HOW TO GROW COMMUNITIES, NOT JUST CODE

RUTH SUEHLE
Senior Community Outreach Manager
Open Source and Standards
@suehle
ruth@redhat.com
EQUALLY APPRECIATE CONTRIBUTORS WHO DON'T WRITE CODE

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MY PROJECT IS A GREAT IDEA!
AND MY CODE IS REALLY SOLID!
SO WHY AM I THE ONLY ONE WORKING ON IT, MUCH LESS USING IT?
THE ROAD TO SUCCESS IS LITTERED WITH FAILURES.

SONY'S FIRST PRODUCT WAS A TERRIBLE RICE COOKER. THEY SOLD 100.

CHARLES SCHULTZ WAS REJECTED BY WALT DISNEY. SO HE DID IT HIMSELF.

ANGRY BIRDS WAS ROVIO'S 52ND GAME.

EVEN THE EMPIRE KEEPS BUILDING DEATH STARS, RIGHT? (IF YOU'RE GOING TO GO THAT ROUTE, MAKE THEM HARDER TO BLOW UP.)
HOW NOT TO BE

DVORAK
BETAMAX

HP TouchPad/webOS   Apple Newton   CueCat
Google Wave        Google+       Nokia N-Gage  Atari's ET game
YouCastr           Joost        Microsoft Zune  Wesabe
HOW NOT TO BE
?

WHAT ARE YOU EVEN DOING HERE?

SET GOALS.

DEFINE SUCCESS.

MEASURE YOUR PROGRESS.
FIRST THINGS FIRST:
COMMUNITY
FIRST THINGS FIRST:
COMMUNITIES

USERS

CONTRIBUTORS
FEDORA BLOGS

Creating official guidelines
To help more clearly communicate the most effective way for Ambassadors to request artwork, an official set of guidelines were written and proposed based on discussion with Design Team.
COMMUNICATION MATTERS

WHERE WILL YOUR USERS GET INFORMATION?

WHERE WILL YOUR CONTRIBUTORS GET INFORMATION?

HAVE A PUBLIC PLACE FOR PEOPLE TO COMMUNICATE WITH EACH OTHER
MAKE IT ENJOYABLE
THE RIGHT TOOL FOR THE RIGHT JOB

- What's the most useful tool for the task?
- Where will it be simplest for users and contributors to ask questions and get answers?
- Not simplest for you. Simplest for *them*. 
ENJOYABLE = ENGAGED

ENGAGED = ACTIVE

ACTIVE = CONTRIBUTIONS

CONTRIBUTIONS = SUCCESS
CUPCAKES
MARKETING 101

- Website
- Collateral
- Stickers! Stickers! Stickers!
- (And other swag)
- Social media presence
- Give talks
- Create tutorials
- Hold meetups and hackathons
- BE CREATIVE.
Inkscape is a professional vector graphics editor for Windows, Mac OS X and Linux. It's free and open source.
Northeast Florida Scottish Games and Festival are bringing a "Wee Bit o’ Scotland" to the Northeast Florida area. Each year residents of Northeast Florida and the surrounding areas gather and enjoy the athletics, music, food and fun of the games.

The Games continue to grow and reflect the deep connections and effects the Scots and their descendants have had on the United States and the Northeast Florida area.
TALK TO PEOPLE!
BRANDING

Do you know the Pantone colors in your logo?
What are the supporting colors for your design work?
What typeface do you use for your project's materials?
What style voice does your project have in written materials?

Most importantly, where do you stand on the Oxford comma?!
Red Hat Community Brand Guide

From the Red Hat Brand Standards:

“Red Hat wouldn’t exist without open source communities… These are brands we care about, brands we support, but not brands we own. Red Hat doesn’t define their standards. We just lend a hand whenever possible.”

This document details the visual style and identity of a number of our upstream and downstream community projects. Just like the communities themselves, the exact set of projects we work with is subject to change. When you have an opportunity to work with open source communities, and have questions about branding, the brand standards has another piece of advice: “Get Involved. Contact an active member to find out how you can help.”

