

HOW COMMUNITIES CAN
SUPERCARGE
YOUR
BUSINESS, BRAND, AND TEAMS

JONO BACON

Previously Director of Community at:

GitHub

PRIZE

CANONICAL

Clients include:

hackerone

THE **LINUX**
FOUNDATION

Microsoft

Mattermost.

Santander

SAP

intel

GitLab

THE EXECUTIVE CENTRE

data.world

Deutsche Bank

Investor or Advisor to:

ALIEN VAULT

hackerone

molting

mautic

Featured In:

**Harvard
Business
Review**

FORTUNE

NBC NEWS

Inc.

Forbes

Entrepreneur

WIRED

**BUSINESS
INSIDER**

ZDNet

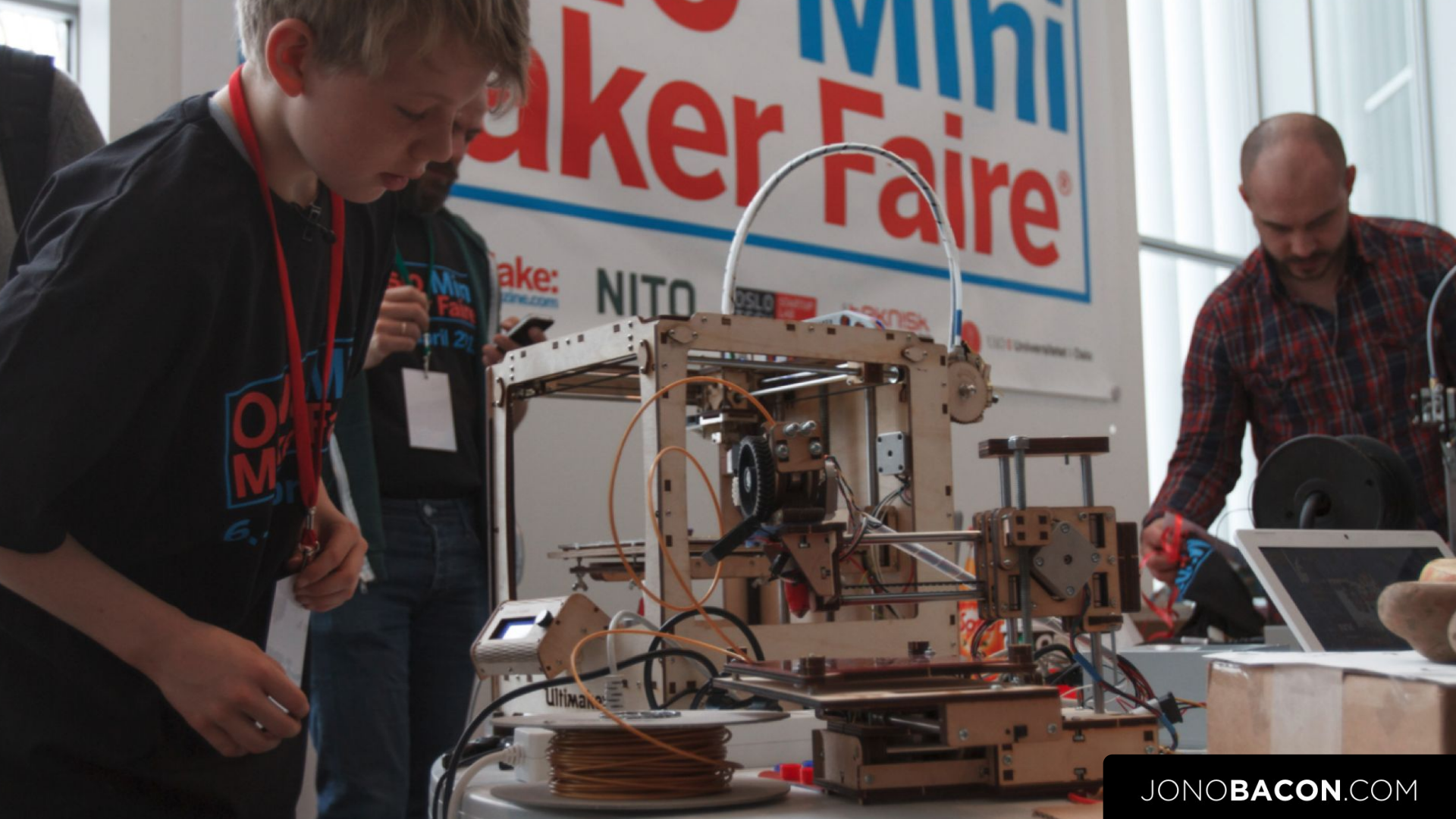
TechCrunch



“People don’t know their neighbors like they did back in the good ol’ days.”









Reboot Your Commute: Tern Vektron Folding Electric Bike

by Tern Bicycles



44

backers

\$59,928

pledged of \$60,000 goal

29

days to go

[Back This Project](#)[★ Remind me](#)

📍 Lakewood, CA

🔧 Technology

♥ Project We Love

A Bosch-powered electric bike that folds in seconds to transform how you get around in the city.

This project will only be funded if at least \$60,000 is pledged by Wed, Nov 23 2016 11:59 PM EDT.

Tern Bicycles

🕒 First created | 0 backers

🌐 [ternbicycles.com](#)

JONOBACON.COM



HITRECORD



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[Community](#) > [Health & Wellness](#) > [Get Moving](#) > [March Madness 2020 — Step Challenge and Photo Scav...](#)

March Madness 2020 — Step Challenge and Photo Scavenger Hunt

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Baltoscott



5K Racer

3973 166 7372

02-28-2020 11:42 - edited 03-04-2020 07:57

...

It is the third month of 2020 and for college basketball fans in the US the start of three weeks of hoop madness (beginning on March 17). My Kansas Jayhawks are flawed this year (can't shoot very well other than dunking), but in a one-and-done 64-team tournament the luck of the draw often brings favorable matchups. You just never know what will happen.

In the meantime, it is time to commit to another month of health goals.

How It Works

The primary purpose of these monthly challenges is to keep track of your daily step goals for the month; though many of us track other things as well, like body weight exercises, sleep, trips to the gym, logging food, etc. This is not a competition to see who can do the most of whatever, instead it is a challenge to measure your consistency. So whether you do 1k, 5k, 10k or even 40k steps a day, this is measuring how many days out of the monthly total you can hit your goal.

Some might have a constant goal of 10k steps every single day and others might have a variable goal throughout the week, (and some might even plan days off!) for example.

Monday -> Friday = 10k steps a day

Sat & Sun = "6k steps a day," or "not tracking"

Regardless of how you structure your daily goals, the only thing that matters for the monthly challenge is whether or not you reach what you set out to do.

