

Community

What is it good for?



Who am I

Jeremy Meiss

Head of Community @ Auth0



More about me

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





Community == Watermelon?

©2009 Steven L. Wood



What is Community?

A group of people with unique:

- Values
- Personalities
- Expertise
- Interests
- Humor



Spontaneous community



SalenaZito
@SalenaZito 4 days ago

Funny where you find bright spots of humanity-accident on I 70 few miles ahead. Strangers start to get out of their car & talk & laugh with each other as the time passes. This truckers puppy has won everyone over. Communities form in the most interesting ways. #MiddleOfSomewhere

SalenaZito

54 360

Pennsylvania Turnpike I-76 all directions between Exit 146 - US 220 Bus/To I-99 and Exit

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





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 and 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...

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 brianna 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 reply	0 votes	202 views	How does silent authentication determine who's requesting a new token?	5 hours ago ricardo.batista answered in Community / Q&A		

 **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
 eugenia

Support-Driven Community



Vending Machine Community



"Real community is so much more than just basic customer support..."

Jeff Atwood, StackOverflow creator



Developers Helping Developers



Our June Community News is live!

[all categories](#) ▾[all tags](#) ▾[Categories](#)[Top](#)[Latest](#)[New \(18\)](#)[Unread \(17\)](#)

≡ ▾

Online (5): 

Category

Topics

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

Report bugs about the platform in general, dashboard and the apis.

12 unread

9 new

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.

Latest

[Lightroom Publishing Service Auth0 flow](#)

1

 OpenID Connect / OAuth2

auth0 pkce kim.noel

14m

[Node \(Express\) API: Authorization using custom scopes/permissions](#)

1

 SDKs/Frameworks

2h

[OIDC Claims and Scope Values and Management API Access](#)

1

 OpenID Connect / OAuth2

scopes

3h

[Using Auth0 Social Connect with Shopify : Oauth error invalid_request:found](#)

3

 OpenID Connect / OAuth2

shopify kim.noel

3h

[Limit devices per user](#)

0

 SDKs/Frameworks

4h

[Id_token expiry/correct use of access token](#)

0

 JWT

4h

[.NET Core JwtBearer Offline](#)

0

 OpenID Connect / OAuth2

4h



Steps We're Taking

- Building leaderboard
 - Incentivizing participation
 - Internal incentives
-



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

 @IAmJerdog

 <https://jmeiss.me>

 jeremy.meiss@gmail.com

Repo: <http://bit.ly/dcberlin18repo> Slides:
<http://bit.ly/dcberlin18>