

7th DevRel Survey

STATE OF DEVELOPER RELATIONS

2020

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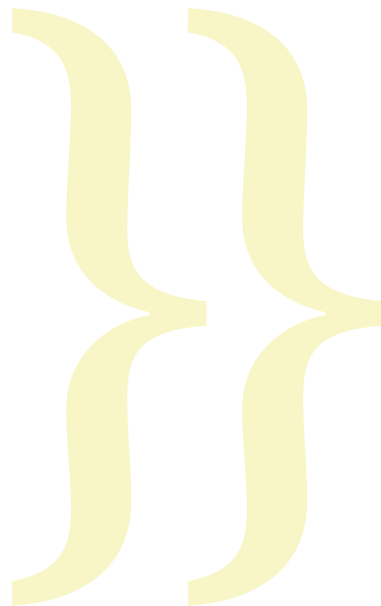
This Report, based on the 2020 Developer Relations Survey, is intended for DevRel practitioners, as a means to benchmark activities, and for others outside the practice to gain some understanding of its scope.



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WELCOME FROM CAROLINE & MATTHEW

The first Developer Relations program was built by Apple around 1990, the same time as the World Wide Web went live. It's time Developer Relations gets the recognition it deserves as an enabler of innovation.

To do this we need to continue to work together to share best practices and benchmark our activities as well as to create more awareness of the importance of Developer Relations and its practitioners. This report is just one part of driving this goal forward. We encourage you to ponder the revelations, insights and implications. Feel free to share the report, comment on it and review it with your peers.



Caroline Lewko

Founder and CEO, WIP

Caroline has been engaged with emerging technologies for over 20 years, as a community builder, mentor, funder, and entrepreneur. She is a well-known speaker on emerging technologies and developer relations and is passionate about sharing her expertise to build the knowledge base and reputation of DevRel.



Matthew Revell

Founder and Principal Consultant, Hoopy

Matthew is a well known speaker and writer on strategies for building awareness and adoption amongst developers. He is the founder of DevRelCon and Hoopy.

INTRODUCTION

We are half way through 2020 and it's already been a year of fundamental challenges to Developer Relations (DevRel).

Developer relations or DevRel is a growing professional practice of engaging with developers (generally outside of one's company) as the primary user of a product. It's an interdisciplinary role at the intersection of a number of traditional roles especially marketing, product development and engineering, and resides in companies of all types and sizes.

This Report, based on the 2020 Developer Relations Survey, is intended for DevRel practitioners, as a means to benchmark activities, and for others outside the practice to gain some understanding of its scope.

For a practice reliant on travel and in-person meetings, the COVID-19 pandemic has forced an almost existential re-evaluation. More recently, the protests in the United States and elsewhere, have caused some to ask if DevRel is the best use of their community organizing expertise. A possible recession is also likely to test even the best run programs.

There is good news. The practice of DevRel seems to be healthier than at almost any time in the past. Individual programs are growing, as are the developer communities they care for. People still speak of DevRel as a new practice and yet there are a growing number of programs over 20 years old.

More types of organizations now target developers, showing that DevRel functions are appearing in increasingly diverse companies. Developer First companies, whose primary business model is B2D, or Business to Developer are growing. Developer Plus companies in sectors like banking, automotive, healthcare, and other non-tech vendors are increasing as they rely on developers to implement, enable, and extend their offerings.

Even as DevRel spreads, the coming economic downturn may see some programs downsized and others disappear altogether. Those that survive and grow will do because they got the fundamentals right.

Sound strategy that makes a meaningful and measurable impact on an organization's broader goals is essential. Similarly, DevRel as a practice needs to rely more on proven techniques in order to speed the time to value.

Sharing and collaborating are key to the growth and maturation of DevRel. We hope that, through this report, we can share some insight into how teams across the world practice DevRel.

KEY FINDINGS



* All findings in the report are based on the WIP/Hoopy 2020 Developer Relations Survey of 164 respondents, and/or previous versions of this report.

Developer relations is no longer the purview of Silicon Valley or Tech.



It's global and active in a variety of industries from Fortune 500 companies to startups.

There is no dominant reporting structure for DevRel within an organization.

Developer relations is primarily a function that is defined by who it works with rather than by what it does.

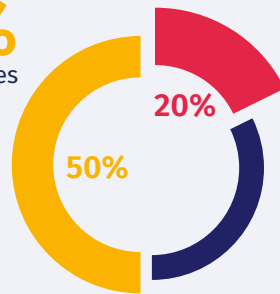
Developer Relations isn't new.
Many programs have been around for



over
20
years.

50%
of companies
manage

≤ 10
products



20%
of companies
manage

100+
products

19% of
companies have
1,000,000+
community members, but

~50% of
companies have
< 25,000

\$ **Budgets vary immensely.**
Some spend **\$1K / product**,
others up to **\$1M / product**.

The average spend per
community member is between.

\$2 - \$5 / i



Custom in-house tooling dominates the space. Niche products have yet to gain a footing.

At the same time, DevRel practitioners are mainly learning on the job and bringing skills from other roles.



Events and conferences have been the top choice for developer outreach, however Covid 19 has seen this diminish, requiring tactics to be rethought.

Engaging, Scaling & Keeping Fresh
are top challenges for DevRel

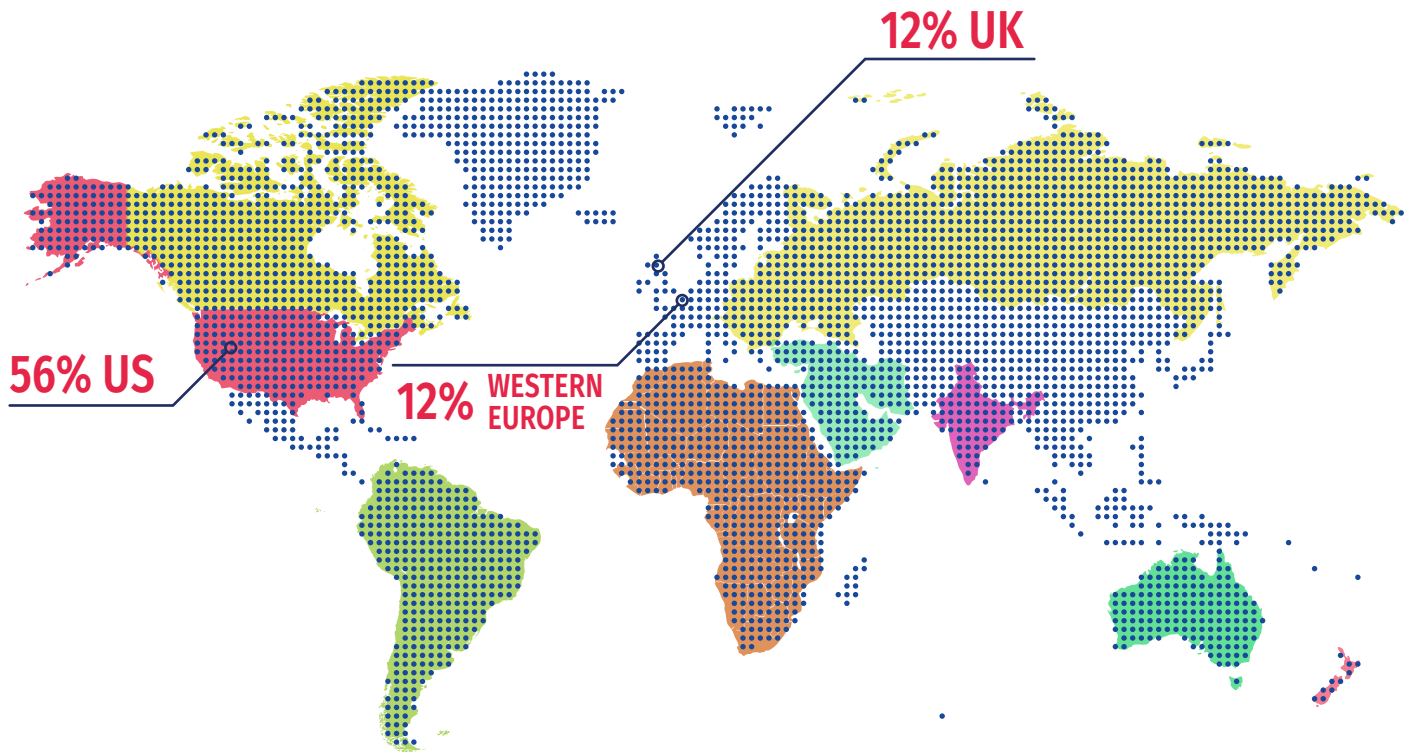




COMPANIES THAT PRACTICE DEVREL

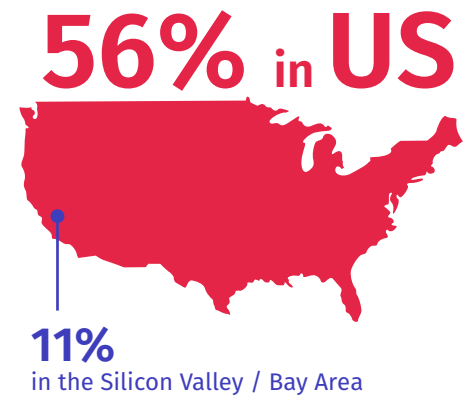


DEVELOPER RELATIONS IS GLOBAL



Developer relations is no longer the purview of Silicon Valley and the Technology sector. Although the majority of companies and DevRel practitioners are based in the United States (**56%**) with a strong focus in the Silicon Valley/Bay area (**11%**), we are now seeing representation from most regions in the world.

While DevRel clusters — the Bay Area, London, Berlin, Tokyo, amongst them — continue to be home to many DevRel professionals, distributed teams and the growth of DevRel in countries such as India, the Philippines, Nigeria, Brazil, and Kenya has made the practice global.



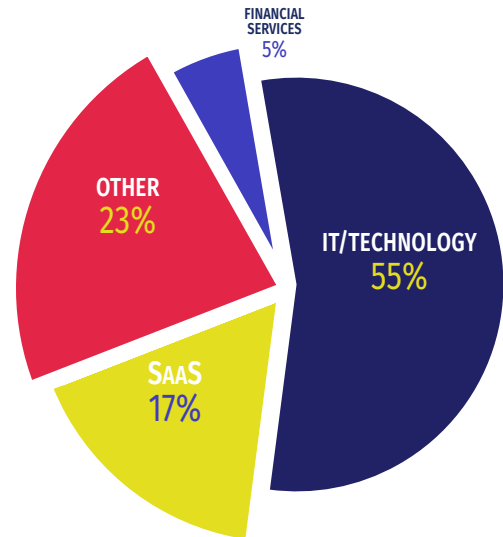
INDUSTRIES

Developer Relations reach is expanding

The growth of developer relations is about more than location. We are seeing more traditional industries discover DevRel, especially with the growth of the API economy with DevRel programs spanning industries like automotive, healthcare, entertainment and retail.

Tech remains dominant. Combine pure tech companies with SaaS providers and they account for almost 75% of DevRel. The presence of telecoms and consumer electronics vendors are decreasing. In 2016 Telecoms was 16% and it's just 4% today.

? Which category best describes your company's industry?

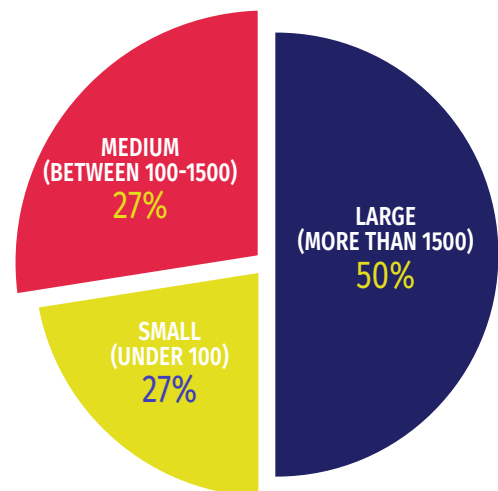


COMPANY SIZE

Companies of all sizes have embraced DevRel

Large companies (based on employee count) continue to have the largest presence in DevRel. However, smaller companies are strongly represented in the developer tools, SaaS, and API-first sectors, meaning that companies of all sizes have embraced DevRel as a means to extend their business.

? How large is your company (# of employees)?



