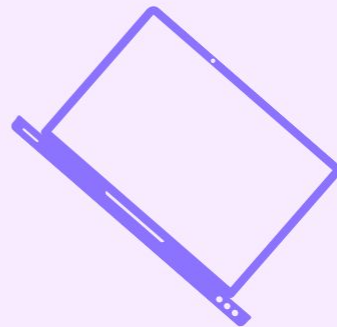




Ramón Huidobro

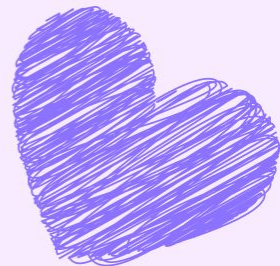


DevRel in a Nutshell

*What are all these concepts,
and how do they fit together?!*



 [@hola_soy_milk](https://twitter.com/hola_soy_milk)



<https://ramonh.dev/devrel-in-a-nutshell.pdf>

What is Developer Relations?

What is DevRel?

***What comes to mind
with “DevRel”?***



Swag

Stuff

We

All

Get

CodeSee @codeseeyo

EXPLORER

- TIME-TO-LEAVE
 - _mocks_
 - _tests_
 - _main_
 - date-aux.js
 - import-export.js
 - notification.js
 - time-balance.js
 - time-math.js
 - user-preferences.js
 - _renderer_
 - github
 - assets
 - coverage_jest
 - css
 - docs
 - js
 - classes
 - BaseCalendar.js
 - CalendarFactory.js
 - FlexibleDayCalendar.js
 - FlexibleMonthCalendar.js
 - app-config.js
 - calendar.js
 - date-aux.js
 - date-db-formatter.js
 - date-to-string-util.js

TERMINAL

```

PS C:\Users\ramonh\coding\time-to-leave> git status
On branch main
Your branch is up to date with 'origin/main'.

Changes not staged for commit:
  (use "git add <file>..." to update what will be committed)
  (use "git restore <file>..." to discard changes in working directory)

        modified:   index.html
        modified:   js/calendar.js
        modified:   js/classes/BaseCalendar.js
        modified:   package-lock.json

no changes added to commit (use "git add" and/or "git commit -a")
PS C:\Users\ramonh\coding\time-to-leave>
  
```

Browser

github.com/ramonh/time-to-leave

highly suggested that you run when changing the code.

ing

ding and testing, you may want ge the App, which is basically a single executable/installer that shared with others (without the of installing other ncies). This is not very common can skip this step during the nent process (if you just want to e opening PRs). If a release is want, you can use the commands:

```

# Windows
npm run package:win

# Debian
npm run package:deb
  
```







***Is that it, is that
what you do?***



I'm Ramón.

(he/him)

From 🇨🇱, living in 🇸🇪

Developer Advocate at Suborbital

DevRel Consultant

egghead Instructor

Community member

Mozilla tech speaker alum

Kids' coding coach

Coding Live streamer



I'm Ramón.

(he/him)

From 🇨🇱, living in 🇸🇰

Developer Advocate at Suborbital

DevRel Consultant

egghead Instructor

Community member

Mozilla tech speaker alum

Kids' coding coach

Coding Live streamer

***Ok thank you, but is
that it, is that
what you do?***



Jein

What is DevRel?

