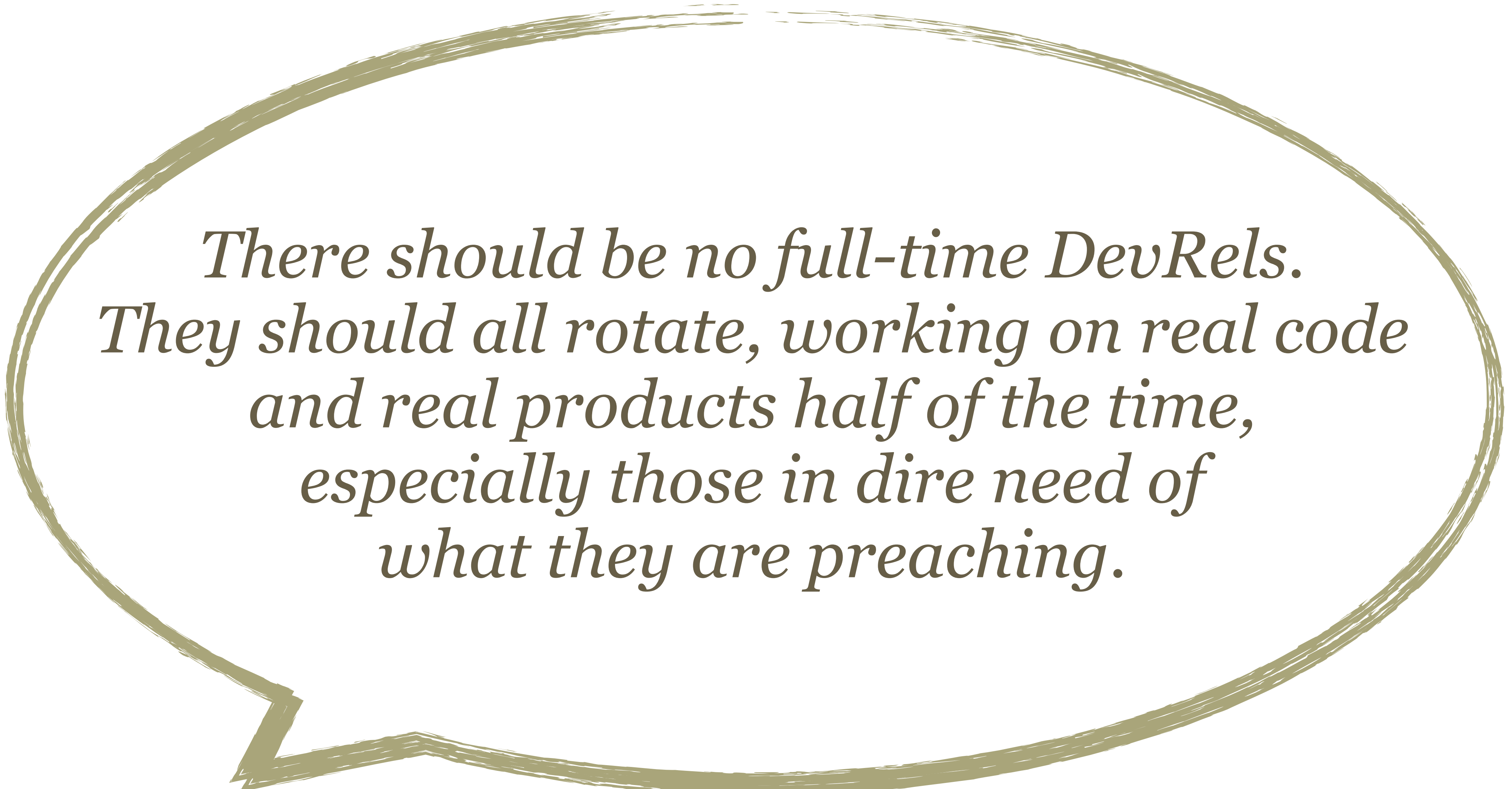
