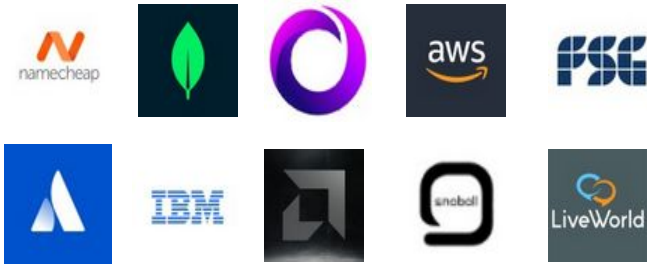


# Creating the Right Developer Community

**For Your Company**

# About Me

- I have over **15 years** of experience creating and managing communities
- I have worked with everything from **small** startups to **large** enterprises



# Quick Poll

Definitions

Developer Marketing

Developer Relations

Developer Advocate

Community Manager

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# What is not Community?

- **Forum:** a platform for discussion and exchange of opinions, not necessarily a shared identity or purpose
- **Social Media:** a network of connections and interactions, not necessarily a sense of belonging or mutual support
- **YouTube Viewers:** a group of individuals who watch videos, not necessarily a common interest or goal
- **Paying Customer:** a person who purchases a product or service, not necessarily a commitment or loyalty

# Ingredients for a Community

- **Peer-to-Peer interaction:** fosters a sense of belonging and mutual support among community members
- **Clear core interest:** defines the purpose and identity of the community and attracts like-minded people
- **Individual expression:** allows community members to showcase their personality and creativity and enriches the diversity of the community
- **Moderation:** ensures that the community is respectful, safe and inclusive for everyone and prevents conflicts or abuses

# Different types of Community

- **Ambassador program:** Promote brand and earn rewards
- **Newsletter:** Stay updated with latest news
- **Forum:** Share ideas and get feedback
- **Social Media:** Follow us on various platforms
- **User groups:** Join local or online communities
- **Internal:** Communicate with team members
- **Slack:** Chat and collaborate in real-time
- **Events:** Attend or host live sessions

# Where are you on your journey?

- **Small**
  - 1 community manager, employees providing a lot of support, 1 medium
- **Medium**
  - 1-2 community managers, employees providing some support, 1-3 mediums
- **Large**
  - 3+ community manager, employees providing limited support, 5+ mediums

# Right Size Your Community

**Crawl**



**Walk**



**Run**





# Right Size Your Community

## Crawl

- Social Media
- Newsletter
- Events

## Walk

- Slack
- Forum
- Events

## Run

- Ambassador program
- Internal
- User groups

# Where Do You Start?

- Identify your **target** audience and their stage in the funnel
- Address the **cold start problem** by providing incentives, social proof and feedback loops
- Re-engage your **existing community** members by offering value, recognition and opportunities
- Encourage **self-selection** by creating clear and relevant segments, messages and calls to action

**Thank You**

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