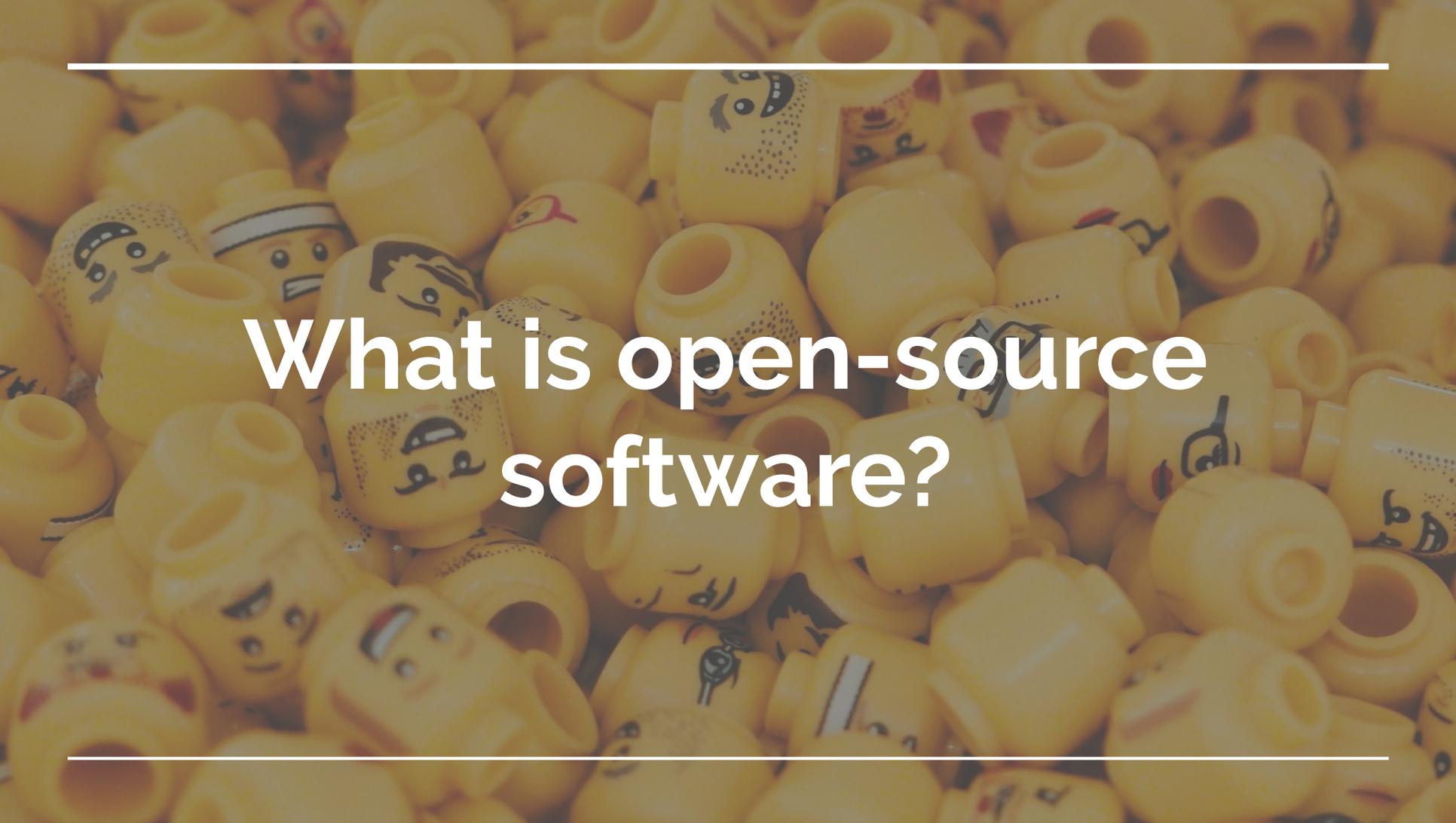

Building a Community Around Your Open-Source Product

Hugh Lashbrooke



What is open-source software?



Open-source software is...

...open for **inspection**

...able to be **modified**

...free to be **enhanced**



What is community?



Community is...

...a group of **people**

...with a **common interest**

...coming **together**

...around **an idea**



“Nearly 80% of founders reported building a community of users as important to their business, with 28% describing it as critical to their success.”

stateofstartups2019.firstround.com



**What should my
community focus be?**

The SPACE Model

Support

A space for members to answer questions and solve problems for each other

Product

A space for members to share ideas that will drive product innovation and development

Acquisition & Advocacy

A network of ambassadors who drive awareness and growth for the business

Content & Programming

A group of people who contribute information, goods and services that make up the product

Engagement

A space for people who have a common interest that is related to, or focused on, your product



Where do I start?

Provide a Platform for Conversation

Space

Where can community members find each other to continue their conversations?

Prompts

How do I give people an excuse to connect for the first time?

Structure

What structure would make conversation in this space more meaningful?



Select your tools

Facebook

Twitter

Instagram

Slack

Email newsletter

Blog

BuddyPress

GitHub

Mighty Networks

Higher Logic



Get started

Be friendly & help people

Help people to help each other

Decide on your level of moderation

Decide on access level



Seek growth

Identify & empower active members

Start a local meetup group

Encourage & support other meetup groups





What about contributions?

Motivate Contributors

Open source

Open source as many of your tools as you can to provide more pathways to contribution

Documentation

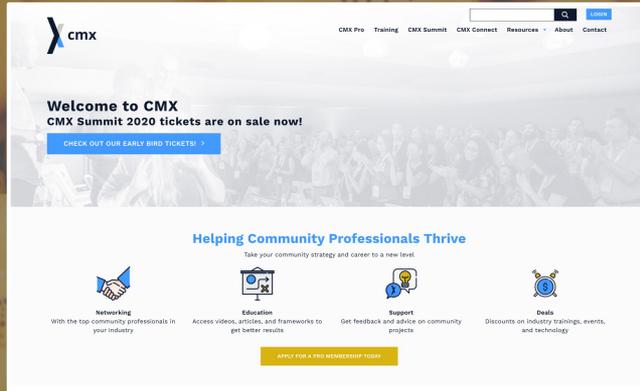
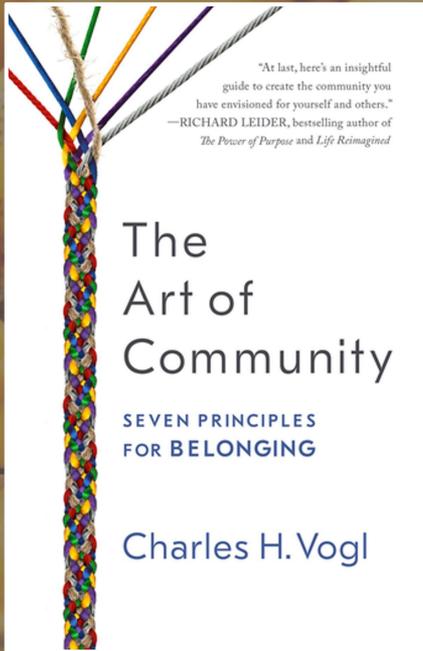
Document all of your code as well as how to use your build tools

Onboarding

Provide a clear starting point for contributors to start getting involved

Incentives

Provide incentives for contributors - badges, product discounts, gifts, etc.



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