

# Survive and advance: The life of a community manager



A better understanding of the glory and stresses  
of community organizing

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@jhibbets | #OSSummit

# The power of community





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@jhobbets | #OSSummit

# Best meeting ever!



# Creating value for others



# No one really *starts* as a community manager



# What is community?



# Pro tips

- Share a monthly report with your metrics
- Share your successes!
- Keep the balance

# What gets measured is what gets done



## What non-metrics to document:

- High touch interactions
- Value of events
- Contacts
- Monthly report
- Big wins

# What does success look like?



# What are the different roles of a community manager?



# Cat herding, email, and much more!



# A variety of tasks...

- Cat herding
- Communications/Email
- Meetings and conference calls
- Social media
- Project management
- Editorial planning
- Editing
- Documentation
- Reports
- Shipping
- Order SWAG
- Handwritten thank you notes
- Hosting meet-ups
- Travel and travel planning
- Expense reports
- Public speaking
- Presentation preparation
- Drupal administration
- Sprint management
- Website testing

# Get stuff done!



# A variety of tasks...and the tools to get the job done

- Cat herding  
Email, reminders, SMS, chat, calendar invites
- Communications/Email  
Thunderbird, Gmail., IRC, Slack
- Meetings and conference calls  
BlueJeans video, Zoom, Hangouts, mobile phone
- Social media  
Hootsuite, Buffer, Sprout, social media platforms
- Project management  
Spreadsheets, calendar, Waffle.io, Trello
- Editorial planning  
Trello, Google Docs
- Editing  
Google Docs, Libre Office, GitHub
- Documentation  
Mojo, Google Docs, email
- Reports  
Spreadsheets, Drupal, Adobe analytics
- Shipping  
Red Hat's shipping tools

# How I get stuff done with Waffle.io

The screenshot shows a Kanban board for the user 'jhibbets/OSDC'. The board is organized into four columns: Backlog (19 items), Ready (9 items), In Progress (2 items), and Done (239 items). Each item is represented by a card with a title, description, and tags.

**Backlog (19)**

- 6466: Repost Code.gov medium (tags: Opensource.com, content)
- 6467: Book last night in Vancouver near the airport (tags: Red Hat, planning, travel)
- 6486: Check into hotel - Aug 28 (tags: Red Hat, travel)
- 6485: Travel from YVR to hotel - Aug 28 (tags: Red Hat, travel)
- 6484: Travel MSP -> YVR - Aug 28 (tags: Red Hat, travel)
- 6483: Travel RDU -> MSP - Aug 28 (tags: Red Hat, travel)
- 6482: Travel from home to RDU - 8/28 (tags: Red Hat, travel)
- 6481: Pack for OSummit (tags: Red Hat, travel)
- 6437: Book brigade congress hotel

**Ready (9)**

- 6490: Rehearse Survive and Advance OSummit preso (tags: Red Hat, presentations)
- 6441: Update open data talk for NA OSS (tags: Red Hat, presentations)
- 6473: Review Social media smart inbox - Aug 27 (pm) (tags: Opensource.com, social media)
- 6480: Review: normal containers draft (tags: DevOps, content)
- 6479: Review: Measure success in DevOps (tags: DevOps, content)
- 6478: DevOpsDays Raleigh speaker update - Aug 27 (tags: DevOps, event, planning)
- 6477: Prep DevOps guide social media (tags: Opensource.com, social media)
- 6267: Pull request to Awesome CHAOS engineering (tags: DevOps, content)
- 5057: Review: 2018 Guide to DevOps

**In Progress (2)**

- 6471: Schedule Friday articles (tags: Opensource.com, social media)
- 6440: Build NA OSS presentation (tags: Red Hat, presentations)

