Creating an Online Community the Open Source Way

Jason Hibbets

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In the news

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Open Your World Forum

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- Webcast recap: General Hugh Shelton

Contributor spotlight

David Doria

Open Enthusiast

Author

Founding Member

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.

What is the open source way?

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

Rapid prototyping

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Default to...

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

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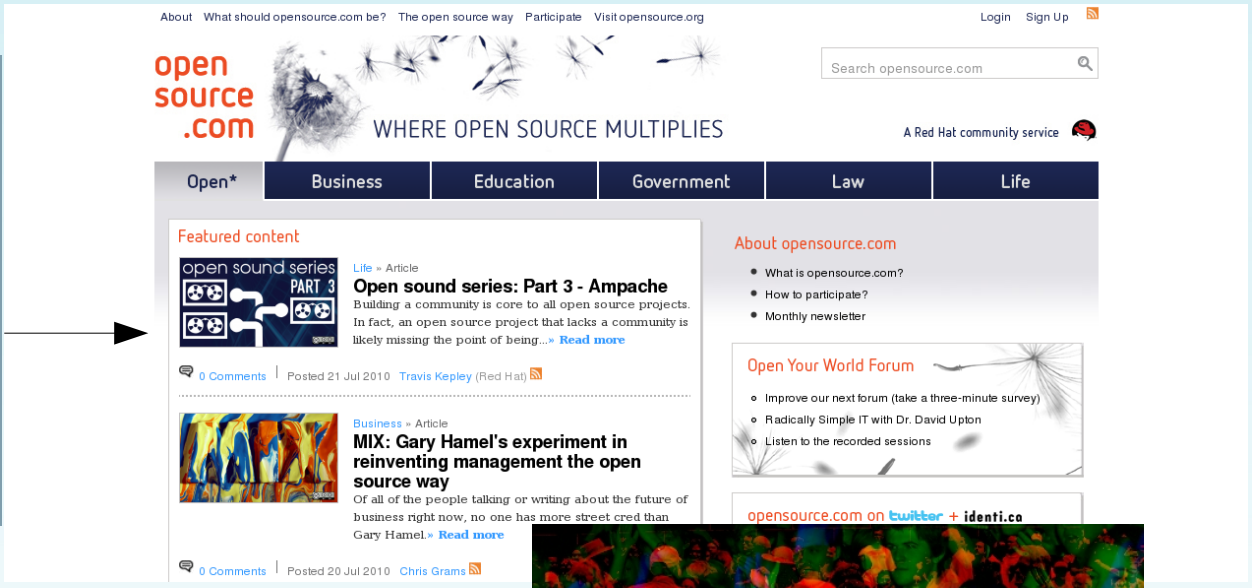
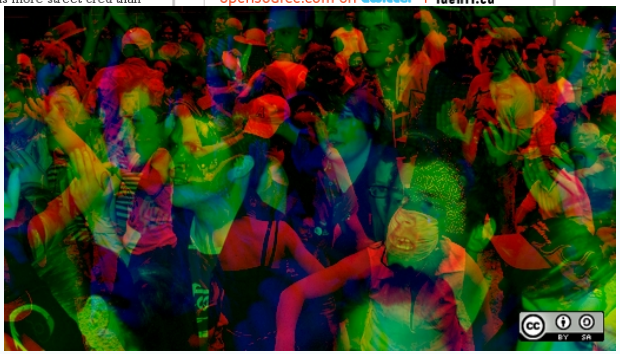
How did we go from...