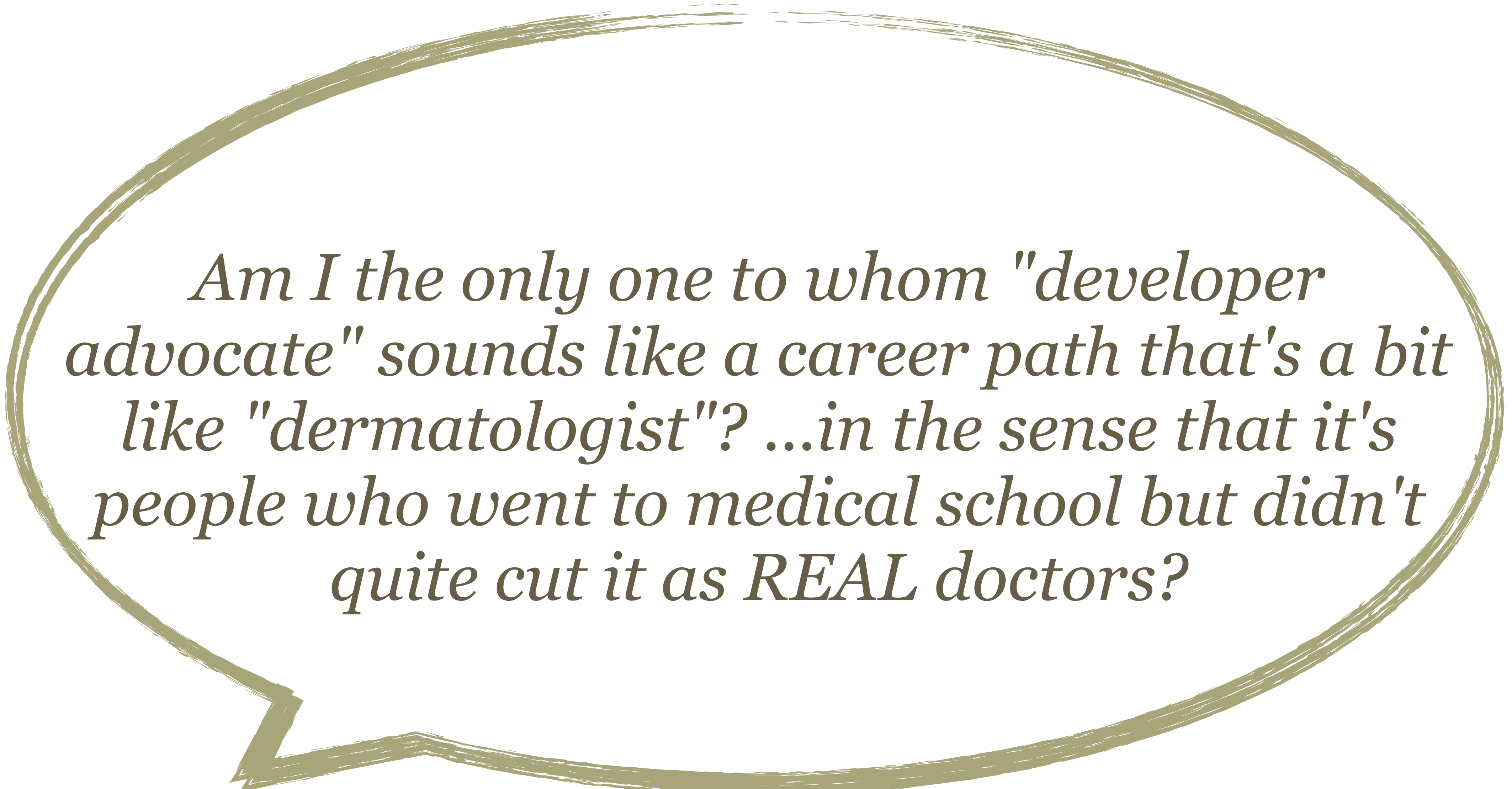


