

Creating an Online Community the Open Source Way

Jason Hibbets



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Jason Hibbets
Project manager, opensource.com
March 9, 2011



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A Red Hat community service



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The pulse of the Drupal community after 10 years

Believe it or not, Drupal is turning 10 years old in 2011. Beyond providing a content management platform that powers millions of websites, Drupal... » [Read more](#)

0 Comments

Posted 9 Mar 2011 Jason Hibbets (Red Hat)



Life » Article

How to become an amazing contributor (to an open source project)

It's a busy morning here in New York City. My email inbox is full of pleasant surprises. The first is a patch for one of my open source projects. A... » [Read more](#)

2 Comments

Posted 9 Mar 2011 Daniel Doubrovkine



Education » Article

What do you want to ask 1,200 CS professors?

With only 1 day to go before SIGCSE, the "Special Interest Group in Computer Science Education" conference and the largest CS education conference in... » [Read more](#)

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Posted 8 Mar 2011 Mel Chua (Red Hat)

In the news

- The acquisition of Novell's patents by CPTN raises important issues for the Open Source community. [Read more ...](#)

Open Your World Forum

- Webcast recap: Practically Radical with Bill Taylor and Polly LaBarre
- Webcast recap: General Hugh Shelton

Contributor spotlight



David Doria

David Doria is currently working on a Ph.D. in Electrical Engineering at Rensselaer Polytechnic Institute. He works in the field of computer vision and image processing. David recently contributed his first article: [Open source software gains ground in higher education.](#)

Open
Enthusiast

Author

Founding
Member



What is the open source way?

- Principles of open source:
 - Transparency
 - Collaboration
 - Sharing
 - Release early / release often
 - Meritocracy
 - Participation
 - Many more...



Rapid prototyping



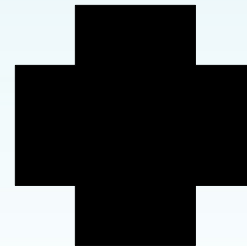
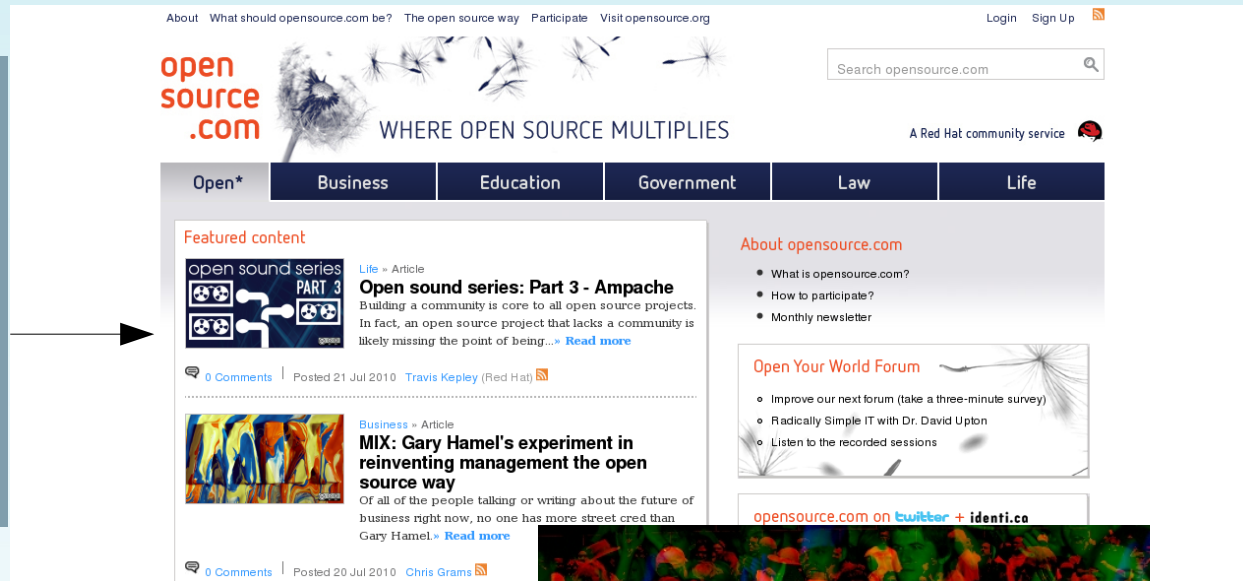
Default to...



Creative commons: <http://www.flickr.com/photos/vilseskogen/>



How did we go from...



