

Developer Advocacy

Having a presence in the community

What we'll cover

A bit about me...for context!

What's a Developer Advocate

Building Bridges



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A better example



The Role

- Represent Products / Company
- Create Content
- Give Presentations
- Work at booths
- Meet with Customers
- Feedback to teams

The Requirements

- Be a Developer
- Be a Communicator
- Be an Educator
- Be Passionate
- Be Responsible
- Be Self-Driven
- Be Humble

How's that different to
a Technical Evangelist?

What's the job like?

It's not a 9 to 5 job

Constant Learning

Constant Doing

How does the team work?

We're distributed

No micro-management

No micro-reporting

Setting Goals

Removing obstacles

What's a typical day?

A day in the “office”

- Screencasts
- Blog Posts
- Articles
- Writing Code
- Filing Bugs
- Talking to teams

A day out the “office”

- Giving Presentations
- Working the booth
- Socialising
- Recuperating from socialising

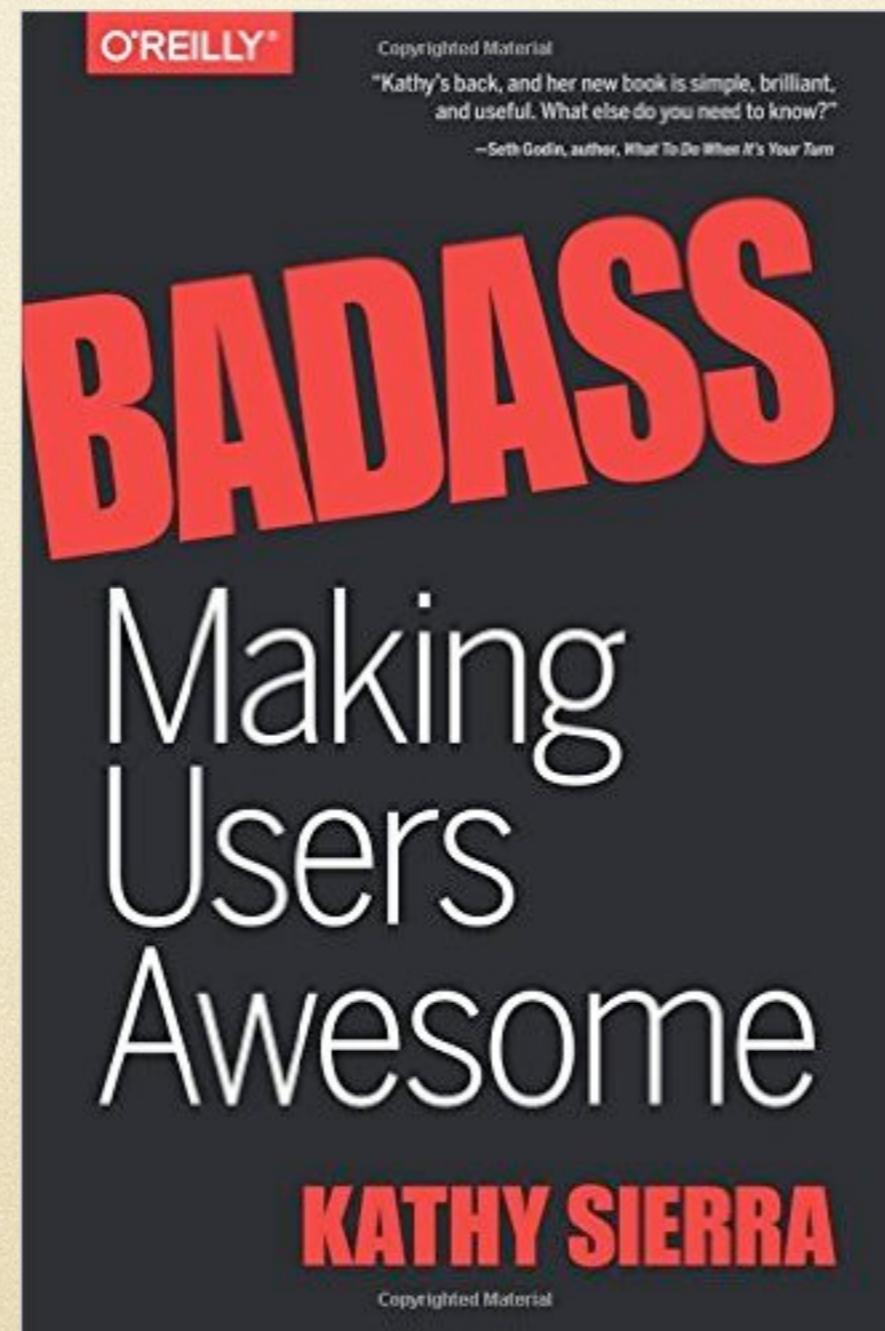
The Content

Different Mediums

Education vs Marketing

It's not about the tool

It's about the user, stupid!



Community Presence

Online and Offline

Be part of the community

Communicating with People

- Be respectful
- Be honest
- Understand Cultures

Giving Presentations

- Talk about technology, our passions
- Sometimes a talk about our tools
- Indirect approach

Working the booth

- Presence
- Approach

Working with Influencers

Inform. Show. Convince.

Don't "sell"

Dealing with positive Feedback

Dealing with negative feedback

Accept when things are
wrong

Always remain critical

Social Media

Be there. Reach out. Help

Social Media is Powerful

Social Media can be
POWERFUL

“The great thing about social media was how it gave a voice to voiceless people. But we’re now creating a surveillance society where the smartest way to survive is to go back to being voiceless”

