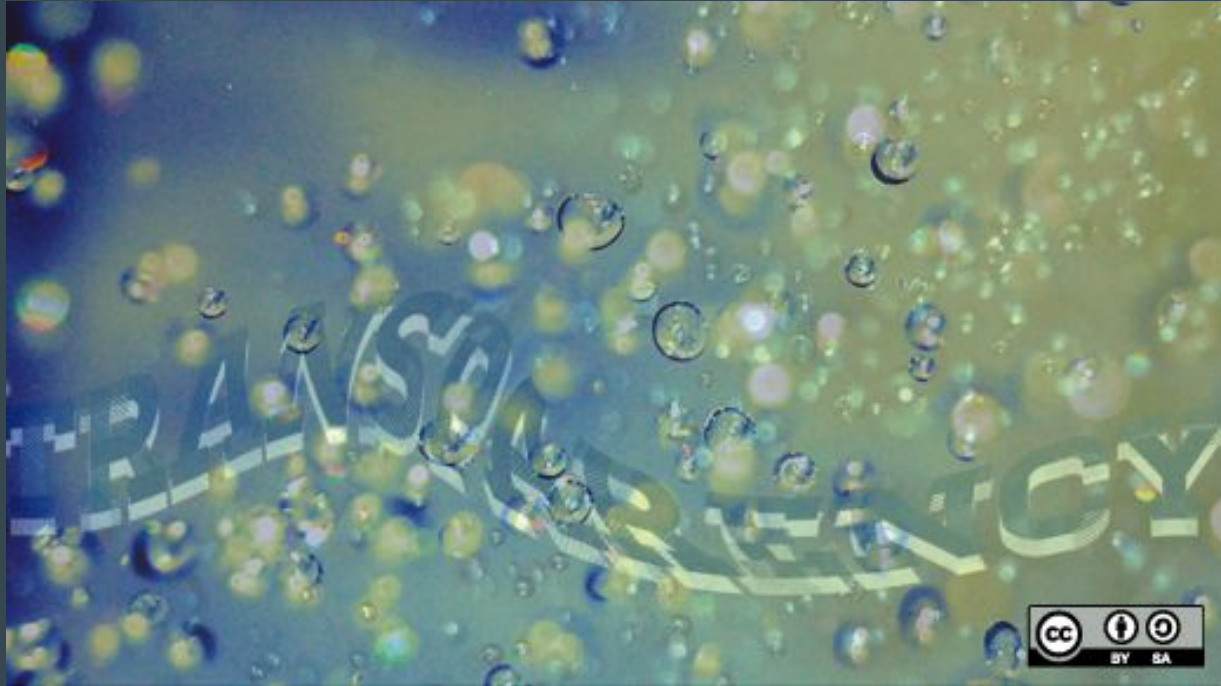
- Prioritize responses to community members
- Prepare in advance
- Automate, but realize when a personal touch is needed

# Tips for working with community



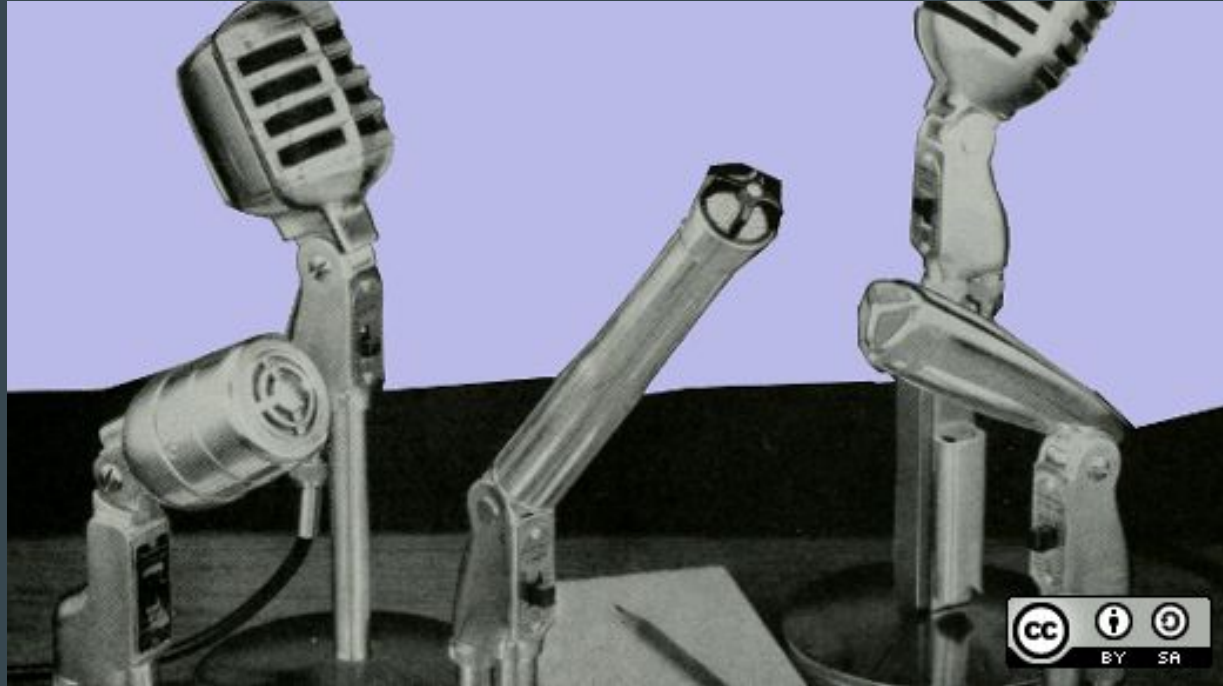
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# Keeping things transparent