**Done (239)**

- 6487: Weekly team meeting - 8/27 (tags: Red Hat, planning)
- 6489: Final devops guide prep (tags: DevOps, content)
- 6488: package pick-up - 8/27 (tags: Red Hat, administrivia)
- 6463: DevOps content update - Aug 27 (tags: DevOps, content)
- 6475: Read: open meetings (tags: Open Organization, content)
- 6476: Team lunch - Aug 27 (tags: Opensource.com, community)
- 6474: Daily syndication - Aug 27 (tags: Opensource.com, content)
- 6472: Review Social media smart inbox - Aug 27 (am) (tags: Opensource.com, social media)
- 6470: Review social media cadence - Aug 27

# So many tools!



# A variety of tasks...and the tools to get the job done

- Order SWAG I use a vendor called Planet Logo
- Handwritten thank you notes Pen and thank-you cards
- Hosting meet-ups Meetup.com, EventBright, email, Google Docs
- Travel and travel planning Mobile phone, travel websites, Google, Yelp, Lyft
- Expense reports Concur expenses, Expensify
- Public speaking Voice, presentation software
- Presentation preparation Research, presentation software (Libre Office, Google slides), people for feedback
- Drupal administration Drupal
- Sprint management JIRA, Trello, email
- Website testing Drupal, JIRA, website

# Pro tips

- Use the right tools
- Use tools the make you productive

# What's stressful about these different roles: priorities



# Pro tips

- Time sensitive
- Prioritize tasks to enable others to get things done
  - Remove blockers

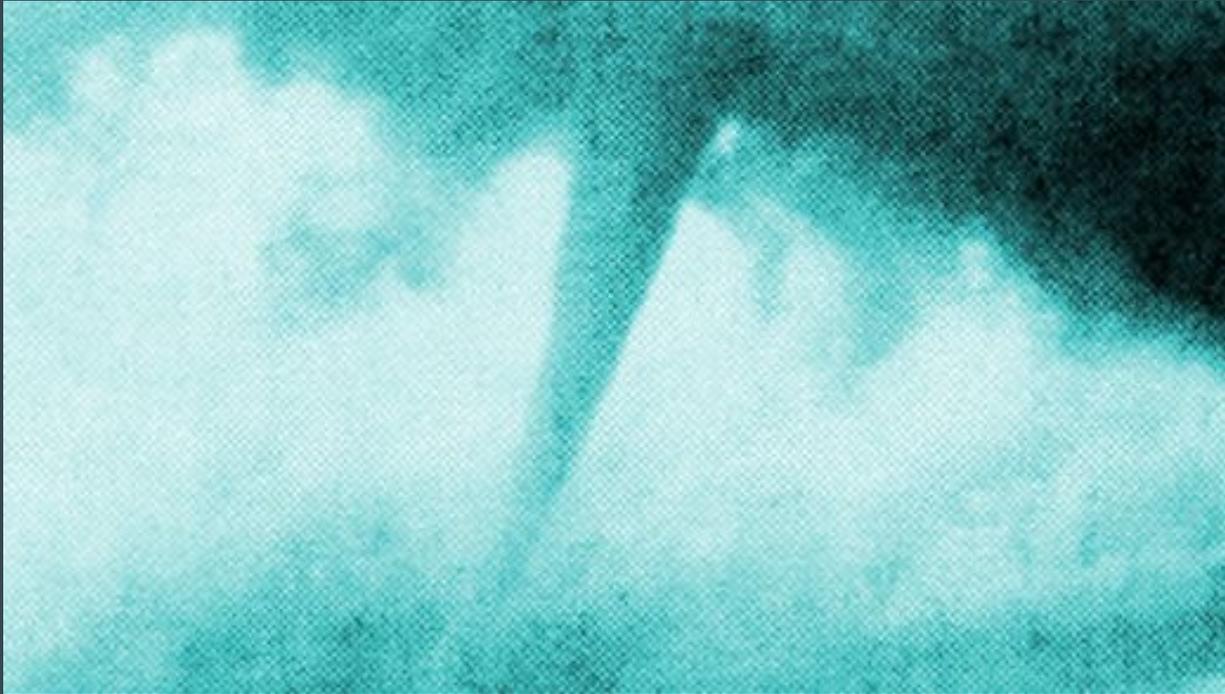
# What's stressful about these different roles: change



