DEVREL AND COMMUNITY MANAGEMENT IN WEB 3.0
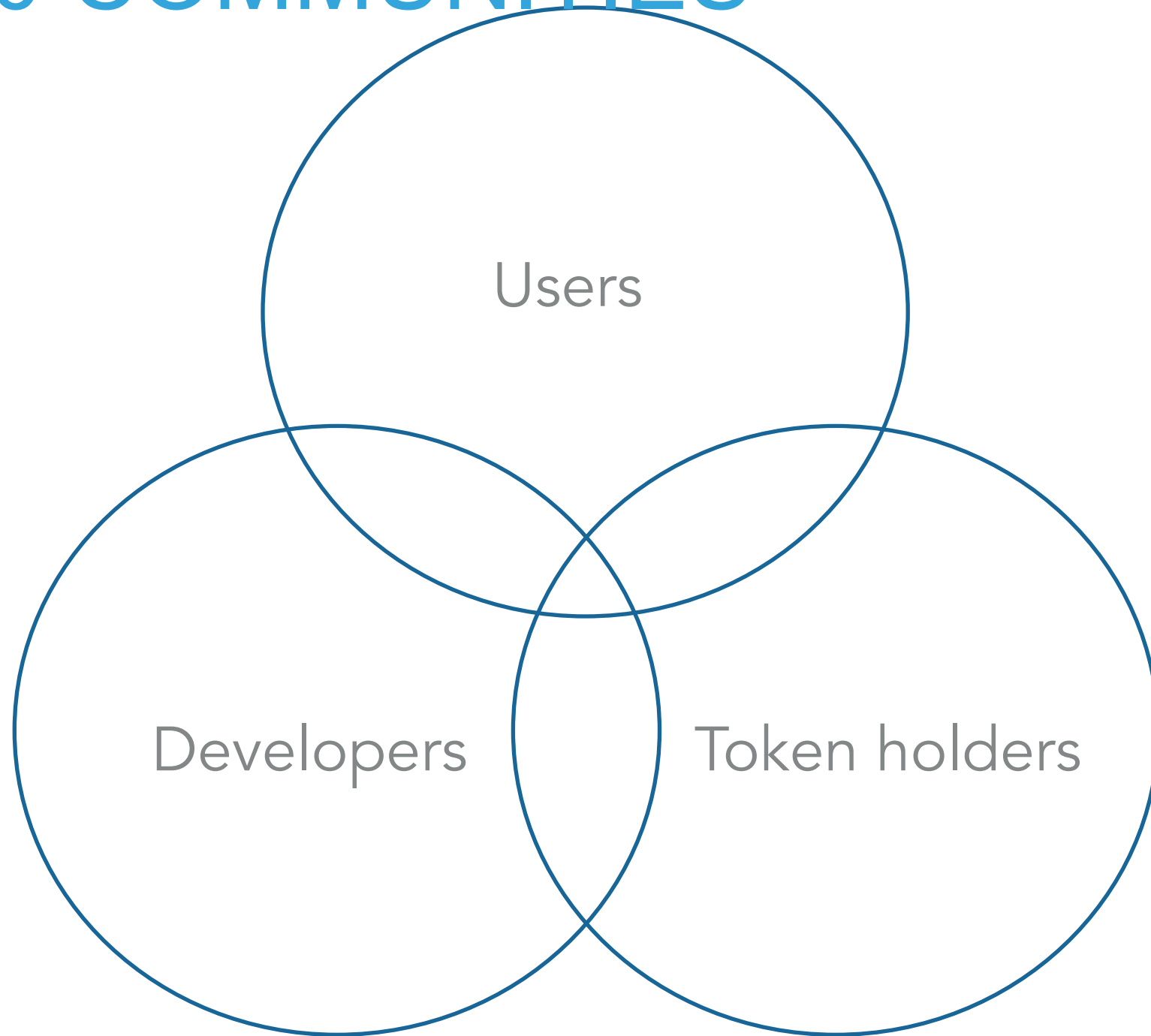
COMMUNITY OF COMMUNITIES

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OVERVIEW

▸ Three overlapping community groups that blockchain companies need to consider

  ▸ Developers

  ▸ Users

  ▸ Token holders

▸ With few exceptions the most successful projects today have rich developer ecosystems

▸ We can learn a lot from web2.0 and opensource communities to make web3.0 dev rel more effective

WEB 3.0 COMMUNITIES

Users

Developers

Token holders

WEB 3.0 COMMUNITIES (IN MANY CASES)