BUSINESS MODEL OF DEVREL

BUSINESS MODEL

Organizations that practice DevRel fall into two broad business models:

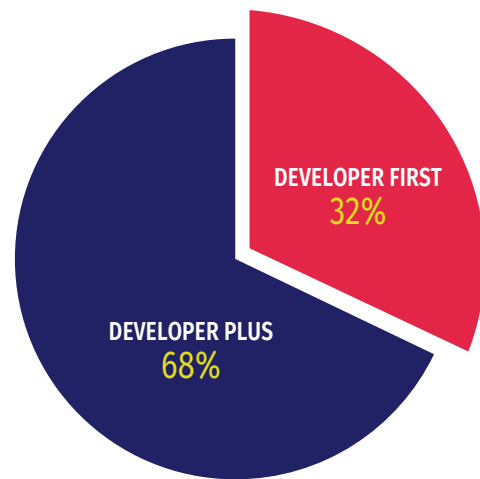
- **Developer First:** the primary business model of the company is B2D (Business to Developer). For example, Stripe and Twilio.

This is an area that continues to grow in DevRel.

- **Developer Plus:** a company's primary business model is B2B or B2C (business to business, or business to consumer), but a developer play extends or supports the primary business model. For example, Slack, Spotify, Apple, Qualcomm and Santander.

This is the largest grouping at 68%.

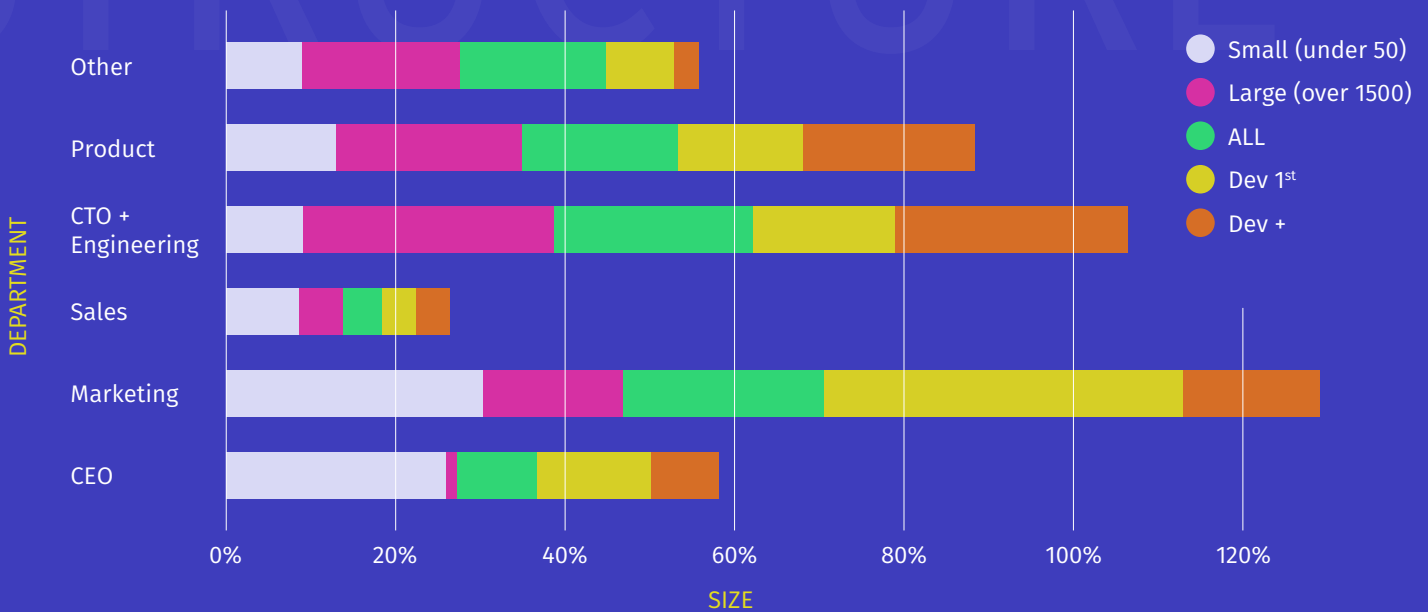
? Are developers the primary customer for your COMPANY?



THERE IS NO DOMINANT FUNCTIONAL REPORTING STRUCTURE FOR DEVREL

REPORTING BY SIZE AND TYPE

? Which department does your DevRel team report to?



Other departments noted: COO, CDO, Digital Transformation, Growth, Innovation, Partnerships, Customer Success, Corporate Development & Strategy, HR, Emerging Technologies

We have found no dominant functional reporting structure within companies. This is not surprising given that DevRel resides in many different types and sizes of organizations, and is still a relatively new functional area.

We do see some leanings when it comes to company size, where in large companies (over 1500) DevRel reported more frequently to Product (22%) and Engineering/CTO (30%), while smaller companies (under 50), reported more frequently to Marketing (30%) and the CEO (25%).

Developer First = Marketing

When it comes to Developer First companies, their DevRel teams are more likely to be in the marketing department (41%). This makes sense. Where developers are a company's primary target, then the majority of the company's marketing will be developer marketing and, despite cries to the contrary, in practice the line between DevRel and dev marketing is paper thin.

It's not so clear cut in Developer Plus companies, with no single reporting structure dominant. However, Developer Plus companies do seem to report

more often to technically focused departments with Product, Engineering, and CTO combined totalling 47%.

We think it's a very positive sign to see a more DevRel programs reporting directly to the CEO office, showing the growing importance of this practice in an organization.

SUCCESSFUL CROSS TEAM COLLABORATION IS CRUCIAL

Developer relations is primarily a function that is defined by who it works with rather than by what it does. As such, DevRel can only carry out its role by carrying out some tasks that are the responsibility of other departments.

Take events as an example. Most marketing departments have an events or field marketing team for whom that is their speciality, regardless of who is

in the audience. DevRel, on the other hand, looks at events as one possible route to reach developers. For DevRel, events serve a purpose that could be replaced by another tactic should circumstances change.

Ideally, DevRel is a company-wide responsibility. In practice, it takes a dedicated team to ensure the specific needs of developers are met but that

doesn't mean that DevRel must co-opt the responsibilities of functional teams. Collaboration raises up both the DevRel team and their colleagues.

DevRel practitioners are aware of the importance of cross team collaboration and actively work with others to develop shared goals, foster trust, and share in success together.

? What are your techniques and success factors for working with other business functions / departments?

Success Factors to Working With Other Departments	
Develop Shared Goals	73%
Share Success Together	62%
Foster Trust, Not Competition	58%
Gain Executive Support	57%
Embrace Diversity	37%
Centralized Effective Communication	32%
Measure Performance Regularly	32%
Manage Conflict Head-On Together	14%

"Create situations for informal communication."

"Lead by example."

"Being proactive about reaching out to other departments and creating relationships is key."

PURPOSE OF DEVELOPER PROGRAMS

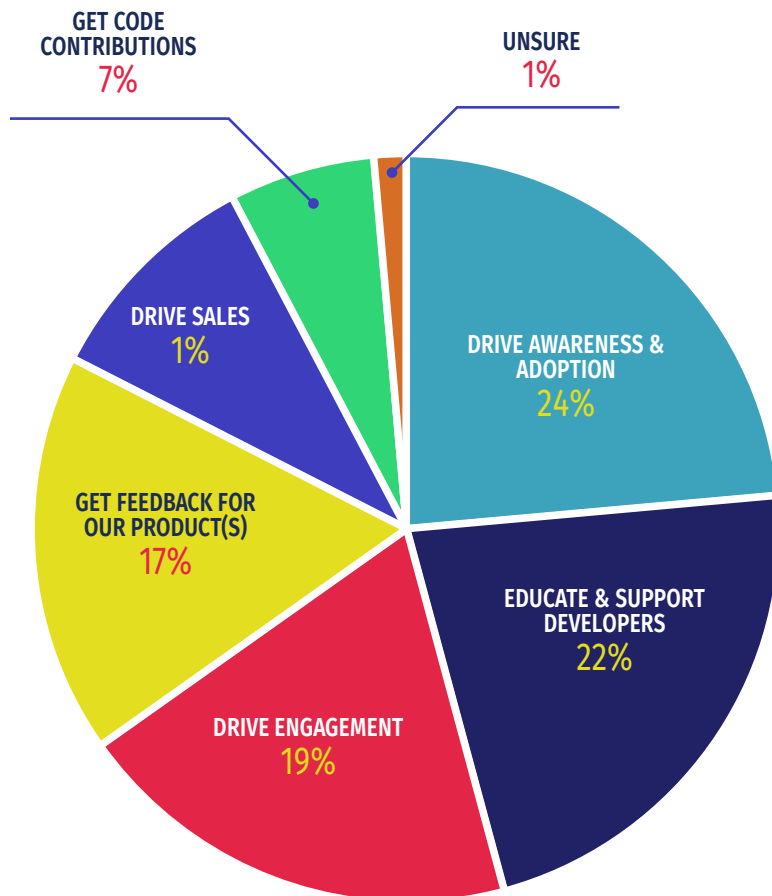
Why do companies practice developer relations?

Developer Relations' enthusiasm for cross-team collaboration (see page 11) speaks to the idea that the practice touches on many different individual disciplines. Similarly, DevRel defined as anything that furthers the relationship between a vendor and developer means that DevRel happens for different reasons depending on the needs of the company.

DevRel as practised, plays a role at each stage of the funnel, from driving awareness and adoption, through educating and supporting developers, driving engagement, to sales enablement.

Closing the feedback loop by bringing product feedback from developers back to the company has doubled since the 2019 Report and is now at 17%.

? Why was your DevRel program created?





PROGRAMS

THE PROGRAMS

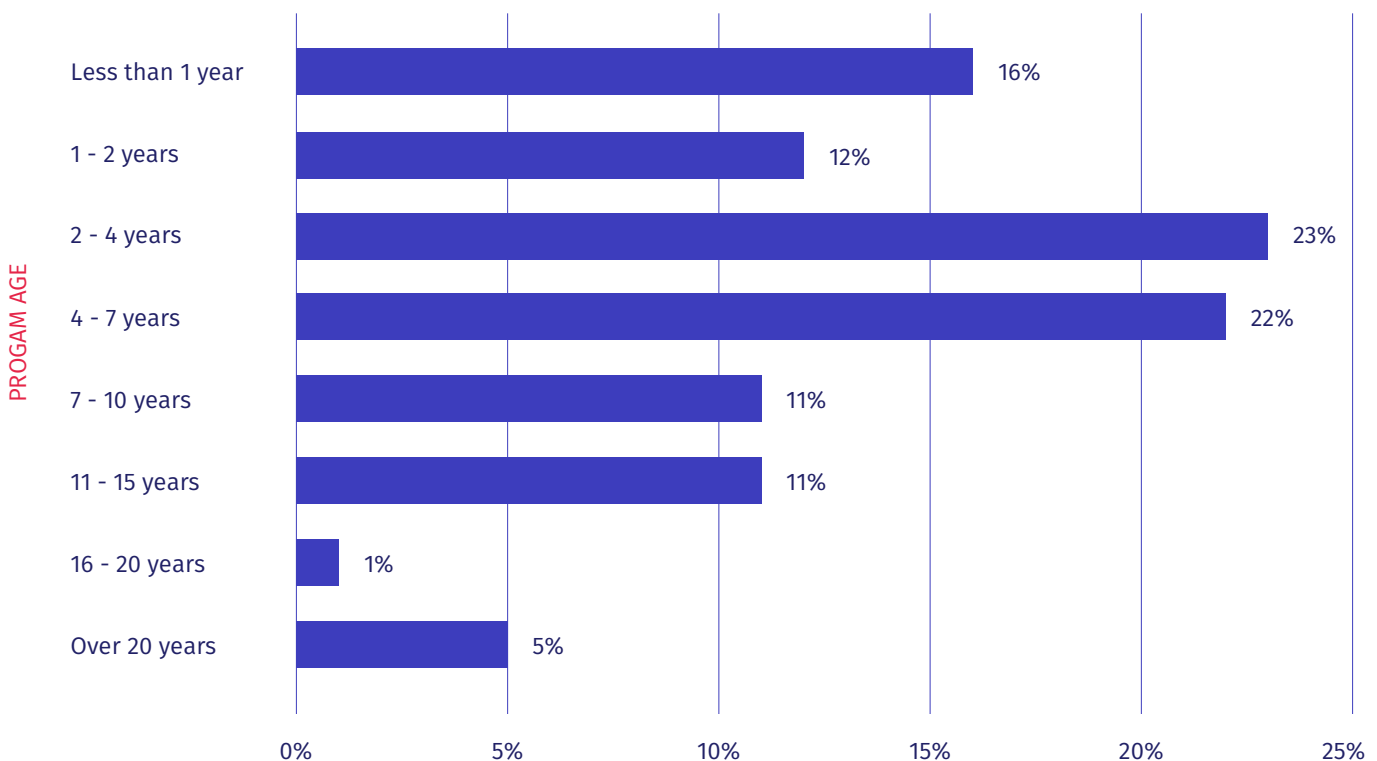
IT'S TIME TO STOP THINKING OF DEVREL AS A NEW PRACTICE

While it's true that new programs are founded every year, we are happy to see that many are aging.