# Pro tips

- Be change ready and adaptable
- Carve out time for unplanned work
- Assume positive intent

# What's stressful about these different roles: seasons



# Pro tips

- Plan for seasonal work
- Build in time off and vacation

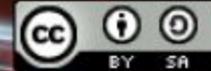
# Surviving burnout



# Surviving burnout



“Community doesn’t  
stop at 5:00 pm on  
Friday”



# Signs of burnout

- Chronic fatigue
- Insomnia
- Forgetfulness
- Increased illness
- Loss of appetite
- Anxiety
- Anger
- Loss of interest
- Separation from people

# Have a plan



# Pro tips

- Highlight after hours work and need for a flexible schedule
- Don't suffer in silence, shared your struggles

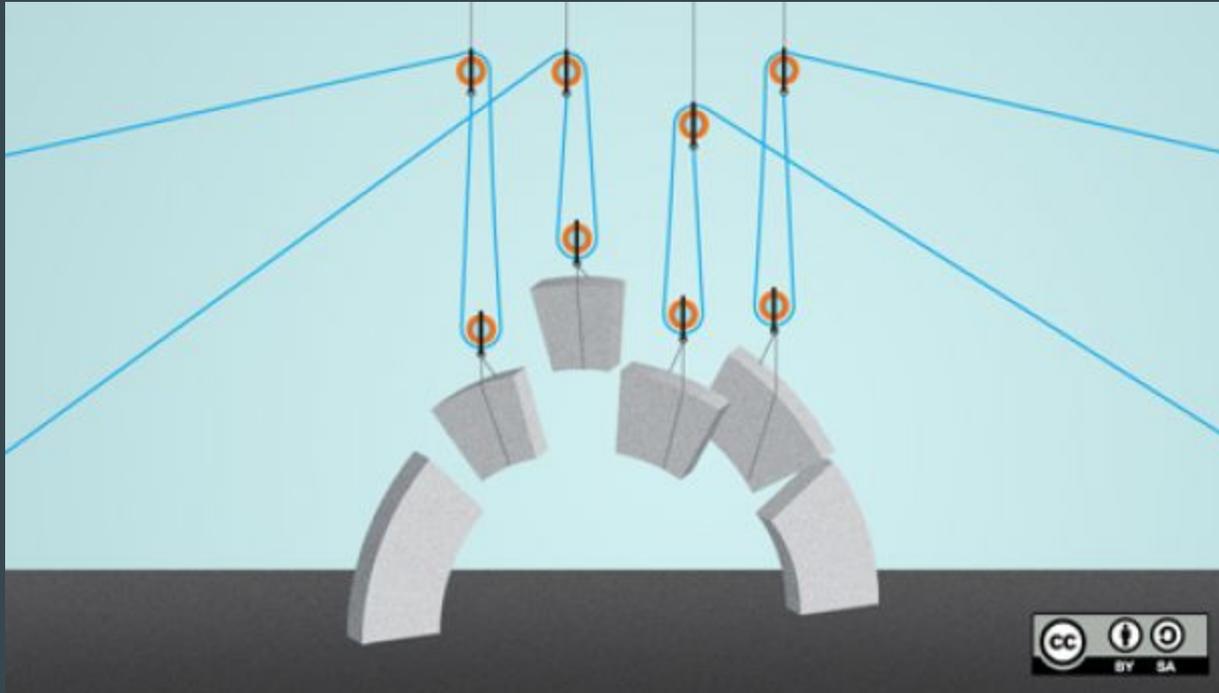
# Pro tips

“You can’t be effective an  
community organizer if  
your batteries are drained.”