- Jon Ronson

21st Century Public Stoning

1 - SOMEONE DOES SOMETHING BAD

 [My Basket](#)[Film & TV](#)[Music](#)[Gaming](#)[Books](#)[Kids](#)[Health & Beauty](#)[Kitchenware](#)[Home & Garden](#)

Black and White Minstrel Play Set [Ages 4 - 8]

supplier: Conglomerated Aggregation Industries

Fun for all the family as the little ones get to play their favourite dressing up games - just like in the good ol' days! You ain't heard nothin' yet!

Contents:

- Make-up kit
- Coat and trousers
- Wig and fold-away top hat
- Gloves and bow-tie
- Cane sold separately

Suitable for ages 4 years to 8 years

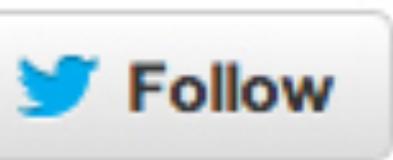


price: £24.99

2 - SOMEONE Notices IT



Jon C.
@jonyboy184



um... WOW...

pricehound.co.uk/product/271828/black-a...

Reply Delete Favorite More

6
RETWEETS

2
FAVORITES



11:24 PM - 11 Dec 13

4 - GRADUALLY ANGER BUILDS



Barry Jenkins
@BarryJenkins48



Follow

This is really not okay:

pricehound.co.uk/product/271828/black-a...

Reply

Retweet

Favorite

More

1

FAVORITE



8:21 AM - 12 Dec 13

6 - MORE ANGER BUILDS UP



Mr. Angry

@angertron3000



Follow

Furious. Just incredibly furious about this thing here RT @BarryJenkins48: This is really not okay:

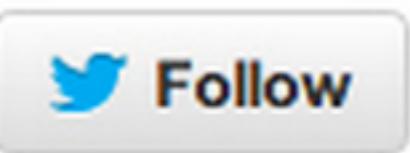
pricehound.co.uk/product/271828/black-a...

Reply Retweet Favorite More

8:31 PM - 12 Dec 13

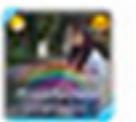
8 - FAMOUS PERSON TWEETS IT

 **Damian Actor** 
@damianactor

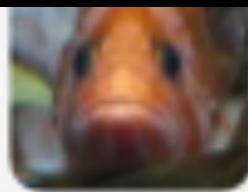
Oh bloody titting hell. This is shocking.
pricehound.co.uk/product/271828/black-a...
#Pricehound #disgraceful via
@lucycolumnist

 Reply  Retweet  Favorite  More

631 RETWEETS	289 FAVORITES	       
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10:36 PM - 12 Dec 13

9 - PEOPLE ATTACK WRONG ACCOUNT



Seriously, what the hell is your excuse for this, [@pricehound](#)? Explanation needed
pricehound.co.uk/product/271828/black-a...