Suggested Posting Format

Customer Support and Engagement

Brand Recognition

Education and Mentoring

Content Creation

Event Coordination

Technology Development

Product Feedback

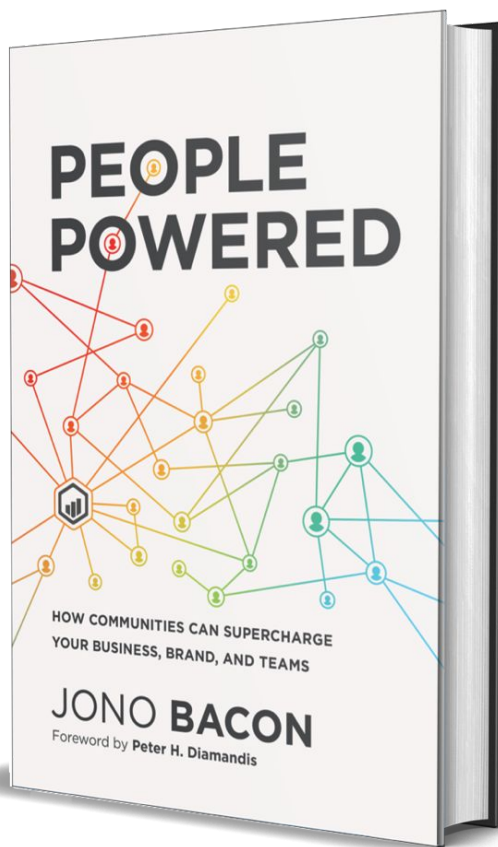
Lead Generation

Building Relationships

Service











Consumer



Champion



Consumer



Champion



Collaborator



Consumer



Champion



Collaborator

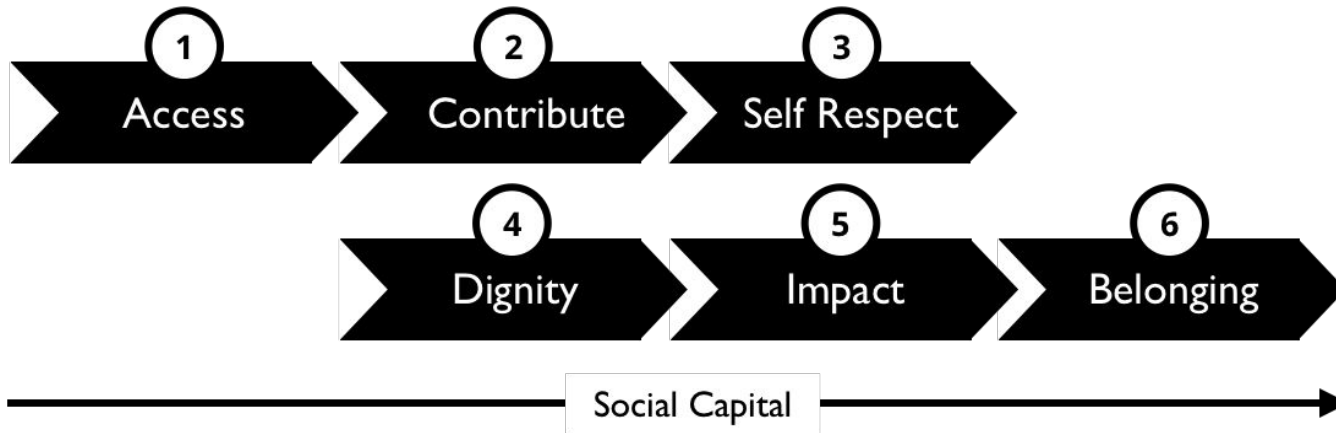
Inner · Outer

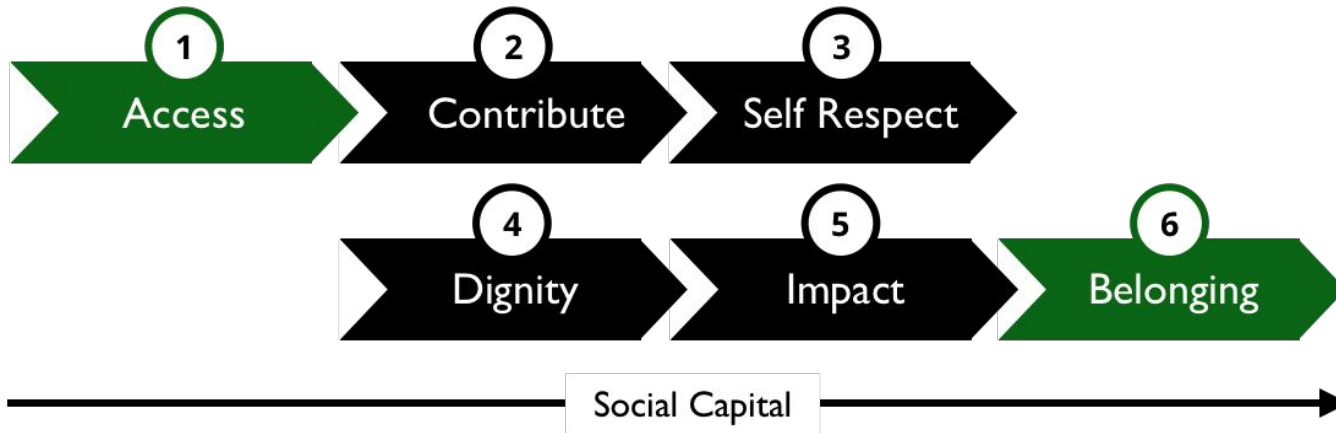
The best experiences are **journeys**.













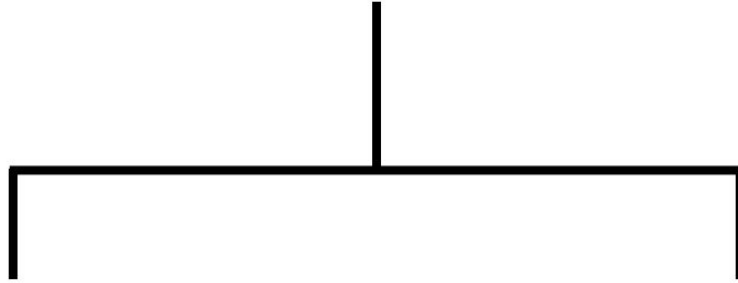
What makes people want to do
something new?

What makes people want to do something new?