- Don’t suffer in silence,  
shared your struggles

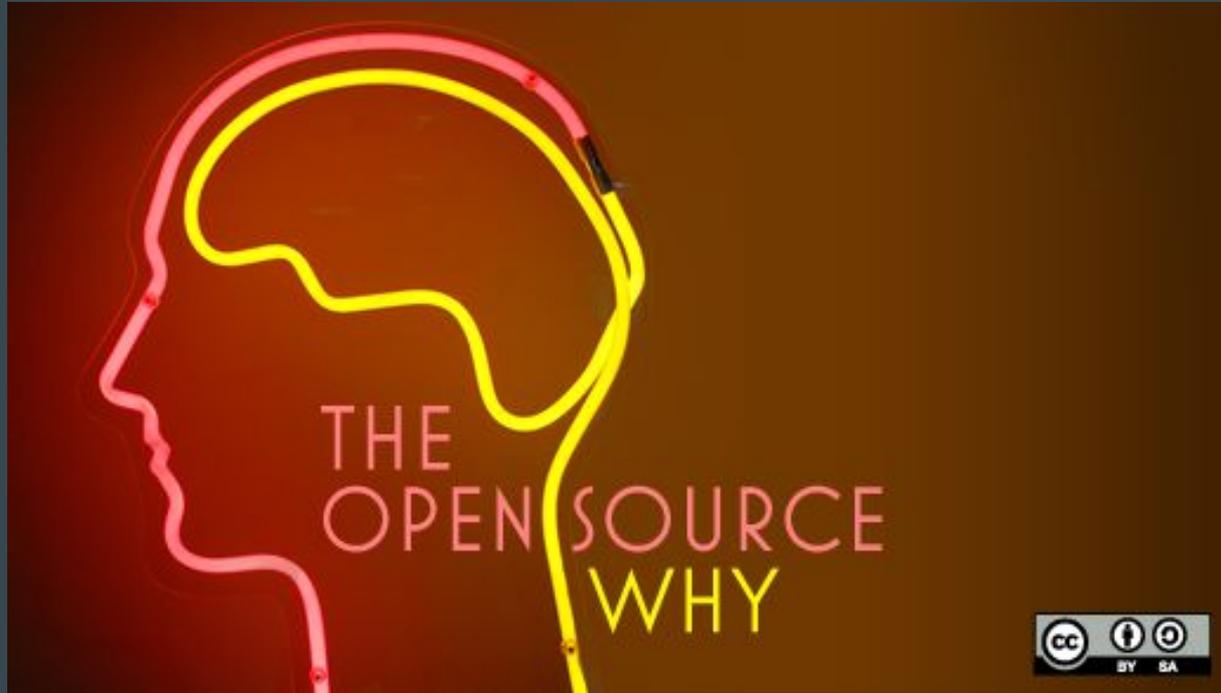
# Staying motivated: Passion



# Pro tips

- Align work with passion
- Find passions outside of work

# Staying motivated: The open source way



# Pro tip

- Be an advocate for open source beyond your team

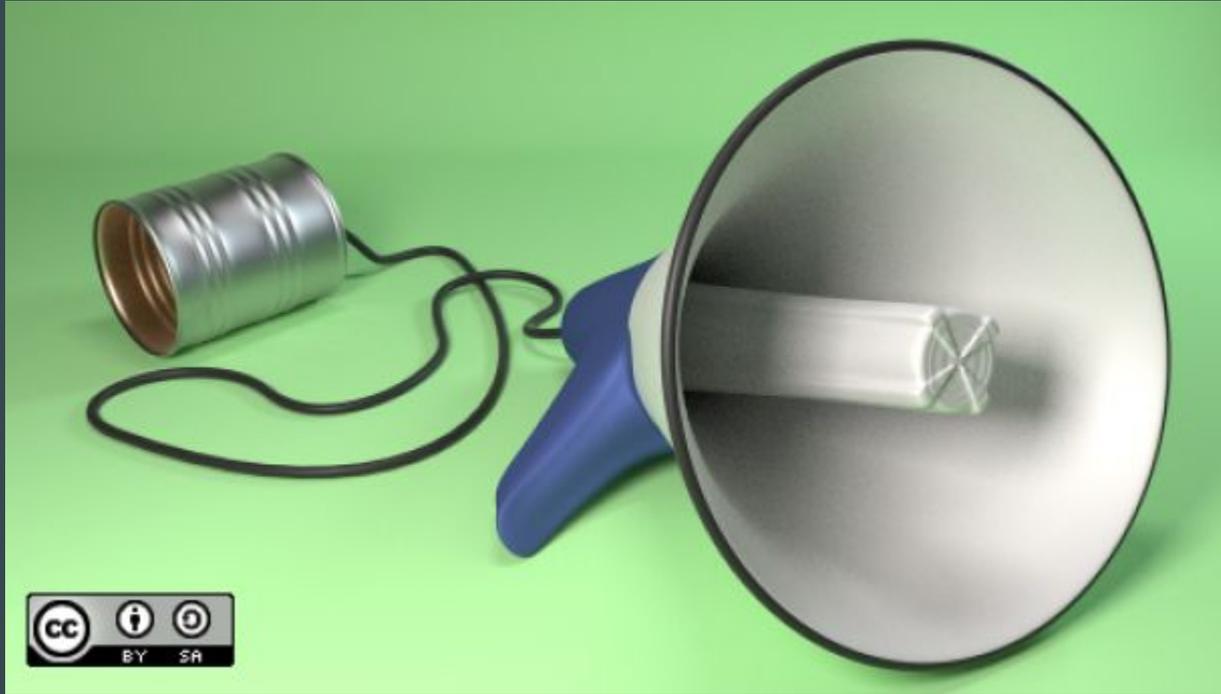
