

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

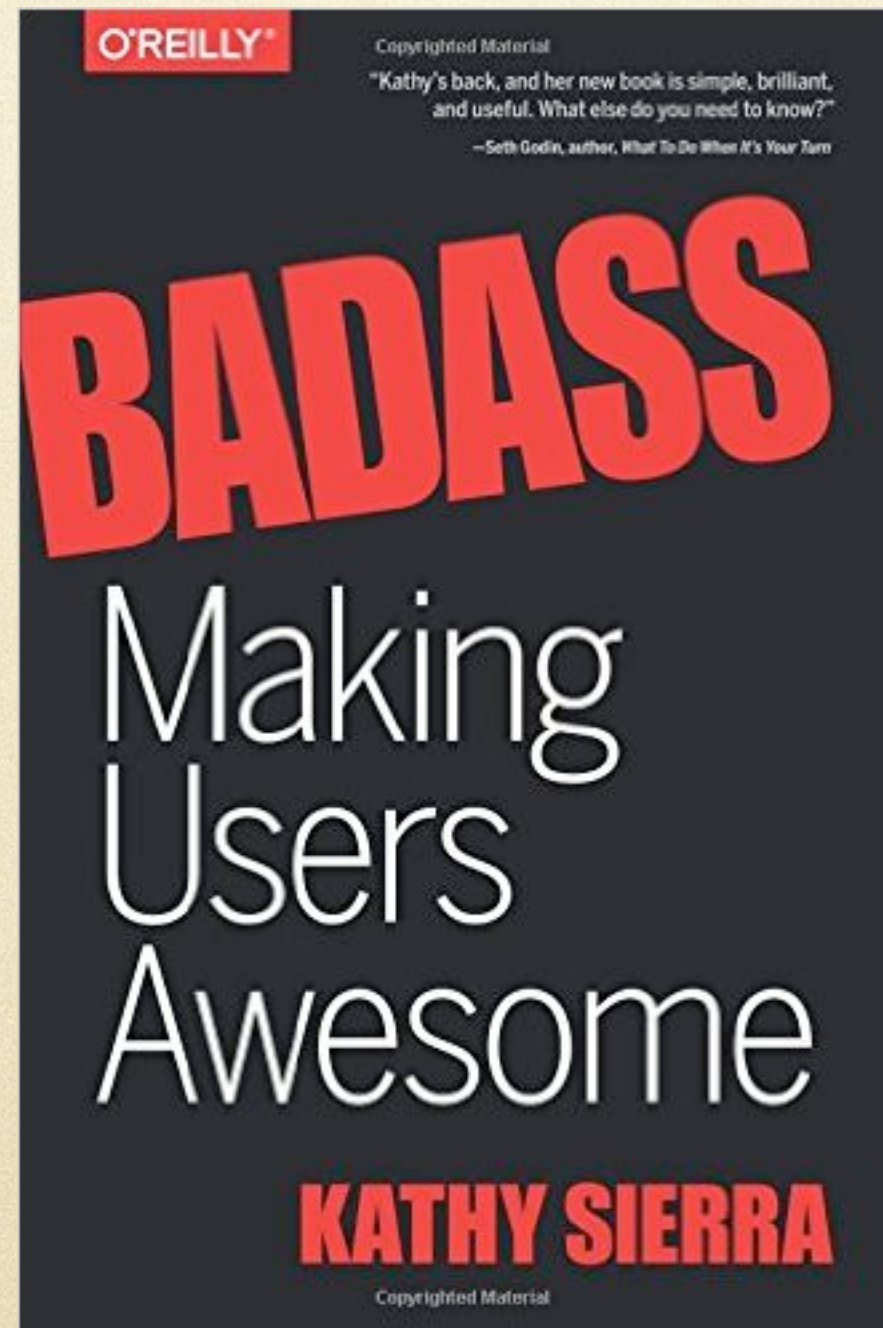
The Content

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

pricehound 

search...  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 seperately

Suitable for ages 4 years to 8 years

★★★★☆

price: £24.99

Includes
Win

2 - SOMEONE NOTICES IT



Jon C.

@jonyboy184



 Follow

um... WOW...

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

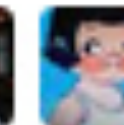
 Reply  Delete  Favorite  More

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



Follow

Oh bloody titting hell. This is shocking.
pricehound.co.uk/product/271828/black-a...
#Pricehound #disgraceful via
[@lucycolumnist](https://twitter.com/lucycolumnist)



Reply



Retweet



Favorite



More

631

RETWEETS

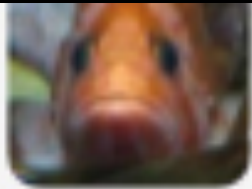
289

FAVORITES



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



@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

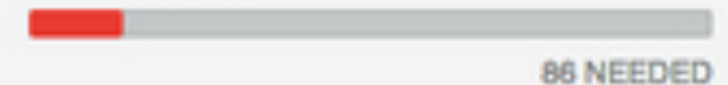


Petitioning Pricehound.co.uk ▾

Pricehound: stop stocking racist dressing up sets

Sign this petition

with 14 supporters



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](#).

12 - MORE PETITIONS. WHICH TO SIGN?



GoPetition
Changing the World

Search

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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

Recommend

Send

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

Target: UK Residents

Region: UK

Web site: www.facebook.com/boycottpricehound



Sign the petition

Sponsor



Tweet

17

+1

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](https://www.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/17hsN45

18 - POLITICIANS GET ON BOARD



Sarah Punnet MP ✓

@SarahPunnetMP



Follow

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



Reply



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RETWEETS

103

FAVORITES



22 - STORY DOMINATES MEDIA

Comment is free

Pricehounds 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



Julian Abercrombie

The Guardian, Thursday 12 December 2013 18.30 BST

 [Jump to comments \(476\)](#)

 Share 3128

 Tweet 596

 +1 60

 Pin it 13

 Share 21

 Email

[Article history](#)

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

 Share 0  Tweet 3  +1 0  Share  Pin it 0  Share 9 

5 Social Media Lessons You Must Learn From The Pricehound Scandal

208
SHARES

133  Share 38  Tweet 4  Share 8  25 

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 responsible.

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



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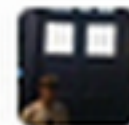
More

9

RETWEETS

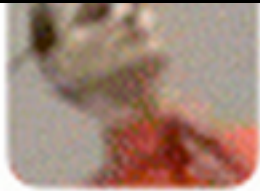
3

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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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!

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 Favorite

 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