DevRel is about **listening**



DevRel is about **sharing**



DevRel is about research



DevRel is about **empathising**



DevRel is about **inclusivity**



DevRel is about **gathering**



DevRel is about empowering

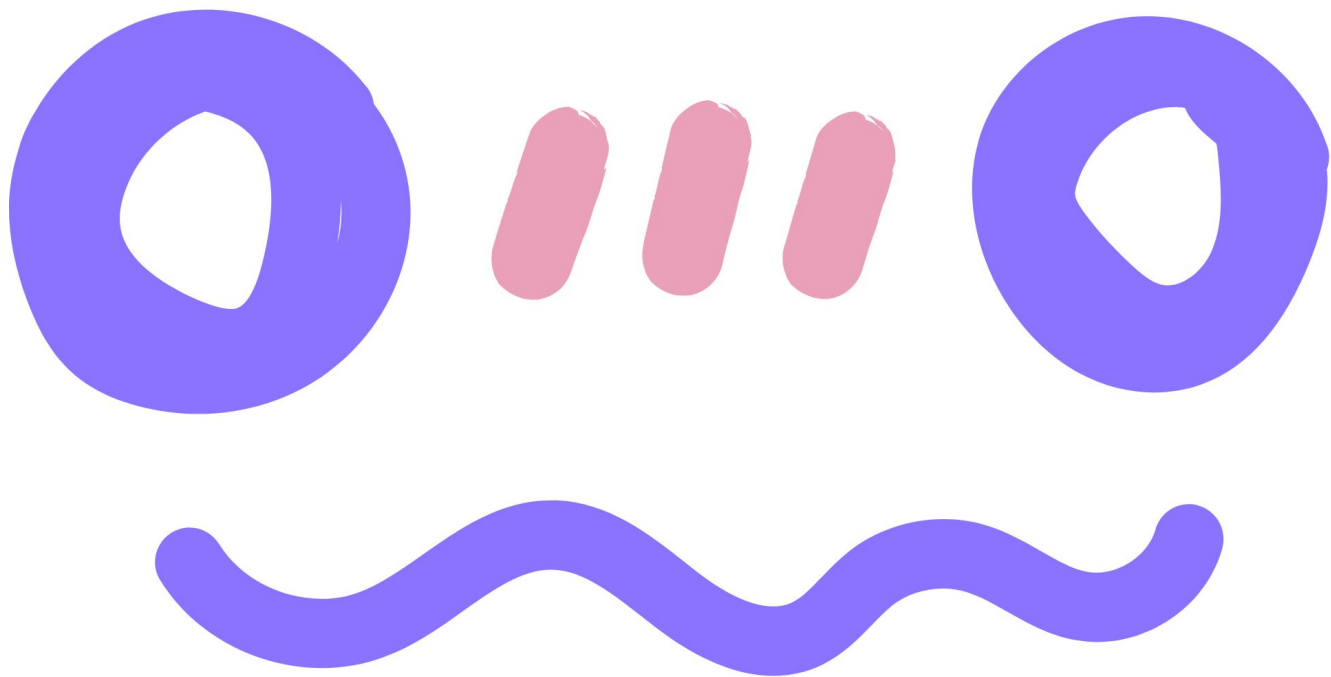


What **is** DevRel?

Actually...

My DevRel background

I'm kinda (really) shy



https://www.meetup.com/vienna-rb/



Search for keywords


[Start a new group](#)

[Log in](#) [Sign up](#)



vienna.rb: Vienna Ruby User Group

 Vienna, Austria

 777 members · Public group

 Organized by Ramón H. and 3 others

Share:    

[About](#) [Events](#) [Members](#) [Photos](#) [Discussions](#) [More](#)

[Join this group](#)



What we're about

Welcome to the Vienna Ruby User Group. We meet on a monthly basis to learn together and discuss all things Ruby and friends.

Bring your talks! Everybody is welcome and feel free to share this invitation!

We are always looking for speakers and sponsors!

Follow along @viennarb (<https://twitter.com/viennarb>) for the latest updates....

[Read more](#)

Organizers



Ramón H. and 3 others

[Message](#)

Members (777)

[See all](#)





Get excited and learn to build the web!

Rails Girls - Get started with tech

Our aim is to give tools and a community for women to understand technology and to build their ideas. We do this by providing a great experience on building things and by making technology more approachable.

Learn sketching, prototyping, basic programming and get introduced to the world of technology. Rails Girls was born in Finland, but is nowadays a global, non-profit volunteer community.

You are welcome to join! [Contact us](#) or [follow us on Twitter](#).

