Community

What is it good for?

Jeremy Meiss

Head of Community @ Auth0

About Me

- 10+ years in Community/DevRel
- Community/DevRel Consultant
- Unable to do tricks

Community ==
Watermelon?
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What is Community?

A group of people with unique:

- Values
- Personalities
- Expertise
- Interests
- Humor

Cat Herding as a skill

Community Need Growing

- Collaboration is a necessity
- Traditional marketing less effective
- Big orgs/companies embracing communities

Brand Advocates / SuperUsers

- 5x more valuable
- Spend 2x+ more
- Spend 3x average over lifetime
- Larger social reach
- More trusted than influencers

Lifecycle of Communities

- Inception
- Establishment
- Maturity
- Mitosis
- Death

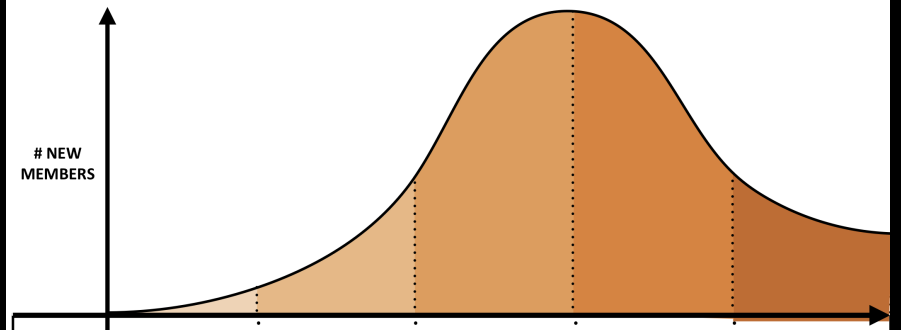
RON BURGUNDY
IS #1 IN SAN DIEGO
Boy, that escalated quickly.
saveme from the hate

Lifecycle of Communities

- Inception
- Establishment
- Maturity
- Mitosis
- Death

FEVERBEE LIMITED
www.feverbee.com

THE ONLINE COMMUNITY LIFECYCLE



LIFECYCLE STAGE	INCEPTION	ESTABLISHMENT	MATURITY	SATURATION	MITOSIS
TYPE OF MEMBERS	Founders	Topic Enthusiasts	Early Majority	Late Majority	Topic Newcomers
MONTHS	0 - 6	6 - 12	12 - 18	18 - 24	24+
ORGANIC GROWTH	< 50%	50% - 90%	90% - 99%	> 99%	> 99%
ORGANIC ACTIVITY	< 50%	50% - 90%	90% - 99%	> 99%	> 99%
SENSE OF COMMUNITY	None	Limited	Developed	Strong	Variable
MONTHLY, *ACTIVE*, MEMBERS	0 - 50	50 - 250	250 to 1,000	1,000 - 10,000	10,000+
WHY MEMBERS JOIN	Commitment to / friends of founder	Matches niche interest	Tangible value (info, support, social)	Many friends/ connections have joined	Best place to learn/ up-skill quickly
KEY TASKS	Invite members Initiate discussions Prompt participations Build relationships with members	Write content Organize activities Recruit volunteers Resolve conflicts Build sense of community	Optimize social density Optimize community platform Host off-line gatherings Manage volunteer team Monetise and capture value		Identify and create sub-groups Train and manage volunteer leaders Promote and support sub-groups

LIKE IT? HELP OTHERS AND SHARE IT

How do you get people involved?

"If you can *enable* an environment in which people can share, they will and the benefits will entice others to join." **-Susannah Fox**, *Pew Internet / American Life Project*

How to get started?