Build vs. join



The 3 C's to get going

- We needed:
 - Content Management System (CMS)
 - Content / Writers
 - Community

We chose Drupal

- Now we needed experts to:
 - Build
 - Host
 - Support



Why Acquia Drupal for our CMS

- Open source platform
- Job trends for Drupal (indeed.com)
- **Community components**
- Hosting
- Administration



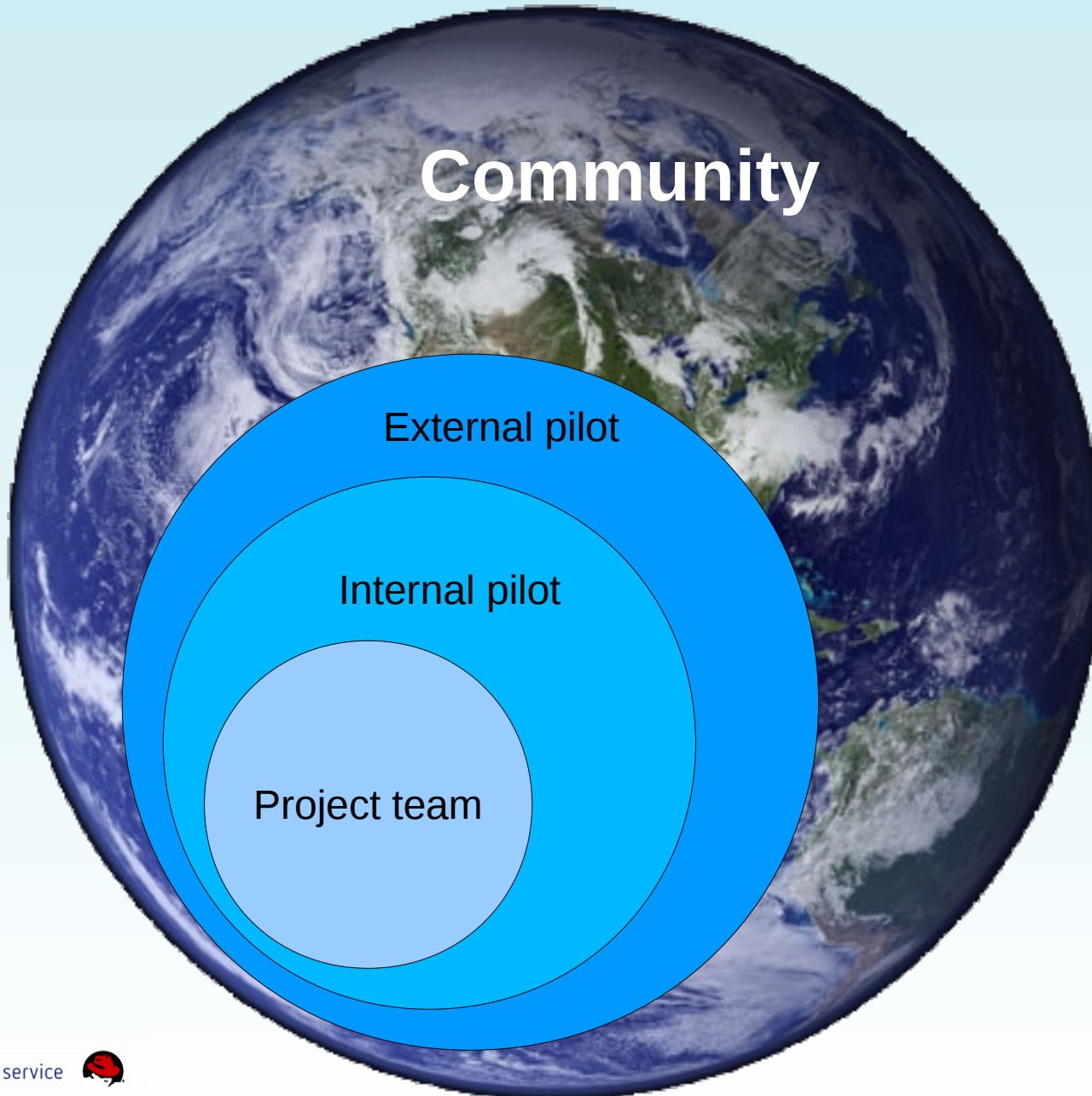
Why we need content

- We believe, content is...