The majority of programs (58%) are between two and ten years old. Since our 2016 survey, the number of programs aged seven to ten years has increased from 8% to 28%. It's exciting to see we also have programs over 20 years old, confirming the practice of DevRel is here to stay.

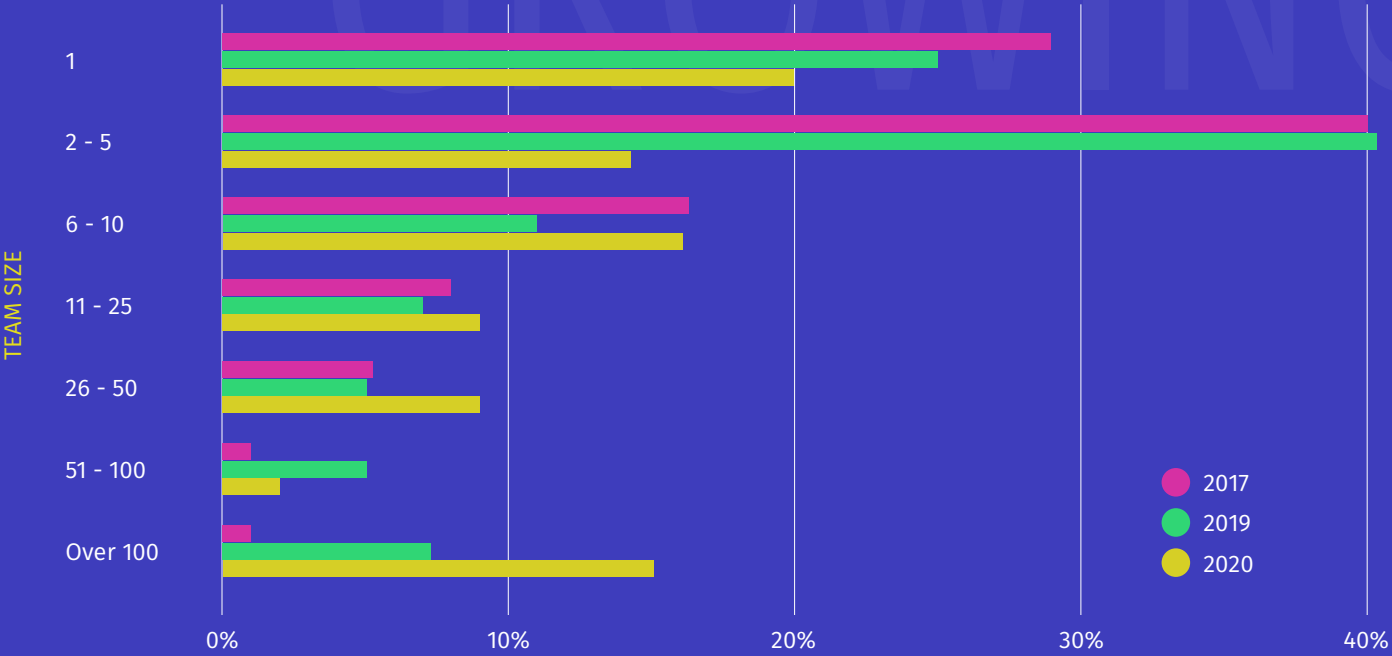
PROGRAM AGE

? How old is your company's developer program?



TEAMS ARE GROWING

How large is your Developer Program team? (FTEs)



100+ sized teams grew over the last three years from 1% to 15%. Mid-sized teams between 6 and 50 also grew from 5% to 9%. There are surely a few DevRel practitioners that are happy to no longer be a team of 1, as that team size continues to shrink!



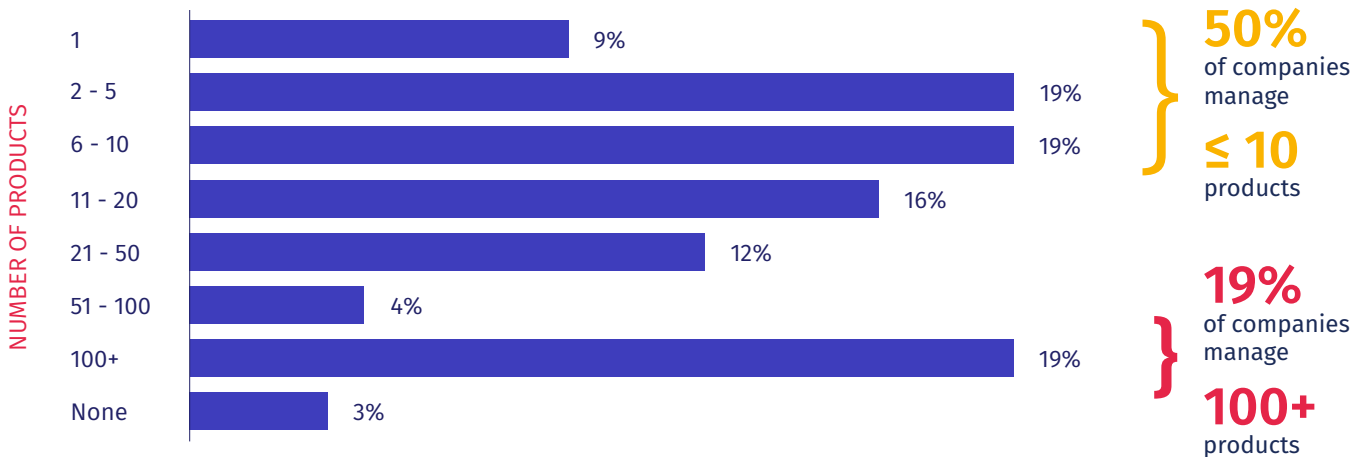
PRODUCT SCOPE

As DevRel teams grow, so do the number of products that fall under their programs. For the purposes of this report, we consider a product to be a distinct entity that has its own identity, resourcing, documentation, support, and maintenance needs. Developer tools, APIs, SDKs, HDKs, and marketplaces can all be products in their own right.

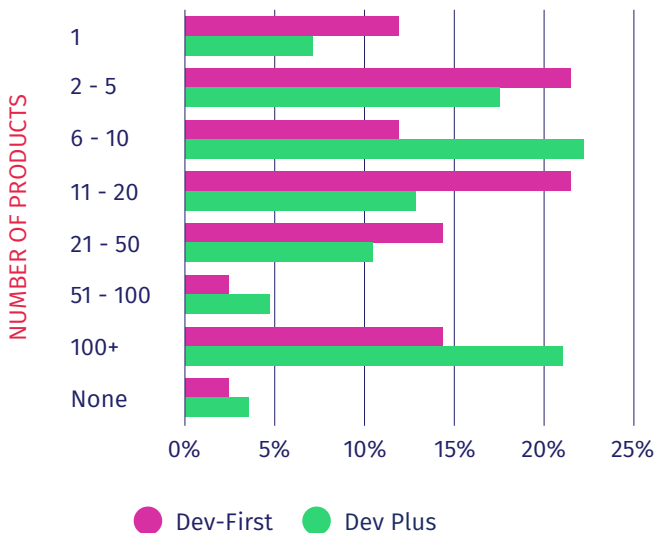
Almost 50% of DevRel programs take responsibility for ten products or fewer, with less than 10% responsible for just one product. Perhaps most surprisingly, 19% of programs are responsible for more than 100 products.

As might be expected, larger companies tend to have more products. In addition, Developer Plus companies seem to offer more products than Developer First companies.

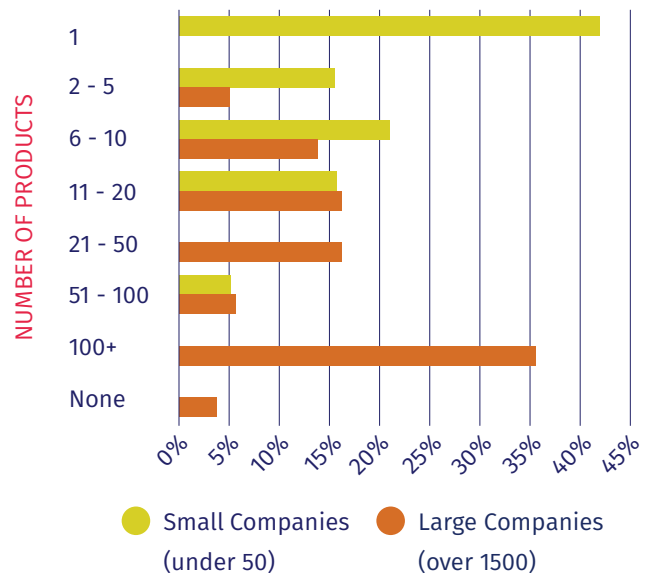
? How many products (e.g.: tools, APIs, SDKs, HDKs marketplaces, etc.) does your organization offer to developers?



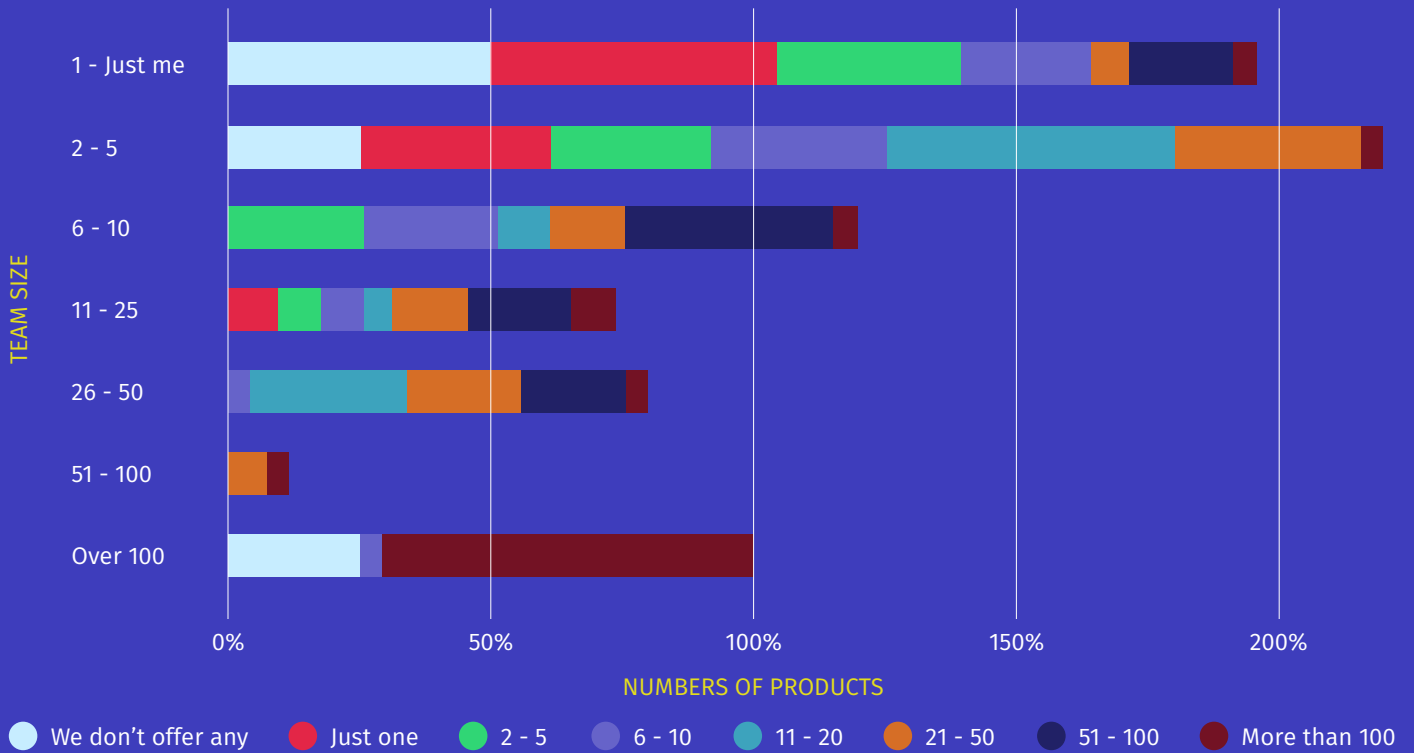
DEVFIRST V.S. DEVPLUS



SMALL V.S. LARGE COMPANIES



PRODUCT SCOPE BY TEAM SIZE



When it comes to team size, the number of products seems to have no bearing on the size of the team.

