



BUILDING AN AWESOME PRODUCT BY

CREATING A COMMUNITY AROUND IT

Alessio Fattorini - Nethesis



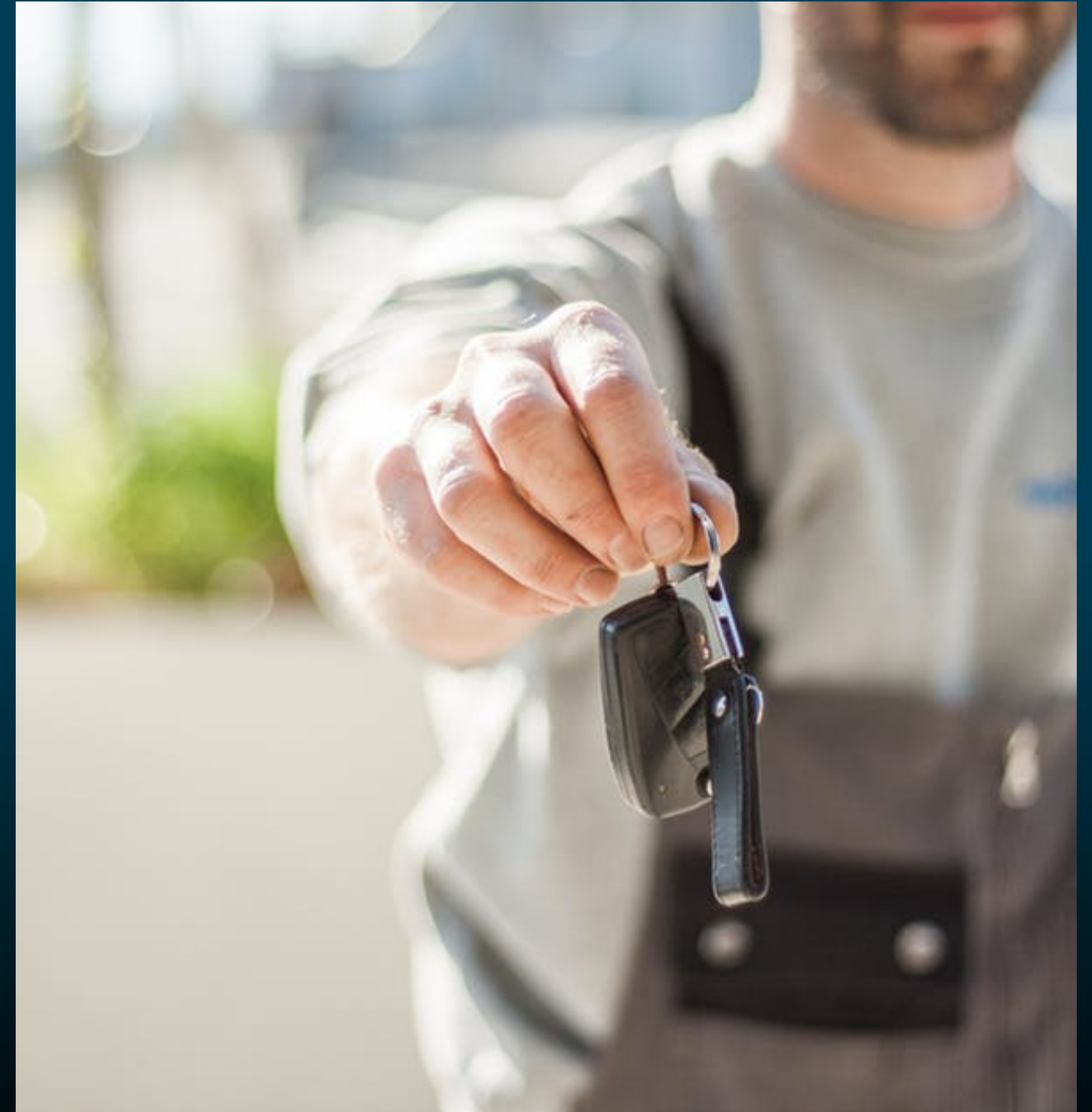


2003

NETHESIS

SYSTEM INTEGRATORS

- ▶ Clear business model
- ▶ We added value to existing open source projects



2010





nethserver

- ▶ Application hosting platform
- ▶ Multi-node
- ▶ Container-based
- ▶ Designed for hybrid cloud
- ▶ Run your apps everywhere

100% OPEN SOURCE PROJECT

- ▶ Completely free to download
- ▶ Openly developed
- ▶ Community-driven



WE WANTED A COMMUNITY AROUND US

- ▶ As many people as possible
- ▶ As many perspective as possible

**NONE OF US WERE ABLE
TO BUILD A COMMUNITY**

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WHO I AM - ALESSIO FATTORINI (NETHESIS)

- ▶ Community Manager who writes and takes the stage
- ▶ Marketing Manager
- ▶ Ex Linux Sysadmin and Product manager
- ▶ Prosecco Evangelist



HOW TO BUILD A COMMUNITY?