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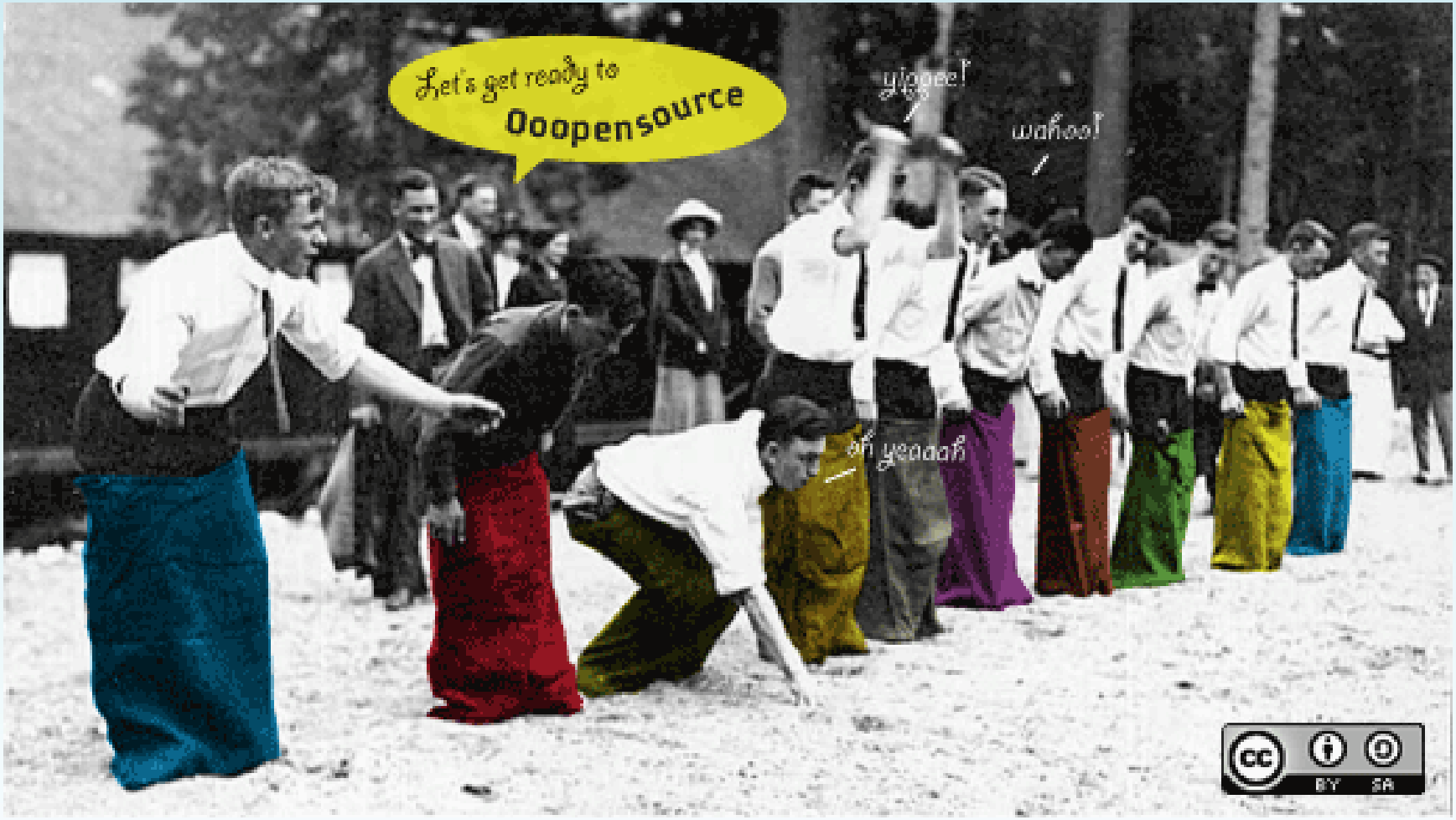
Build vs. join



The 3 C's to get going

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

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We chose Drupal

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

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Why Acquia Drupal for our CMS

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

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Why we need content

- We believe, content is...