- Identify target devs / where they hang out
- Identify their interests and motivations
- Remove barriers to adoption

Community Onboarding 101

- Make them feel welcomed and comfortable
- Give specific, simple steps to get started
- Don't overwhelm with too much info/tasks
- Over time interact in multiple ways
- Convey the culture and voice

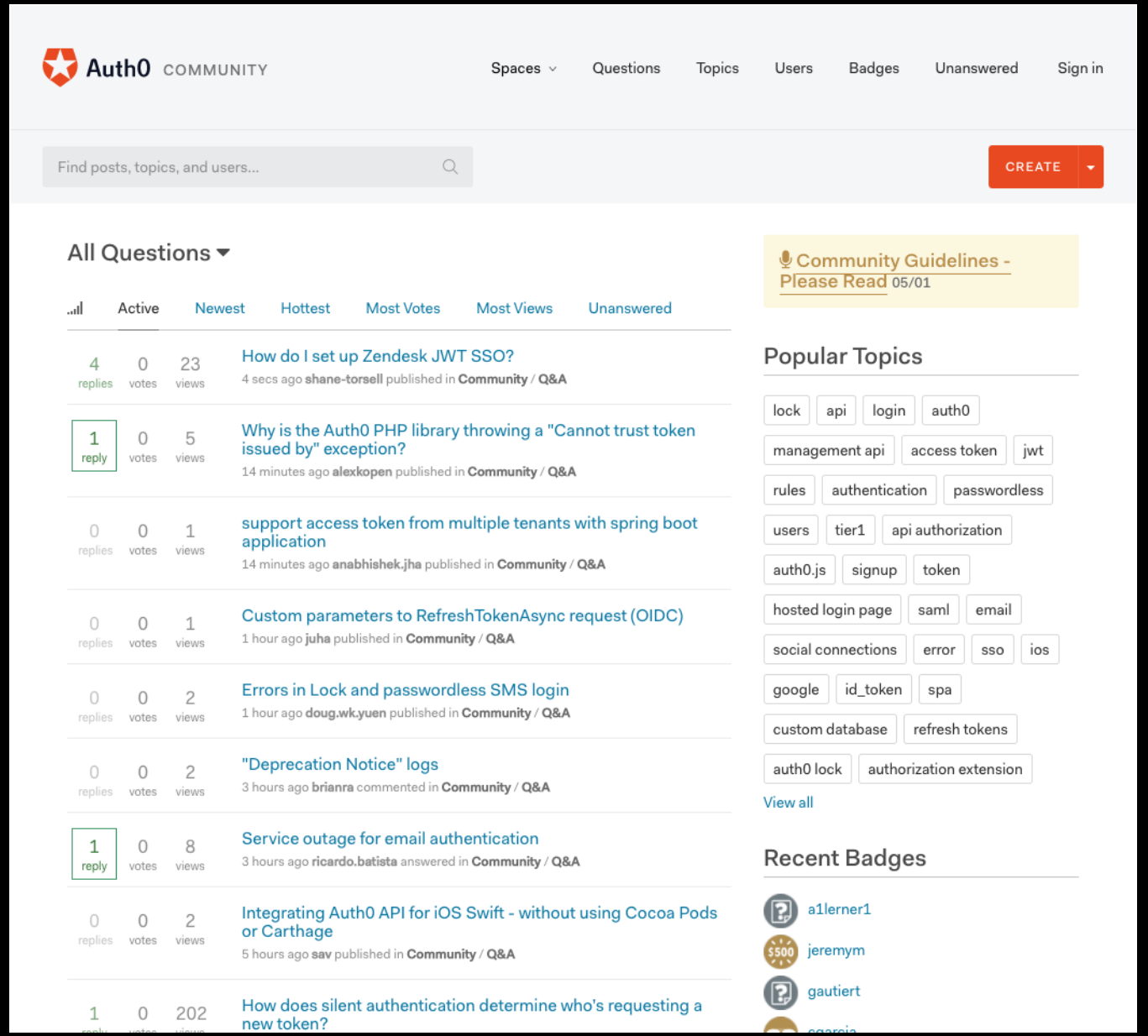
Understand motivations for involvement

- Help to receive help
- Increased recognition
- Make an impact
- Connection with others in community
- Belonging

Increasing participation

- Recognition and status boost
- Access to more info, tools, resources, etc.
- More capabilities and control
- Swag. Cool stuff.