*Developer Relations involves being a social media influencer on behalf of big corporations -- without being honest about that fact. Unfollowing DevRel folks here has been a good move.*



*There should be no full-time DevRels.  
They should all rotate, working on real code  
and real products half of the time,  
especially those in dire need of  
what they are preaching.*



*Am I the only one to whom "developer advocate" sounds like a career path that's a bit like "dermatologist"? ...in the sense that it's people who went to medical school but didn't quite cut it as REAL doctors?*









**roach™**  
@roach

Follow



Developer Relations involves a lot more than writing code.

DevRel is:

- building relationships and fostering trust
- collecting and relaying feedback to other teams
- helping people work through challenges
- inspiring people to build
- building tools to empower
- mentorship

7:04 AM - 11 Dec 2018





**Greg Bulmash** 🥑

@YiddishNinja

Following



Replying to @mary\_grace

Developers are like @Microsoft or @Amazon.  
What they do is well known.

Advocates/Evangelists/Cmgrs are like a  
series B startup, well-regarded in their niche,  
but harder for people outside it to  
understand.

9:46 AM - 17 May 2019



**What**

**Where**

**Why**

**When**

**Who**

**How**



# Who Am I?





# ~~Who Am I?~~

## *Who's the Dog?*





# Who Am I?





# Who Am I?







# Persea

Consulting

*The mission of Persea Consulting  
is to **provide resources** about  
Developer Relations & Community Management  
for those who are practicing in those areas  
as well as business decision makers  
who are trying to **understand the  
business value** of these initiatives.*

*In doing so, we **move the entire industry forward.***



**What**

**Where**

**Why**

**When**

**Who**

**How**



**Aman Alam**  
@AmanAlam

Replying to @mary\_grace

The "Developer" in my title is hardly 15-20% of my work  
And I am not a legal "Advocate" 😊

I can debug and write code for you if it comes down to it, but I'll rather do more to create other supporting content which makes (a thousand of) you write it yourself

2:59 AM - 11 May 2019

3 Likes



stepped to far towards the side

**Jason St-Cyr**  
@StCyrThoughts

Replying to @StCyrThoughts @mary\_grace

I might spend more hours in Camtasia, Powerpoint, and in the IDE these days, but

**Jesse Butler**  
@jlb13

Replying to @mary\_grace

Mostly I wish more product

**Yulan Lin**  
@y3l2n

Replying to @mary\_grace

As DevRel - I wish that developers knew that

**(((TheSteve0)))**  
@TheSteve0

Replying to @mary\_grace

I wish they knew:

Dev Advocates have technical skills we don't just give talks. We are not talking heads

We help other developers understand how awesome your work is

We can give you feedback from end users

Traveling and shows is actually grueling and brutal - not fun

Also - I get the impulse to vent when frustrated, but I'm a \*real human\* juggling projects and priorities (and limitations of what I can say/do), so being nice when you file a bug/issue can go a \*long\* way towards my work being sustainable.

**Gene Chorba**  
@gchorba

I don't work on the balance team

**Yulan Lin**  
@y3l2n

Replying to @y3l2n @mary\_grace @googleanalytics

So maybe the more complete story is

- 1) I have probably experienced most of your pain points
- 2) I also often know about cool ways to solve problems and level-up how you engage/understand \$thingIamExpertIn

11:37 AM - 10 May 2019

**(((TheSteve0)))**  
@TheSteve0

Replying to @mistermocha @mary\_grace

Dev rel here

We try to eat the pain before you have to.  
All the ones I know live to make developers lives better (actually take a lot of 🔥 at work bc we advocate so hard on your behalf)  
Bringing us in is tricky 1/x

4:05 PM - 10 May 2019



# What



What

# Community

*A group of people who not only  
share common principles,  
but also develop and share practices  
that help individuals in the group thrive.*



What

# Developer Relations



where

# Developer Relations



What

# Developer Relations



What

# Developer Relations

*To the community, I represent the company.  
To the company, I represent the community.*