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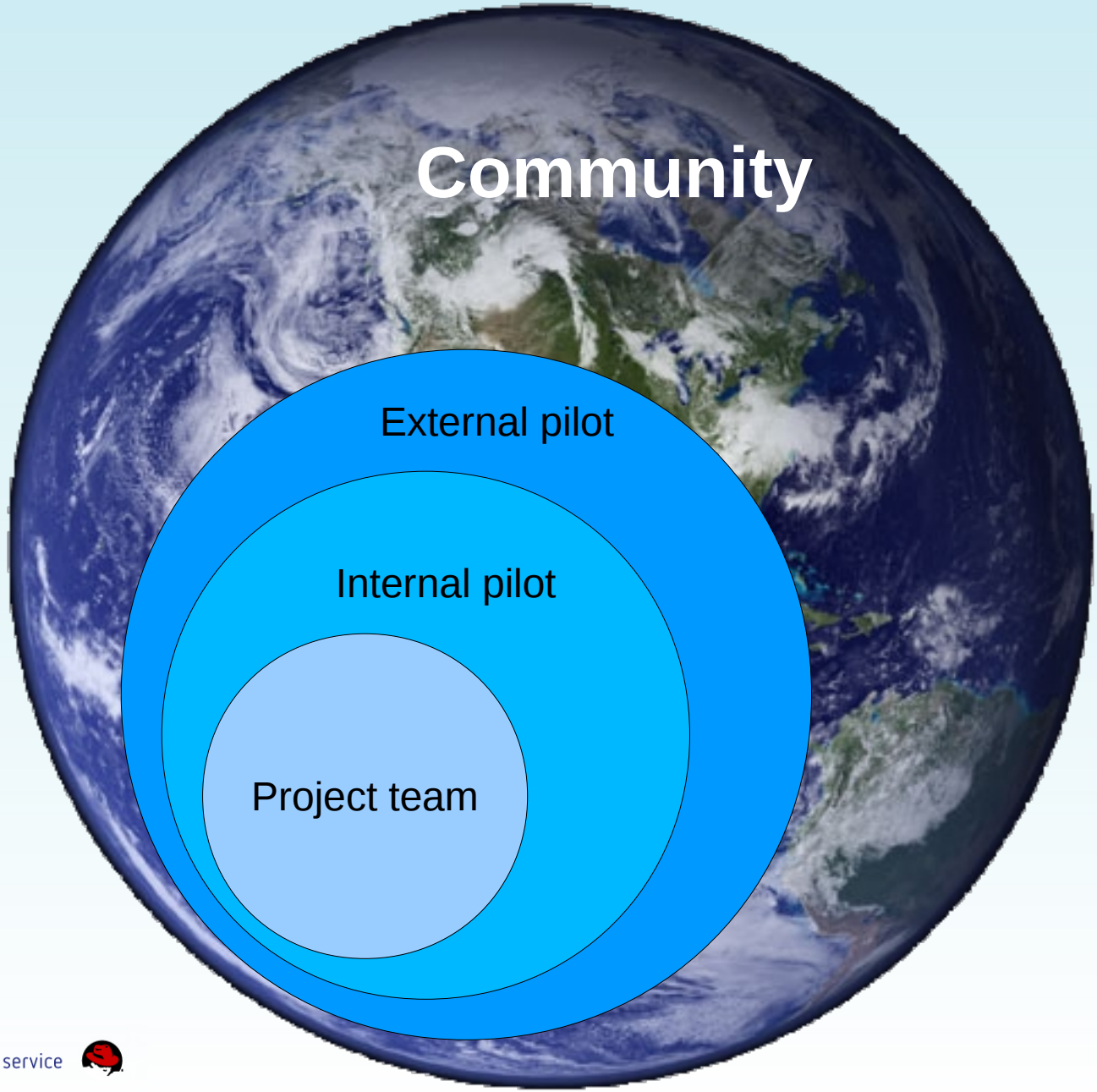
Building & growing community



Multi-pronged approach

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

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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