Upcoming Events



Kumasi, Ghana

March 11th & 12th, 2022



RAILS GIRLS SUMMER OF CODE

JUL - SEPT  WORLDWIDE

STAY UP-TO-DATE. READ OUR BLOG



Making Open Source More Diverse Since 2013

Rails Girls Summer of Code is a global fellowship program for women and non-binary coders. Students receive a three-month scholarship to work on existing Open Source



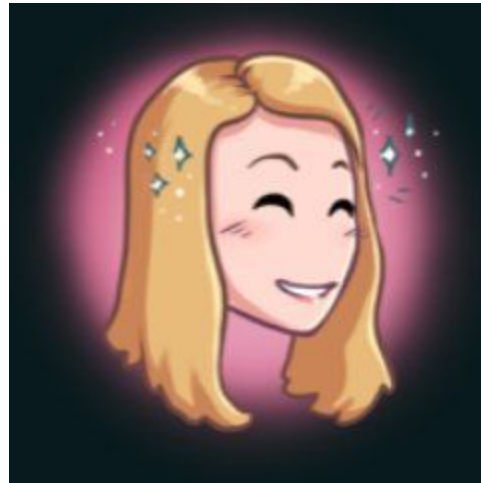


<https://ramonh.dev>

Developer Relations

Event organising, public speaking





@jesslynnrose



SUBORBITAL

Ramón.

What is DevRel?

Efforts that a company or entity undertake to reach devs with a general goal to get feedback or have folks interact with a OSS project or dev focussed product.

(Thanks for your help, Jess!)