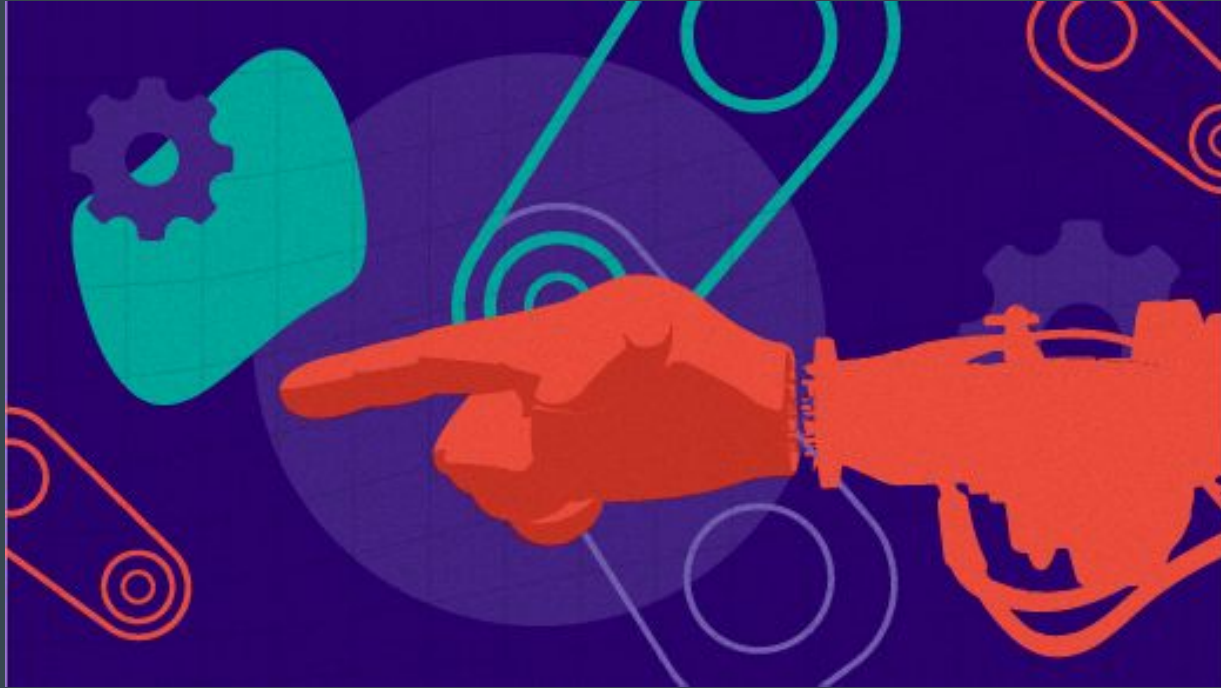
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# Communication cadence



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# Breaking up is hard



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# Pro tips

- Be transparent
- Avoid surprises
- Have frank conversations

# Feedback is a gift



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I'm excited to announce that Aaron Rinehart and I are putting together a new security guide (a content bundle that will be a PDF download) called The open source guide to DevSecOps. We had an awesome meeting last Friday to brainstorm and produced an outline.

We are happy to share the outline, based on existing content already published, and a few articles/chapters that still need to be written.

Our goal is to put a draft together over the next 3 weeks. We'd love your feedback. For example:

- Are chapters in the right order?
- What are we missing?
- Should anything be cut?

All feedback is welcome. Check out the draft outline below and feel free to reply to the list or preferably, add comments or suggestions directly to the document.

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# The community response



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