



Forging Strong Cyber Communities in Uncertain Times

**Nicole Schwartz
HD Moore**

The background is a dark teal color with a grid of small, light blue squares. A central dark rectangle contains the word "Why" in white. The grid pattern is composed of vertical columns of squares, with some squares being slightly larger or more prominent than others, creating a sense of depth and movement. The word "Why" is centered horizontally and vertically within the dark rectangle.

Why

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.

The background is a dark teal color with a subtle grid of small, light blue squares. The squares are arranged in a pattern that creates a sense of depth and movement, with some squares appearing slightly brighter than others. In the center of the image, the word "Grow" is written in a bold, white, sans-serif font.

Grow

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

The background is a dark teal gradient. It features numerous vertical lines of small, light blue squares. Some of these squares are replaced by larger, glowing blue squares, creating a sense of depth and digital activity.

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...

The background features a dark teal gradient. Overlaid on this are numerous vertical lines of small, light blue squares, creating a digital or data-like texture. A solid, slightly darker horizontal band runs across the middle of the image, serving as a backdrop for the central text.

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

The background is a dark teal color with a subtle grid of small, light blue squares. A horizontal band of a slightly lighter teal color runs across the middle of the image. The word "Challenges" is centered in this band.

Challenges

Back Of The House

Register a business entity (LLC easiest)

Assign © and domains to the entity

Register trademarks to the entity

\$500 - \$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!