Token holders

Users

Devs
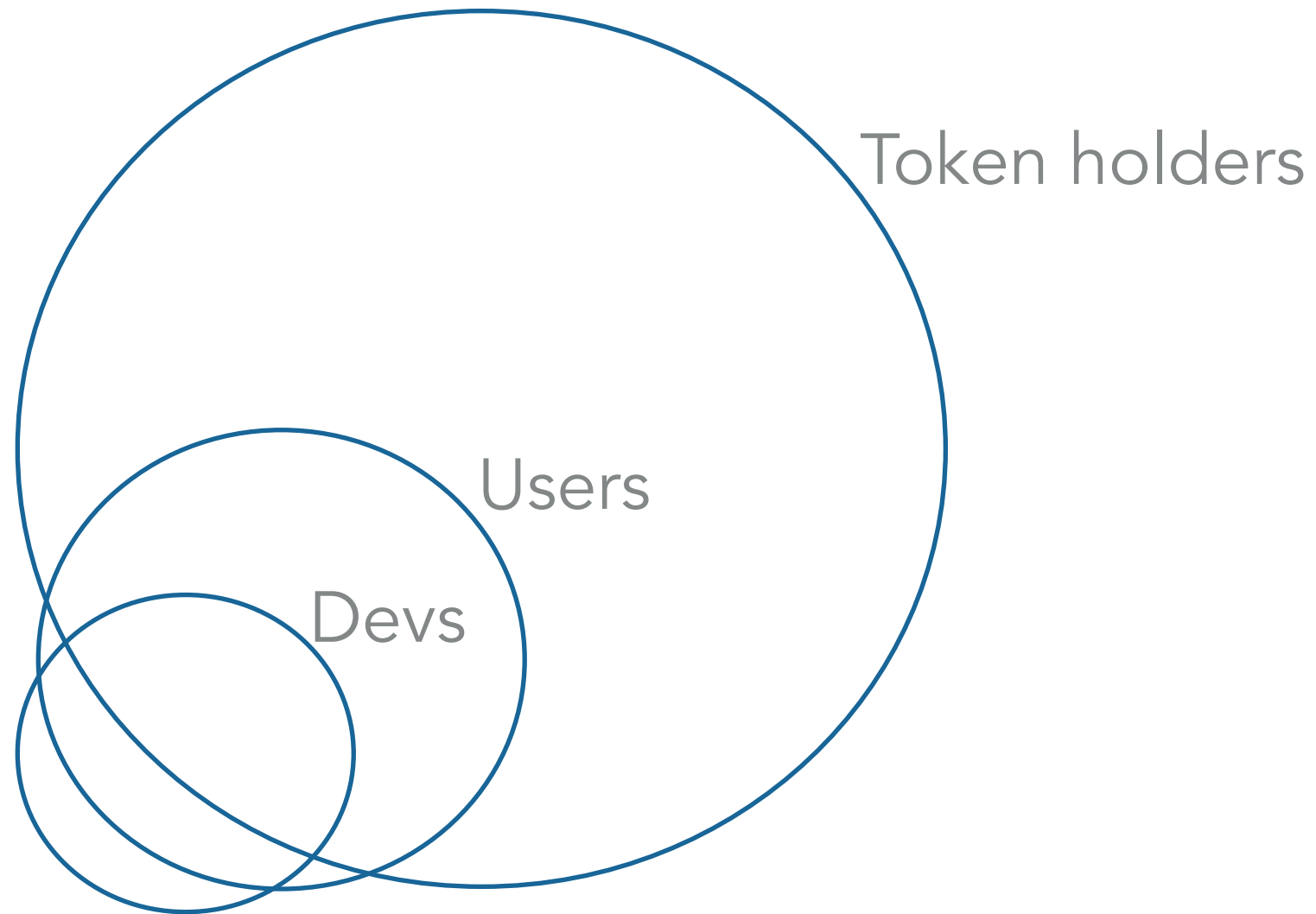
TOKEN HOLDERS

▸ Crypto value decline has been difficult mainly for projects with large contingent of token holders

  ▸ Lots of questions about price and release timelines, especially in telegram groups

  ▸ Community managers bear the brunt when delivering bad news (not hitting deadlines) but the core developers get the credit with new releases or improvements

END USERS

▸ Few blockchain projects have active users

▸ It is hard to acquire users and inspire engagement as the interfaces are all new (wallets, signing…)

▸ Projects focused on developers are having more success e.g. Gitcoin

▸ Awareness is important but engagement is more important than attention (look for those metrics)

END USERS - LOOKING AHEAD

▶ No one has quite figured out rapid user growth and engagement we need to pay attention to:

    ▶ Initiatives like on-boarding/UX group are really important for us to keep tabs on and contribute to

    ▶ Celebrate and learn from successes and initiatives when we have them within the community

    ▶ OpenSource community play books and design improvements so the whole ecosystem can move forward

DEVELOPER COMMUNITY

▸ Very positive atmosphere around communities focused on BUIDLing

    ▸ Especially around hackathons and dev focused conferences

▸ Projects which are doing best:

    ▸ A. Have a product out there (don't focus on DevRel without one)

    ▸ B. Are SOVLing a problem

    ▸ C. Hyper focused on improving KPIs through listening to feedback and making iterative improvement to community and product strategies