# Staying motivated: Flexible schedule



# Pro tip

- Take care of yourself first

# How to improve communications



# Improve communications: short and concise



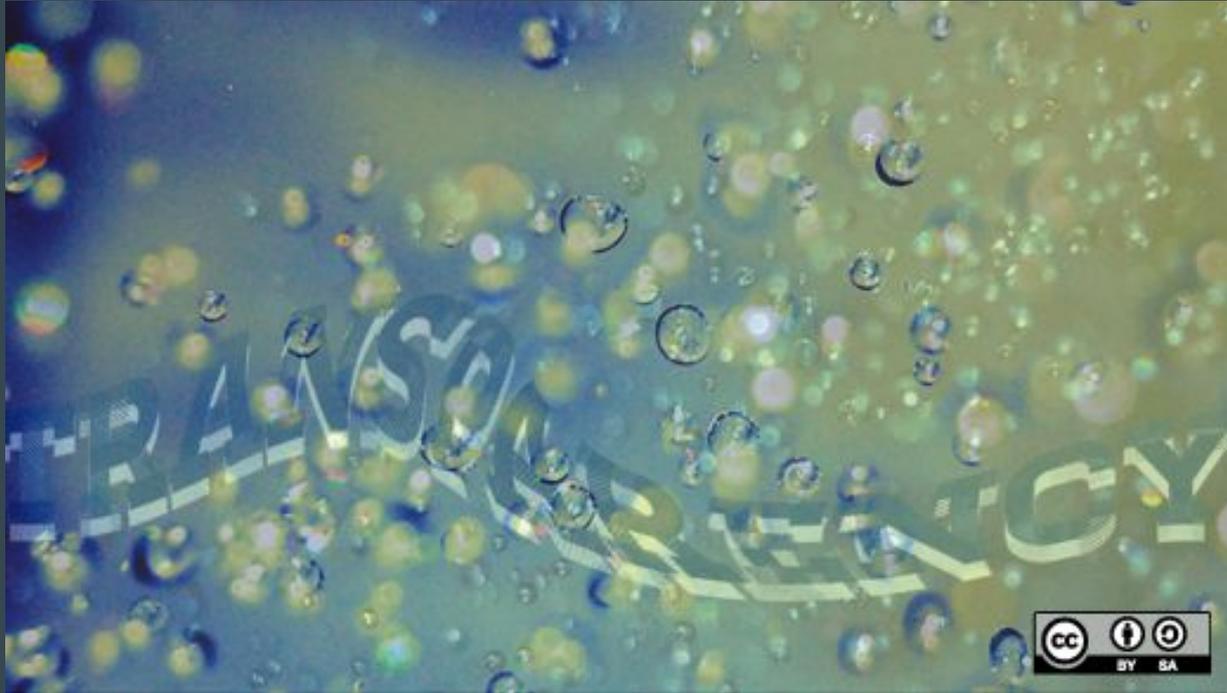
# Pro tips

- Prioritize responses to community members
- Prepare in advance
- Automate, but realize when a personal touch is needed