*I must have both of their interests in mind at all times.*

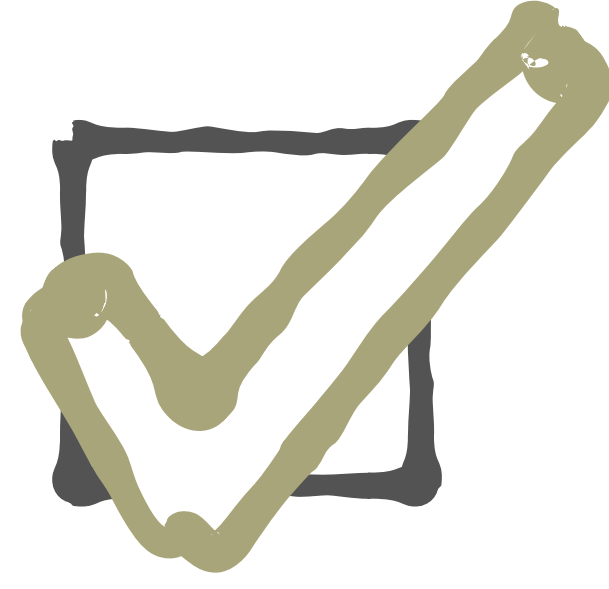


What

# Developer Relations



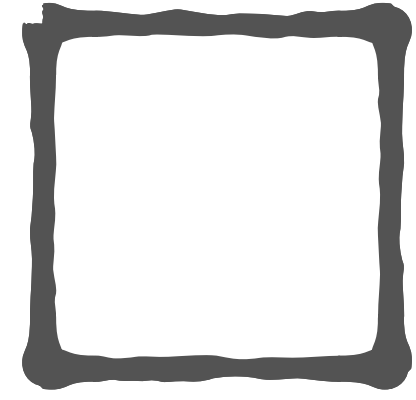
# What



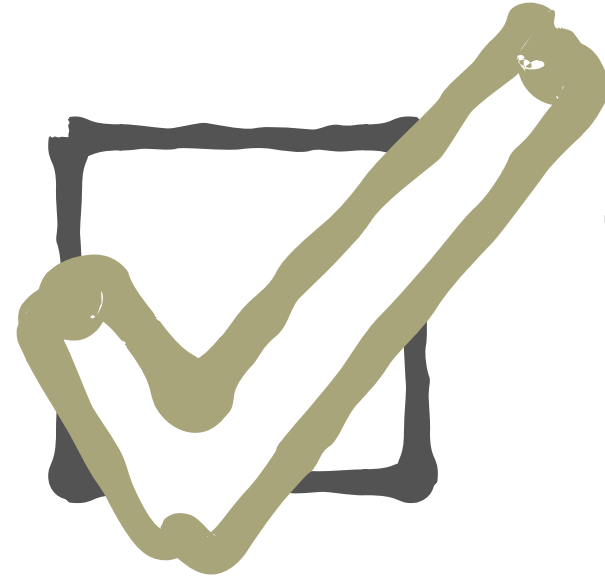
## a. Developer Advocate



# What



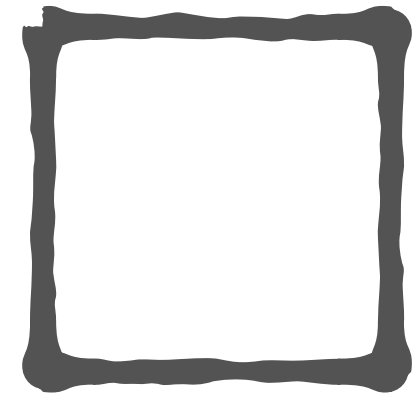
a. Developer Advocate



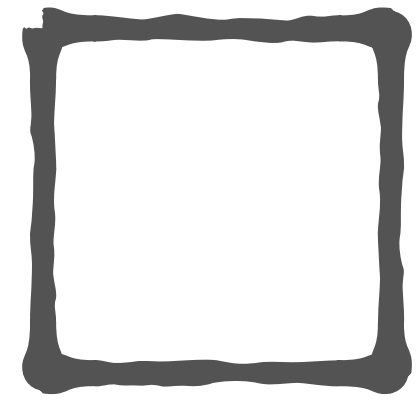
b. Community Manager



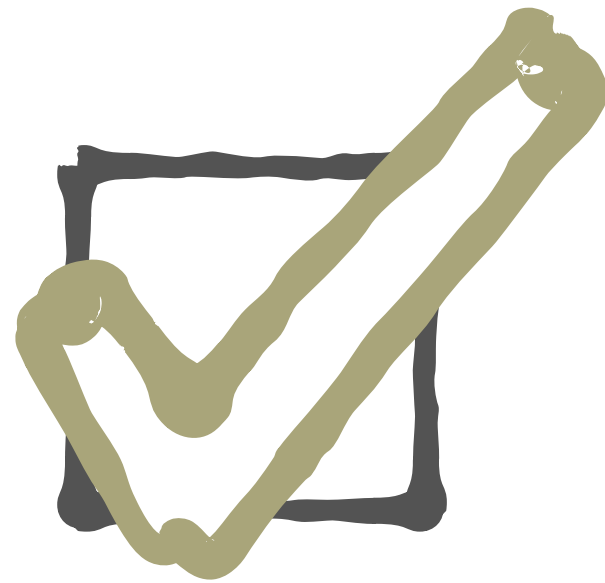
# What



a. Developer Advocate



b. Community Manager



c. ~~Developer Evangelist~~  
Technical Ambassador

# What

- ☐ a. Developer Advocate
- ☐ b. Community Manager
- ☐ c. Technical Ambassador
- ☒ d. All of the above



# What

WTF is a Dev 🥑?





# What





# When

When

*But we could do this with  
Product or Marketing...*

*When is DevRel necessary?*



When

# Developer Relations

*To the community, I represent the company.  
To the company, I represent the community.*

*I must have both of their interests in mind at all times.*

# Who



Who



# Who



# Who



**Anastasiya**  **#SUGCON**  
@AnastasiyaFlynn

Follow



I ❤️ the [#devrel](#) part of my job. When someone tells me something from my blog or talk helped them, it honestly makes my day.

# Who



**Ken Mugrage**

@kmugrage

Following



Replying to @mary\_grace

That we 100% want to make their lives easier, even if that means taking hard feedback to our orgs. Our job isn't to sell them anything.

9:19 AM - 10 May 2019



**Greg Bulmash** 🥑

@YiddishNinja

Following



Replying to @mary\_grace

Most of us got into it because we genuinely like helping people and sharing in their a-ha moments. Every evangelist/advocate has a story of happily helping a dev with a product we no longer work for (or never did). It's just who we are.

