

# A DevRel Playbook

## For Web3 Companies





# Hi 🖐️, I'm Ben

Head of Developer Relations at **Fuel**, Board Member of **Ruby Central** and fan of **Dad Jokes**.

→ **@HummusOnRails**

# wen devrel?



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Everyone wants DevRel.



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No one knows what it is.



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# Here is a definition of DevRel



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Enhancing Product Quality,  
Nurturing Authentic Community,  
Driving Developer Adoption.



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**THAT SEEMS LIKE  
QUITE A LOT OF WORK**



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# A DevRel Playbook



- ★ What's your origin story?
- ★ Impactful measurements
- ★ The Web3 factor
- ★ Remember your BHAG

# What Is Your Origin Story



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The long term viability of a DevRel team is found in its ability to **show value across the organization.**



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Every  
superhero  
has an  
origin story.

*What is your team's origin story?*



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“DevRel started here because...”



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★ Star

10,000

**developers didn't know we existed, and we had no open source contributors..."**



**our product is very complex and we had no developer tooling to help..."**



**our docs were always out of date and we had no educational content..."**

**Since your team was created**

**You have opened a lot of doors  
and created a lot of initiatives**



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Now is the time to return to the  
path with the highest impact

Your Origin Story



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# Impactful Measurements



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**“DevRel started here because our product is very complex and we had no developer tooling to help people.”**



**Time to Hello World**



**Time to Resolve Issues**

# What are good DevRel metrics?



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Specific



Achievable



Realistic

**and points right back to**  
**Your Origin Story**



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**If a tree falls in the forest but no  
one is around to hear it**

**Did it make a sound?**



**If a developer advocate does  
work but no one knows about it**

**Did it matter?**

# Communicate

Your Origin  
Story

Key  
Objectives

Metrics

Key  
Activities

# All the time



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# The Web3 Factor



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“In reality, **Hacktoberfest** is a **corporate-sponsored distributed denial of service attack** against the open source maintainer community.”

– [blog.domenic.me/hacktoberfest/](http://blog.domenic.me/hacktoberfest/)



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In case  
you think  
this is **only**  
a **Web2**  
problem...

# wen airdrop?



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# Why do people join communities?



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## Intrinsic

- Altruism
- Growth
- Passion
- Belonging
- Fulfillment



## Extrinsic

- Reward
- Recognition
- Compliance
- Networking
- Profit

The Web2 model  
over-indexes on growth  
and passion while  
**throwing socks** at the  
reward and profit motive.



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The Web3 model  
**over-indexes on airdrops**  
and bounties while often  
forgetting people also want  
to belong and to grow.



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# Intrinsic + Extrinsic

Nurturing Authentic Community  
&&

Driving Developer Adoption



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# Remember Your BHAG



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A BHAG (short for "Big Hairy Audacious Goal") is **a powerful way to stimulate progress.**

The best BHAGs require both building for the long term **and** exuding a relentless sense of urgency: What do we need to do today, with monomaniacal focus, and tomorrow, and the next day, to defy the probabilities and ultimately achieve our BHAG?

- Jim Collins



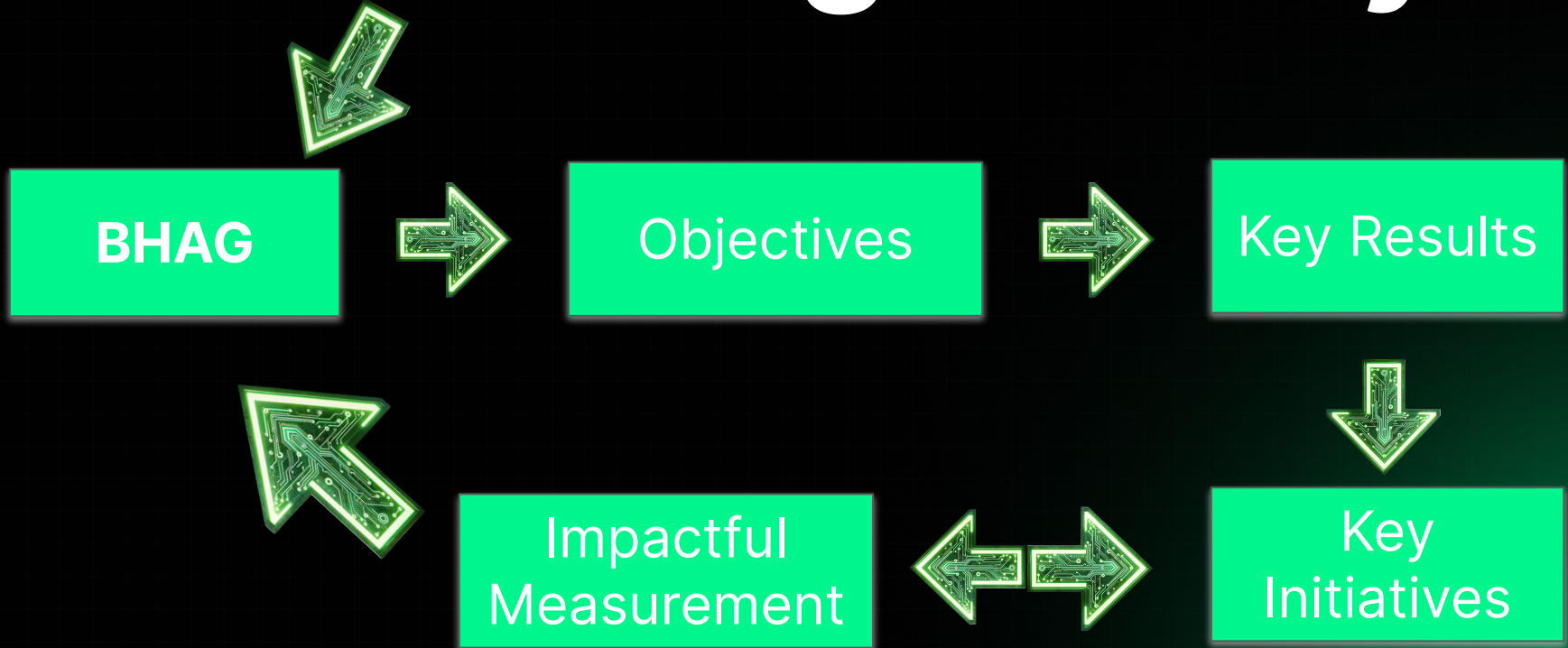
We aim to transform our user base into a robust **community of developer advocates**, as committed as our team to **elevating our product's excellence**, thereby multiplying our impact exponentially.



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# Your Origin Story





and don't forget...



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**If a developer advocate does  
work but no one knows about it**

**Did it matter?**



# DEVELOPER CHAMPIONS PROGRAM



- Mentorship programs
- Dedicated learning opportunities
- Networking events
- Exclusive swag
- Bounty programs

# THANK YOU

*Questions? Comments? Hummus Recipes?*

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