Teams of one can be busy! Half of them manage just one product, while many manage 100 or more products.

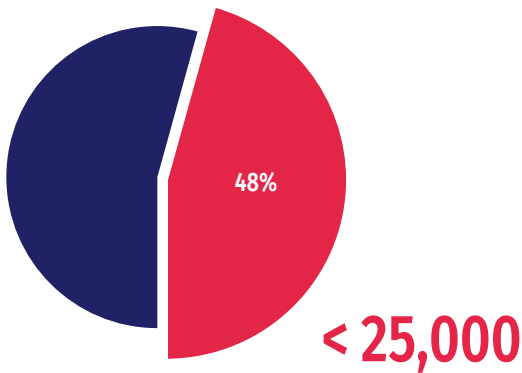
Of the largest teams with over 100 staff, 71% manage more than 100 products. A large number of products doesn't necessarily get a large team, as we see all team sizes have managed more than 100 products.

COMMUNITIES ARE GROWING

Today 19% of programs are large by almost any standard, with more than one million community members.



Almost half (48%) of program have communities under 25,000.

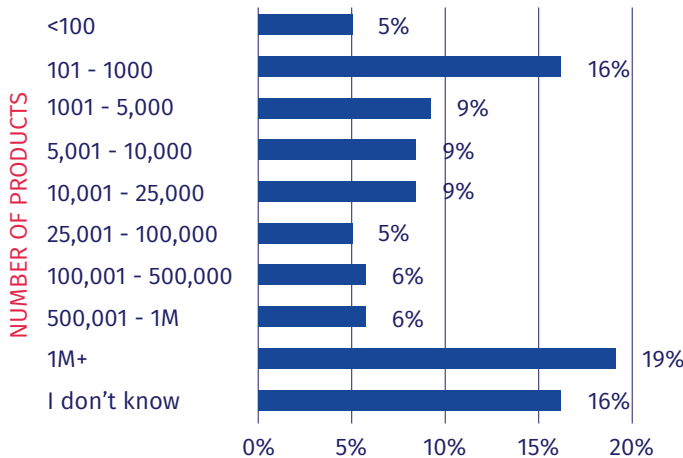


Larger companies tend to have larger communities – but not all of them! Some small companies are managing communities upwards of 100K.

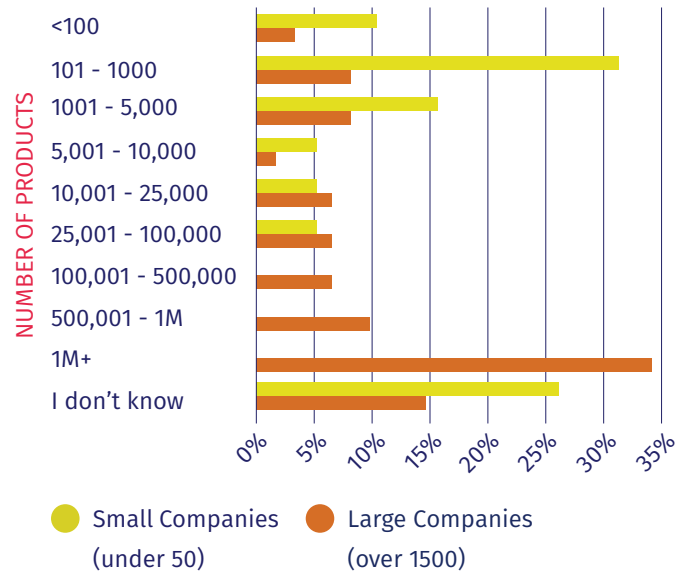
It's worth noting that there isn't yet a solid definition of what counts as a community member. It could be based on subscribers, users, active members, or all those combined plus social media followers. Strategic programs will have a good handle on what this means, and direct their programs accordingly.

? How large is your developer community?

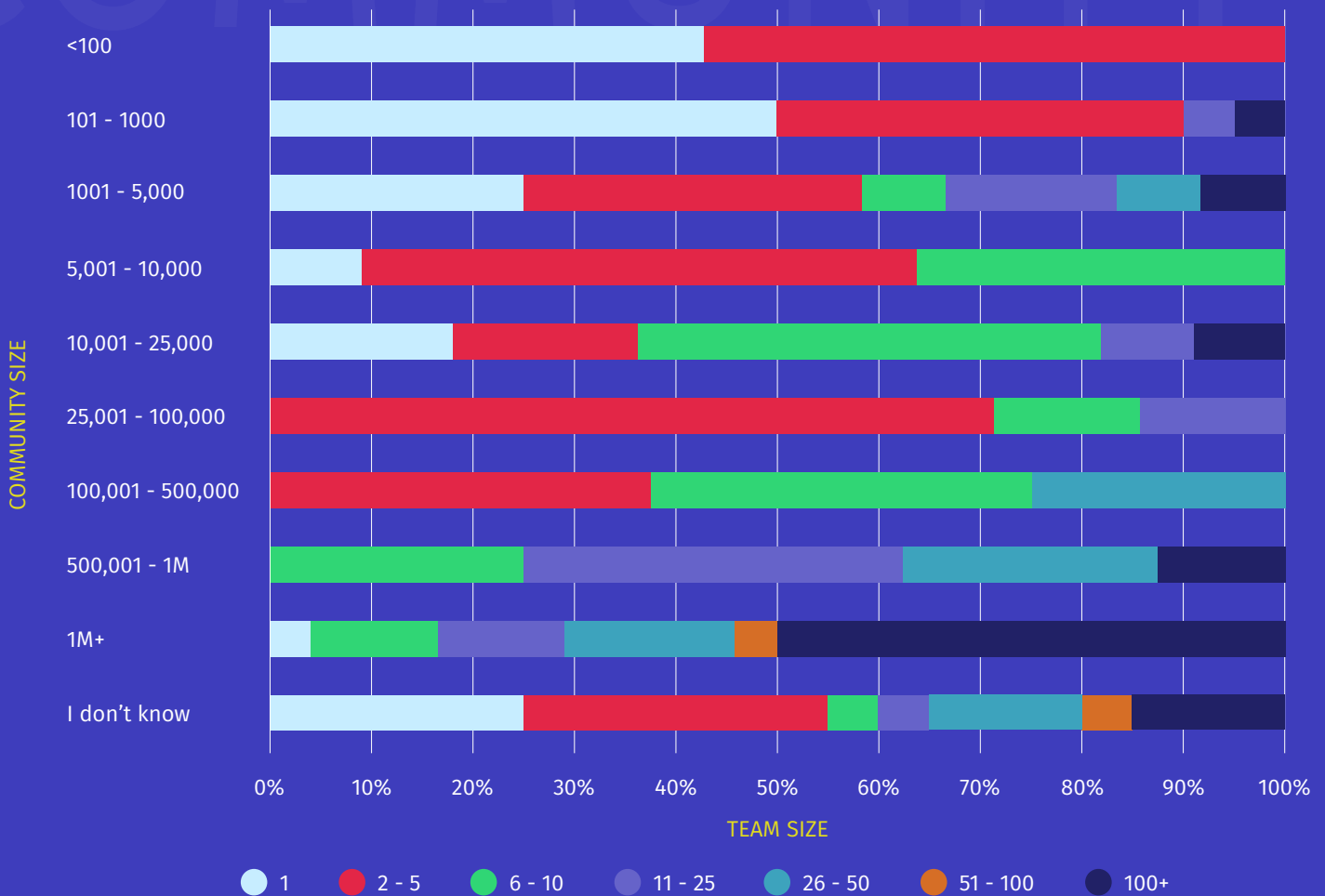
COMMUNITY SIZE



SMALL V.S. LARGE COMPANIES



TEAM SIZE BY COMMUNITY SIZE



When it comes to team size, smaller teams tend to look after smaller communities. But even then, 43% of communities in the 101- 1000 size are managed by a team of one. By any standards, that's a large community to manage by oneself if it means all outreach, forum management and content development.

It isn't until we see communities of over 500K in members that team sizes start to grow.



BUDGETS

PROGRAM BUDGETS

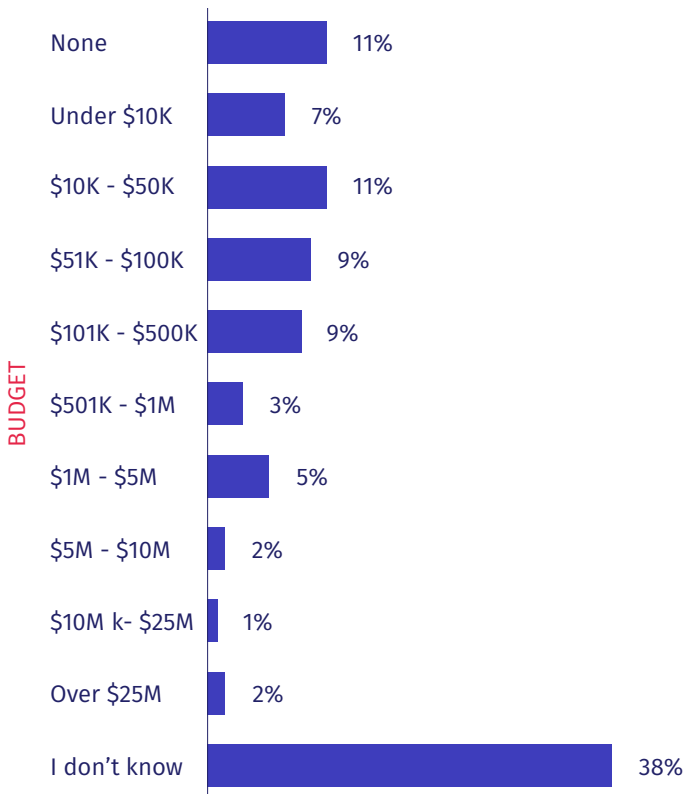
Getting and justifying budget has been an ongoing struggle for DevRel programs. Partly this is due to the relative novelty of DevRel, meaning that teams don't yet know how to report their successes. This results in executives lacking a well understood framework for showing return on DevRel investment.

Almost 40% of respondents said they didn't know what was the budget of their program. At first glance, this might appear odd. However, most of these people work for larger companies, so it could be that individual contributors are shielded from team management concerns.

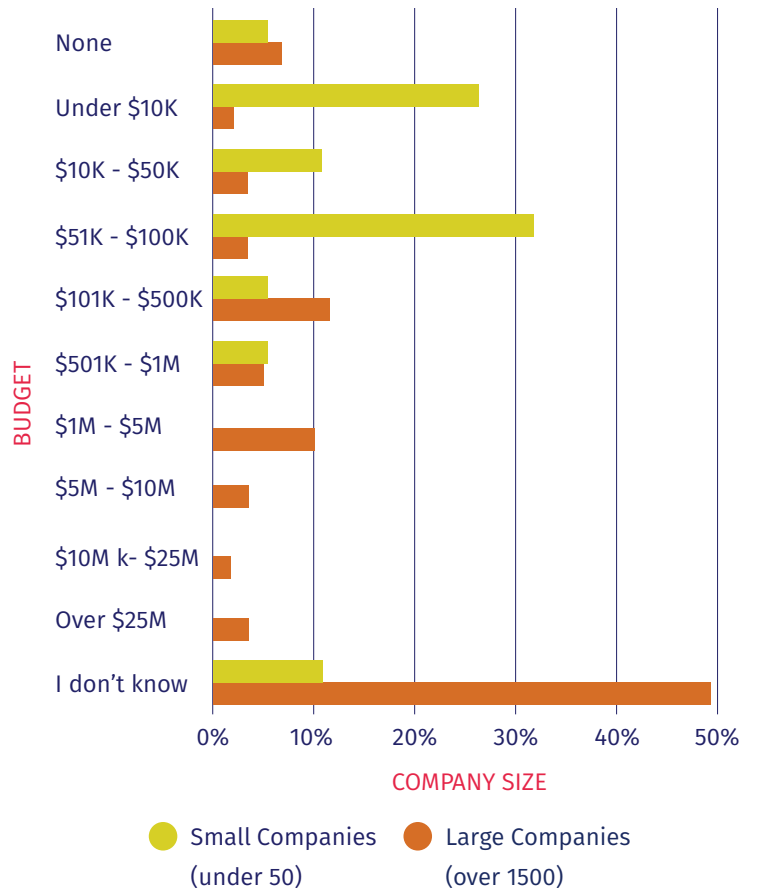
Just over 10% said they have no budget. DevRel is harder without budget but a purely content driven program, for example, is possible without its own dedicated funds.