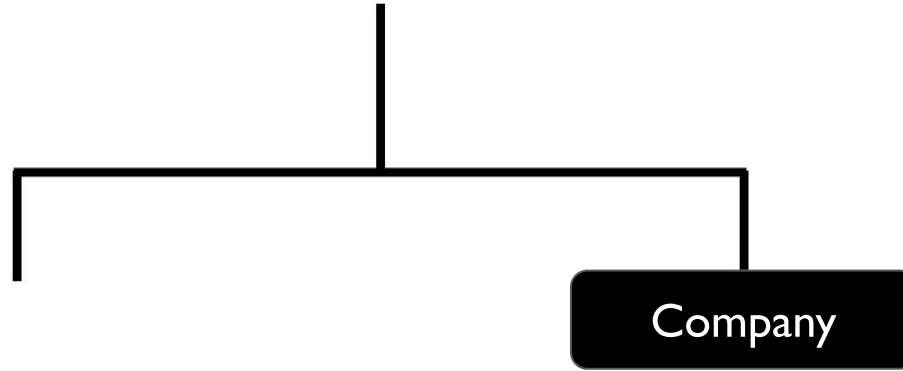
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VALUE

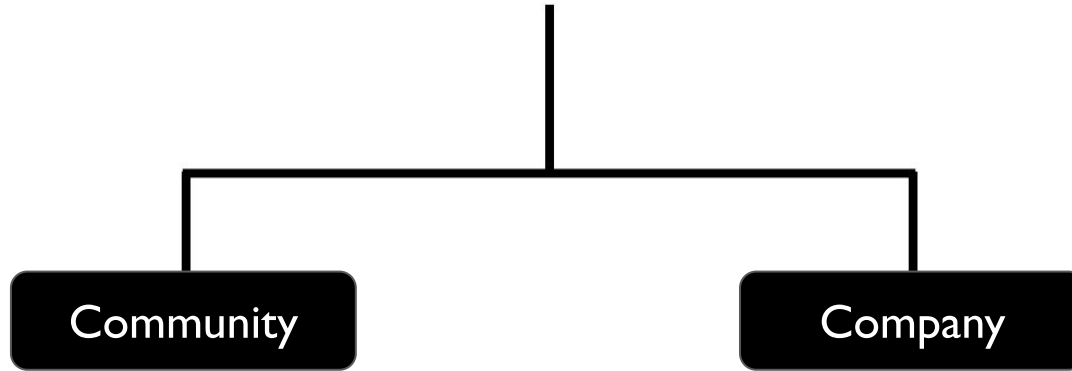
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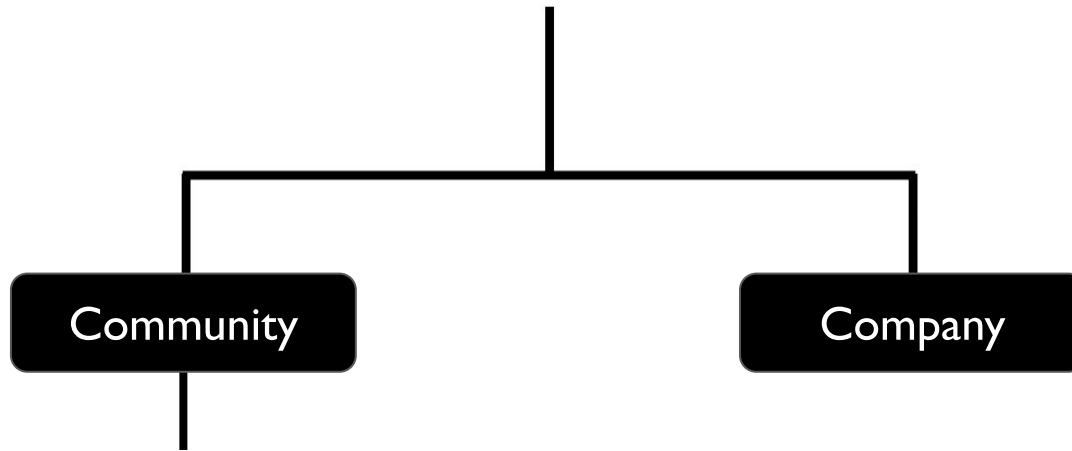
VALUE



VALUE



VALUE



- Solving Problems
- Skills Development
- Networking
- Career Development
- Fun

VALUE

```
graph TD; VALUE[VALUE] --> Community[Community]; VALUE --> Company[Company]; Community --> C1[Solving Problems]; Community --> C2[Skills Development]; Community --> C3[Networking]; Community --> C4[Career Development]; Community --> C5[Fun]; Company --> Co1[User Growth]; Company --> Co2[Ecosystem Growth]; Company --> Co3[Feature Development]; Company --> Co4[Support]; Company --> Co5[Brand Recognition];
```

Community

- Solving Problems
- Skills Development
- Networking
- Career Development
- Fun

Company

- User Growth
- Ecosystem Growth
- Feature Development
- Support
- Brand Recognition