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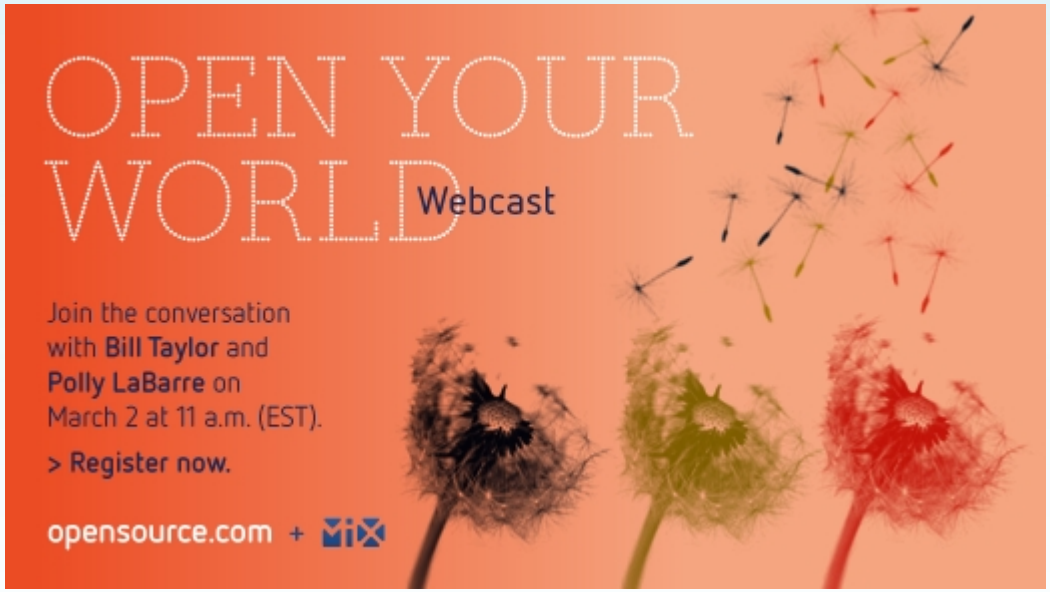
Building community old school

- 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



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Community in person

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Engagement on opensource.com

