Engaging with developer community

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Yo!

I'm Conrad

Dev advocate by day. Hacker by night. Let's talk pad thai and sushi!

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What we will talk about today

1. Developer community - forum
2. Golden rule of engaging with developer community
3. Developer community engagement problems
4. Engaging communication - I
5. Engaging communication - II

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1. Developer community - forum

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Number one priority for developers is support and developer forum is one way of providing it !

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You can call it community management, support, dev relations - I don't care!

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Just make it work for devs!

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2. Developer community engagement golden rule

Two-way trust is required for developer community to be successful!

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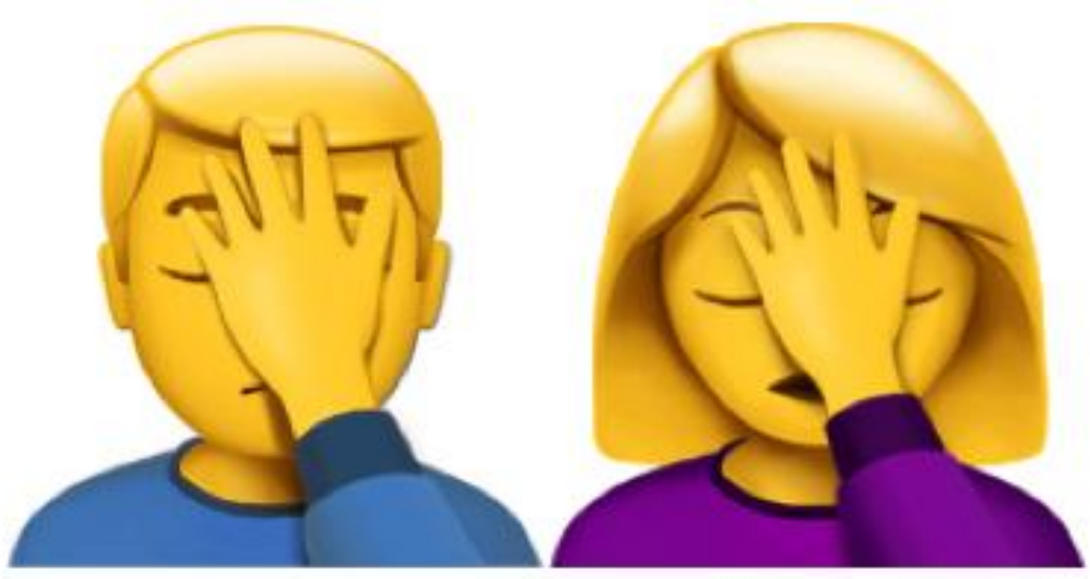
When trust fails, developer community fails...

3. Developer community engagement problems



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- **Unresponsiveness** 🤐
- **Dismissive responses** 😡
- **Unwelcoming language (robot responses)** 🤖

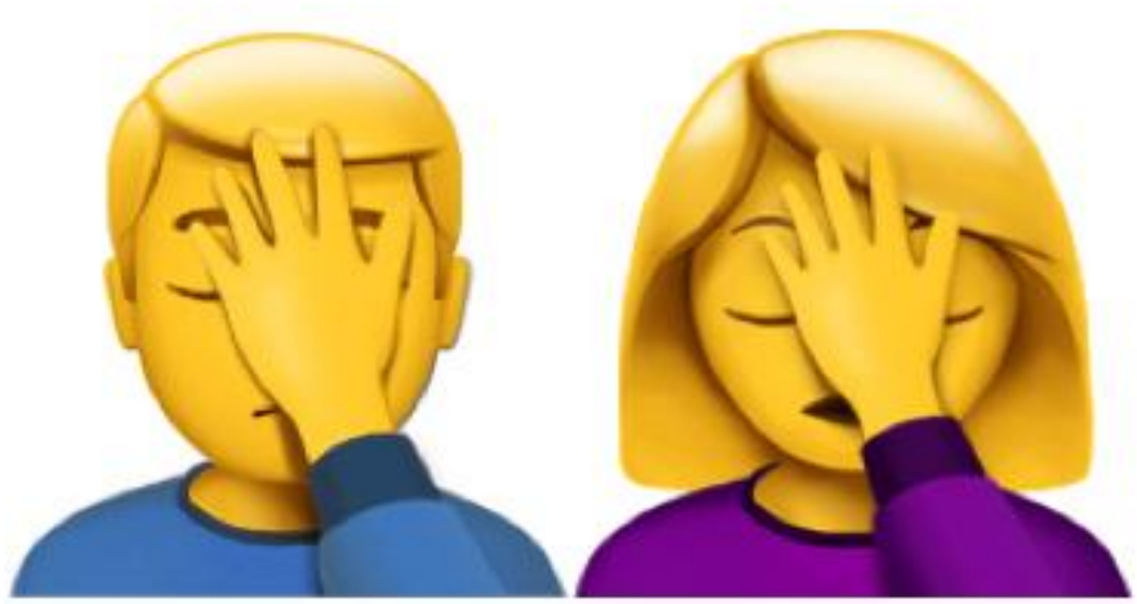
4. Engaging communication - I

- **Welcoming developers to community (introduction thread)**

- **Showing appreciation (praising for sharing solution with the community)**

- **Providing knowledge and solutions (merit talk about usecase)**

5. Engaging communication - II



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Both sides need to effectively convey their message and listen!