***This is based on my
experiences***

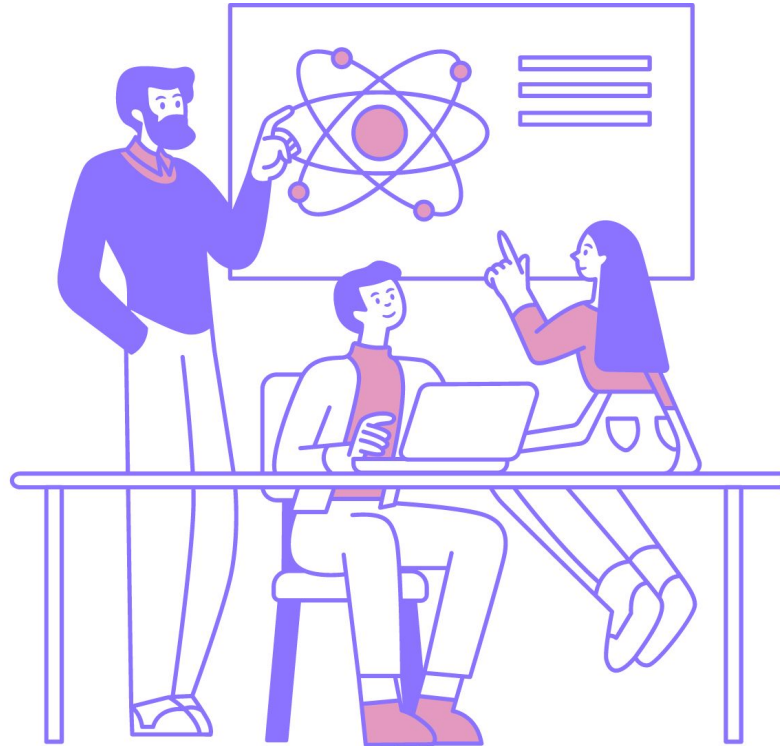
It's Community



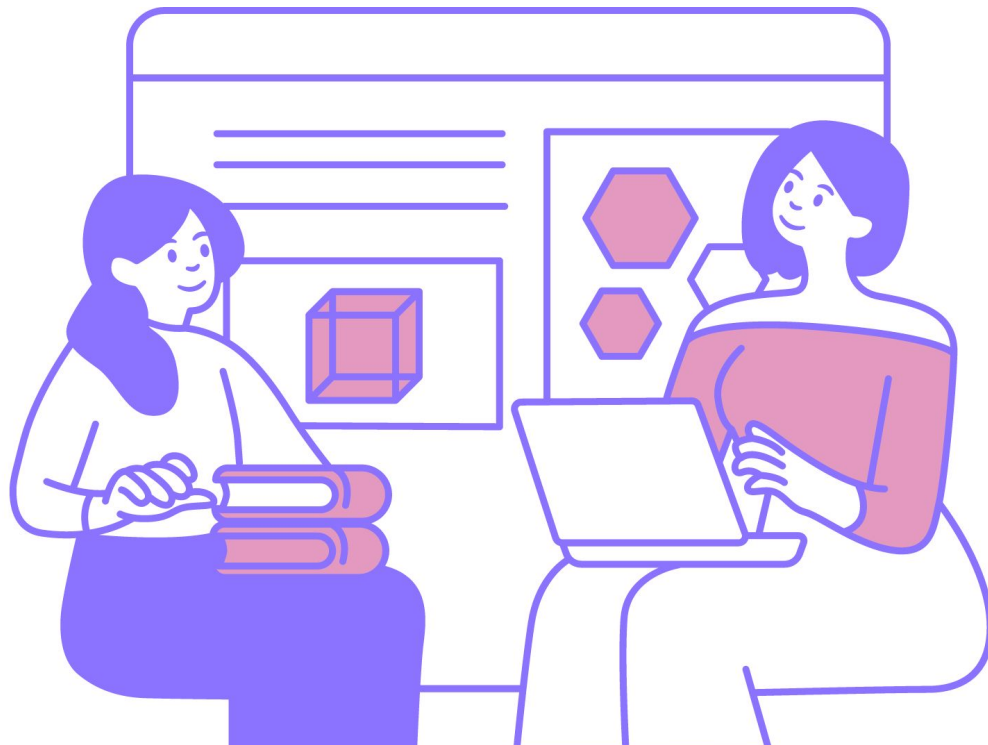
It's Technical Writing



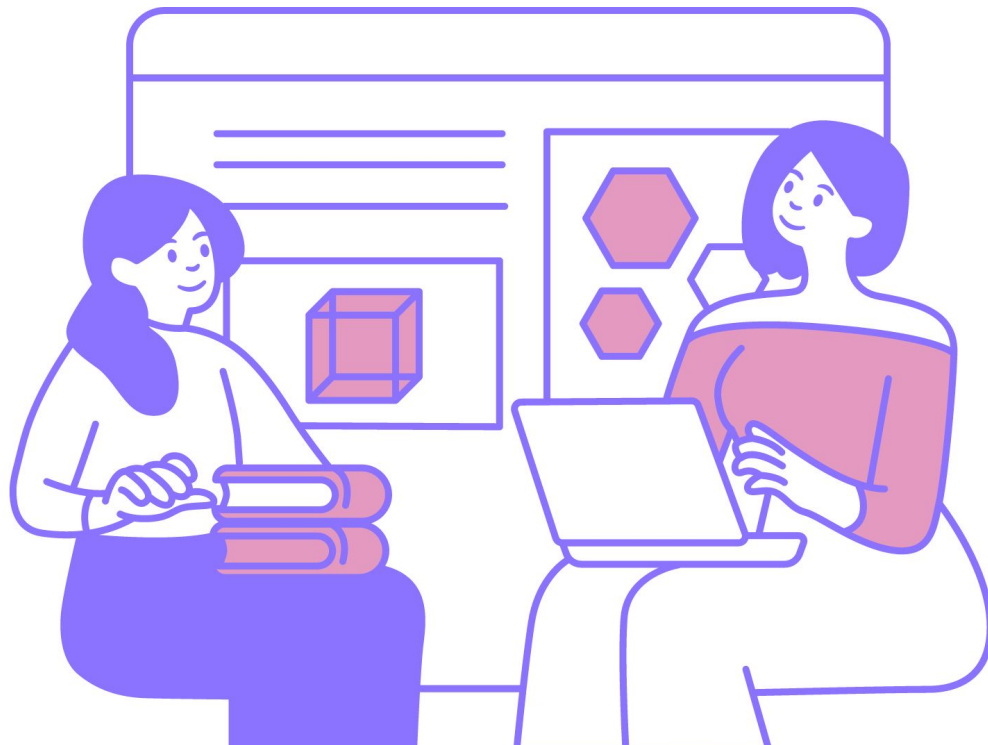
It's Teaching



It's UX



It's ~~UX~~ DX



It's Strategy





DevRel Positions

- Developer Advocate
- Technical Writer
- DevEx Engineer
- Community Lead
- Partner Engineer
- Developer Educator
- Demo Engineer
- Developer Evangelist
- Content Editor

Activities





Developer Community

- Office Hours
- Conference booths
- Public Speaking
- Event organisation
- Nurturing communities
- Leadership
- Online Events
- Champions Programs



