

# MAKING THE JUMP FROM CONTRIBUTOR... TO COMMUNITY MANAGER

---

Mary Thengvall  
@mary\_grace  
marygrace.community

Open Source 101 - Raleigh

# COMMUNITY MANAGEMENT

---

- what does it involve?
- what does it actually look like?
- the good, the bad, the ugly

# COMMUNITY MANAGEMENT

---

- what does it involve?
- what does it actually look like?
- the good, the bad, the ~~ugly~~ not so good

# WHO AM I?





# WHO AM I?



# WHO AM I?

---

journalist → community advocate

# WHO AM I?

---

journalist → community advocate

feature-writing & storytelling



# WHO AM I?

---

journalist → community advocate

feature-writing & storytelling

business value → developer communities

# WHO AM I?

---

I'm a journalist turned community advocate, who is using my feature-writing and storytelling abilities to show the business value of building developer communities.

WHO AM I?

---



**Persea**  
Consulting

# WHO AM I?

---



**Persea**  
Consulting



communitypulse.io

@community\_pulse

@mary\_grace

# WHO AM I?

---



**Persea**  
Consulting



**DevRel**  
weekly

[communitypulse.io](http://communitypulse.io)

@community\_pulse

[devrelweekly.com](http://devrelweekly.com)

@mary\_grace

# WHO AM I?

---



**Persea**  
Consulting



communitypulse.io  
@community\_pulse



devrelweekly.com



coming soon via Apress

**@mary\_grace**

# COMMUNITY MANAGEMENT - WHAT IS IT?

---

## COMMUNITY:

A group of people who not only share common principles, but also develop and share practices that help individuals in the group thrive.

# COMMUNITY MANAGERS...

---

...have the community's  
best interests at heart,  
100% of the time.



# PRIORITIES OF A COMMUNITY MANAGER

---

1. you
2. your community
3. your company

# LET'S GET PRACTICAL

---

LISTEN

LET'S GET PRACTICAL

---

GATHER  
INFORMATION



LET'S GET PRACTICAL

---

CRUISE  
DIRECTOR

# COMMUNITY MANAGERS...

---

...are responsible to  
represent the community  
to the company.

**WITH GREAT POWER COMES GREAT  
RESPONSIBILITY**



# COMMUNITY MANAGERS...

---

...are responsible to  
represent the community  
to the company.





**IT BEGINS**

**WITH RESPECT**

# COMMUNITY MANAGERS...

---

...are responsible to  
represent the community  
to the company.

# COMMUNITY MANAGERS...

---

...are also responsible  
to represent the  
company to the community.

# COMMUNITY MANAGERS...

---

...have to take care  
of themselves first.



# COMMUNITY MANAGERS...

---

...have to take care  
of themselves first.

# COMMUNITY MANAGERS ARE...



# COMMUNITY MANAGERS ARE...

---

Journalists



# COMMUNITY MANAGERS ARE...

---

Journalists

Teachers

# COMMUNITY MANAGERS ARE...

---

Journalists

Teachers

Cruise directors

# COMMUNITY MANAGERS ARE...

---

Journalists

Teachers

Cruise directors

Jugglers

# COMMUNITY MANAGERS ARE...

---

Journalists

Teachers

Cruise directors

Jugglers

Liaisons

# COMMUNITY MANAGERS ARE...

---

Journalists

Teachers

Cruise directors

Jugglers

Liaisons

Translators

# COMMUNITY MANAGERS ARE...

---

Journalists

Teachers

Cruise directors

Jugglers

Liaisons

Translators

Performing Artists

# COMMUNITY MANAGERS ARE...

---

100% driven by a passion  
for building technical communities  
and bringing people together.

# SO WHAT'S NEXT?

---



# SO WHAT'S NEXT?

---

- Take classes outside of your major
  - Communication & writing skills

# SO WHAT'S NEXT?

---

- Take classes outside of your major
  - Communication & writing skills
- Developer Relations internships

# SO WHAT'S NEXT?

---

- Take classes outside of your major
  - Communication & writing skills
- Developer Relations internships
- Resources

# SO WHAT'S NEXT?

---

- Take classes outside of your major
  - Communication & writing skills
- Developer Relations internships
- Resources
  - Twitter: #DevRel #CMgr
  - DevRel Weekly

# SO WHAT'S NEXT?

---

- Take classes outside of your major
  - Communication & writing skills
- Developer Relations internships
- Resources
  - Twitter: #DevRel #CMgr
  - DevRel Weekly
- What's your focus?

# QUESTIONS?

---

Mary Thengvall

@mary\_grace

marygrace.community

mary@persea-consulting.com