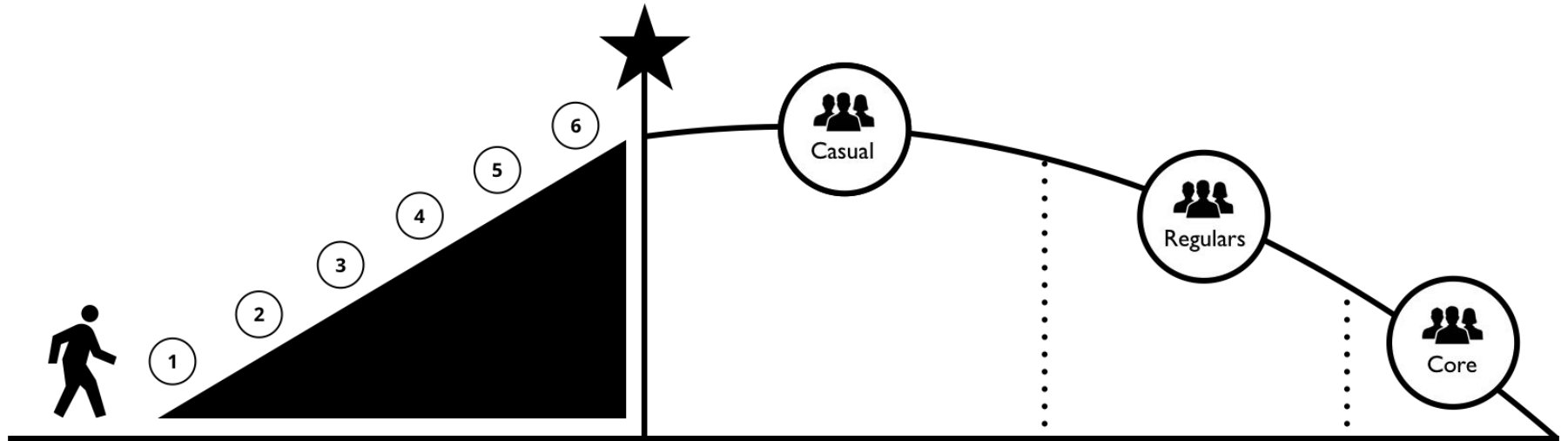
VALUE

VALUE



TACTICS

COMMUNITY PARTICIPATION FRAMEWORK



COMMUNITY PARTICIPATION FRAMEWORK



COMMUNITY PARTICIPATION FRAMEWORK

Activity

Support

Content

Engineering

Events

Translator



COMMUNITY PARTICIPATION FRAMEWORK

Activity

Support

Content

Engineering

Events

Translator

Attributes

Executive

Marketer

Engineer

Hobbyist

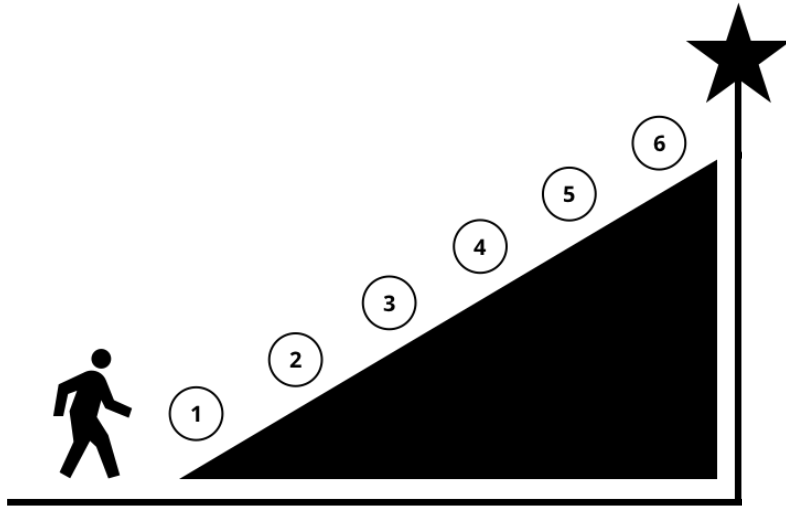
Startup

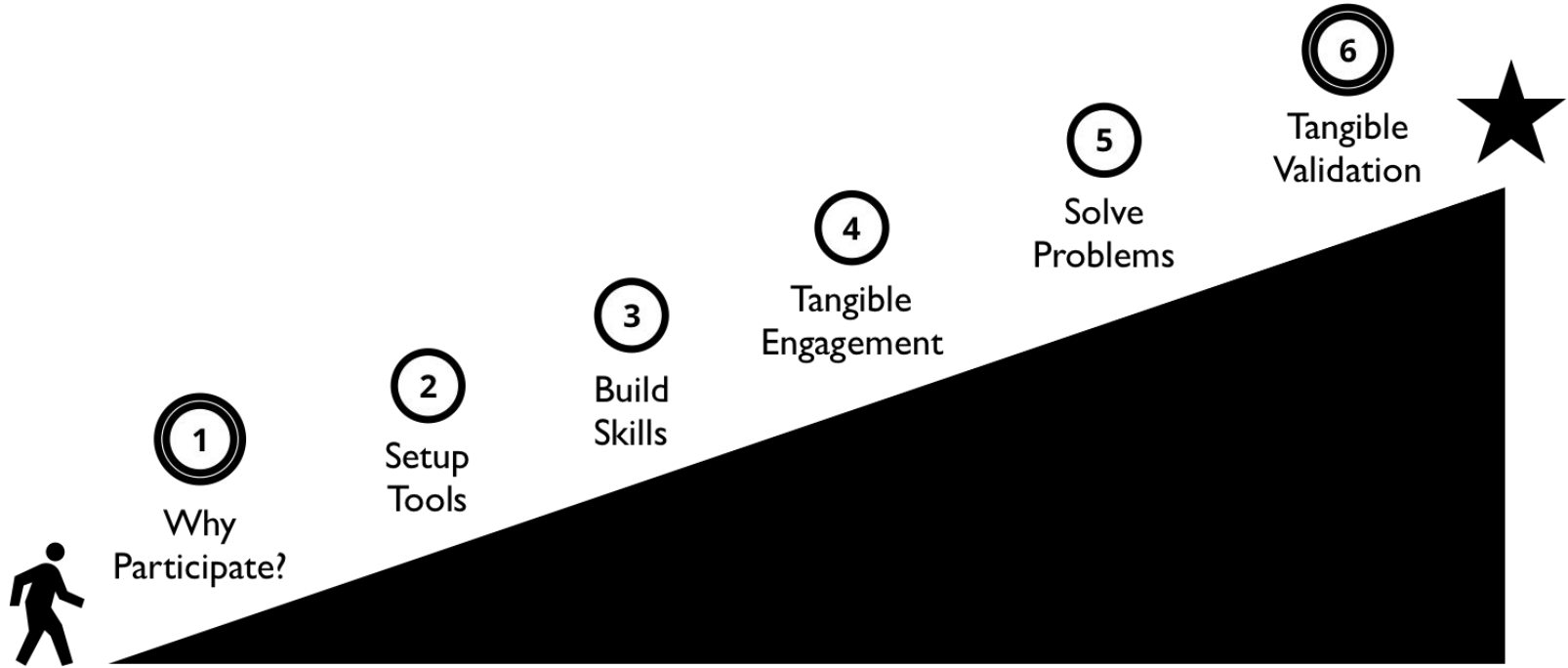


COMMUNITY PARTICIPATION FRAMEWORK

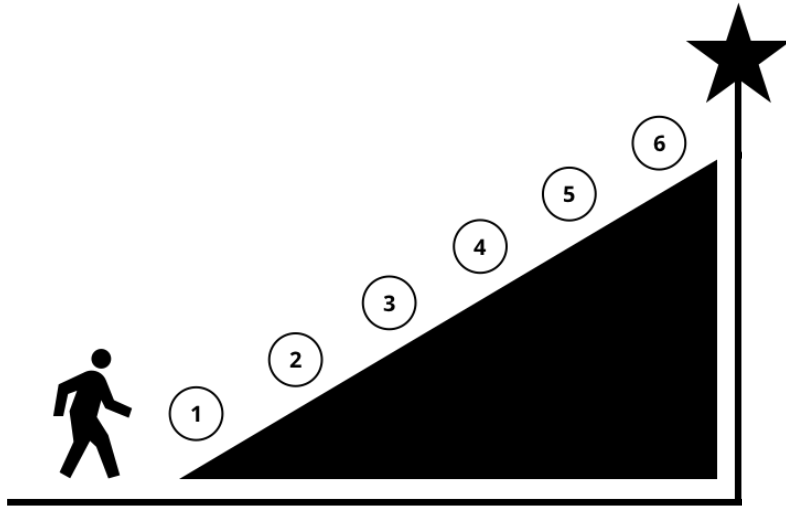


COMMUNITY PARTICIPATION FRAMEWORK

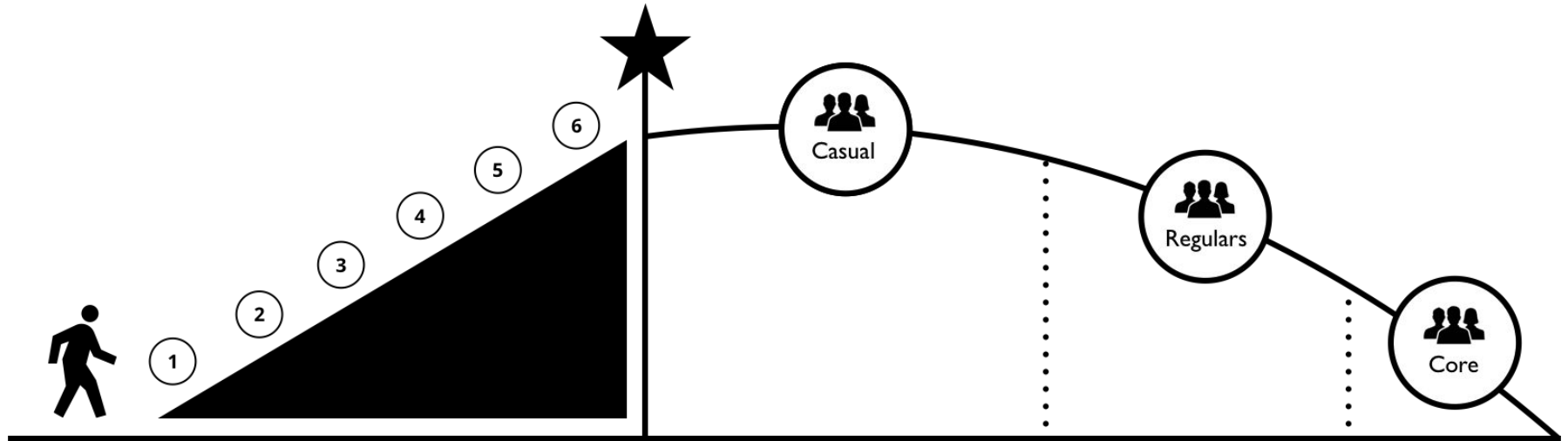




