The Open Source Way 2.0

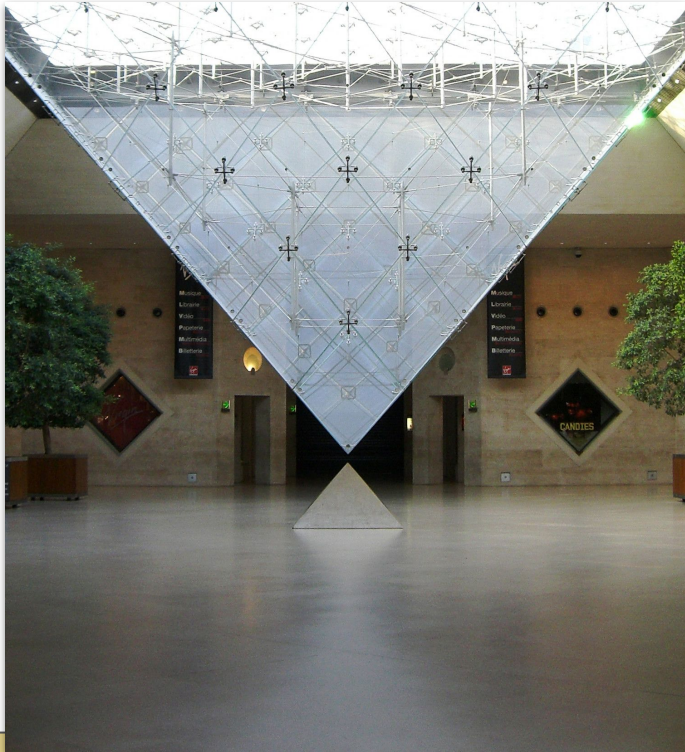The guidebook for community management best practices

An opinionated guidebook

This is a guidebook, a way of getting things done following a collection of best—or at least good enough—practices. It is a method you can learn and evolve, built on understanding not only the *what* and *how* of a practice, but also the *why*.

- **A repeatable method** defined and refined by a community of diverse practitioners from all experience levels …
- To **attract users**, who are the many individuals and organizations consuming your software, …
- And **enable participants** to care and get involved …
- In order to **grow contributors** of all types and levels, arising from the users and participants by accident or purpose.

Method to create & sustain

Steps in this method map to the sections in the guidebook (*Getting Started, Attracting Users, Guiding Participants, Growing Contributors, Measuring Success*)

1. Focus on understanding and attracting users.
2. Make sure when those potential users arrive on your webpage, there is something for them to do right away.
3. As people try out and become users, make it easy for them to participate in whatever they find.
4. Move the contribution moment to the left with an inclusive and welcoming community.
5. Understand what is important to sustain your community, and measure and track that.
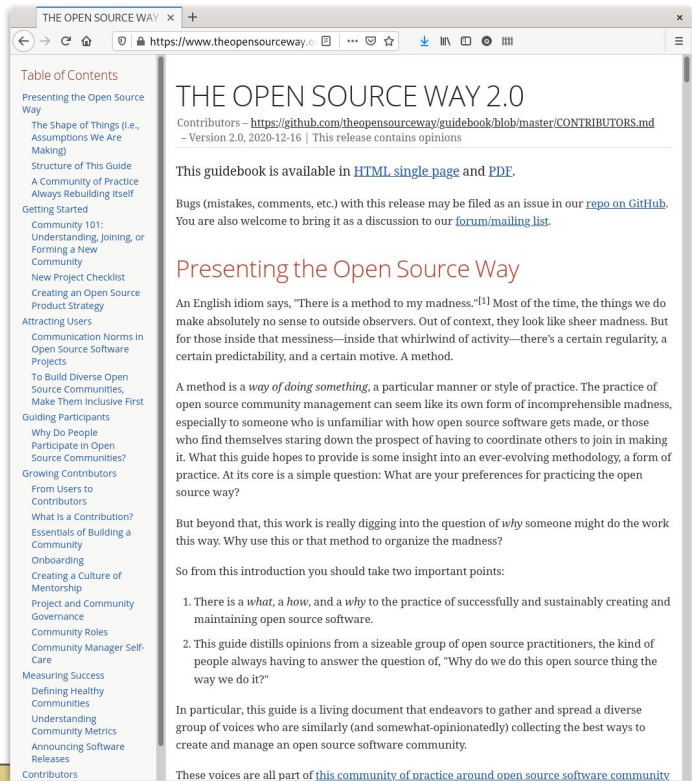
A look through the guidebook

There are at least several ways to read and use the guidebook:

1. Read from beginning to end.
2. Start anywhere, follow your interests and skip around.
3. Bring a problem or question for a specific answer from one or a few parts of the guidebook.

The chapters are written to work as a stand-alone set of principles and practices on a subject.

A community of practice: OSW

More than a guidebook, a full community.

- Be a community of practice around community management.
- Create and curate content of all types, from members and the wider community, into resources such as guidebooks and courses.
- [WIP] Have regular meetups to hear from special presenters and share practices among community members and the ecosystem at large.

Questions

Here are some!

1. If attracting users is so important, why are there so few chapters on that subject?
2. Who is in this community of practice, sharing all these opinions?
3. Can I pull just the chapters or material I want into a smaller handbook?
4. What if I disagree with some of your practices and principles?

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Thanks for the walk!

https://theopensourceway.org

https://github.com/theopensourceway/guidebook

https://lists.theopensourceway.org/ (discussion fora)

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