DEVELOPER COMMUNITY - WHAT TO DO

▸ Technical community managers are key for technical communities

  ▸ We can't foster developer community through communications, updates and events alone

▸ Pre-product there is little benefit in investing in event sponsorships and hackathon prizes

  ▸ Better to focus on product and OpenSource contributors to your project

▸ Focus on key metrics is really important with relentless iteration experiment on initiatives and community interactions to improve them

▸ - Even the most thriving projects are skeptical of their metrics, looking for better ones, and continually iterating

COMMUNICATIONS STRATEGY

▸ The most successful projects think about when to engage different user types and the channel to facilitate that:

  ▸ Be selective of channels

  ▸ Be effective with channels (target, high value comms, drive engagement)

    ▸ Investors - telegram + website

    ▸ End users - blog, website, events

    ▸ Developers - github, forums, knowledge bases

DEVREL IN WEB2.0

At Google:

> Developer Relations' role is to create a vibrant ecosystem of 3rd party developers, by being the interface between those developers and your platform's product, engineering, and design teams.

Source: What is Developer Relations? - from Why Do We Pay These People Anyway*?

At Twilio:

> Our job is to inspire and equip developers to build the next generation of amazing applications. This means understanding what they are trying to do, pointing them to tools and training and generally helping them be successful.

Source: Devangelism at Twilio - from Twilio Heroes

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DEVREL IN WEB2.0

▸ None - No promotion, support or product feedback capture

▸ Informal - some developer relations handled by other functions. PR may be promoting the platform, business development may be partnering with and supporting developers. Developers may give technical talks in the community.

▸ Partnerships - often stealthy, relations with prized partners (i.e. large, established, companies or those with sufficient resources to build showcases for new features).

▸ Evangelism - Promoting, explaining, and supporting the platform at scale via conferences, partnerships, and online media.

▸ Advocacy - A 2-way relationship in which the platform's own staff sees themselves as not just advocating for the platform, but as advocating for developers using the platform. Feedback on bugs and feature request, and building supporting tools to improve the developer experience

MEASURING DEVREL - ONE FRAMEWORK

▸ Awareness—awareness of the platform and what it does

▸ Acquisition—sign-up/download/install

▸ Activation—actively using the platform in an application

▸ Retention—continue to use the platform, use of new/additional features and use in new apps

▸ Revenue—pay to use the platform

▸ Referral—tell others about the platform

▸ Product—involvement in building and getting feedback on product

Source: PHIL LEGGETTER, Nexmo -
https://medium.com/@leggetter/defining-developer-relations-72a2b2354282
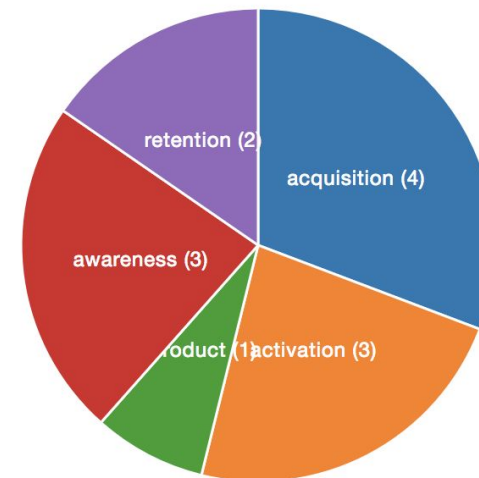
WHAT DOES A DEVREL-OPER LOOK LIKE

▶ Choose two out of five:

    ▶ Public Speaking

    ▶ Technical Writing and tutorials

    ▶ Community building and people skills

    ▶ Event organizing

    ▶ Build stuff (contribute code, build demos, and let people play with it)

Source: Alex Lakatos, Nexmo - DevRel Tokyo

FUN TOOL FOR DEFINING DEVREL ROLES

DevRelOMeter

Are you practicing - or considering practicing - Developer **Evangelism** or **Advocacy**?

- ☑ Write documentation
- ☐ Create Quickstart apps
- ☑ Run Webinars
- ☑ Give talks
- ☐ Support pre-sales
- ☐ Run Alpha/Beta programme
- ☐ Capture developer feedback

- ☐ Develop libraries
- ☑ Write Blog posts
- ☐ Sponsor events
- ☐ Answer support queries
- ☐ Monitor dedicated forum
- ☐ Run office hours
- ☐ Help with hiring (referrals)

Evangelism

retention (2) | acquisition (4)
awareness (3)
product (1) | activation (3)

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Source: PHIL LEGGETTER, Nexmo -
https://www.leggetter.co.uk/2016/02/03/defining-developer-relations.html

SUMMARY

- ▶ Differentiate communications and engagement based on user group type

- ▶ Let's collaborate on community play books and OpenSource design improvements so the whole ecosystem can move forward

- ▶ We can learn a lot from web2.0 and opensource communities to make web3.0 dev rel more effective

- ▶ DevRel help devs contribute to projects and the ecosystem at large