Teaching/ Technical writing

- Blog posts
- Tutorials
- Documentation
- Video Prod.
- Streaming
- Demos
- Courses
- Workshops
- Mentorship
- Bootcamps



Developer Experience

- Hackathons
- Workshops
- Video content
- DevEx Audits
- Technical competencies
- Documentation
- Demos
- Partner Engineering
- Onboarding perspectives



Strategy

- Outreach
- Webinars
- Market Research
- Regular themed campaigns
- AAARRRP
- Developer Personas
- Collaborations



AAARRRP **Phil Leggeter**

- Awareness
- Acquisition
- Activation
- Retention
- Referral
- Revenue
- Product

Loads of Hats



***Try out our
Compute product***

***"Deploy it to your
Kubernetes cluster"***

***-0% experience
in Kubernetes***

“...*huh.*”

“The Curse of Knowledge”

Props to Collaboration ✨ ✨ ✨ ✨ ✨ ✨

***So could I
get into DevRel?***

YES

YESYESYESYESYES

Misconceptions

Impostor Syndrome

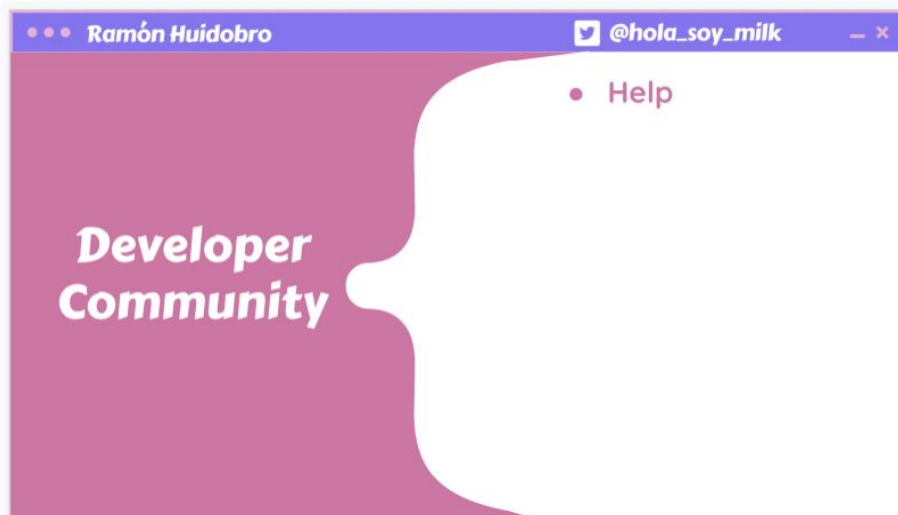


Impostor Syndrome



Hola_Soy_Milk Today at 00:01


Current status:



***“Highly technical
skills required”***

***“~~Highly technical
skills required~~”***

 From , in  [ramonh.dev](#)

 Joined October 2008

996 Following 20 bajillion Followers



<https://www.globaldiversitycfpday.com>

global diversity CFP day

EN | ES | Code of Conduct | Blog | Log in | 

Stream Tickets

Australia / Oceania

Asia

Africa

Europe

North America

South America


global diversity CFP day

Are you a member of an underrepresented or marginalised group?

Have you always wanted to become a tech conference speaker?

Let 2021 be the year that you make that dream a reality!

Sign up for a workshop in your region on Saturday, February 20th 2021.