5:59 AM - 15 May 2019



# Why



WNY

# Developer Relations



*What my Friends think I do*



*What my Parents think I do*



*What my Significant Other thinks I do*



*What my Boss thinks I do*



*What I think I do*



*What I Actually do*





**John Cavnar-Johnson** 🌹

@WilliamOckhamTx

Follow



Replying to @mary\_grace @tedneward

As a dev (for nearly 30 years), I am fascinated by the replies from #DevRel folks. I think most devs know all that stuff about your jobs. Most devs undervalue the skills and commitment #DevRel brings to the table. Change that by doing more talking with and less talking to.

4:32 AM - 11 May 2019

# Why



**Mary Thengvall** 🌞 🏠

@mary\_grace

I'm feeling curious...

#DevRel folks - what do you wish developers knew about your job?

*Dev Advocates have technical skills; we don't just give talks.*

*Traveling and shows can actually be grueling and brutal.*

*We are not talking heads.*



WAV



**Daniel Appelquist** ✓

@torgo

Follow



Replying to @mary\_grace

Here's one for you: Dev Rel is not just about talking to developers about some technology or product : it is also about participating in, building and maintaining community and ecosystem.

9:30 AM - 12 May 2019

@mary\_grace

# Why



# WPA

## What Do We Do?

- Advocate
- Transmit Feedback
- Create Content
- Research Good Practices
- Amplify Your Work



# Why





# Why



**Sharat**

@Sharat\_Chander

Follow



Replying to @mary\_grace

People first. Technology second.

Channeling @kmbannerman and @skpodila, both of who I respect in an immeasurable way.