[Details](#)



William Price-Hound

@PriceHound



Follow

[@arthurthefish](#) I'm not sure that was meant for me. I think perhaps you might be after [@PricehoundUK?](#)



Reply



Delete



Favorite



More

10 - SOMEONE STARTS PETITION

pricehound 

My Basket

Film & TV | Music | Gaming | Books | **Kids** | Health & Beauty | Kitchenware | Home & Garden

Black and White Minstrel Play Set [Ages 4 - 8]

Supplier: Conqueror Aggregation Industries

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- Gloves and bow-tie
- Cane sold separately

Suitable for ages 4 years to 8 years

 **★★★☆☆**
price: £24.99
In Stock

Sign this petition

with 14 supporters

86 NEEDED

First Name

Last Name

Email

City

Why is this important to you?
(Optional)

Sign ➤

Display my signature on Change.org

Keep me updated on this campaign and others from MFY

By signing, you accept Change.org's [terms of service](#) and [privacy policy](#).

Petitioning Pricehound.co.uk ▾

Pricehound: stop stocking racist dressing up sets

12 - MORE PETITIONS. WHICH TO SIGN?

 GoPetition
Changing the World

Search

[Home](#) | [Bookmark](#) | [Tell](#)

Active petitions in over 75 countries

CEO of Pricehound must resign immediately

Petition published by Our Children Are Not Nazis on Dec 12, 2013

453 Signatures 

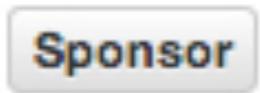
   274 people recommend this. Be the first of your friends.



Target: UK Residents

Region: UK

Web site: www.facebook.com/boycottpricehound

[Sign the petition](#)    Tweet   +1 

15 - ISSUE TRENDS

#DesolationOfSmaug  Promoted

#ShowHarryYourSexFace

Pricehound

#GoodMorningZayn

#reasonsniallmakesyoufeelfunny

#ThemedThursday

#minstrelgate

London

Touch Benedict Cumberbatch

16 - MEDIA COVERS IT



Twitter users up in arms over racist Pricehound dressing up as...
ow.ly/pGQDn

Expand



HuffPost UK @HuffPostUK

12 Dec

Pricehound minstrel row: the best of Twitter's reaction

huff.to/19roTJP #pricehound

View summary



BuzzFeed UK @BuzzFeedUK

12 Dec

23 Basset Hounds who can't believe how racist Pricehound is

bzfd.it/1ZhsN15

18 - POLITICIANS GET ON BOARD



Sarah Punnet MP

@SarahPunnetMP



Hearing a LOT about **@Pricehound** on the doorstep in Lower Hambury. Matters to hard-working families. Support boycott. Prime Minister must act.

Reply

Retweet

Favorite

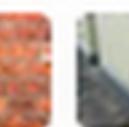
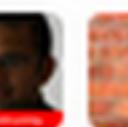
More

218

RETWEETS

103

FAVORITES



22 - STORY DOMINATES MEDIA

Comment is free

Pricehound are the perfect example of the brutality of Cameron's Britain

The coalition's divisive policies threaten to turn an entire generation of children into unwitting racists. That's why I'm supporting the Pricehound boycott

 Share 3128

 Tweet 596

 +1 60

 Pin it 13

 Share 21

 Email

Article history



Julian Abercrombie

The Guardian, Thursday 12 December 2013 18.30 BST

 Jump to comments (476)

