



Selfish
contribution

Ciao!



Sono Francesca Marano

- WordPress core team lead at Yoast
- Release co-lead WordPress 5.3 and 5.4
- <https://noti.st/francescamarano>


Accidental OSS contributor

My path

- 2010 - WordPress freelancer
- 2011 - Translated a plugin I was using
- 2015 - Discovered organised contribution
- 2017 - Community team representative
- 2019/2020 - Co-lead two WordPress releases
- 2020 - Core team representative
- 2020 - Joined Yoast and full-time contribution

The Cathedral and the Bazaar

Eric S. Raymond



*01. Every good work of
software starts by scratching a
developer's itch*

18. To solve an interesting problem, start by finding a problem that is interesting to you.

Be selfish

Step 1 - Pick a project

- You use it
- Needs fixing to allow you to move forward
- Just for fun



Step 2 - Get involved with the project

- Participate
- Connect
- Be polite

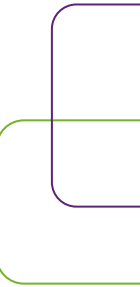
Step 3 - Learn from the project

- New tools
- New processes
- New skills



Tangible results - individuals

- Knowledge
- Connections
- Opportunities

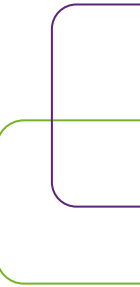




<https://make.wordpress.org>

Tangible results - companies

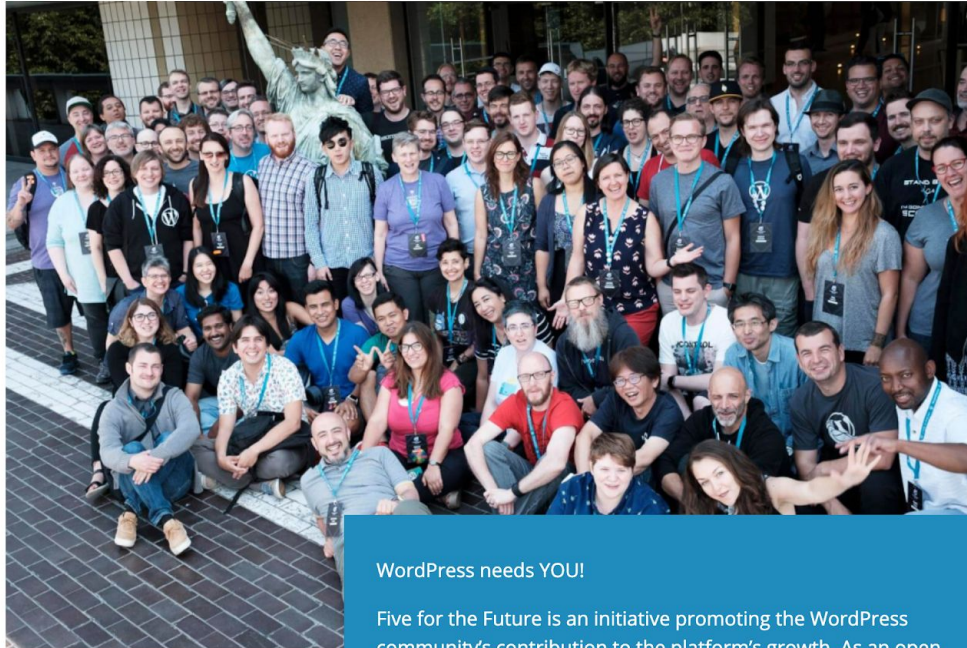
- Better product
- Knowledge
- Training
- Recognition



Five for the Future

WordPress fuels more than a third of the web. Are you a part of it?

Ready to get started? Contribute as an [individual](#) or as an [organization](#).



WordPress needs YOU!

Five for the Future is an initiative promoting the WordPress community's contribution to the platform's growth. As an open source project, WordPress is created by a diverse collection of people from around the world.



Yoast

The mission of Yoast is SEO for Everyone. We want to give everyone the opportunity to rank in the search engines. Our SEO plugin, blog posts, and online courses should enable both large companies as well as small websites to attract the traffic they desire.

Yoast has pledged 245 hours a week



Be ~~selfless~~
Be generous

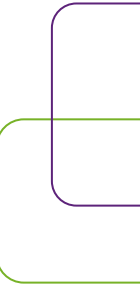
Step Up

Step Down

o5. When you lose interest in a program, your last duty is to hand it off to a competent successor

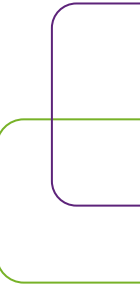
My experience

- Mentor
- Handover
- Delegate
- Document



What's in it for me?

- Accomplishment
- Pride
- Validation
- Recognition
- Growth



Make it better, give it back

John Blackbourn

Let's continue the conversation

Where?

Online

. Yoast.com

🐦 @FrancescaMarano

🐦 @Yoast



Francesca Marano

francesca@yoast.com

noti.st/francescamarano