For the purposes of our survey, we defined budget as excluding salaries but including money available for contractors.

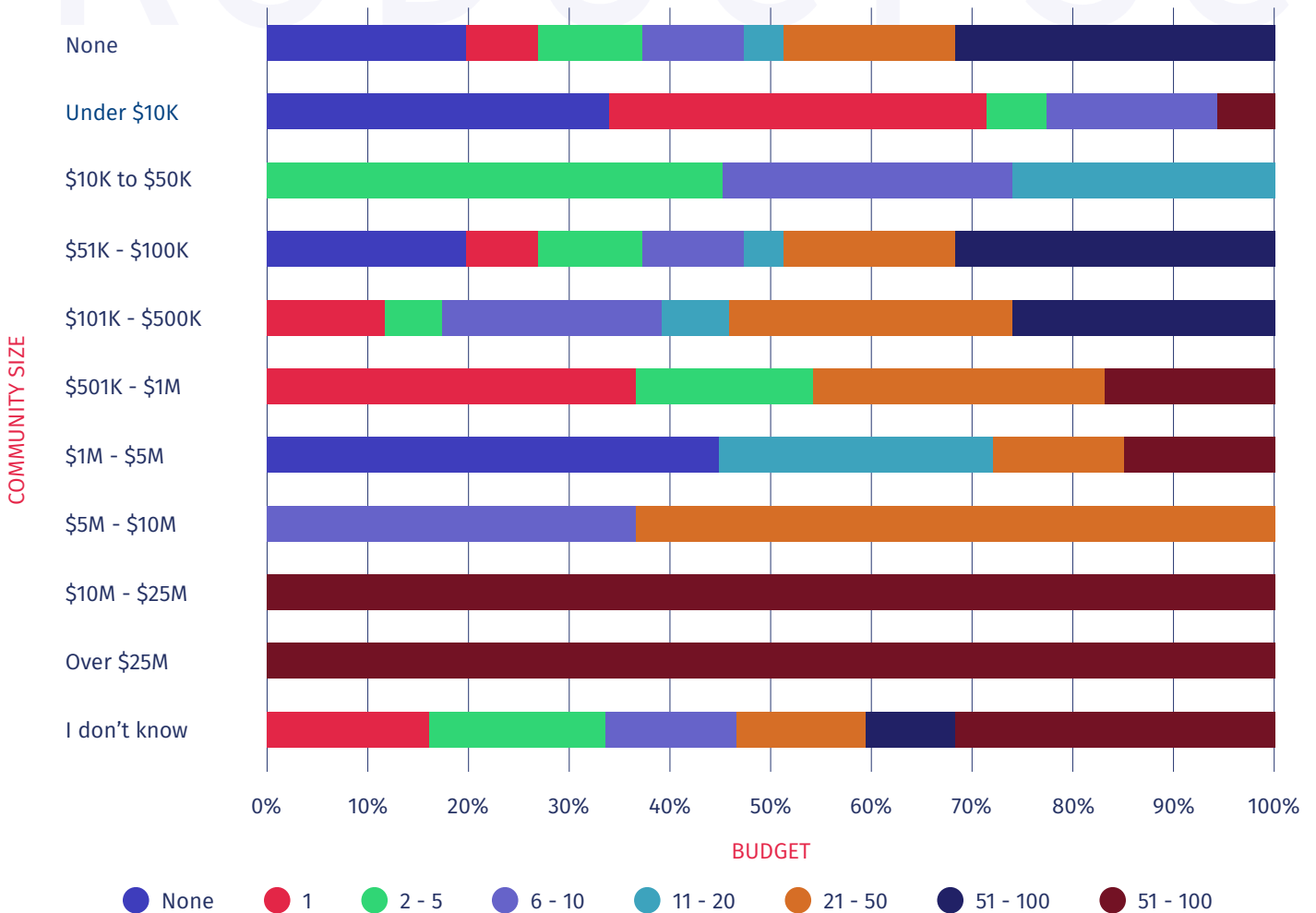
? **What is the annual budget of your developer program (not including staff salaries)?**



BUDGETS BY COMPANY SIZE



BUDGET BY PRODUCT SCOPE



Do more products mean larger budgets? Most definitely. Those with budgets of \$10M- \$25M and larger, all managed over 100 products. That equates to a minimum of \$100K per product.

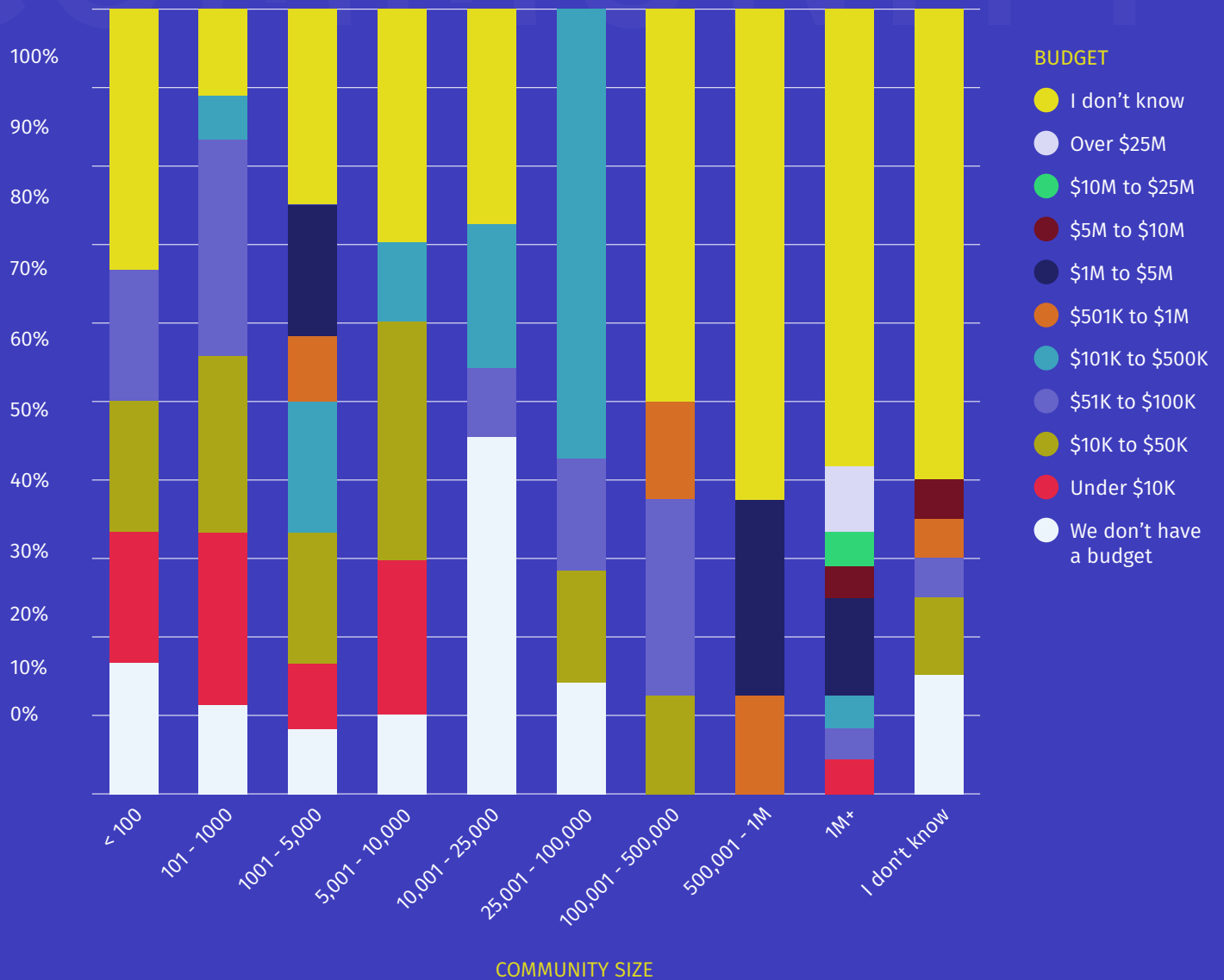
With budgets in the \$5M to \$10M range, the spend ranges from 200K to \$1M per product.

On the lower end of the scale, those with budgets of \$10K to \$50K are spending between \$1K and \$10K per product.

What do companies spend their budget on? We didn't ask that, this year. We do know, prior to Covid 19, many companies spent multiple millions of dollars on their signature events each year, which smaller companies can't do. It will be interesting to see if budgets change as events go online.

We also don't know if size of budget equates to a successful program.

BUDGET BY COMMUNITY SIZE



The larger the community - the more people don't know their budget.

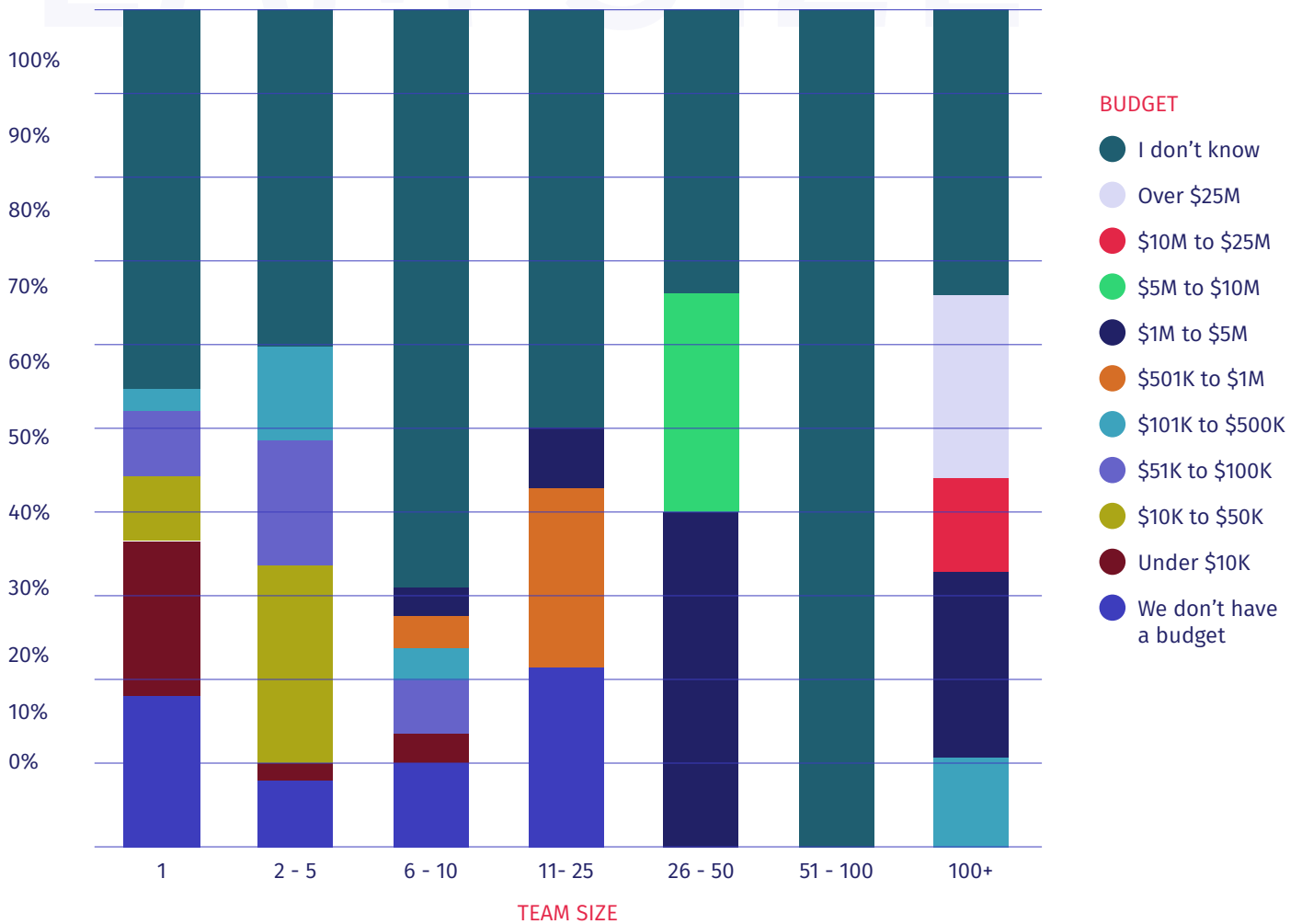
The group with 1M+ community members has some showing budgets of over \$25M. But we see a range of budgets for communities of this size.