3:28 PM - 10 May 2019



# Developer Relations

*To the community, I represent the company.  
To the company, I represent the community.*

*I must have both of their interests in mind at all times.*



# HOW

# HOW

## How Can You Help? *(the passive version)*

- Be patient.
- Recognize that we don't know it all.
- Know that you're our first priority.



# HOW

## How Can You Help? *(the active version)*

- Flood us with feedback.
- Tell us what you need.
- Involve us in conversations.

# Summary

- DevRel professionals exist to empower you to do your best work.
- We do this by advocating for you within our companies - people first, tech second.
- Help us help you by keeping an open line of communication.



# Special thanks to...

*Anastasiya Flynn*

*David G. Simmons*

*Jay Gordon*

*Gene Chorba*

*Ken Mugrage*

*Greg Bulmash*

*Alyss Noland*

*Brandon West*

*Sharat Chander*

*Swarna Podila*

*Tierney Cyren*

*Emily Fortuna*

*Aaron Bassett*

*David Christian Liedle*

*Jon Barlow*

*Jason St-Cyr*

*Daniel Appelquist*

*Anthony Kiplimo*

*Yulan Lin*

*Knut Melvær*

*Brian Weber*

*John Cavnar-Johnson*

*Jesse Butler*

*Aman Alam*

*Peter Kim Frank*

*David Wickes*

*Andy Piper*

*Max Ong Zong Bao*

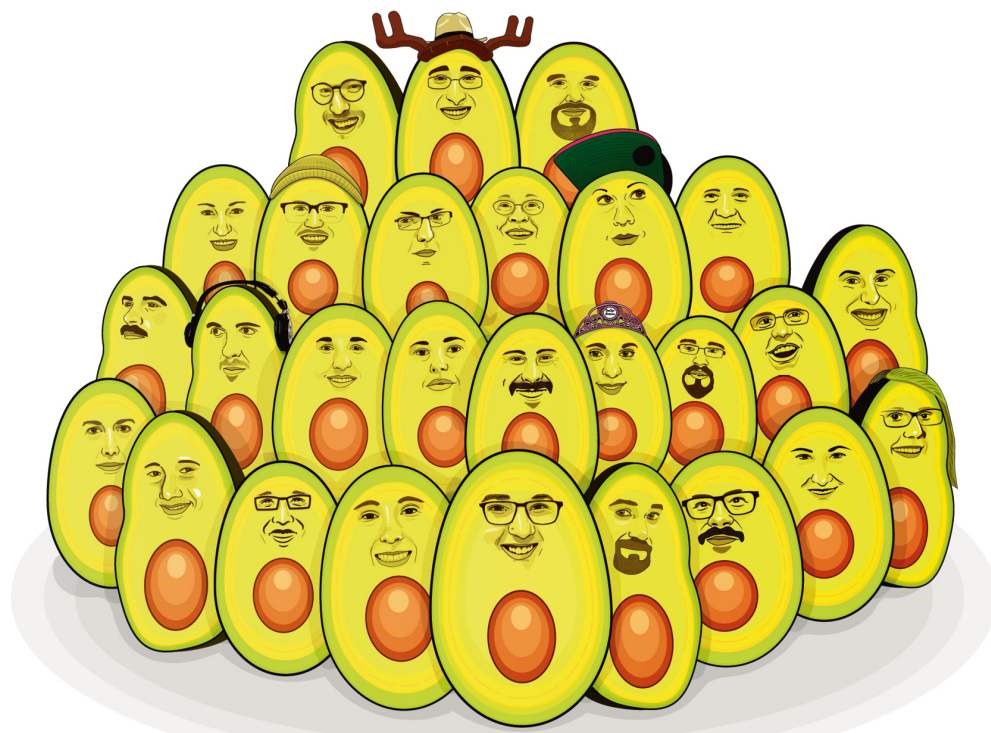
*Vincent Milum Jr.*

*Steve Pousty*

*Kay Plöber*

*Dr. Erik Riedel*

*Emily Freeman*



## The Business Value of Developer Relations

How and Why Technical  
Communities Are Key To Your  
Success

—  
With a Foreword by Jono Bacon

—  
Mary Thengvall

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Developer Relations:*

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# Thank You!

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