Creative commons: <http://www.flickr.com/photos/tiffanyday/>

Building & growing community



Multi-pronged approach

- Building community using:
 - Social media
 - Old school ways
 - Events



Building community with social media

- Decided on a name: **opensourceway**
 - Twitter & Identi.ca
 - Facebook
 - Flickr
 - YouTube
 - Linked-In
- Share buttons



Fostering participation with social media

- Twitter:
 - 3,500+ followers
 - Re-tweets + #FF
- Facebook:
 - 1550+ likes
 - Events?
- Flickr
 - New group

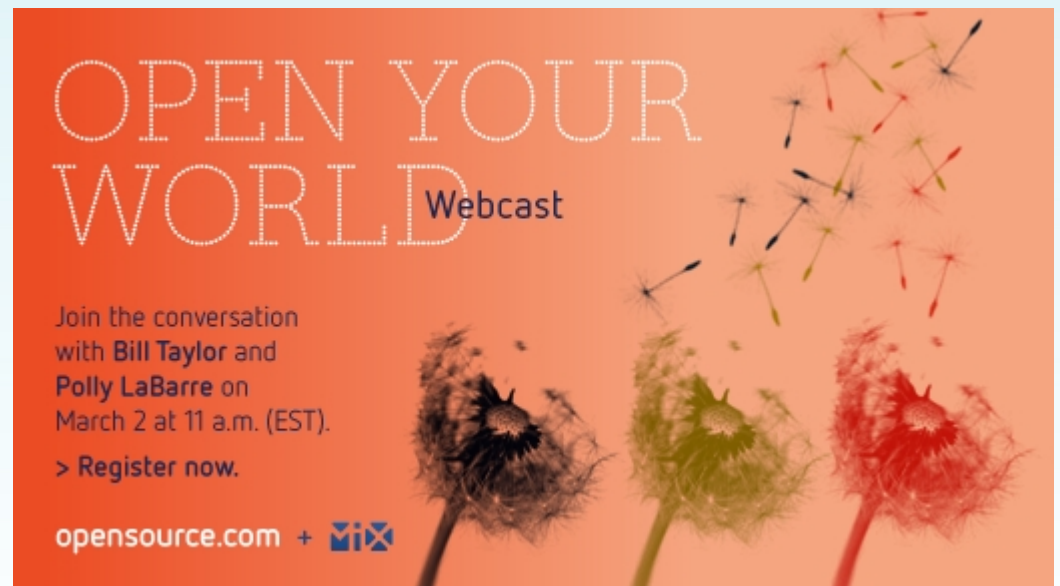


Building community old school

- Monthly newsletter / email marketing
- IRC Channel
 - Freenode: #opensource.com
- Mailing lists
 - Community-wide: osdc-list@redhat.com
 - Education - osdc-edu-authors@redhat.com
 - Life - osdc-life-authors@redhat.com


Building community with events

- We'll be at:
 - POSSCON
 - Red Hat Summit
 - Open Source Business Conference (OSBC)
 - Southeast LinuxFest
 - Open Source Bridge
 - GOSCON
- Virtual:
 - Open Your World Forum webcasts



OPEN YOUR
WORLD Webcast

Join the conversation
with **Bill Taylor** and
Polly LaBarre on
March 2 at 11 a.m. (EST).
> Register now.

opensource.com + 

The graphic features a solid orange background with a cluster of dandelions on the right side. Some dandelions are in full bloom, while others are blowing their seeds. The text is white and positioned on the left side of the graphic.



Community in person



Engagement on opensource.com



Building community on the site

- Readers
 - Share content
 - Rate articles
 - Vote on polls
 - Join a conversation / comment
- Contributors
 - Create images
 - Write blog posts

Poll: The world's first open source city
Posted 22 Feb 2011 by [Jason Hibbets](#) (Red Hat) Average: ★★★★★ (2 votes)

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Which city is primed to be the open source capital of the world?

Montreal, QC - Canada
 Raleigh, NC - USA
 Portland, OR - USA

[Vote](#)

I posted an article earlier this week claiming [Raleigh, NC is primed to be an open source hub](#). In the comments, Evan Prodromou shared a similar and coincidentally timed blog post: [Montreal the Open Source startup hub](#).


The race was on. Then Portland, OR joined the open source city conversation via [Twitter](#).

Tell us what you think and add any comments on why your city should be considered in a future poll.

Tags: [economic development](#) [egov](#) [gov20](#) [Montreal](#) [open source city](#) [portland](#) [Raleigh](#)

[SHARE](#)

3 Comments

 **I love the discussion.**
by Delano Mandelbaum on 23 Feb 2011

It'll be a long, challenging road for any city to become the world's open source city. I imagine there are other places that would be interested as well but regardless of which, if any, becomes the clear leader in open source software, working towards that goal is great for everyone involved.