YOU DON'T LAUNCH A COMMUNITY

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NO ONE AT THE PARTY

**BUILD A COMMUNITY
FROM SCRATCH
IN 8 STEPS**

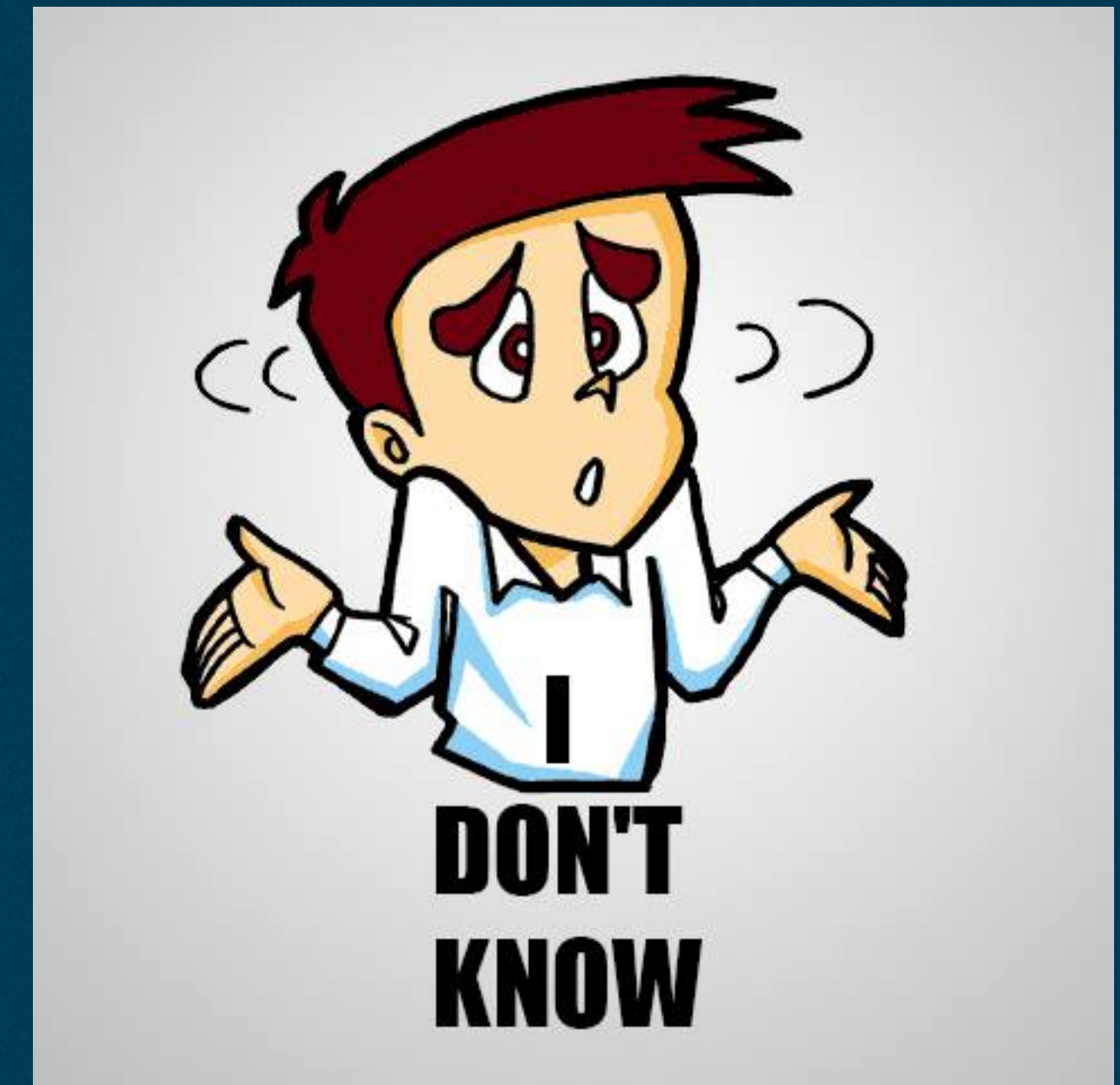


1

WHO DO YOU NEED?

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2



WHY SHOULD THEY CARE
ABOUT YOUR COMMUNITY?

UNDERSTAND THEIR NEEDS

- ▶ Focus people and not only technology
- ▶ What your community can offer them (just support?)
 - ▶ Training, coding skills, advance career, fun





3

FIND THEM AND PUT

TOGETHER

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4

HELP THEM CONNECT AND


PARTICIPATE

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REPEAT 4. FOR A
WHILE. DOES IT WORK?

