

# Forging Strong Cyber Communities in Uncertain Times

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#### Why Is This Your Problem?

Whether its code or community support, the challenges are the same, and you're likely dealing with them anyways (as a participant or leader).

#### **TDI Started When We Noticed A Need**

Diana Initiative started at DEF CON 23 (2015). Over lunch, a group of women found themselves chatting about their experiences in the field, discussing the unique experiences as a result of being a woman in the field.

#### **Metasploit Gave Researchers A Voice**

Metasploit was created to push back against corporate censure of vulnerability disclosure and exploit development. We accidentally made a huge community instead.



# **Growing Your Project**

Marketing time! People can't join what they can't find, or what they don't understand.

Style and polish matter! Excite folks!

Conference talks? ahem

# **Reduce Friction For Users**

How can folks get involved now?

Make it obvious, and easy.

# **Set Your Rules**

Have a clear CoC

Have clear policies

**Documentation!** 

# **Give The Community a Space**

Mailing lists, forums, slacks, and discords

**Preferably something searchable** 

**Encourage questions!** 

Run surveys!

#### **Make Your Community Look Good**

Give credit generously, showcase contributors

Highlight interesting use cases

Write up case studies / blogs

**Track stats** 

#### **Tell The World Your Plans**

State, and document your goals

**Provides a compass for decisions** 

**Document what you won't do** 

#### **Iteration**

You won't get it right the first time.

Make mistakes, learn, bring in those who have

ideas (they might start by complaining).

#### **Look For Helpers**

Deputize friendly folks who can help the project
Invite them to help respond to the community
Limit their access, keep an eye out for abuse
Help them out in return

What if it already exists?

# **Find An Existing Group**

Are you sure the need isn't already met?

Change up the terms you are searching for

Change up the geographic locations

Ask around

#### **Get Involved**

Look for documented how to join/help.

Can't find it, ask!

# **Contributing**

Being helpful

Ask, but be specific

Listen, read, take a chance

Can look like many things;

marketing, documentation, running meetings...

# Planning for the future

# **The Next Generation**

**Succession planning** 

**Building new leaders** 

# Afterlives, Winding Down, Handing Off

Document a "living will"

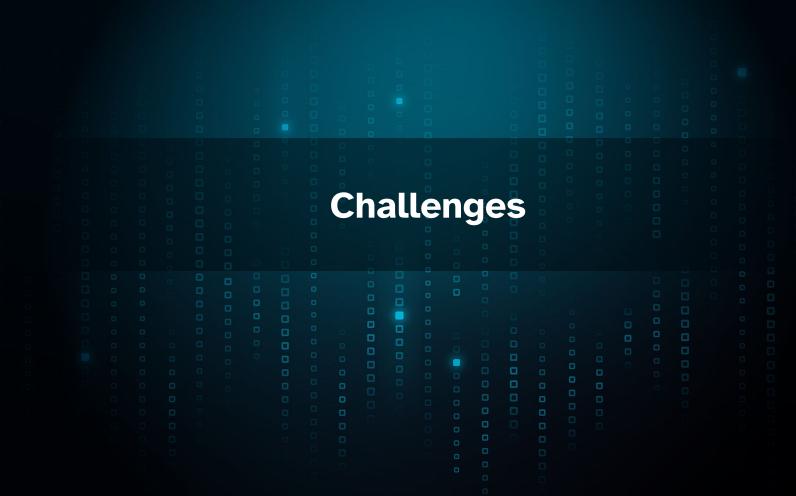
Decide on archiving vs handing off vs merging

#### Defense

Transfer to a company that is heavily involved

Transfer to a bigger project or foundation

**Avoid malicious transfers** 



#### **Back Of The House**

Register a business entity (LLC easiest)

**Assign © and domains to the entity** 

Register trademarks to the entity

<del>\$50</del>0 - \$1500 (!)

Grab the social media handles etc

# **Changing Names Is Fun**

Where an existing name goes wrong
What to do next time

#### **Hard Truths**

Nobody will care more than you

This won't make you money

You're likely the owner for life

It may die without you

#### **Conflicts**

Give folks the benefit of the doubt, once
Trolls always exist, you can't fix them
You also don't owe them anything
Consider limiting interactions
(don't feed the trolls)

#### Workload

A full-time job jammed into your spare time

Feels a lot like normal day-job work

Many communities runs on free time and fumes

# **Covering Costs**

At a certain size, communities and projects need money to continue.

What are your options?

# **Open Source - Commercial Models**

What are the bad options?

Support contracts with a monthly retainer

Offering a hosted turnkey solution

**Build a separate product** 

#### **Communities - Commercial Models**

What hasn't worked?

**Sponsors** 

**Grants** 

Membership fees

**Donations** 

Thank You!