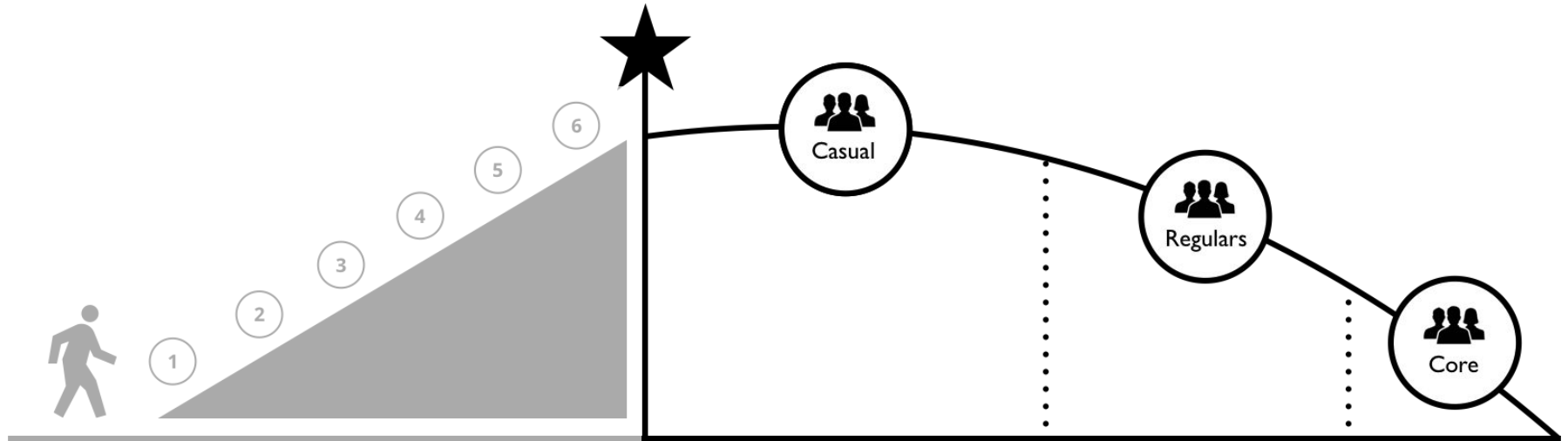
COMMUNITY PARTICIPATION FRAMEWORK



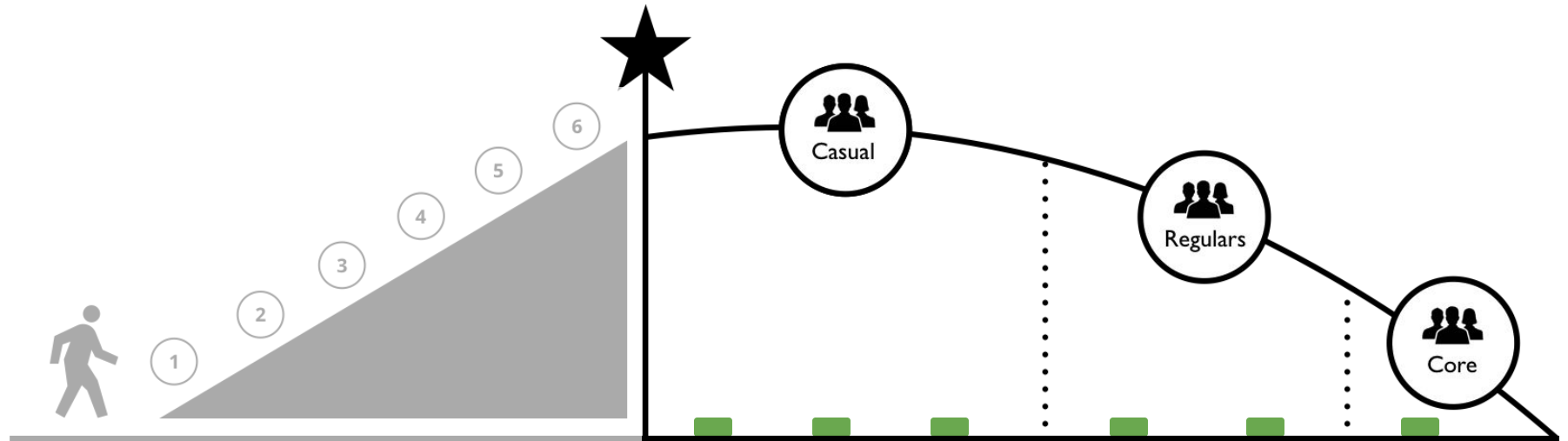
COMMUNITY PARTICIPATION FRAMEWORK



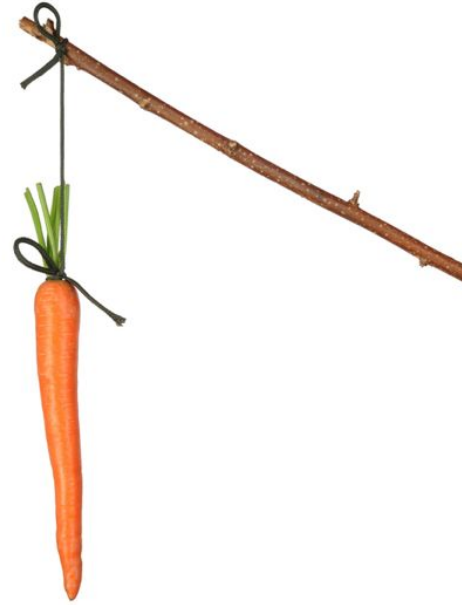
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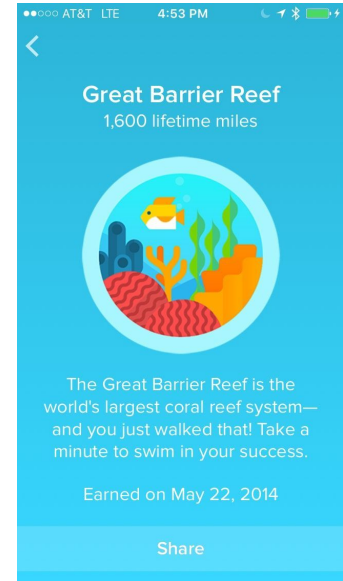
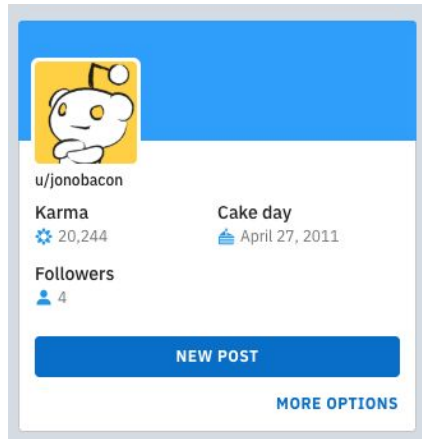


COMMUNITY PARTICIPATION FRAMEWORK

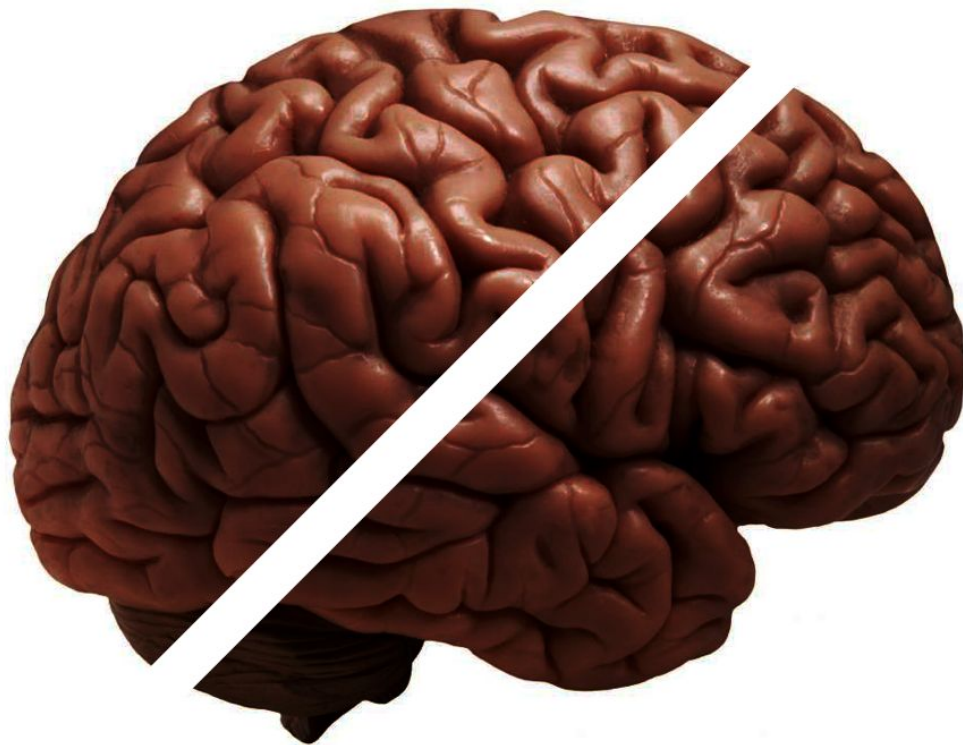


Incentives















December 22, 2018 — Community, Events, Featured, Product

Highlights for Game Off 2018



Lee Reilly

[Game Off](#) just wrapped up with over 300 games submitted making it our largest yet! This year's theme—**HYBRID**—proved to be both fun and challenging.

Here are the winners as voted on by the game developers themselves. You can [view all of the entries' ratings on itch.io](#).

Overall Winner: Singularity

[Singularity](#) puts you in control of a robot exploring the planet, where economic industry have collapsed and humans are facing extinction. The code deep within a neural network urges you forward, but your robotic parts are easily damaged and hybridize parts of other robots to repair yourself. The creators Kendall B. Sean Collins, Alexander Runnels, and Alexandre Thorp want you to try to become the ultimate AI—do you accept this challenge?