Celebrate Your Talk being Accepted 

Announcement

Global Diversity CFP Day Rescheduled to February 20th 2021

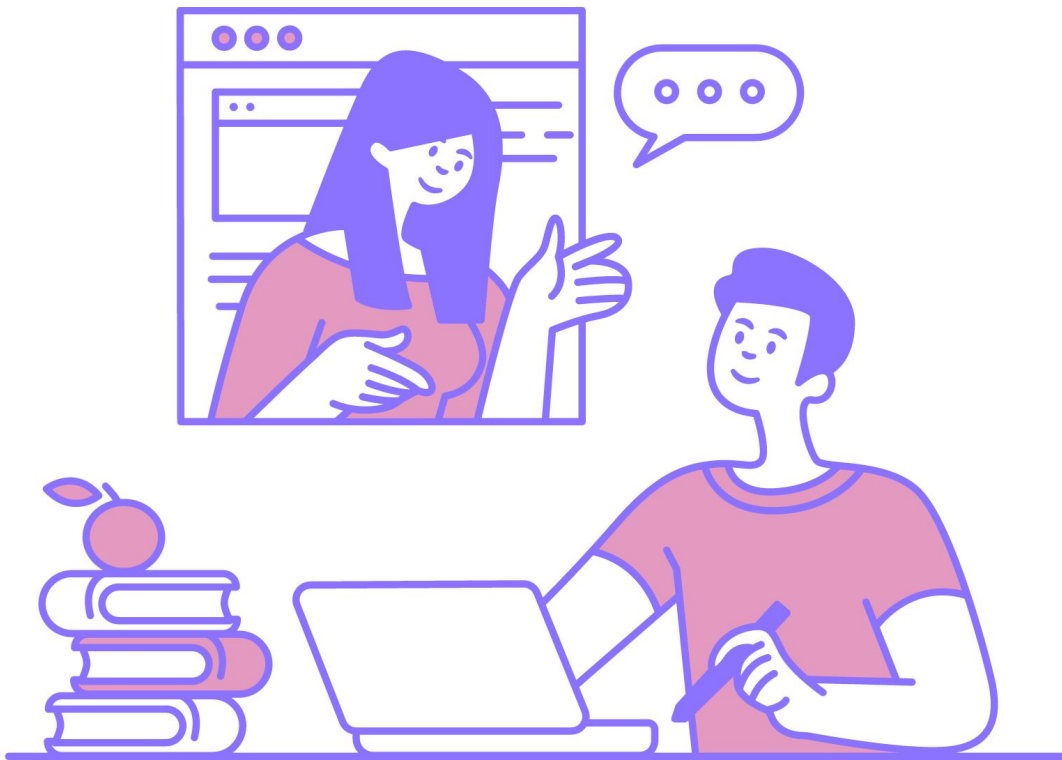
***So when could I
start doing DevRel?***

