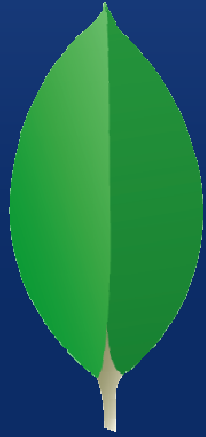# Care and Feeding of an Open Source Community
A MongoDB Case Study

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mongoDB

Open source, non-relational, document-oriented database

About Me

- Early employee of 10gen
- Helped grow community from 10,000 → 100,000 downloads per month

About This Talk

- Encouraging adoption
  - Is your project easy?
  - Support as marketing
- Scaling Community
- Face time
- Dealing with negative feedback

How do you encourage adoption?

Start with the project itself

Is it easy to get started with your project?

MongoDB is easy

- Easy to try without downloading anything
  - try.mongodb.org
- Easy to install and runs on your OS
- Easy to access from your language
- Easy to use
- Easy to get help

Support is the New Marketing

Support is an opportunity to wow users

- Bad experience → users are unhappy and they tell their friends :(
- Good experience → users are happy :-/
- Great experience → users are happy and they tell their friends :)
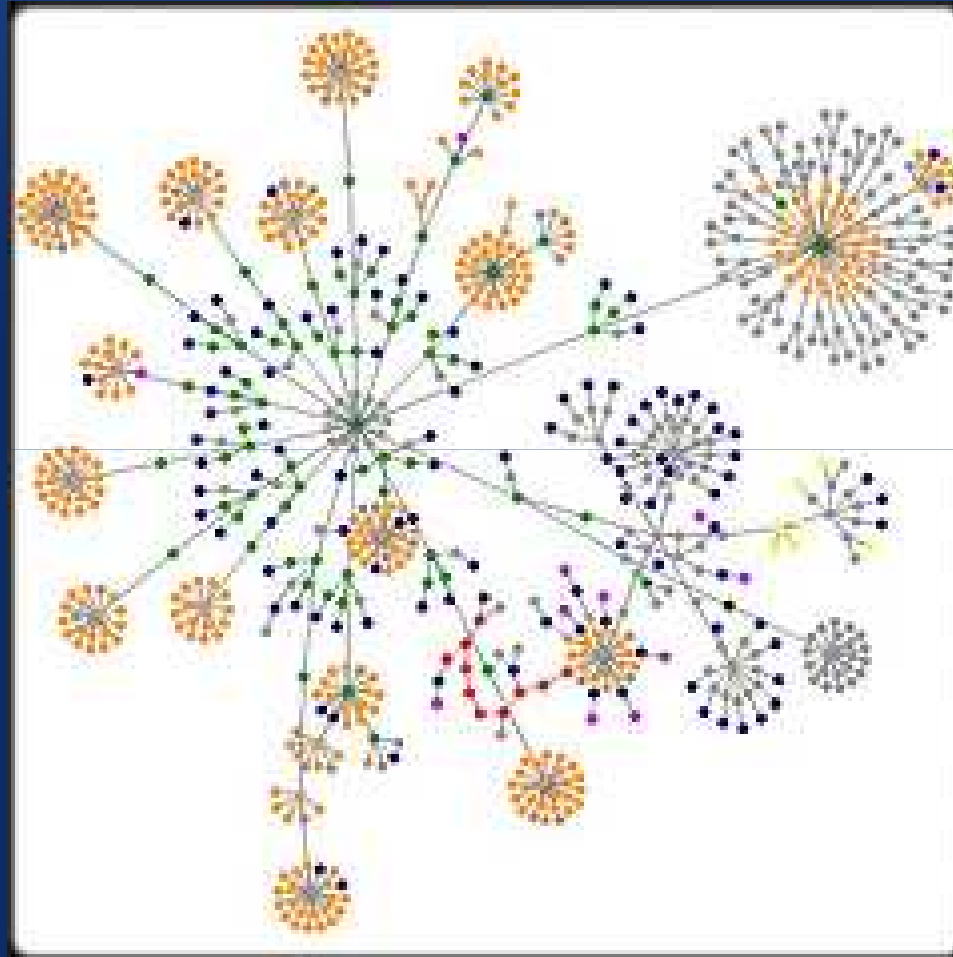
Questions are everywhere

Scaling Community

Overinvest in creating leaders

Time is a limited resource, so multiply yourself

The Multiplier Effect

Contribution is a broad term

- Code
- Docs
- Translation of docs
- Blog posts
- Speaking
- Organizing an UG

Turn followers into leaders

- Empower
- Encourage

Appreciate your contributors

- Say thank you!
- Public recognition
    - On their blog or your blog
    - Twitter
    - Mailing list or forum
- Send swag if you've got it

A little swag goes a long way

Nurture your power users

- Facilitate cross-pollination
  - MongoDB Masters
  - MUG organizers

Face to Face is Important

Get in front of your users & engage them wherever you can

Conferences

- Dozens of MongoDB Confs
- One day
- Inexpensive
- Informative
- Organized by 10gen
- Fun ☺

Running Tech Conferences

- I could give a whole talk on this, so if you want to learn more let's talk offline

MongoDB User Group Model

- What we provide
    - Logistical support and guides
    - Promotion
    - Finding speakers
    - Securing venues
    - Financially (e.g. covering meetup.com fees)
- What we ask
    - Meet consistently
    - Share slides & resources

UG Challenges

- Finding a great organizer is hard
- Finding speakers is hard, especially in remote locations
- Finding venues is hard
  - Co-working spaces are great
  - Research where the other groups are meeting
- Staying in close contact is a lot of work

Finding speakers

- Surprisingly users rarely turn down an opportunity to present
  - Give back to the community
  - Bragging rights
  - Showcase their open source project
  - Recruiting
- Still can't find a speaker?
  - Skype presentations
  - Book clubs
  - Unconference

Getting UG Members Involved

- Lightning talks or multiple speakers
  - Short talks are less intimidating
- Get everyone to participate with "picks, tips, and tricks"
- Polls
- Raffles
- Publisher give-aways
  - O'Reilly
  - Manning

Office Hours

Dealing with Negative Feedback

Trolls

- Ignore them

People lashing out

- Differentiate misunderstandings from disagreements

Public Failures

- Acknowledge
- Address transparently
- Detailed, public post mortem
- Demonstrated responsiveness
- Don't get defensive

Questions?

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BTW we are hiring