Highlighting our community

- Contributor spotlight
- Points
- Badges

Contributor spotlight



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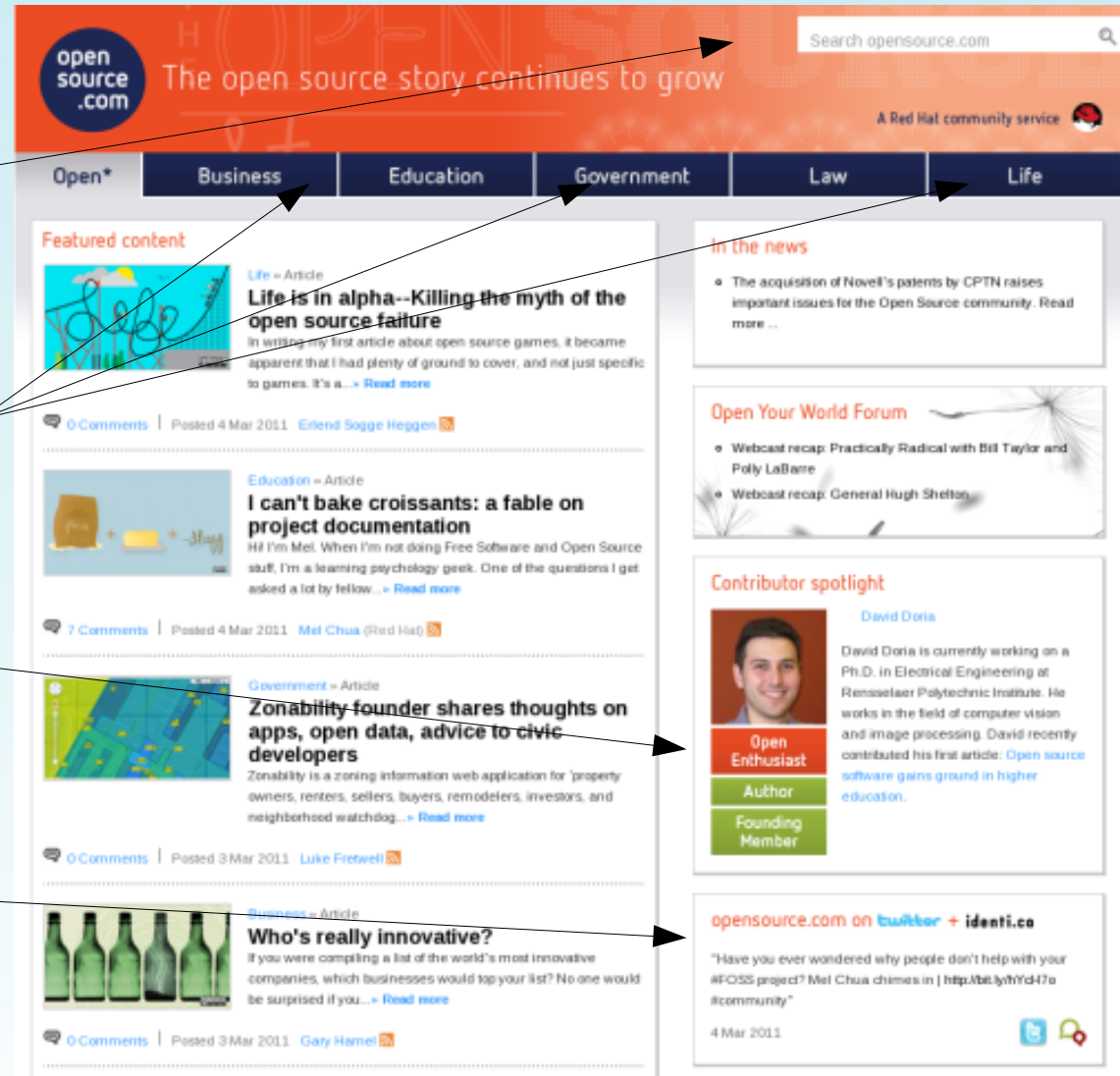
Future community building ideas

- Ability to join organic groups:
 - Business
 - Education
 - Government
 - Law
 - Life
- Login in with FaceBook or Twitter
- Your ideas



Drupal at opensource.com

- Modules
 - Apache Solr
 - Mollom
 - Organic groups
 - User points
 - User badges
 - Trigger
 - Twitter
 - Vote up/down



Community building the open source way

- The Open Source Way handbook
 - <http://www.theopensourceway.org/>
- Chapter: How to loosely organize a community
 - “Tasks, tasks, tasks or 'Project management matters'”
- Example: open*life
 - <http://opensource.com/life/writing-topics>



What next?

- Visit opensource.com
 - Register
 - Participate
 - Contribute
- Follow us: [opensourceway](#)



Questions & contact

- Email: jhibbets@redhat.com
- Twitter: [@jhibbets](https://twitter.com/jhibbets)
- IRC: shibby



What did you think?

Locate this session on the DCC website:

<http://chicago2011.drupal.org/sessions>

Click the “Take the Survey” link.

Thanks!