NethServer 8 Beta 1 is now ready for testing and u

[Don't miss the official announcement](#) → →



[all categories](#) ▾ [all tags](#) ▾ **Latest** [Categories](#) [Top](#)

☰ Topic

★ NethServer 8 Beta 1 Release 🚀 1
■ Announcements ns8

NS8 admin password not function
■ Support

☑ New Nextsecurity project page
■ Bug ns8

Differentiating NS8 from other projects
■ Community

NS8 admin page not accessible 1
■ Support

Challenges in Email inbox in Webtop after Migration to VM
■ WebTop

5

CHOOSE AN ONLINE

PLATFORM

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6

INVITE ONLY THE

CORE GROUP



7

CREATE CONTENT FOR THEM

ASK THEM TO CREATE
CONTENT

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8

INVITE OTHER PEOPLE

SLOWLY



HOW TO GROW AND NURTURE A COMMUNITY?

I FIND YOUR LACK OF KNOWLEDGE

DISTURBING



**IT DOESN'T MATTER
HOW FUN AND AMAZING
YOUR PROJECT IS.
IF PEOPLE DON'T FEEL
SAFE THEY WON'T
CONTRIBUTE.**

BE INCLUSIVE

- ▶ Create an environment where people feel safe
- ▶ Even if they don't have strong technical skills
- ▶ Create some simple rules and lead by example



Make this your place

There are a few things that we hope you'll do around this place.

- Don't be afraid to ask 'stupid questions'. Someone else will learn from every stupid question that you ask.
- Be positive and constructive.
- Share your challenges and wins.
- Share your plans and goals.
- Offer your feedback on what happens here. This community belongs to all of us.



**EVERYONE CAN BE..
A CONTRIBUTOR**

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How can I contribute to the NethServer project?

FAQ



alefattorini Alessio Fattorini Community Manager

5  Jul '15

We don't accept any donations at this time, other than your time.

You may support the project buying a [NethServer Subscription](#) ³

Nethserver is a community project which needs volunteers in several places

How much free time do you have? And how much of it do you want to commit to NethServer? See what you can do

- [Translations into your own language](#) or help with an existing one
- [Testing existing howto and modules](#) - a bunch of stuff are not tested yet.
- [Support other people](#) - Stop by the support category and check if you can answer a question.
- [Junior Jobs](#) - try to do some junior jobs for newcomers and folks who have a few minutes to help
- [Helping with QA an test](#) - We can't ship software if we are not confident it works well! Testers and QA people make sure what we do match our expectations for quality before they reach users.
- [Bug report](#) - If you encounter a bug you can reproduce consistently, submit a bug report.
- [Take a look to this discussion list](#) follow what happens there, try to see how you can bring something useful to it.
- [Spreading the word about NethServer](#) is always appreciated, too!
- [Become a writer](#) - You have a taste for practical, clear, concise, proofread, nice writing? You like to take the challenge of explaining clearly complex ideas or systems and teaching others?
- [Submitting Ideas and feedback](#) - Ideas are great, actionable prototypes are even better
- [Record video tutorials](#) - oriented to provide end-user support or explanation of new features
- [Provide a mirror](#) for NethServer packages
- Do you know PHP? [Contribute to the core of the distribution](#) with your technical skills! Adding, fixing, patching and maintaining software to be included in the distribution.



Thank you Toolset



TROLL.ME ©

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THIS GUY...

I LOVE THIS GUY

'nethesis

YOU'RE
AWESOME



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WORK OUT LOUD

- ▶ Share what are you working on
- ▶ What you are about to do
- ▶ Keep people updated on your last achievements



Pretty silence on NS8 whats cooking up

Community



oneitonitram Martin Education Team Member

1  20d

hello guys,

there seems to be alot of silenc eon NS8, whats really cooking up, the [Trello Board](#) ⁴ looks frozen in time, marketing dept, whats cooking up generally.



 Reply

created

 20d

last reply

 19d

3

replies

148

views

3

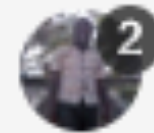
users

8

likes

3

links



pike Michael Kicks NethServer Padawan

20d

Easter.

25th of April

1st of May

This period might lead a slight... slowdown in project evolution.



 Reply

SIMPLE TIP: BE VERBOSE

- ▶ Send a montly/weekly newsletter with the last updates or top discussions
- ▶ What happens into the bug tracker ? Create a brief summary (*understandable by humans*)



LEAD THE SUPPORT

- ▶ Take over all the support requests
- ▶ Can't always be the only one who helps
- ▶ Train your community to answer instead



TRAIN YOUR COMMUNITY TO SUPPORT

- ▶ Understand which skills your members have
- ▶ Call upon specific people to help other specific people
- ▶ Say thank you at the end



**“YOU NEED TO HAVE THE
PEOPLE-PEOPLE, THE
COMMUNICATORS, THE
WARM AND FRIENDLY
PEOPLE WHO REALLY
WANT TO HUG YOU
AND GET YOU INTO THE
COMMUNITY”**



**“BUT THAT’S NOT
EVERYBODY AND
DEFINITELY THAT’S NOT
ME. I CARE JUST ABOUT
THE TECHNOLOGY.”**

Linus Torvalds

BECOME A **PEOPLE-PEOPLE**
AND CREATE YOUR COMMUNITY
NOW

THANK YOU



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