Our Story

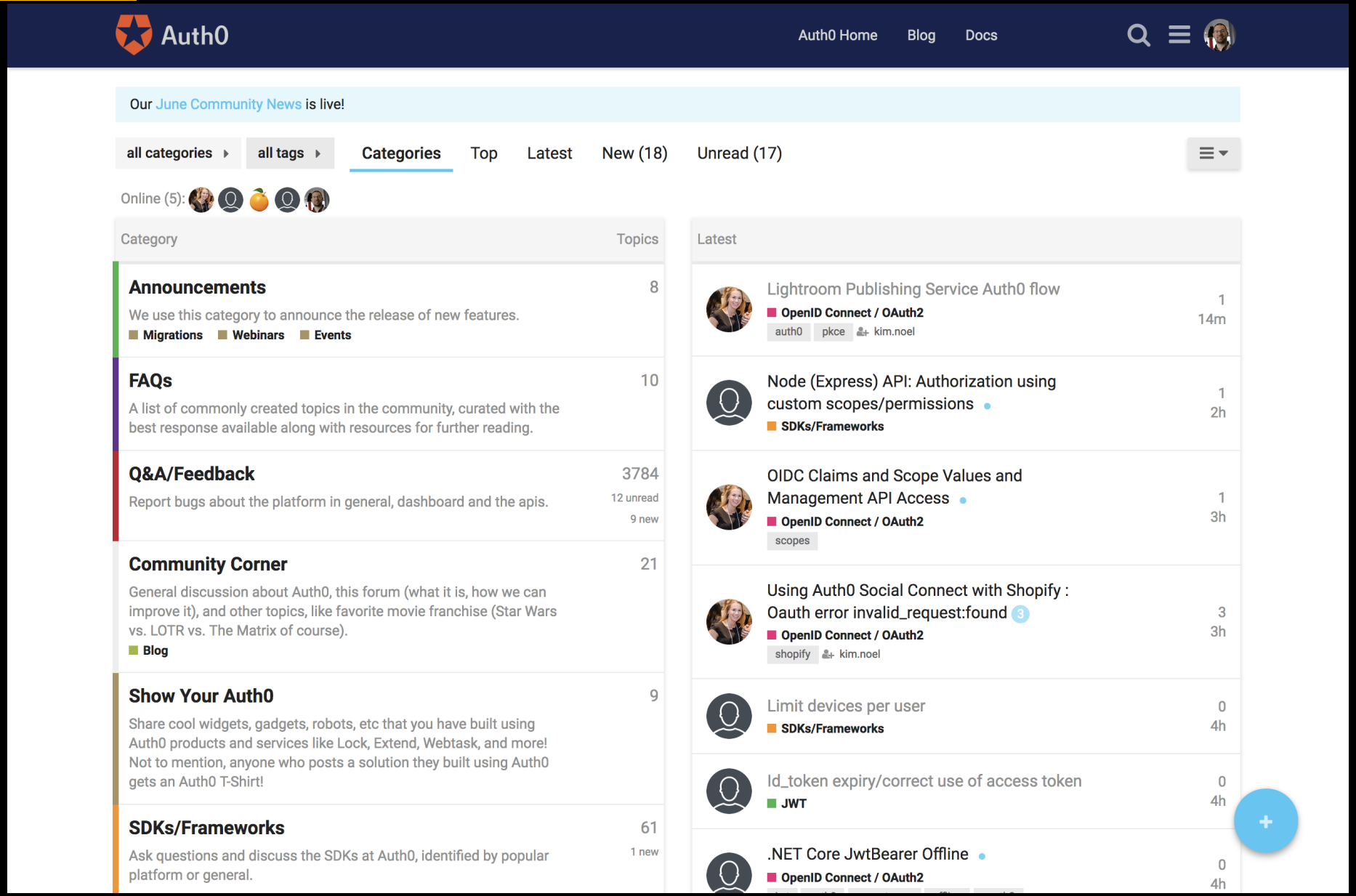

Auth0 COMMUNITY
Spaces
Questions
Topics
Users
Badges
Unanswered
Sign in
Find posts, topics, and users...
CREATE
All Questions
Active
Newest
Hottest
Most Votes
Most Views
Unanswered
4 replies 0 votes 23 views
How do I set up Zendesk JWT SSO?
4 secs ago shane-torsell published in Community / Q&A
1 reply 0 votes 5 views
Why is the Auth0 PHP library throwing a "Cannot trust token issued by" exception?
14 minutes ago alexkopen published in Community / Q&A
0 replies 0 votes 1 views
support access token from multiple tenants with spring boot application
14 minutes ago anabhishek.jha published in Community / Q&A
0 replies 0 votes 1 views
Custom parameters to RefreshTokenAsync request (OIDC)
1 hour ago juha published in Community / Q&A
0 replies 0 votes 2 views
Errors in Lock and passwordless SMS login
1 hour ago doug.wk.yuen published in Community / Q&A
0 replies 0 votes 2 views
"Deprecation Notice" logs
3 hours ago brianra commented in Community / Q&A
1 reply 0 votes 8 views
Service outage for email authentication
3 hours ago ricardo.batista answered in Community / Q&A
0 replies 0 votes 2 views
Integrating Auth0 API for iOS Swift - without using Cocoa Pods or Carthage
5 hours ago sav published in Community / Q&A
1 0 202
How does silent authentication determine who's requesting a new token?
Community Guidelines - Please Read 05/01
Popular Topics
lock
api
login
auth0
management api
access token
jwt
rules
authentication
passwordless
users
tier1
api authorization
auth0.js
signup
token
hosted login page
saml
email
social connections
error
sso
ios
google
id_token
spa
custom database
refresh tokens
auth0 lock
authorization extension
View all
Recent Badges
a1lerner1
jeremym
gautiert

Support-Driven Community

Vending Machine Community

"Real community is so much more than just basic customer support..."
Jeff Atwood, StackOverflow creator

Developers Helping Developers


Auth0
Auth0 Home
Blog
Docs
Our June Community News is live!
all categories
all tags
Categories
Top
Latest
New (18)
Unread (17)