Keep Things Open

Since we are helping communities that work through open collaboration, we need to avoid building boundaries for other designers. Always strive to use free and open elements in your designs - images that you have created yourself, and fonts that are released under the SIL Open Font License. This way others can build on your work without having to fear breaking copyright or licensing agreements. Open Font Library and Google Fonts are great resources for finding free fonts.

Also remember to use open file formats like SVG so your files can be opened and edited by others using open source tools like Inkscape. While open source tools like GIMP can open images in Photoshop PSD format, there are some limitations with certain layer modes and object types. For this reason, also think though your designs and try to think how you would want to maintain them going forward.
SIMPLE PARTS MAKE A FLEXIBLE SYSTEM

These small elements work in concert to make every communication consistent—and memorable. From subtle visual cues in patterns and pictures, to our corporate tone and voice, the details are critical.

“What few things must be the same so that everything else can be different?”

—Michael Tiemann
Most popular social networks worldwide as of January 2019, ranked by number of active users (in millions)

- Facebook: 2,271 million
- YouTube: 1,900 million
- WhatsApp: 1,500 million
- Facebook Messenger: 1,300 million
- WeChat: 1,083 million
- Instagram: 1,000 million
- QQ: 803 million
- QZone: 531 million
- Douyin / Tik Tok: 500 million
- Sina Weibo: 446 million
- Reddit: 330 million
- Twitter: 326 million
- Douban: 320 million
- LinkedIn**: 303 million
- Baidu Tieba*: 300 million
- Skype*: 300 million
- Snapchat**: 287 million
- Viber*: 260 million
- Pinterest: 250 million
- LINE: 194 million

Sources:
We Are Social; Various sources; Hootsuite; DataReportal
© Statista 2019

Additional Information:
Worldwide; Various sources; DataReportal; as of January 25, 2019; social networks and messenger/chat app/volp included
SNAPCHAT IN AMERICA

60% of U.S. smartphone users between 13 and 34 are Snapchatters.

60% of Americans between the ages of 13 and 38 are Snapchat users.

57 MILLION Americans use Snapchat.

85% of monthly U.S. users are between 13 and 34.

SNAPCHAT MONTHLY U.S. USERS

13 to 17 years old: 23%
18 to 24 years old: 37%
25 to 34 years old: 26%
35 to 54 years old: 12%
55+ years old: 2%

www.medialkix.com
Share of US time by age group

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<th>35-44</th>
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<td>22%</td>
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<td>18%</td>
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<tr>
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<td>45%</td>
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<tr>
<td>Facebook</td>
<td>12%</td>
<td>24%</td>
<td>19%</td>
<td>45%</td>
</tr>
</tbody>
</table>

Source: Verto Analytics US adults (18+), January 2017
Ross Sheingold @RossSheingold
It's funny that @AmericanAir is responding to every tweet coming their way. Especially when this happens: yfrog.com/od71yxp

Retweeted by Ian Schafer

AmericanAir
@murphmarkd Thanks for your support! We look forward to a bright future as the #newAmerican. bit.ly/ARRIVING

murphmarkd
Congrats to @americanair and @usairways on creating the largest, airline in the world.
Help us create a @radiohead photo album from the show! Share your Instagram photos from the show tonight with the hashtag #RadioheadTO.

Tonight's @Radiohead show has been cancelled. Please do not make your way down to the venue. More details to follow.
@Entenmanns

Who's #notguilty about eating all the tasty treats they want?!

9 minutes ago via web  Favorite Retweet Reply

Sorry everyone, we weren't trying to reference the trial in our tweet! We should have checked the trending hashtag first.

15 minutes ago via web  Retweeted by 9 people  Reply Retweet

(Credit: The Daily What/Tumblr)
Cinnabon
@Cinnabon

RIP Carrie Fisher, you'll always have the best buns in the galaxy.

SpaghettiOs
@SpaghettiOs

Take a moment to remember #PearlHarbor with us.

Zack Sonnenberg
@zacksonnenberg

Replying to @Cinnabon

. @Cinnabon Congratulations. You just out-dumbed @SpaghettiOs.