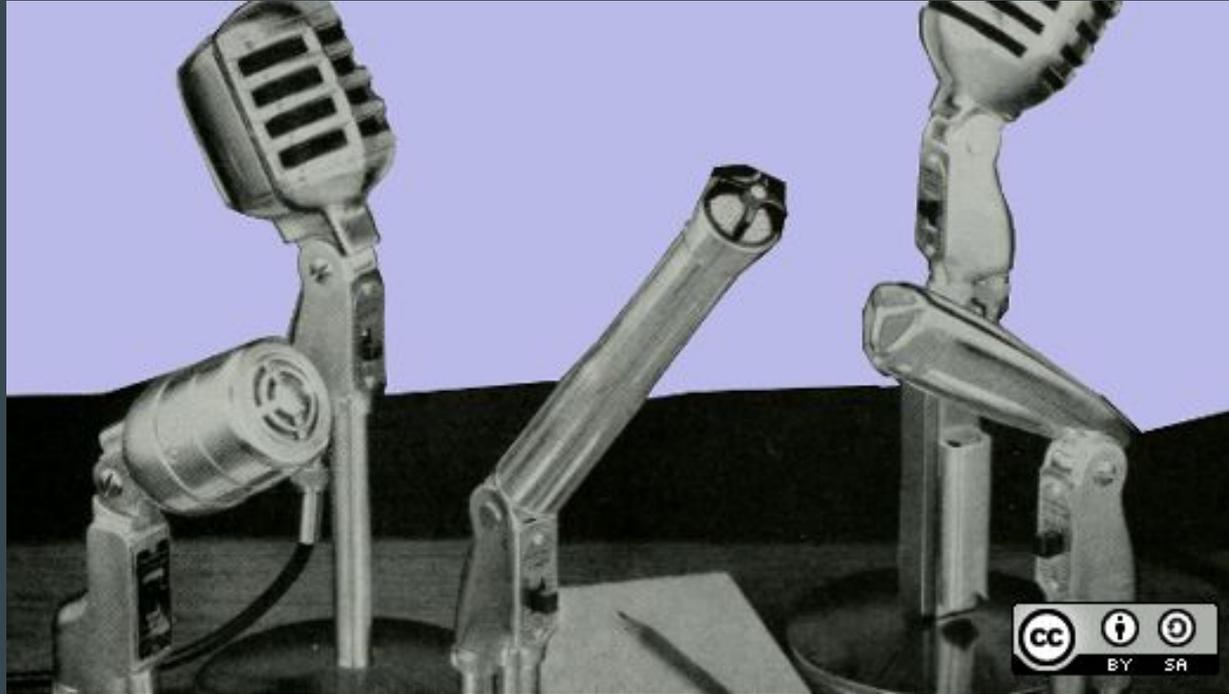
# Tips for working with community



# Keeping things transparent



# Communication cadence



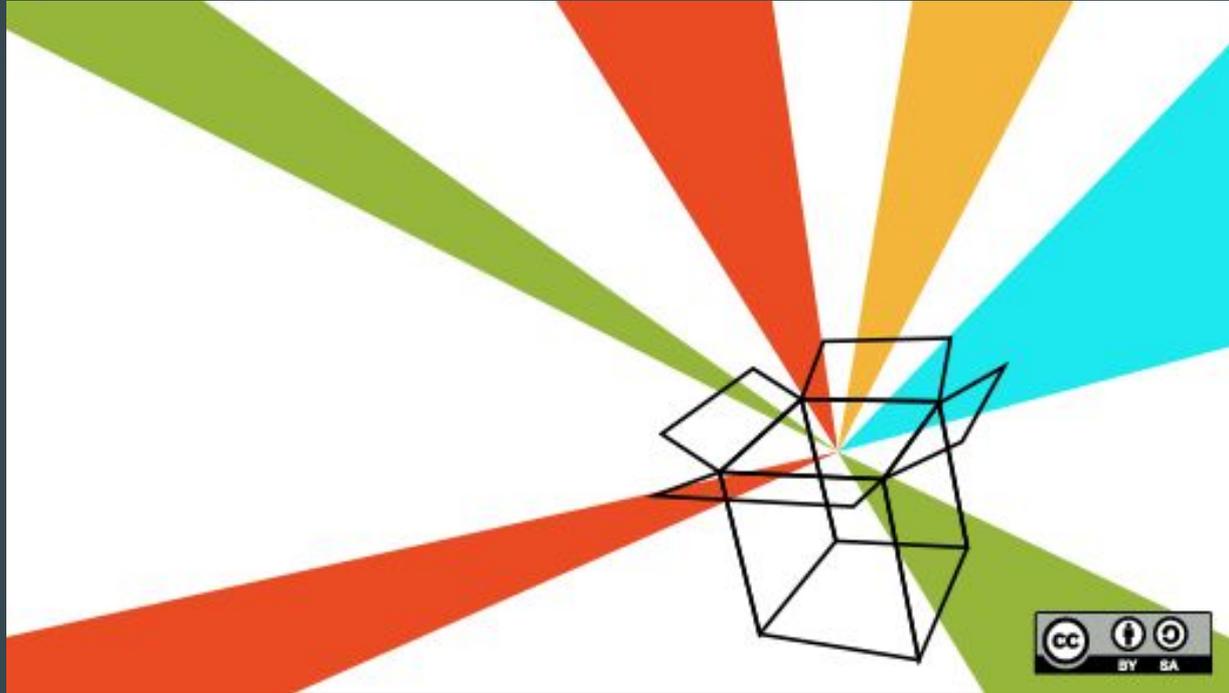
# Breaking up is hard



# Pro tips

- Be transparent
- Avoid surprises
- Have frank conversations

# Feedback is a gift



I'm excited to announce that Aaron Rinehart and I are putting together a new security guide (a content bundle that will be a PDF download) called The open source guide to DevSecOps. We had an awesome meeting last Friday to brainstorm and produced an outline.

We are happy to share the outline, based on existing content already published, and a few articles/chapters that still need to be written.