Almost 50% of those with a community between 10K and 25K don't have a budget.

In the 25K-100K community size, close to 60% have budgets from 101K to 500K (light blue), That equates to \$4-\$5/member.

20% of those with a community size of 5K-10K, have budgets between \$10K to \$50K (light green). This equates to \$2-\$5/member.

BUDGET BY TEAM SIZE



As mentioned earlier, lots of DevRel practitioners have no insight into their team's budget.

Most definitely larger teams have larger budgets and also don't know their budgets.

Individual contributors might not need to know every detail of a budget but every team member should understand the scope of budget that they have in order

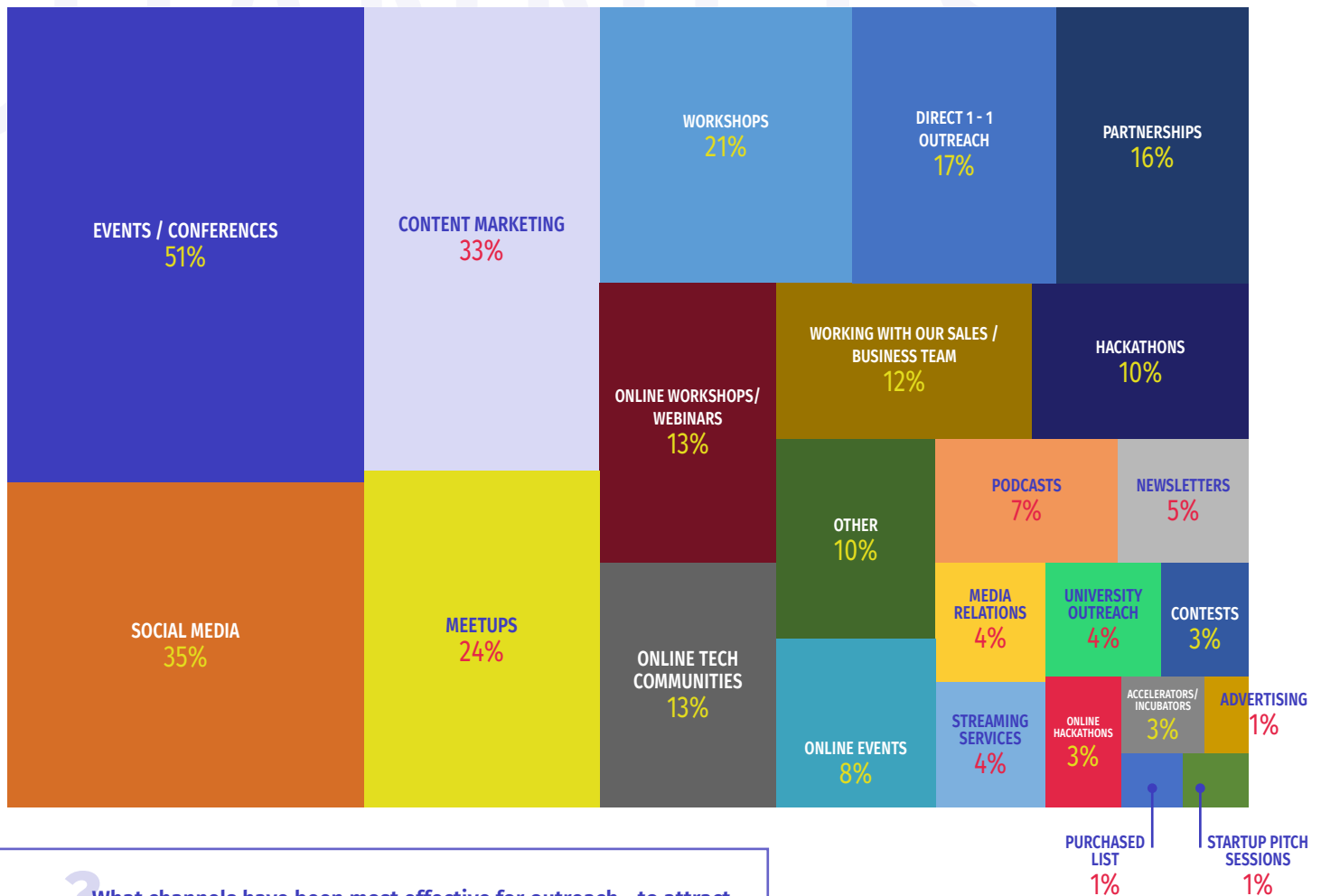
that they can make informed decisions about the impact that each dollar can have.

Teams of 1 - 5 appear to have budgets capped at \$500k, the starting range for those with teams with 11+ staff.

STRATEGIES
ACTIVITIES
CHALLENGES

STRATEGIES, ACTIVITIES, AND CHALLENGES

AWARENESS CHANNELS



? What channels have been most effective for outreach - to attract and find new developers to your program? (Choose your top 3)

Similarly to previous years, over half find events and conferences to be the most effective for outreach to new developers.

Since 2017, there has been an increase in online channels such as social media, online events, podcasts, and streaming services. This experience will serve the programs well given the Covid 19 pandemic.

Since 2017, hackathons have decreased from 28% to just 10% and direct 1-1 outreach has gone from 37% to 17%.

The **top 4 choices as seen in the chart were the same for Developer First and Developer Plus** companies. However the 5th most popular choice was tied at 17% for both workshops and podcasts for Dev First companies.

This changes when we look at the size of companies. For **small companies** the top channels were content marketing, direct 1-1 outreach, and social media, all at 43%.

While **large companies** focused more on events / conferences (54%), meetups (29%), and workshops (29%) in line with budgets and team resources we see in previous pages.

ONLINE COMMUNICATION CHANNELS

Overall	
Twitter	57%
GitHub	37%
Company Website	32%
Slack	31%
Stack Overflow	17%
YouTube	16%
dev.to	16%
LinkedIn	15%
Twitch	10%
Reddit	8%



Which of these online sites have been the most effective for providing communication to your community for either outreach or support? (Choose your top 3)

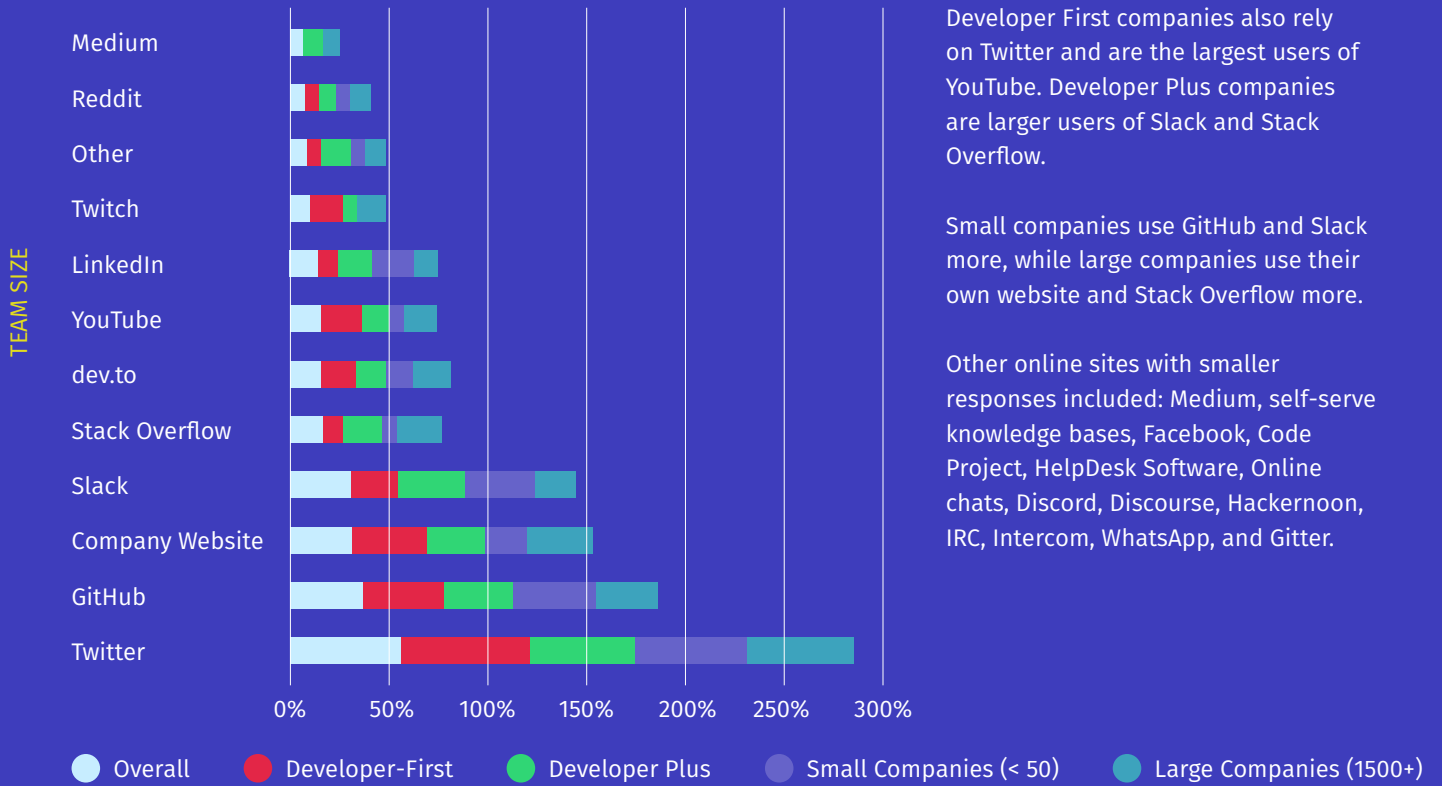
We asked about specific online communication channels used for either outreach or support. Similar to previous years, a company's websites remain near the top of the list.

Since 2017, the role of sites such as Twitter, GitHub, and Slack has grown.

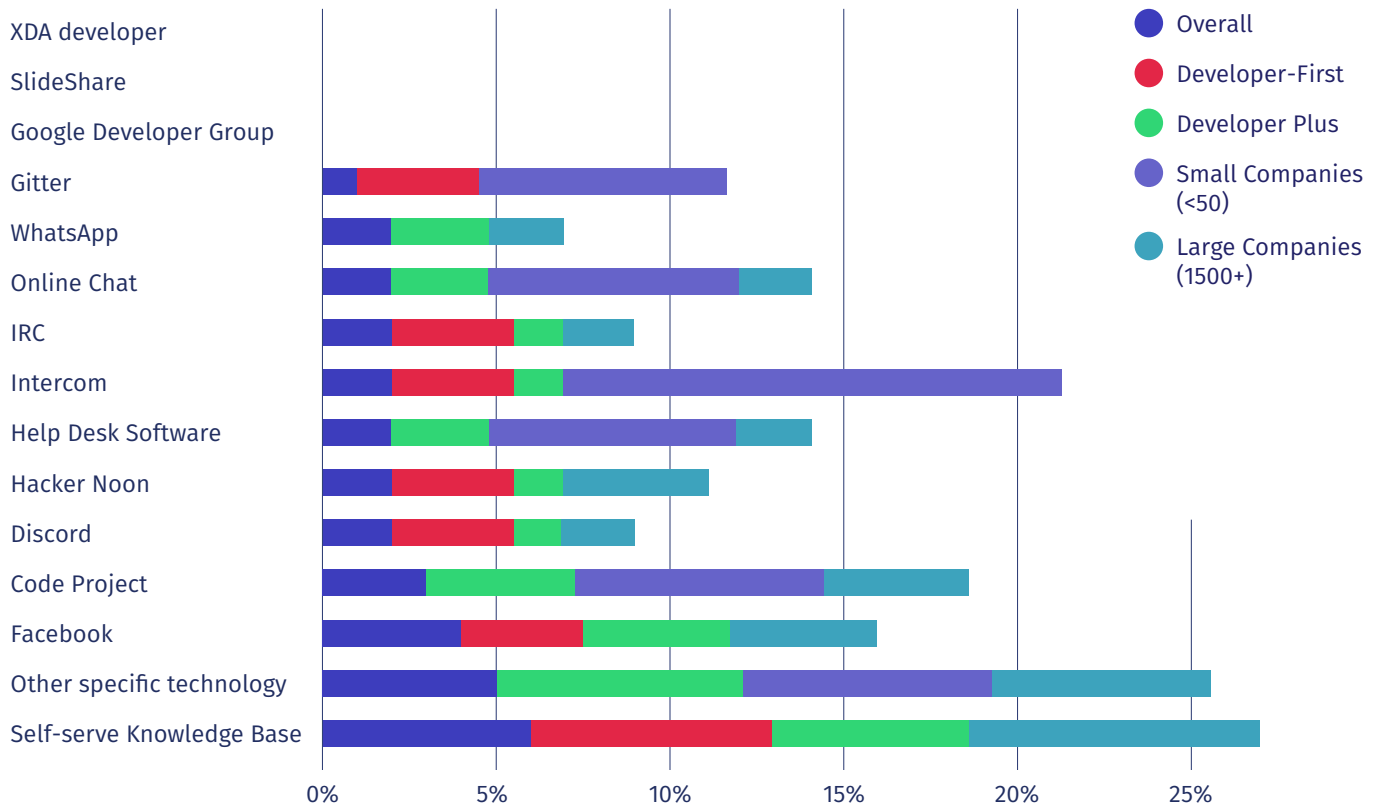
What surprises us the most is the overwhelming reliance on Twitter. In surveys with developers that we have seen, the top channels that developers use to search out new tools are peers, Google Search, Stack Overflow and Github. Aligning communications

channels to where developers are is important for success. A reliance on Twitter may have to do with the size or budget of the team, as it requires less resources to send out a Tweet than spend time preparing a repo for Github or answering Stack Overflow questions.