23 - "SOCIAL MEDIA EXPERTS" PARTICIPATE

12 DECEMBER 2013 - 6:43 PM | POSTED BY CLYDE SKINK | 0 COMMENTS

Five social media lessons brands must learn from the Pricehound minstrel debacle

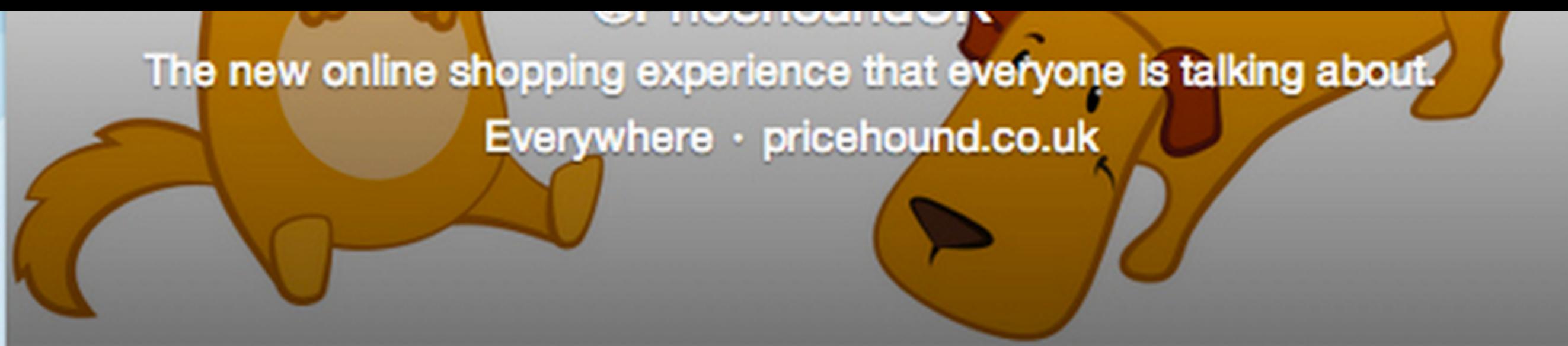


5 Social Media Lessons You Must Learn From The Pricehound Scandal

208
SHARES



24 - SOMEONE APOLOGIZES



The new online shopping experience that everyone is talking about.
Everywhere • pricehound.co.uk

846
TWEETS

3
FOLLOWING

15,798
FOLLOWERS

Follow

Tweets

pricehound

Pricehound @PricehoundUK

4m



@DamianActor We apologise for any offence caused. The item was added to our website in error. We have suspended the intern
non available.

25 - MOST PEOPLE KIND OF ACCEPT IT



Reasonable Clive

@clivereasonable

 Follow

Well. That's that, then. Everybody have a cup of tea and a breather.

 Reply

 Retweet

 Favorite

 More

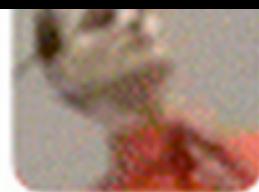
9
RETWEETS

3
FAVORITES



7:23 PM - 12 Dec 13

27 - SOMEONE INVENTS A HASHTAG GAME



My Penis Will Go On **#SpoilSongByChangingWordToPenis**

[Expand](#)

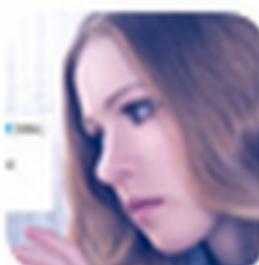


Von Winkypants @DrVonWinkypants

13 Dec

The Penis-Spangled Banner **#SpoilSongByChangingWordToPenis**

[Expand](#)



Claire Jones @rumplestiltskinny

13 Dec

I Just Don't Know What To Do With My Penis
#SpoilSongByChangingWordToPenis

[Expand](#)



Barry Fang @Fangorium

13 Dec

Penis **#SpoilSongByChangingWordToPenis**

[Expand](#)

29 - NEXT DAY SOMETHING NEW HAPPENS

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[RightMinds Home](#) | [News Board](#) | [Sport Boards](#) | [Showbiz Boards](#) | [Femail Boards](#) | [Health Boards](#) | [Money](#)

A failed experiment: Why I, as a woman and a proud feminist, think it's now time that ladies LOST the vote

By SUSANNAH TROLL

PUBLISHED: 00:37, 14 December 2013 | UPDATED: 01:39, 14 December 2013

...and the Circle of Life can begin once again.



Justine Sacco

@JustineSacco



Follow

Going to Africa. Hope I don't get AIDS. Just kidding. I'm white!



Reply



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More

3,115
RETWEETS

1,469
FAVORITES



W



10:19 AM - 20 Dec 13

Measuring Efficiency

Metrics

Measure to improve

The Fallacy of Reach

Questioning Value

In Summary

Be Passionate. Be Credible. Be Social. Bring Value

Enjoy.

Thank you

hadi@jetbrains

@hhariri