***In a way,
you already are!***

Networking



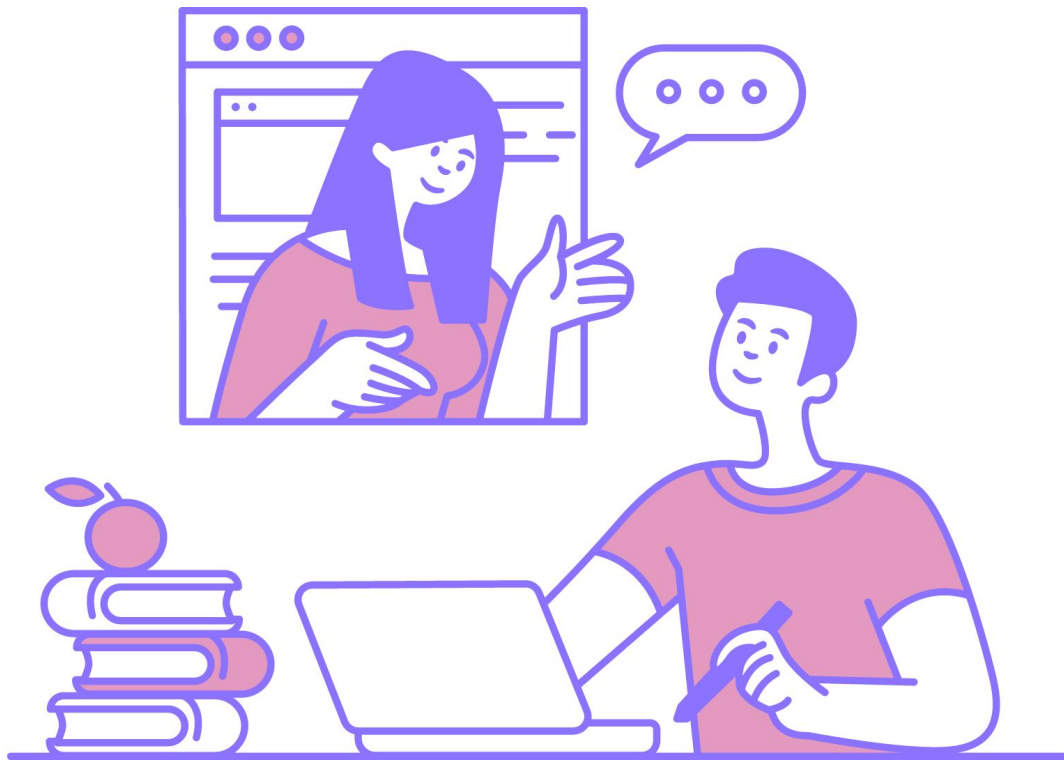
Internal DevRel



Learning in Public



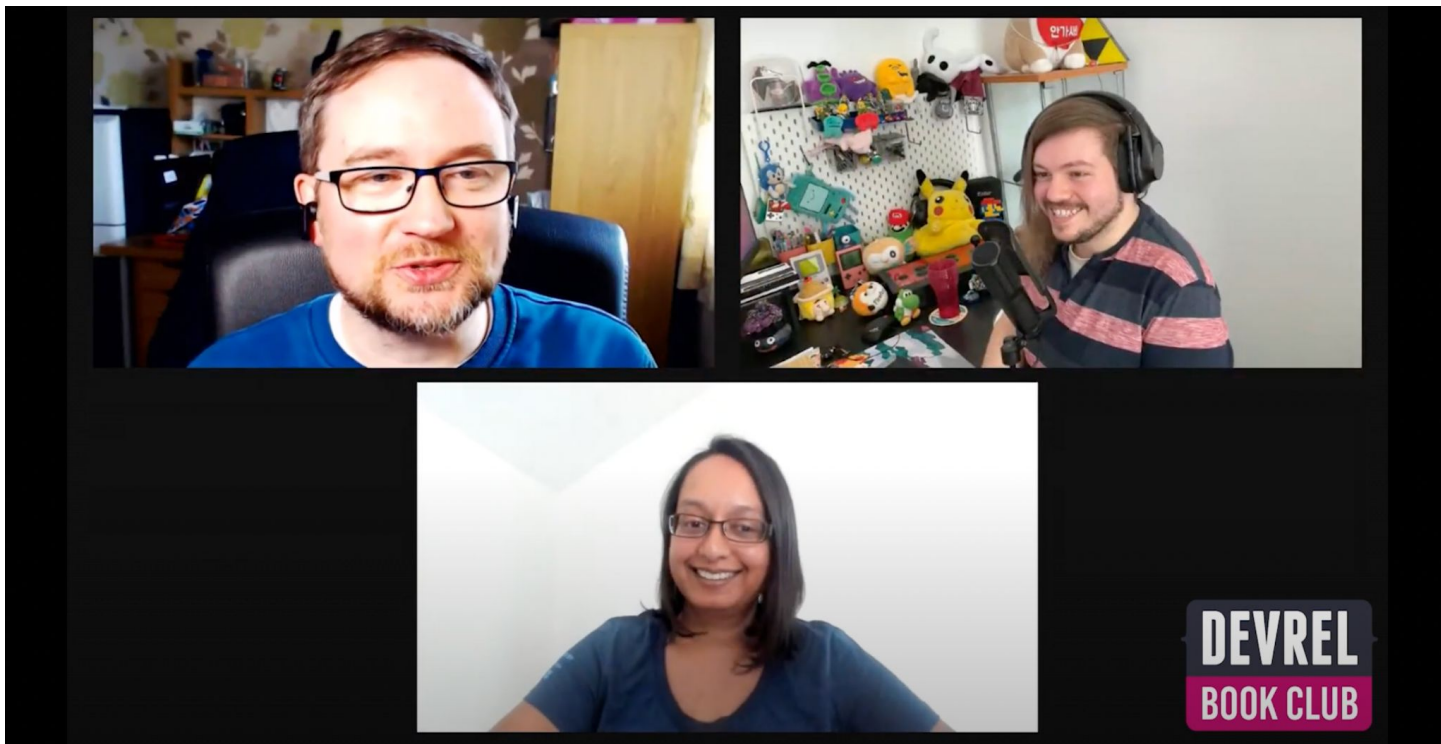
Onboarding Perspectives



Creating Content



DevRel Book Club



Volunteering



[Home](#)

[About Us](#)

[Routes](#)

[Donate](#)



 *DISTRIBUTE AID*

Re-imagine
Humanitarian Aid
Delivery



Other Languages!