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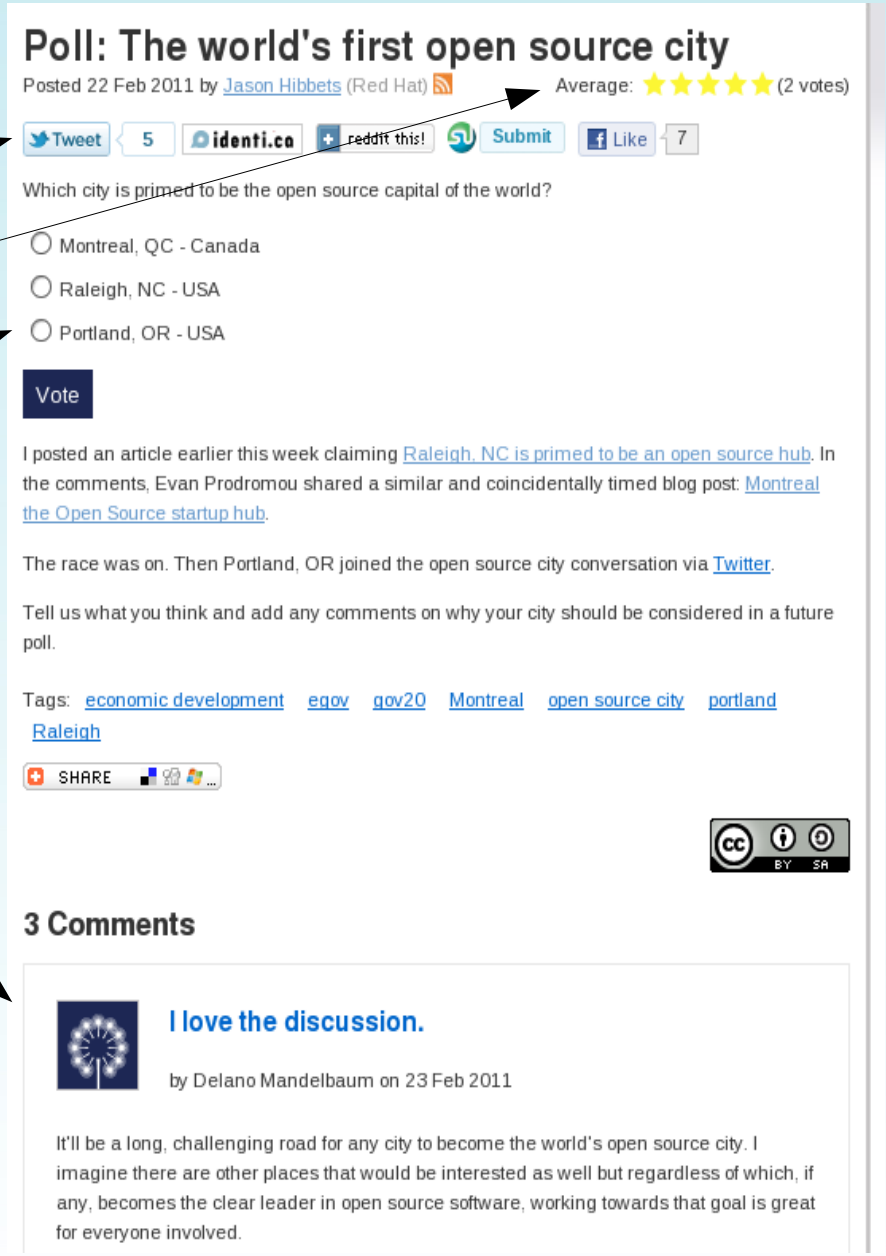
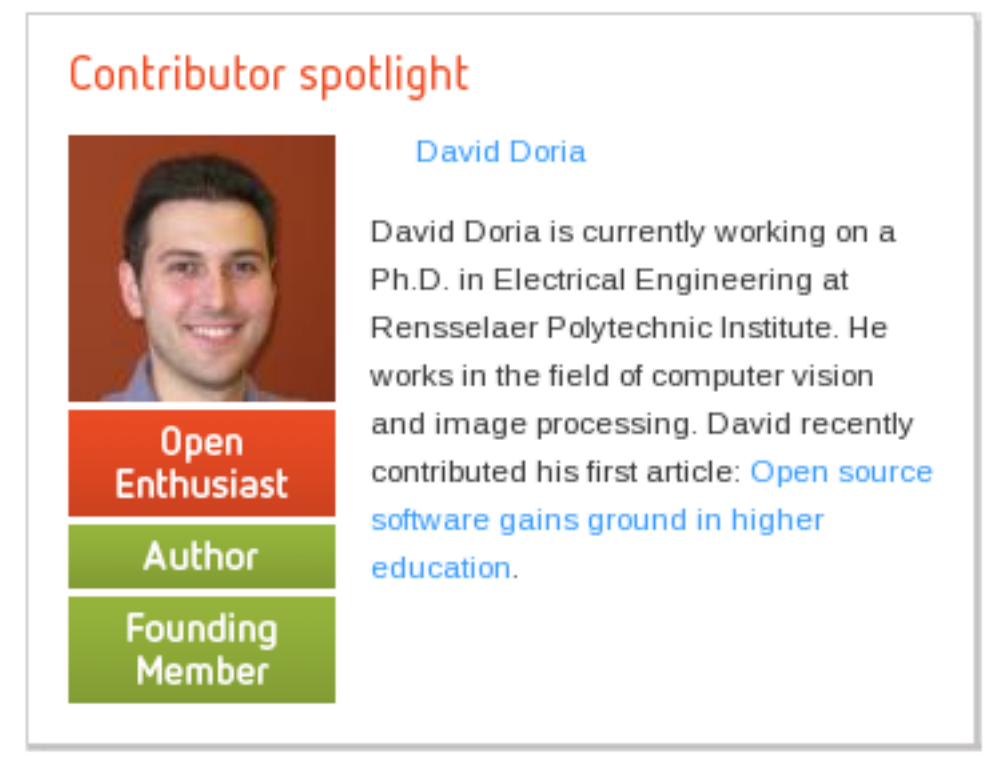
Building community on the site

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



Highlighting our community

- Contributor spotlight
- Points
- Badges



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

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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

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What next?

- Visit opensource.com
  - Register
  - Participate
  - Contribute
- Follow us: **opensourceway**

Questions & contact

- Email: jhibbets@redhat.com
- Twitter: @jhibbets
- IRC: shibby

What did you think?

Locate this session on the DCC website:

http://chicago2011.drupal.org/sessions

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Thanks!

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