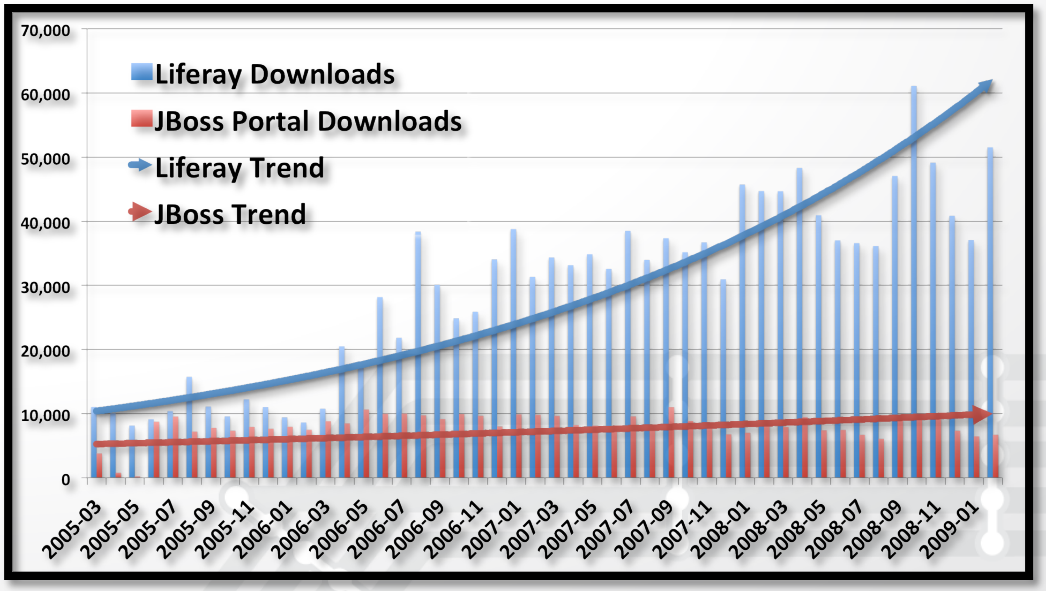
Getting Local

Starting and Cultivating your Very Own Local Liferay Community

James Falkner
Community Manager, Liferay, Inc.

- 11 Years of open source
- Most popular and widely downloaded open source portal
- Over 4 Million downloads and 50,000 downloads per month
- 67,127 registered users on liferay.org
- 20,000+ forum participants
- 234,926 forum posts
- 50+ Active contributors
- ~500k CE Deployments
- **29 User Groups**
- LGPL
- http://github.com/liferay
- http://liferay.com/downloads

LIFERAY®



Liferay North America Symposium

Liferay Parade of Nations

Why Get Local?

- Learn new stuff, faster
- Nothing lost in translation
- Career networking
- Local recognition
- Local, social networking
- Maintain relationship w/Liferay Community

"Ever since the birth of computers, enthusiasts and fans around the world have collected together in garages, universities and pubs to talk about their interest, learn from each other and help promote their interest."
– Jono Bacon, Ubuntu

What makes a good Local User Group?

- A core group of dedicated, diverse, welcoming, and personable leaders
- Regular Activities (online or otherwise)
- Regular Communication
- A collaborative web presence
- Bonding Agents (Shared Suffering!)
- Ancillary Benefits (jobs, networking, shared suffering)

Why a LUG?

- Widely deployed, flexible platform
- Range of related technologies
- Open Source, help-others foundation

… So you have a lot to talk about!

How do I start?

- Just do it!
  - Gauge interest first, or just plant your flag
  - Pick a unique Twitter hashtag
- Resources to find other founders/members
  - Attend other related local group events (e.g. JUGs, meetup.com groups, Chamber of Commerce, etc)
  - Post on social media!
  - Liferay Community forum!
  - Post a #Liferay tweet
  - Post on Liferay Facebook, LinkedIn, Google+ pages
- Tell me ☺

Your First Event

- **Venue**
  - Room, restaurant, bar, library, etc, from 5-30 people.
- **Equipment**
  - Screen/projector, wifi, whiteboard are nice but optional.
- **Agenda**
  - Start out with introductions.
  - Optionally have a fixed agenda for the *first* event.
- **Sponsors**
  - Look for local companies who might want to get involved.

Maintaining Buzz

- Post results from *every* event
- Regularly communicate interesting things via multiple channels
- Call out individual activity where relevant and interesting
- Participate in other related activities as a branded, collective (group)
- Stay involved with related local groups or companies
- Keep consistent meetup schedule with interesting topics/speakers

Examples from the World of Liferay

- Dream Day
- Community Food

- University Outreach
- JUGs

- UG Merge
- Coding

- meetup.com

- Members Map
- Regional subgroups

- Governance
- Partner Driven

Resources for Local Communities

- liferay.org user group page
  - Members, Wiki, Forum, Calendar
  - Will soon be migrated to Social Office
- External group, e.g. meetup.com
- Mailing Lists (e.g. Google Groups)
- IRC
- Social Media Networks
- Other User Groups (e.g. recordings, notes, etc)
- Presentation Templates

Wrap-up

- Local groups are the best way to get involved
- Liferay has resources available to help
- Starting is easy; keeping it going is hard