

Community @Elastic

The why, what and how

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Developer Relations



Developer Experience



Outreach



Community



Product



Education & Support



What is Community?



Agenda

- 🌿 Who are we?
- 🌿 What do we do?
- 🌿 How do we do it?





elastic





elastic stack





elastic stack



elastic cloud



elastic cloud
enterprise

 elastic uptime logging metrics maps apm enterprise search site search app search security analytics business analytics

Community Team @Elastic



20 people



12 countries



programs & advocacy



Community @Elastic



users



discuss.elastic.co



meetup



github



social media



webinars



blogs



this all great but...



know your audience



bottom up



Adoption



OSS



Events



meetups



conferences



BBLs



hackathons



Elastic{ON} tour



Recognition



Pioneer program



Markets



culture



market stage



Organizational setup



product management



marketing



embedded



engineering



Internal tooling



github repos



integrations





Community Slackbot APP 02:00

New Events found

| 2019-09 PyCon UK - Cardiff, UK

| 2019-10 DevOpsDays Edinburgh - Edinburgh, UK

| 2019-10 DevOpsDays Ghent - Ghent, BE

| 2019-10 DevOpsDays Kansas City - Kansas City, KS, US



Community Slackbot APP 10:00

New Events found

| 2019-08 FrOSCon - St Augustin, DE

| 2019-09 Go DevOps - Berlin, DE



Community Slackbot APP 18:00

New Events found

| 2019-11 DevOps World Conference 2019 - Frankfurt, DE

Challenges



Credibility



Real-time communication



Internal advocacy



Budget



Align with company goals



Involve developers



Metrics



Summary



no role definition

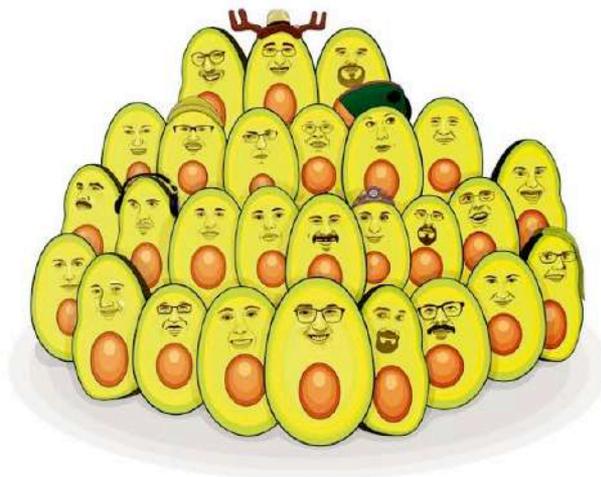


role changes over time

An abstract graphic on the right side of the slide. It features several overlapping hexagonal shapes in shades of teal, blue, and yellow-green. Inside these hexagons are smaller circles and dots in various colors, creating a complex, layered pattern. The overall aesthetic is modern and digital.

Resources





The Business Value of Developer Relations

How and Why Technical
Communities Are Key To Your
Success

—
With a Foreword by Jono Bacon

—
Mary Thengvall

Apress®

Links

 <https://devrel.net/strategy-and-metrics/the-four-pillars-of-developer-relations>

Thanks for listening!

Let's discuss!

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