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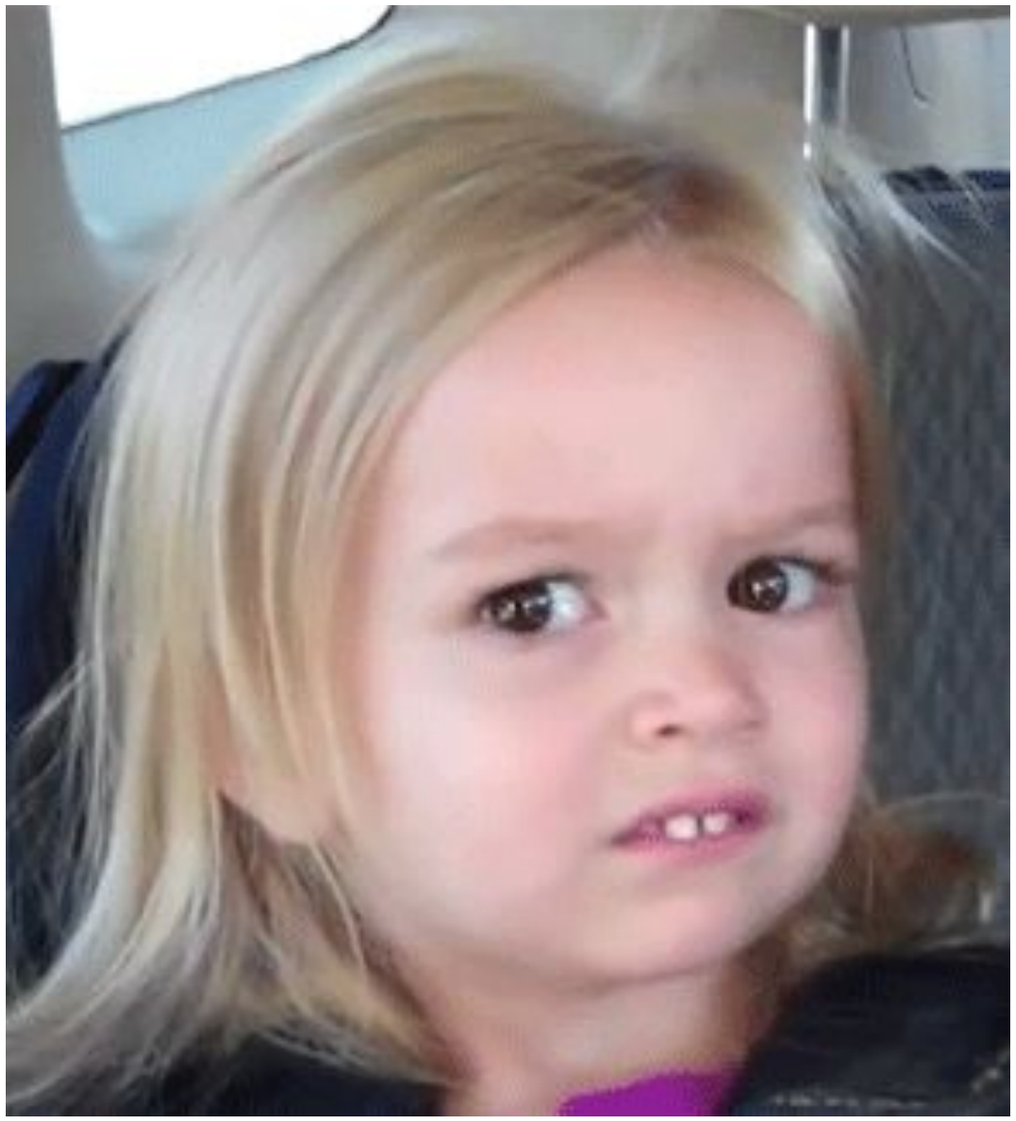
We can’t assume developers know what they’re doing!



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We need to show

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Empathy

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Taken effort

Energy

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and sometimes surprise them !

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But always remember !

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Merit discussions build relationships and relationships build communities!

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