OUTREACH CHANNELS



ONLINE CHANNELS - BOTTOM



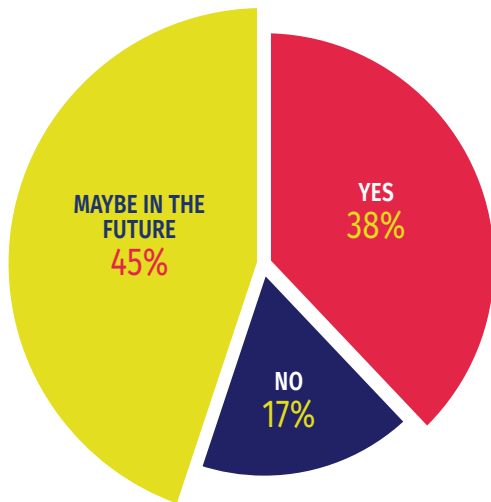
CHAMPION PROGRAMS

More programs are making use of Champion programs to enhance their programs and recognize engaged developers.

Different companies give them different names, such as MVP, ambassador, or champion, but these programs share a proven way of motivating and organizing community contributions.

Acting as multipliers, they enable DevRel teams to extend their reach by rewarding specific community members for contributions that also further the team's strategy.

However, they are costly both in terms of time and money. Just 38% of our respondents said they have a champions program.



? Do you have a Champion or Advocate Program to recognize and work with highly engaged developers?



TOOLS

Which tools are used to manage your developer program activities? (Select all that apply)

Tools Used for Developer Program Management Activities

Custom in-house (Google docs, XLS spreadsheets, etc.)	63%
Web analytics tools (Google Analytics, Mint, etc.)	62%
Community / Forum tools	49%
CRM system (Salesforce, Zoho CRM, Insightly, Hubspot, etc.)	44%
Documentation generation / management tools (Apiary, Slate, Readme.io, etc.)	32%
Help desk tools (Freshdesk, Zendesk, Github issues, etc.)	23%
Dashboard BI tools (tableau, Looker, Reveal, etc.)	22%
Social media monitoring tools (Radian5, Lithium, BuzzMetrics, etc.)	20%
Other (please specify)	9%
None	2%

CUSTOM IN-HOUSE TOOLING DOMINATES

Dedicated tooling for developer relations has been thin on the ground, despite a handful of efforts over the years to create software that helps manage a particular aspect of DevRel. DevRel specific tools face a steep challenge as no two DevRel programs are entirely alike. Reporting structures, measurement frameworks, strategies, and responsibilities vary in a way not seen in most other disciplines. As well, many incumbent tools, especially in larger organizations are thought to suffice.

As such, DevRel tooling providers will likely have to come up with an opinionated framework or risk getting stuck customizing their product for each new client. Today, custom in-house tooling dominates, along with web analytics tools.

Where possible, DevRel programs should use the tools employed by the wider company so as to avoid data siloization and to make DevRel's contribution more visible.

WHAT TOOL(S) CAN'T YOU LIVE WITHOUT

Top 3 Choices of tools for the job

Slack	29%
GitHub	20%
Twitter	19%

Other tools mentioned several times were: email, Google docs and G Suite, Airtable, Discourse, Visual Studio, Hubspot, Salesforce, Zoom, MS Teams, PowerPoint, Confluence, Trello.

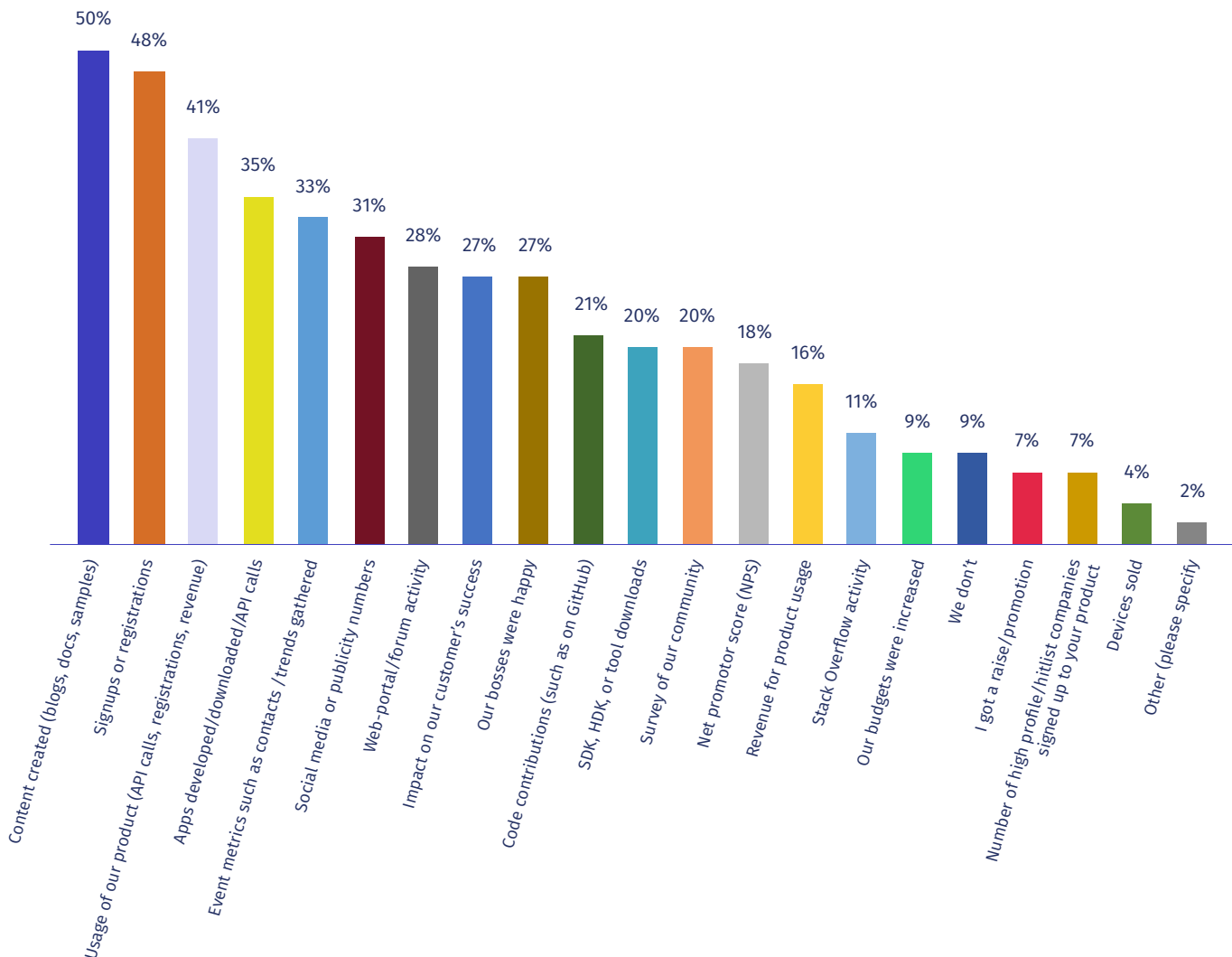
METRICS

Metrics, as for any program, are an important part of measuring overall success in driving company goals, usability of a product, as well as reviewing the use of one tactic over another.

Metrics are also one of the most debated topics within DevRel, showing the still maturing nature of this practice as well as the inconsistent reporting structure as noted on page 10. That said, it's not surprising that many of the measurements are programmatic and tactical based, rather than strategic based.

What is surprising, though, is that just 16% of teams measure success according to product usage, compared with 62% in 2016. Similarly, just 16% of DevRel teams consider revenue to be an indicator of their program's success.

? How do you measure the overall success of your program? (Check all that apply)



CHALLENGES


ENGAGING, SCALING AND KEEPING FRESH

Increasing engagement with developers and scaling outreach are the constant challenges for developer programs. Several years ago, finding experienced and qualified developers as users was the biggest challenge, but this has faded.

Many also list technology and product limitations, which hinders the job of DevRel to both promote and adequately support a product. Here strategies to address

these challenges might include nurturing stronger relationships with product teams, and getting that very valuable feedback from users.

Developer First and smaller companies had larger challenges with keeping content fresh and current (52%) as well as finding qualified marketing staff (17%). Whereas Developer Plus companies and larger companies had challenges with getting internal support (25%).

 **What are the biggest challenges for your developer program?** (Choose your Top 3)

Overall	
Increasing engagement with our developers	49%
Scaling our outreach and getting enough developers	45%
Keeping content fresh and current	41%
Getting internal support for our program	25%
Technology/product limitations	23%



DEVELOPER RELATIONS PEOPLE

THE PEOPLE

DevRel practitioners are an increasingly diverse group of people.

They range in age from 22 to 60+, with 30% in the 41-50 range.

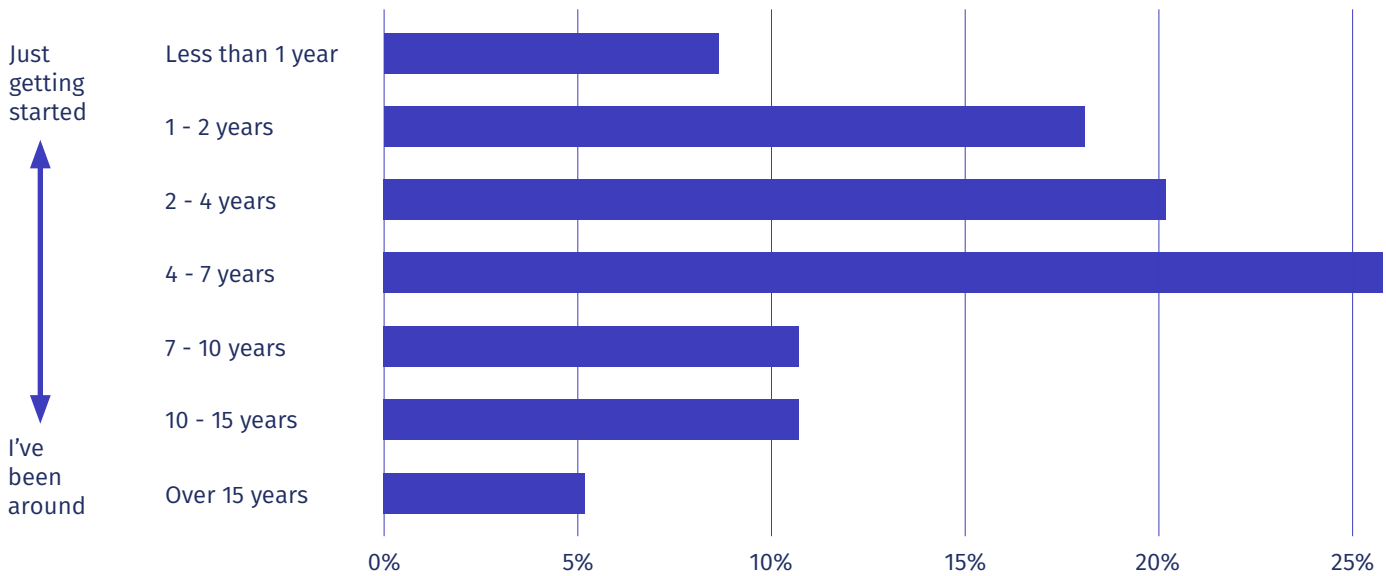
It's still predominantly male (61%), but the female and non-binary contingent has increased by 30% over the last several years, which is much higher than what we see in the general developer community from sources such as Stack Overflow's 2020 survey which reported only 9%.