Alan Bush
@alanbush

Hey social media friends, I've got an early tip on a job opening at Cinnabon.
The Taliban Forces in Farah city #Afghanistan would much rather have heard #Yanny or #Laurel than the deafening #BRRRT they got courtesy of our #A10. Read more: airforcetimes.com/flashpoints/20 ...

We apologize for the earlier tweet regarding the A-10. It was made in poor taste and we are addressing it internally. It has since been removed.
Education must not simply teach work - it must teach life. – W.E.B. DeBois
Education must not simply teach work - it must teach life. – W.E.B. DeBois
publishing each week the correct pronunciation of prominent names that are liable to be mispronounced. Before such publication, my aim is to have the authority of the bearer of that name. To that end, will you indicate as exactly as possible your own pronunciation of your name; also, the syllable that is stressed?

Very truly yours,

Frank H. Vizetelly

Du-Bois

\( u \) as in You
\( o \) as in Boy

Accent on last syllable

Du Bois — Negro editor and author — pronounced dem-boys'.
looks like there is some news @adafruit about @RadioShack ... photo by @CollinMel
instagram.com/p/BZ7Km6uBy9y/
Word Mark: RADIOFRUIT

Goods and Services: IC 009, US 021 023 026 036 038. G & S: Open-source wearable electronic circuit boards; computer hardware; USB hardware; wireless transmitters and receivers; circuit boards; computer hardware sub-assemblies for assembly custom electrical and electronic devices, namely, computer hardware for controlling LED circuit boards, electronic sensors for sensing, music, sound and touch.

FIRST USE: 20171012. FIRST USE IN COMMERCE: 20171012

Mark Code: (4) STANDARD CHARACTER MARK

Serial Number: 87642915

Filing Date: October 12, 2017

Current Basis: 1A

Original Filing Basis: 1A

Owner: (APPLICANT) Limor Fried, DBA Adafruit Industries INDIVIDUAL UNITED STATES 150 Varick Street, 3rd Floor New York NEW YORK 10013
Adafruit bought RadioShack! Not Pi related

1,803 points • 153 comments submitted 15 days ago by Skip615 to /r/raspberry_pi
https://mobile.twitter.com/adafruit/status/91647332203992064

It appears that Adafruit Industries has purchased Radio Shack! No they haven't

637 points • 146 comments submitted 15 days ago by Bleedthebeat to /r/electronics
https://mobile.twitter.com/adafruit/status/91647332203992064

Amos King @Adkron • Oct 10
I heard a rumor. @adafruit are you really making Radio Shack useful again? :)

ticawannabe oh heck yeah!
intmainvoid314 Lol, holy shit
self_agency top notch trolling
stewarrh Wow... This is a great move!
aristarcop Hell YEAH!!!!!!
ryuzoku So how many share did you buy and what are the total number of shares out? What are the number of shares for controlling interest in Radio Shack. I see the top certificate is for 5000 shares, but the other two are not legible.
dam1an Congrats
collinmel awaiting further info from @adafruit on this.

Paulo Garcia @pgarcia_the_one • Oct 9
Replies to @adafruit @RadioShack @CollinMel
To me, Lady Ada just bought some mementos from the Radio Shack auction

STOCK CERTIFICATES FRAMED
ubidestates.hibid.com
Adafruit bought RadioShack!  
1,803 points • 153 comments  submitted 15 days ago by Skip615 to r/raspberry_pi

https://mobile.twitter.com/adafruit/status/91647332203992064

It appears that Adafruit Industries has purchased Radio Shack!  
637 points

https://mobile.twitter.com/zebraanddonkey/status/91647332203992064

sonic alchemy
@zebraanddonkey

Replying to @adafruit @RadioShack @CollinMel

Did you really buy Radio Shack or just some souvenirs? If you did what did you buy of the company?

6:18 AM - 8 Oct 2017

Replying to @adafruit @RadioShack @CollinMel

To me, Lady Ada just bought some mementos from the Radio Shack auction

STOCK CERTIFICATES FRAMED
ubidestates.hibid.com
Right now (1625 UTC), all that can be stated as fact is that the panel wiring behind Limor needs some TLC, and she is standing in front of the panel holding framed Radio Shack share certs.