Online (5):
Category
Topics
Latest
Announcements
8
We use this category to announce the release of new features.
Migrations
Webinars
Events
FAQs
10
A list of commonly created topics in the community, curated with the best response available along with resources for further reading.
Q&A/Feedback
3784
12 unread
9 new
Report bugs about the platform in general, dashboard and the apis.
Community Corner
21
General discussion about Auth0, this forum (what it is, how we can improve it), and other topics, like favorite movie franchise (Star Wars vs. LOTR vs. The Matrix of course).
Blog
Show Your Auth0
9
Share cool widgets, gadgets, robots, etc that you have built using Auth0 products and services like Lock, Extend, Webtask, and more! Not to mention, anyone who posts a solution they built using Auth0 gets an Auth0 T-Shirt!
SDKs/Frameworks
61
1 new
Ask questions and discuss the SDKs at Auth0, identified by popular platform or general.
Lightroom Publishing Service Auth0 flow
OpenID Connect / OAuth2
auth0
pkce
kim.noel
1
14m
Node (Express) API: Authorization using custom scopes/permissions
SDKs/Frameworks
1
2h
OIDC Claims and Scope Values and Management API Access
OpenID Connect / OAuth2
scopes
1
3h
Using Auth0 Social Connect with Shopify : Oauth error invalid_request:found
3
OpenID Connect / OAuth2
shopify
kim.noel
3
3h
Limit devices per user
SDKs/Frameworks
0
4h
Id_token expiry/correct use of access token
JWT
0
4h
.NET Core JwtBearer Offline
OpenID Connect / OAuth2
0
4h

Steps We're Taking

- Building leaderboard
- Incentivizing participation
- Internal incentives
- Our first developer community survey
- Creating superuser program

Resources

- CHAOSS: Community Health Analytics Open Source Software - http://chaoss.community
- *Art of Community*, Jono Bacon, http://artofcommunityonline.org
- Community Pulse Podcast - http://communitypulse.io/
- DevRel Weekly Newsletter - http://devrelweekly.com/

Q&A

Thank you

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Repo: http://bit.ly/dcberlin18repo
Slides: http://bit.ly/dcberlin18slides