DevRel for Open Source - Some Lessons

Tamao Nakahara (Head of Dev Experience)

DevRel for Open Source

Dev Advocacy for

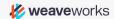- building communities
- educating communities
- driving adoption and participation in communities

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Community Models and Patterns

Is DevRel "corporate"?

Supporting your community:

- On your free time
- Through "1 for 1" financial support
- As part of your paid "day job"

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Supporting your community

Your "day job":

- You're established in a community - reputation
- Gain reputation in a community
- Grow a new community

Protecting your open source community

Concerns:

- Project roadmap only for the company benefit
- Marketing or selling
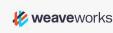- Measurements
- Taking, not giving
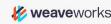- Close-sourcing the OSS

Dev ADVOCACY

Advocating for Community:

- Open Source
- Innovation
- Collaboration
- Longevity

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Protecting your OSS community:

- Business value
- Part of business strategy
- Build allies among stakeholders

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Multi-directional Relationships

- Manage business expectations
- Find shared metrics
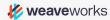- Manage perception of the community
- Protect your community

Personal / professional experience

Techniques for healthy, engaged communities

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Participating in an existing community

"Why aren't we selling to this community?"

Pipeline: Relationship (giving, reputation, building reliance), Product feedback (demo)
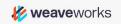
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Nurturing in "the company's" community

"Why aren't we recruiting from our community?"
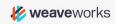
Pipeline: 2x community size for market opportunity

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Growing OSS communities

"You're giving away our stuff for free and ruining our training revenue stream"

Pipeline:

1) *Find shared metrics such as growing the user community by 2x or more*
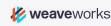2) *Build business goals for short-term and long-term revenue so that you're not at odds*

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Metrics based on Giving

"We can get free labor (free support, documentation, etc.) by tapping into this community"

OSS and Partner opportunities:

1) *Localization: metrics for growing into new geographies*
2) *OSS integrations for product growth*
3) *Partner integrations*
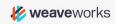4) *Rearchitecting the OSS project for sustainable support*

Listen to your community

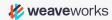"The open source version is competing with our paid product."

1) Active and lively community that gives product feedback and requests
2) A community that builds OSS tools on top of your project to show gaps that need to be filled
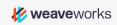3) Gather use cases to see trends
4) Learn what people will pay for

The Road Ahead

GitOps

- 2017: "GitOps" suggested by Weaveworks CEO, Alexis Richardson, in a series of blog posts and talks
- 2020: The Year of GitOps
- GitOps Days - www.gitopsdays.com

GitOps Community

- GitOps Community site on GH - https://bit.ly/GitOpsCommunity
    - GitOps Conversation Kit (beta)
    - Future resources
    - Future involvement by wider community for community management, evolving GitOps, sharing practices.
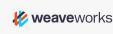
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Closing

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Thank you!

Stay safe and be kind to one person today
http://antiracismforbeginners.com/