HackerOne All Time Leaderboard

Period: **All Time**

		Reputation	Signal	Impact
1.	Mr Hack (try_to_hack) Hacking addict	19,382	5.20	16.75
2.	Sean Melia (meals) Senior Security Engineer at Gotham Digit...	16,173	5.43	16.79
3.	Geekboy! (geekboy) Web Application Mobile Application Sec...	15,176	4.58	15.85
4.	Mark Litchfield (mlitchfield)	13,361	4.44	20.11
5.	Frans Rosén (fransrosen)	12,946	6.53	23.14
6.	Sergey Markov (sergeym)	12,136	4.09	15.21
7.	psaux (psaux) @twitt3raccent	11,573	5.60	22.61
8.	Black Ashes (nullelite)	11,344	2.43	



Question Badges

● Altruist	First bounty you manually award on another person's question	9.1k awarded
● Benefactor	First bounty you manually award on your own question	43.6k awarded
● Curious	Ask a well-received question on 5 separate days, and maintain a positive question record	324.5k awarded
● Inquisitive	Ask a well-received question on 30 separate days, and maintain a positive question record	32.5k awarded
● Socratic	Ask a well-received question on 100 separate days, and maintain a positive question record	4k awarded
● Favorite Question	Question favorited by 25 users	51.4k awarded
● Stellar Question	Question favorited by 100 users	7.6k awarded
● Investor	First bounty you offer on another person's question	18.5k awarded
● Nice Question	Question score of 10 or more	589.8k awarded
● Good Question	Question score of 25 or more	197.6k awarded





★ Community Recognition Hall ✎

General



martriay 🔓 OpenZeppelin Team

Apr 19

Hello community!

Lately I've been seeing many newcomers mention how warm and helpful the community is. I'm really happy because we're here not just to build high quality software but to build a great, powerful community around it.

We can only do this with your help. Your feedback and participation is key to our success. It's a place to learn, discuss and explore design patterns and best practices about blockchain development (a.k.a. dapps, smart contracts). That's why I wanted to introduce **Recognition Hall**: a place to thank prominent community members for helping the community 😊

I'd like to start by recognizing the first members that earned the **bronze badge**. Let's congratulate (in no particular order):

@paulinablaszk



Paulina said to have come to the forum looking for help but the truth is that she's been helping everyone else around! Not only that, she has also been contributing to the OpenZeppelin and ZeppelinOS and rumor has it she's working on some tooling.

@chris.whinfrey



Chris is one of the founders of **Level K**, a company the Zeppelin team really likes. With that's why we trusted them with the **audit for the OpenZeppelin 2.0 release**. Chris is an active member of our community.

@scammi



Gratitude to our first Silver Members

General Discussion



biapalmeiro 🔓 Clear Linux Community Manager

Jul 24

I want to thank @castrojo and @doct0rHu, who are the first Silver members of our community.



@castrojo is an incredible contributor, with one of the most viewed tutorials: [Notes on building a Clear Linux appliance](#) 4



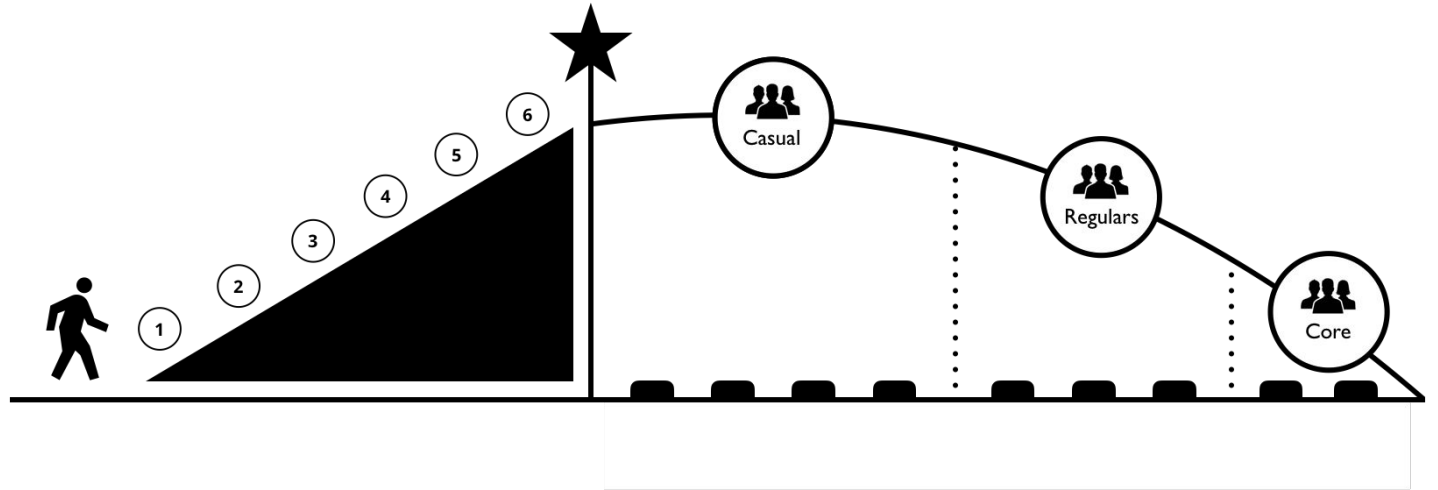
@doct0rHu is one of the most accountable members we have in our community. Always willing to help. Also, the author of one of the most popular tutorial: [Bash scripts to automate installation of NVIDIA proprietary driver](#) 5

Thanks for being a regular part of our community over months. You're now one of the most active readers and a reliable contributor that makes our community great. You can now recategorize and rename topics, take advantage of more powerful spam flags, access a private lounge and also get lots more likes per day.

It is super exciting!