Our goal is to put a draft together over the next 3 weeks. We'd love your feedback. For example:

- Are chapters in the right order?
- What are we missing?
- Should anything be cut?

All feedback is welcome. Check out the draft outline below and feel free to reply to the list or preferably, add comments or suggestions directly to the document.

# The community response



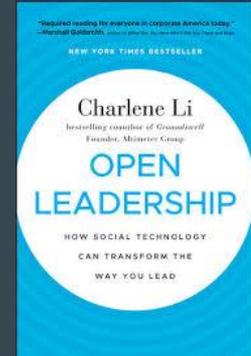
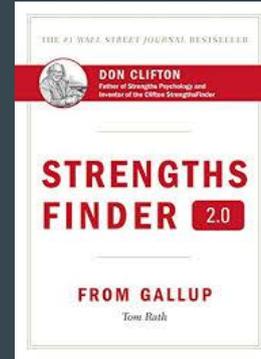
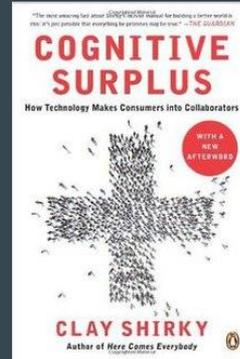
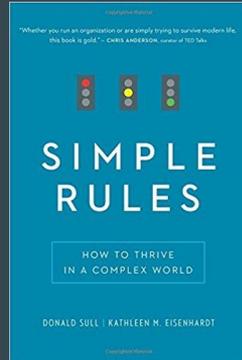
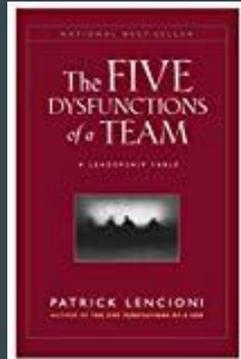
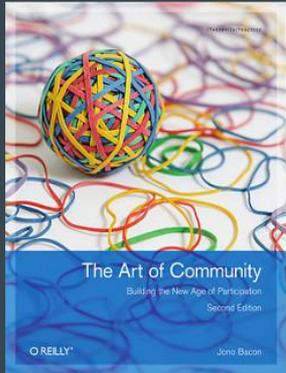
# Bonus: Grow your career and sharpen the stone