Having a technical degree is not a key qualifier for a job in DevRel, as 47% don't have one. Having a technical degree has averaged 50% over the last several years.

As DevRel programs age, so has the amount of experience in our community of practice. The largest cohort has been at it between 4-7 years, but many for 10 years or more.

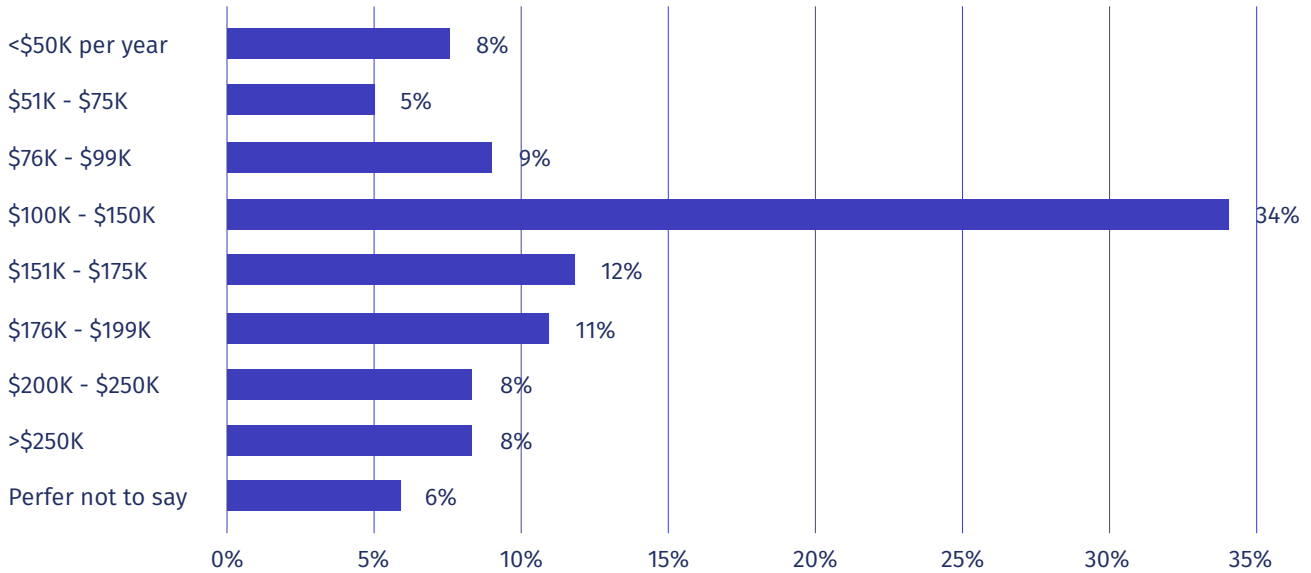
? **What is your age?**
To which gender identity do you most identify?
How many years of experience do YOU have in Developer Relations? Do you have a technical degree?

YEARS OF EXPERIENCE IN DEVREL



SALARIES

What is your current annual salary including bonuses (USD)?



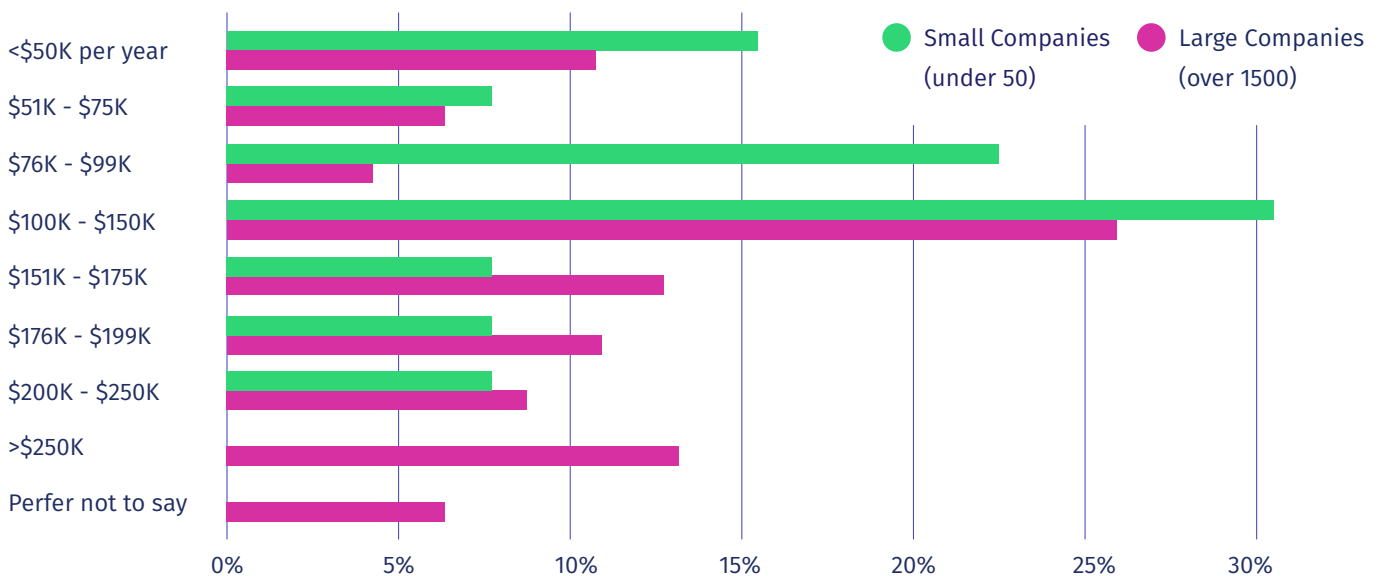
The largest segment of salaries are between \$100K to \$150K USD, which is in-line with other informal polls we have seen and have remained fairly stable over the last few years. Fewer salaries are under 100K and 39% are over 150K.

The US made up 95% of salaries above \$175K, while salaries reported by those in India made up 43% of those below \$50K.

We did not notice a difference in salaries between male, female or non-binary respondents.

Larger companies generally had higher salaries.

The median range of salaries of those in the US is at the higher end of \$151K to \$175K.



WHAT DO PEOPLE IN DEVREL DO?

CONTENT DEVELOPMENT AND TRAVEL

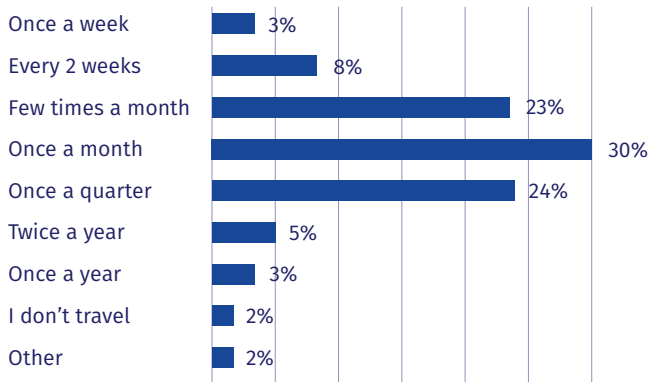
DevRel practitioners engage in a wide range of activities to support their programs ranging from strategy and planning to marketing and technical support.

Content development is the highest activity at 61%, and we know this ranges from blog writing and technical writing of developer documentation, to developing content for workshops, webinars, tutorials and podcasts.

DevRel practitioners are also known to be a nomadic group, with up to 72% who normally work remotely, and a high percentage (64%) who travel at least once per month (all prior to Covid 19 pandemic).

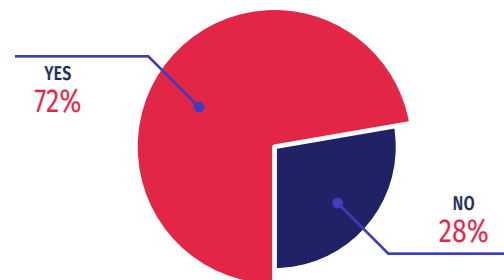
How much travel on average is expected in your job to places outside your home city? (Consider the average prior to the Covid-19 Pandemic.)

TRAVEL EXPECTED OUTSIDE CITY



Do you normally work remotely (prior to Covid-19)?

NORMALLY WORK REMOTELY



On which activities below do your spend most your time? (Choose your top two)

Overall	
Content Development	61%
Strategy and planning	46%
Events	39%
Evangelism	29%
Outreach	25%
Research/staying up to date	18%
Marketing	17%
Social media/ SEO	17%
Product Development	16%
Support	14%
Asking for funding	6%
Other	6%
Portal Management	4%

DEVREL SKILLS

These top three skills - Empathy, Communication and Creativity - have remained the same over the last few years, even with an open-ended question.

Other skills offered were: patience, technical knowledge, ability to work cross-functionally, passion for the job, and organization skills.

? What do you think are the top 3 skills a person needs to be successful in developer relations?

Top 3 Skills from an opened ended questions

Empathy	40%
Communication	33%
Creativity	9%



LEARNING ABOUT DEVREL

As with any new practice, there are fewer formal practices to learning. A vast majority of respondents say they learn on the job, however this number has reduced slightly from 94% in 2018 to 87% in 2020.

Today, more resources are available than ever before with books, blogs, training, conference and other guidance. Learning from peers in DevRel remains important for almost three quarters of respondents.

Few people come to DevRel as their first job. As such, many practitioners bring with them knowledge from previous roles, such as marketing, support, community management, and engineering.

? How did you learn to be a developer relations professional?
 How do you keep learning? (Check all that apply)

Seat of my pants... learned on the job	87%
Peers in devrel	71%
Reading online	66%
Learning from and listening to colleagues	52%
DevRel social media channels	42%
Mentors	33%
DevRel conferences	32%
Reading books	29%
DevRel meetups	24%
Reading industry reports	23%
University/ post secondary school	9%
In house company workshop	4%
Other	1%

“I don’t read DevRel books but I read business, psychology, marketing, and education books.”

“Every day, I realize how much my experience as a tech recruiter and time spent organizing, attending, sponsoring, and speaking at events prepared me for this work.”

IMPACT OF COVID 19



Covid 19 has impacted all of our lives and also the way DevRel work takes place.



We've shifted some of our work online either through virtual events or office hours/video/blog posts. We're also paying off "advocacy debt" or work we had always wanted to do but hadn't had time for."

"Everyone works remote. No in-person events. Transitioning to a fully virtual world."

Cancelled Events/Conferences	44%
Increased Online Meetings/Events	37%
Increased Online Documentation/Content Creation	17%
Nothing	8%
Change in Customer Activity	6%

"No travel for in person events; participating in online ones. Honestly probably better as we can focus on re-usable content."

"General chaos as me as an individual, my team, my group, and my company all try to figure out how to quickly change their annual goals."

METHODOLOGY/HISTORY OF REPORT

This State of Developer Relations Report 2020, is the 7th report to highlight the practice of Developer Relations. The survey of Developer Relations practitioners was initiated by WIP in 2013 as a means to find out and share how DevRel practitioners spent their time.

The survey has grown over the years. The first survey had 17 respondents. Our 2020 survey has the highest number at 164. We know there are thousands of practitioners around the world, and we hope to keep growing the input next year.

WIP and Hoopy now collaborate on the report, as we both share in the desire to increase the professionalism and profile of this practice.

ABOUT WIP & HOOPY

wip

Success in the digital economy requires constant innovation and an ecosystem approach that leverages the ability of third-party developers and partners. WIP was the first boutique strategic consulting and marketing agency to focus on Developers. Started in 2006, we have worked for companies ranging from the top ranks of the Fortune 500 to start-ups, with an array of emerging technologies.

Count on us to build your program with strategic guidance and coaching, developer journey and experience reviews, and content development of both thought leadership and technical documentation.

www.wip.org

hoopy°

Hoopy is a consultancy that specialises in helping companies build awareness, adoption, and community among developer audiences. We've worked with some of the world's biggest names and smaller start-ups that you'll be hearing about soon.

As a Hoopy client you can benefit from our expertise in creating and executing your developer relations strategy, auditing your current developer outreach and experience, content creation, and more.

We'd love to talk about how we can help. Get in touch: hello@hoopy.io

www.hoopy.io



7th DevRel Survey

STATE OF DEVELOPER RELATIONS

2020

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