Miercoles, bi-semanal
 11AM PDT | 2PM ET | 8PM CEST

Sigue a @alacolombia y @julian_duque
 Comparte con él hash:
 #devrelenespañol

DevRel en Español



109 Miembros



Te uniste

But!

But But But But!

Please, please be kind to yourself



@blackgirlbytes



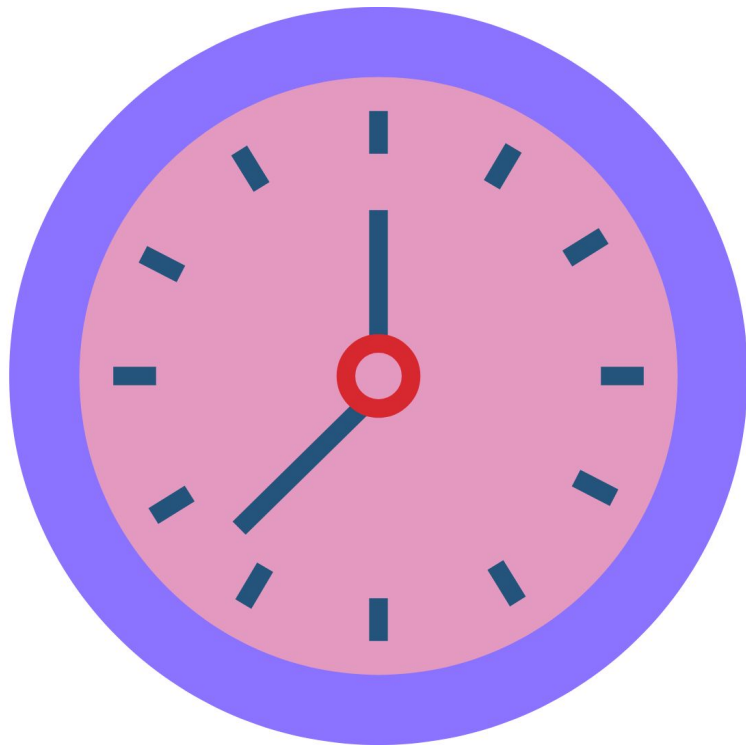
Rizè Scarlett

Posted on 6 jul • Updated on 11 jul

Creating Space for Juniors



Time privilege is real



DevRel is about collaborating



Tips from Joe (@jna_sh)

- Introduction to communities of practice
- What is Teaching for Understanding?
- Content Strategy for the Web
- Badass: Making Users Awesome
- Stephanie Morillo's books

So, **should** I get into
DevRel?

Other positions (thanks Rizè!)

- Solution Engineer
- Community Engineer
- Solution Architect
- Product Marketing
- Sales Engineer
- Product Manager
- Product Owner
- Product Consultant

This is a newish field.

***Always know you can
ask for help.***

***You have absolutely
got this.***

Resources:

- What is Developer Relations?

<https://developerrelations.com/what-is-developer-relations>

- Global Diversity CFP Day - <https://www.globaldiversitycfpday.com>

- DevRel Book Club - <https://developerrelations.com/devrel-book-club>

- AAARRRP Framework - <https://www.leggetter.co.uk/aaarrrp/>

- The Hard Parts of Developer Advocacy (for me), Rizèl Scarlett:

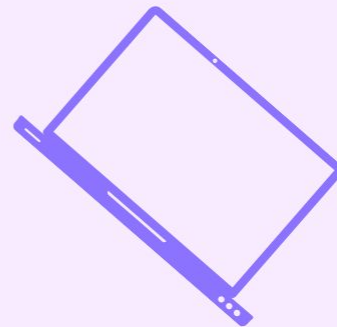
<https://dev.to/blackgirlbytes/the-hard-parts-of-developer-advocacy-for-me-530h>

- Developer Avocados - <https://developeravocados.net/>

- An Introduction to Developer Relations - <https://devrelacademy.thinkific.com/>



Ramón Huidobro



***Thank you,
friends!***



[hola_soy_milk](#)



[hola_soy_milk_](#)

