

Community Building for your Apps





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Community == Watermelon?

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

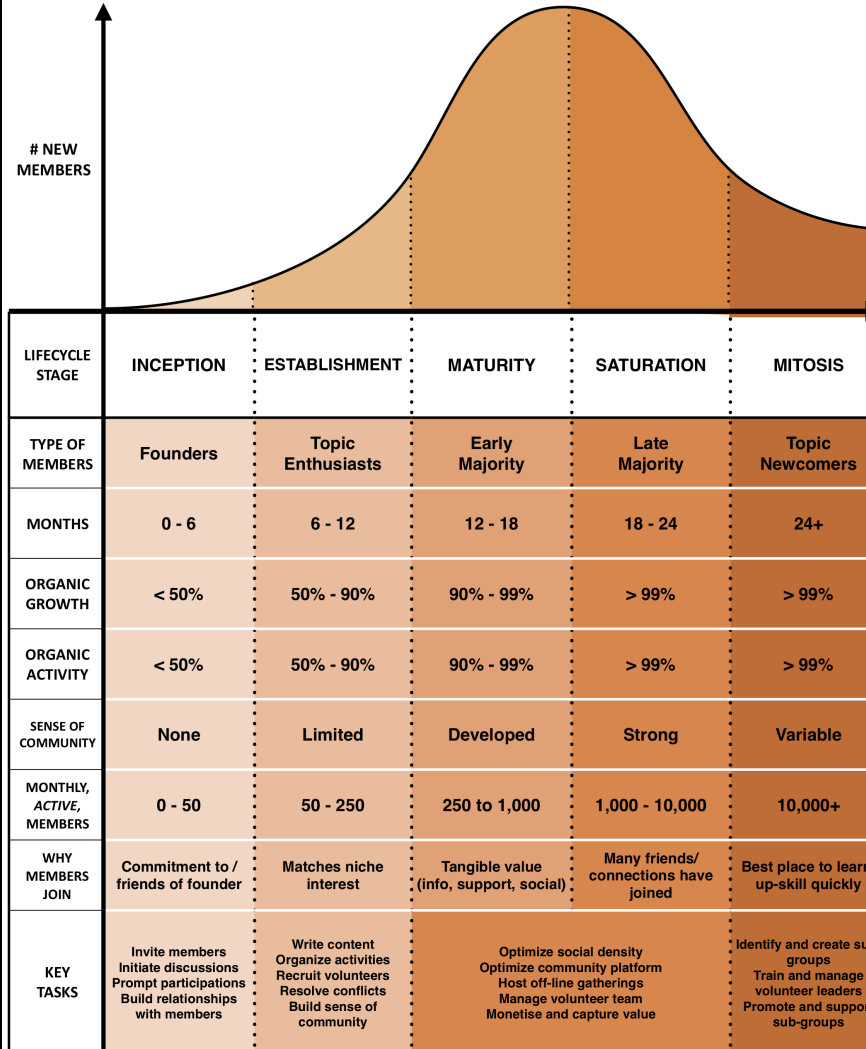


Lifecycle of Communities

- Inception
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THE ONLINE COMMUNITY LIFECYCLE



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



Find posts, topics, and users...



CREATE



All Questions ▾

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- 4

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votes
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- [How do I set up Zendesk JWT SSO?](#)
- 4 secs ago [shane-torsell](#) published in [Community / Q&A](#)

1

reply

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votes

5

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[Why is the Auth0 PHP library throwing a "Cannot trust token issued by" exception?](#)14 minutes ago [alexkopen](#) published in [Community / Q&A](#)

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[support access token from multiple tenants with spring boot application](#)14 minutes ago [anabhishek.jha](#) published in [Community / Q&A](#)

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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](#)

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0

votes

2

views

["Deprecation Notice" logs](#)3 hours ago [brianra](#) commented in [Community / Q&A](#)

1

reply

0

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8

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[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?](#)





 [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

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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 We use this category to announce the release of new features. Migrations Webinars Events	8
FAQs A list of commonly created topics in the community, curated with the best response available along with resources for further reading.	10
Q&A/Feedback Report bugs about the platform in general, dashboard and the apis.	3784 12 unread 9 new
Community Corner 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	21
Show Your Auth0 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!	9
SDKs/Frameworks Ask questions and discuss the SDKs at Auth0, identified by popular platform or general.	61 1 new

Latest




Lightroom Publishing Service Auth0 flow

OpenID Connect / OAuth2

auth0pkcekim.noel


114m



Node (Express) API: Authorization using custom scopes/permissions

SDKs/Frameworks

12h




OIDC Claims and Scope Values and Management API Access

OpenID Connect / OAuth2

scopes

13h




Using Auth0 Social Connect with Shopify : Oauth error invalid_request:found

OpenID Connect / OAuth2

shopifykim.noel


33h



Limit devices per user

SDKs/Frameworks


04h



Id_token expiry/correct use of access token

JWT

04h



.NET Core JwtBearer Offline

OpenID Connect / OAuth2

04h



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

 @IAmJerdog

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Repo: <http://bit.ly/dc18repo>

Slides: <http://bit.ly/dc18slides>