Adafruit is retweeting people claiming they bought Radio Shack so if they didn't that's a cruel cruel joke.

Haha, those look like very old and mostly worthless stock certificates.

I just don't know why Adafruit would be retweeting people saying they bought Radio Shack if they didn't. Seems like a pretty good way to anger your customers.

It's just a joke, they will rectify it if too many people don't get it.

What's really bothering me about this is the wiring in the background. ಠ_ಠ
looks like there is some news @adafruit about @RadioShack ... photo by @CollinMel
instagram.com/p/BZ7Km6uBy9y/
just doing what they do. It does demonstrate Adafruit's masterful manipulation effective use of social media, though.
MEASURING SUCCESS
COMMUNITY HEALTH ANALYTICS
OPEN SOURCE SOFTWARE

https://chaoss.community/

- Apache Kibble (https://kibble.apache.org/) (Outside of CHA OSS)
- Augur (https://github.com/chaoss/augur)
- Cregit (https://github.com/cregit)
- GrimoreLabs (https://chaoss.github.io/grimoirelab/) (Upstream to Bitergia)
NONE OF THIS IS EASY.

THAT'S WHERE CONTRIBUTORS COME IN. SPECIFICALLY:

WRITER

DESIGNER
NONE OF THIS IS EASY.

THAT'S WHERE CONTRIBUTORS COME IN. SPECIFICALLY:

WRITERS

DESIGNERS
My Ultimate Bucket List Contest

Encounter wild and endangered orang-utans of Borneo in their natural habitat. Lie down on the ground of Champs de Mars and watch the Eiffel tower magically light up at night. Swim in all five oceans of the world.

Whether it’s big or small, share your life’s ultimate to-do list and you could win a flight ticket or an iPad.

“What and where would you like to tick off on your bucket list, and explain why?” (500 characters in length or less)

Win these fantastic monthly prizes

- September: 2 x 16GB iPad (Black or White)
- October: 2 x Malaysia Airlines Economy Class Tickets to Malaysia
- November: 2 x 16GB iPad (Black or White)
- December: 10 x Malaysia Airlines Economy Class Tickets to Malaysia
HUGGIES

HAVE DAD PUT HUGGIES TO THE TEST
UX AND UI

PROTIP: THEY'RE NOT THE SAME!

YOU ARE NOT YOUR USER.
Cookies

PHP transparently supports HTTP cookies. Cookies are a mechanism for storing data in the remote browser and thus tracking or identifying return users. You can set cookies using the `setcookie()` or `setrawcookie()` function. Cookies are part of the HTTP header, so `setcookie()` must be called before any output is sent to the browser. This is the same limitation that `header()` has. You can use the output buffering functions to delay the script output until you have decided whether or not to set any cookies or send any headers.

Any cookies sent to you from the client will automatically be included into a `$_COOKIE` auto-global array if `variables_order` contains "C". If you wish to assign multiple values to a single cookie, just add [] to the cookie name.

Depending on `register_globals`, regular PHP variables can be created from cookies. However it's not recommended to rely on them as this feature is often turned off for the sake of security.

For more details, including notes on browser bugs, see the `setcookie()` and `setrawcookie()` function.

User Contributed Notes [8 notes]

106 Tugrul

Setting new cookie

```php
<?php
setcookie("name","value",time()+$int);
/*name is your cookie's name
value is cookie's value
$int is time of cookie expires*/
?>
```

Getting Cookie

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RESPECT AND EMBRACE NON-CODE CONTRIBUTIONS
HOW TO MAKE AWESOME CUPCAKES

- Vanilla cupcake batter base
- Drop in a swirl of brownie batter
- Finish with vanilla batter
- Bake
- Extract core
- Eat core
- Add strawberry ice cream
- Top with chocolate ganache
- And marshmallow fluff
- And whipped cream
- And sprinkles
- And a cherry on top