# Recommended books



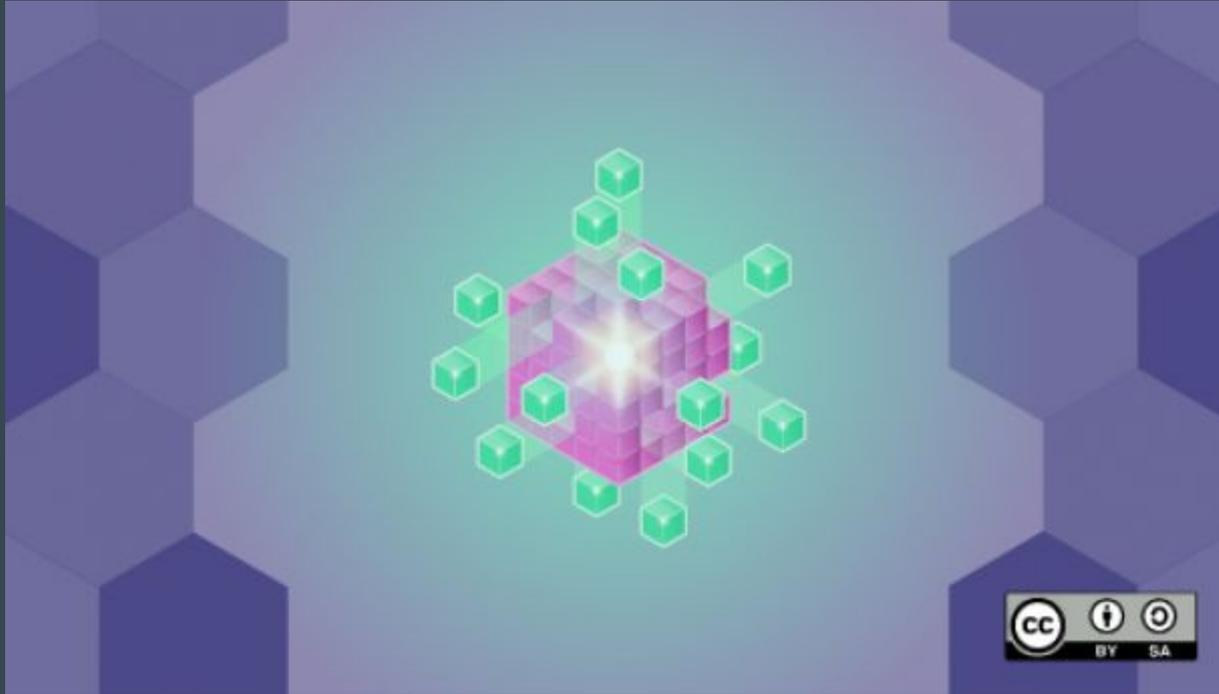
- *The Art of Community* by Jono Bacon
- *5 Dysfunctions of a Team* by Patrick Lencioni
- *Simple Rules* by Donald Sull and Kathleen M. Eisenhardt
- *Cognitive Surplus* by Clay Shirky
- *Strengths Finder* by Tom Rath
- *Open Leadership* by Charlene Li



# Other ways to sharpen the stone



# Your most valuable asset



# The joys of community management



# The joy ride

- Meet great people
- Be a connector
- Rewarding
- In-person is awesome

# Questions?



## Questions & contact details

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Twitter: [@jhibbets](https://twitter.com/jhibbets)

IRC: shibby

Slides:

<https://github.com/jhibbets/presentations>

Book: <http://theopensourcecity.com>