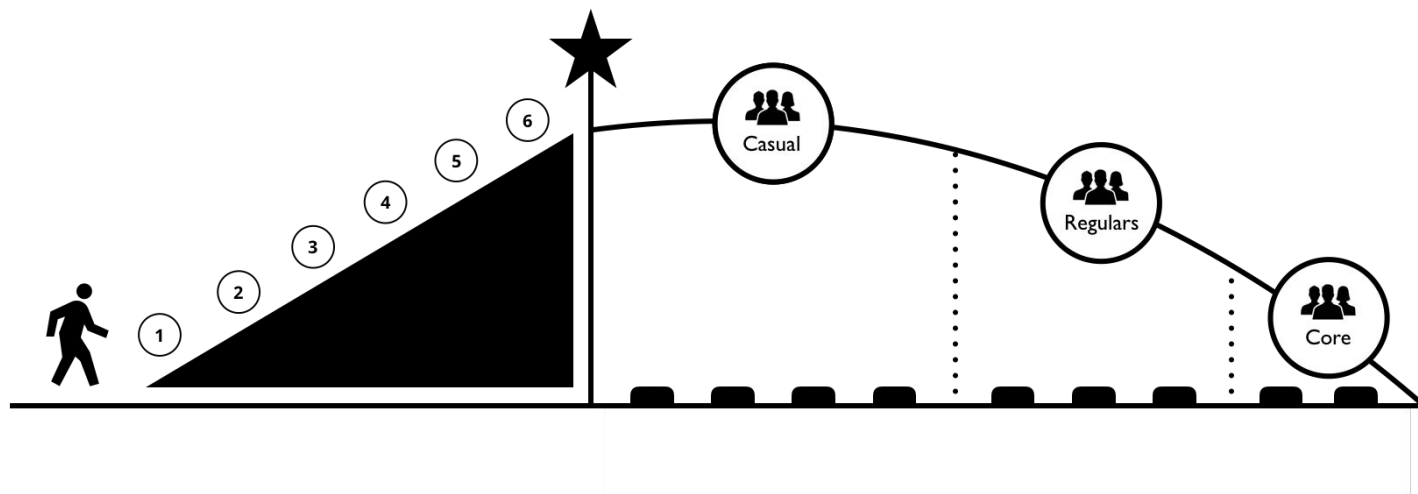






GROWTH

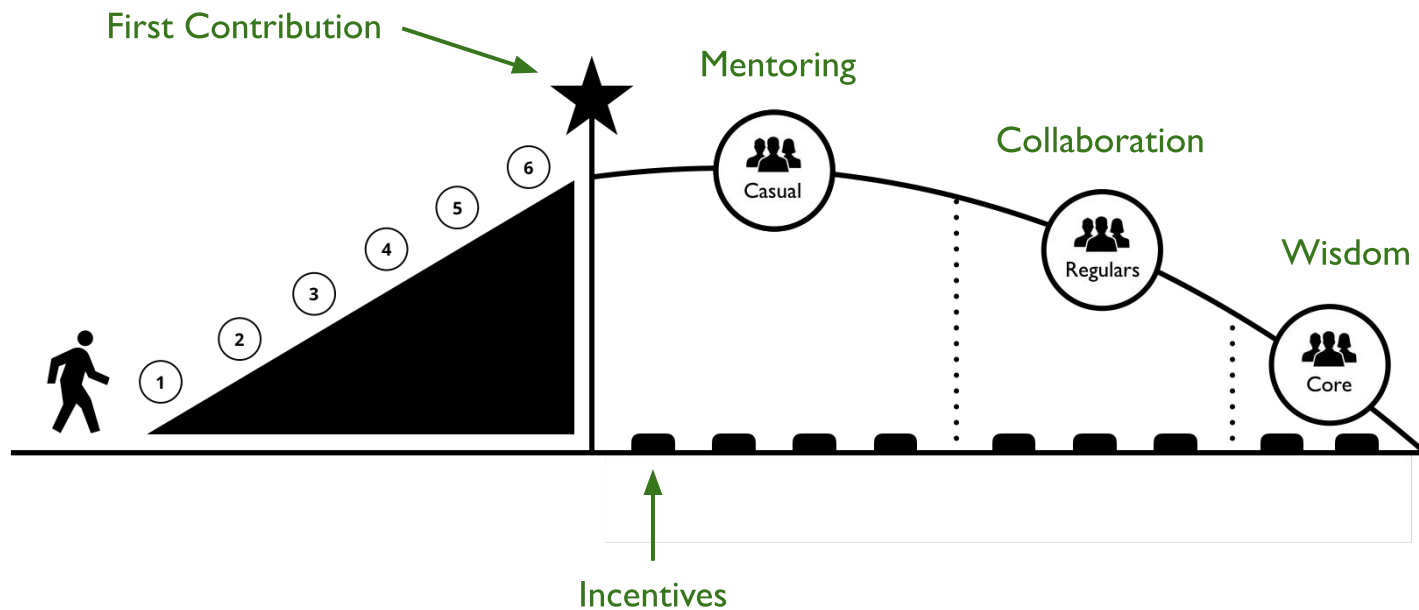
Content
Social Media
Email
Webinars
Events

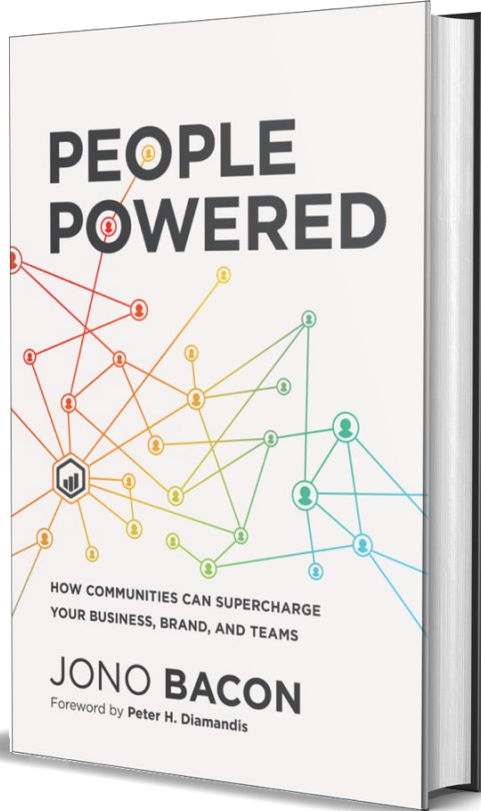


GROWTH

Content
Social Media
Email
Webinars
Events

ENGAGEMENT





WINNER 2020

**THE BUSINESS
BOOK AWARDS**



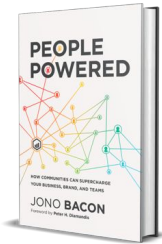
BEST SELLER
amazon



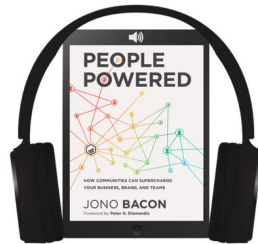
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Porchlight

www.jonobacon.com/pack



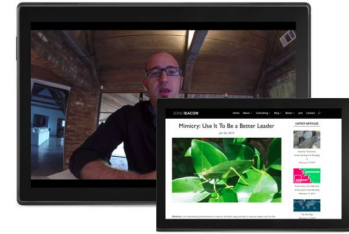
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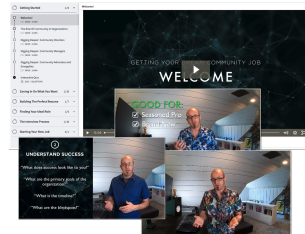
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Audiobook Chapters



Templates &
Cheatsheets



Tips &
Best Practices



Free
Training



Mentoring
Sweepstakes

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