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# Building a Community Around Your Open-Source Product

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# What is open-source software?

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Open-source software is...

...open for **inspection**

...able to be **modified**

...free to be **enhanced**

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**What is community?**

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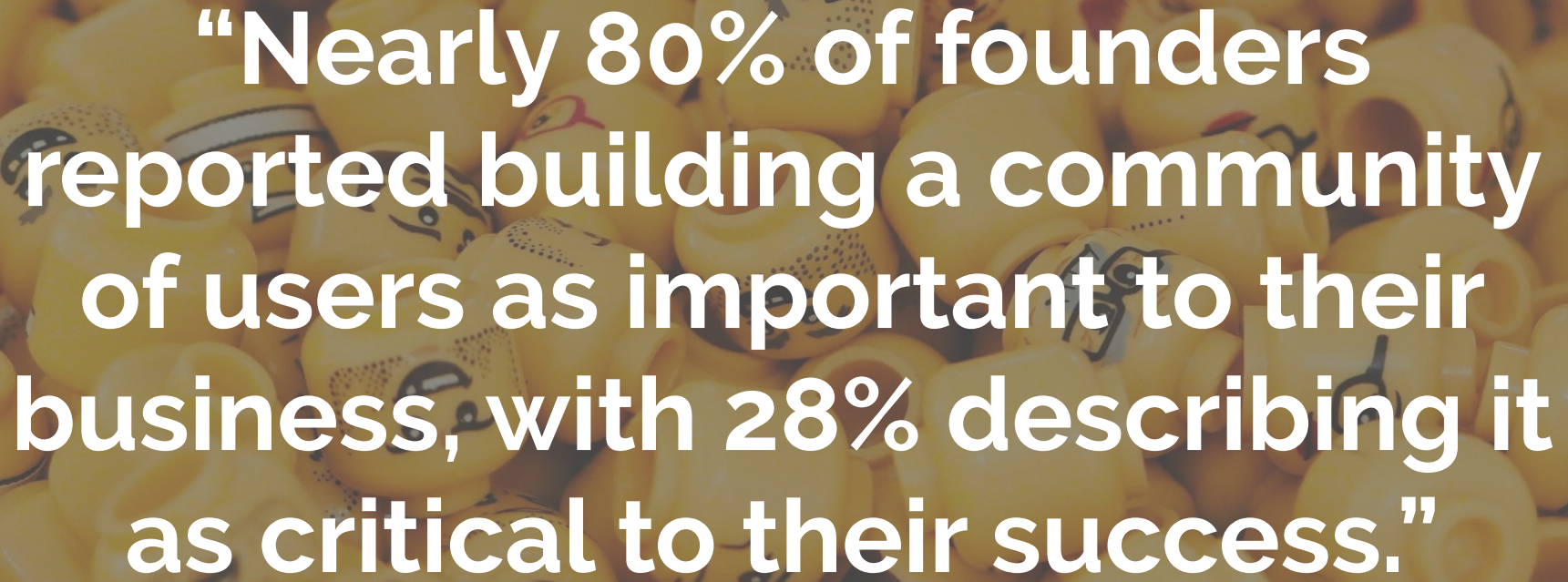
Community is...

...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](http://stateofstartups2019.firstround.com)*



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**What should my  
community focus be?**

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# 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

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# Get started

Be friendly & help people

Help people to help each other

Decide on your level of moderation

Decide on access level

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# Seek growth

Identify & empower active members

Start a local meetup group

Encourage & support other meetup groups



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**What about contributions?**

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# Motivate Contributors

**Open source**

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

**Documentation**

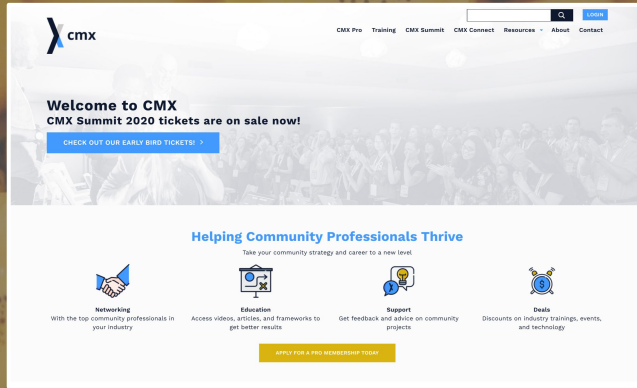
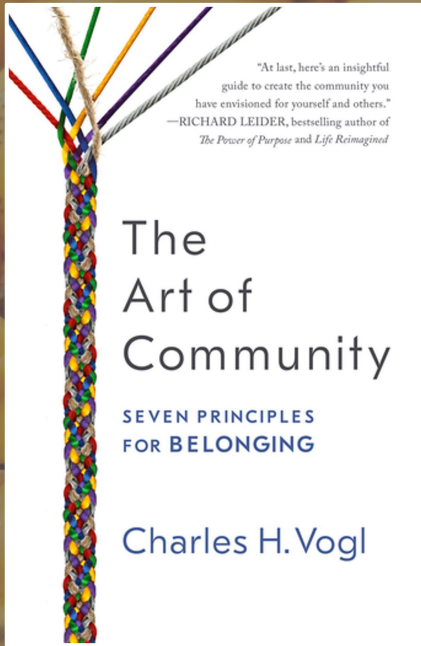
Document all of your code as well as how to use your build tools

**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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