Using Glitch
for Developer Relations

Glitch

Glitch is the friendly community where everyone can discover and create the best stuff on the web.

In this guide, we'll explain how you can use Glitch for Developer Relations. It can help you with the full range of DevRel activities, lower the barriers to adoption and refine DX.

With working example apps to remix, a code editor to modify them, and instant hosting and deployment, anybody can build a web app on Glitch for free.

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"We use Glitch to reduce friction and get more people working with our toolkit. Glitch takes what could be a really complicated process and makes it a one-click operation."

Ben Brown
Founder and CEO at Howdy (Makers of Botkit)

Introduction

Glitch is the friendly community where everyone can discover and create the best stuff on the web.

It's a creative community that gives people the most intuitive, magical tools for creating any app or website that you can imagine, whether they're an expert coder or they've never written a line of code in their life.

If they see an app that they like, they can jump in and try it out. If it's not exactly what they want, or if it inspires them to create their own idea, they can remix the app and tweak it to their heart's content. We handle all the complicated parts of development, letting folks focus on the fun part—building their idea.

With working example apps to remix, a code editor to modify them, and instant hosting and deployment, anybody can build a web app on Glitch for free.

Drive Real Results

Developer Relations is one of the most strategically important roles for any company that wants to build a successful technology platform.

But what DevRel means to each company can differ, from getting out in the community and building relationships, to providing support, raising awareness and closing sales. Some organizations hire advocates; others evangelists. Some are looking to market to developers through promoting and supporting their platform, while others see DevRel as key to educating users and capturing their feedback.

But whatever your take, the field encompasses a broad set of activities. These are captured in the ['AAARRRP' Developer Relations framework](#), which sets out a holistic set of metrics and goals for any developer relations program:

• Awareness - awareness of the platform and what it does
• Acquisition - sign-up/download/install
• Activation - actively using the platform in an application
• Retention - continue to use the platform, use of new/additional features and use in new apps
• Revenue - pay to use the platform
• Referral - tell others about the platform
• Product - involvement in building and getting feedback on product

In this guide, we'll use this lens to explain how you can use Glitch for Developer Relations. By utilizing tools on Glitch, we support you undertaking activities that can positively impact each of these metrics and goals.

Tools

Glitch was built with Developer Relations in mind. It gives you the tools you need to measure and improve developer adoption and success with your API.
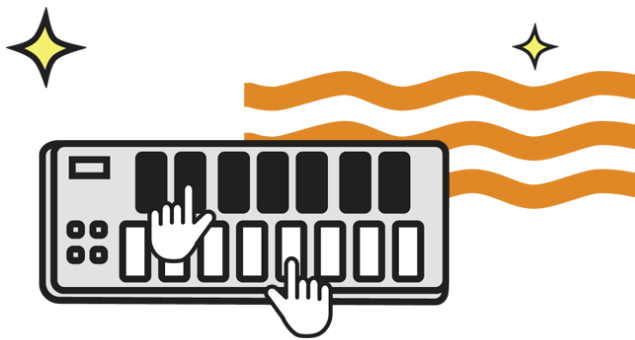
"We use Glitch as a tool for teaching back-end development, testing, and security. We love Glitch because it abstracts away so much of the ambiguity of Linux and Git, and helps you focus on the coding itself."

**Quincy Larson**
Teacher at freeCodeCamp
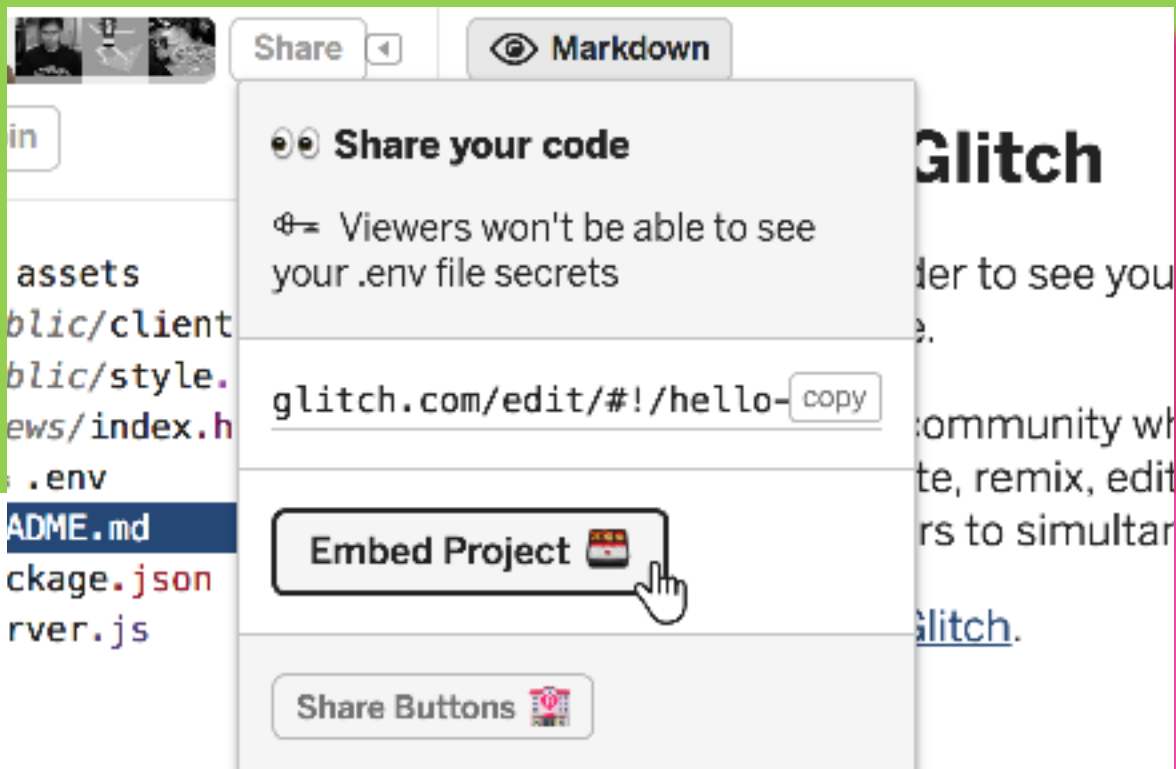
Embeds

You can embed Glitch apps anywhere, like a blog post, landing page or in your documentation. Just copy and paste the code to embed that app on your site. It works with most blogging tools like Medium and WordPress, and you can completely customize the look and feel of your embed — choose to show your app, the code that powers it, or both at the same time.

And since nothing explains an idea better than real, running code, embedding Glitch on your page lets your audience remix and edit the app directly within the embed. You can even highlight lines of code in the embed to use them as part of an article or tutorial.

Learn More
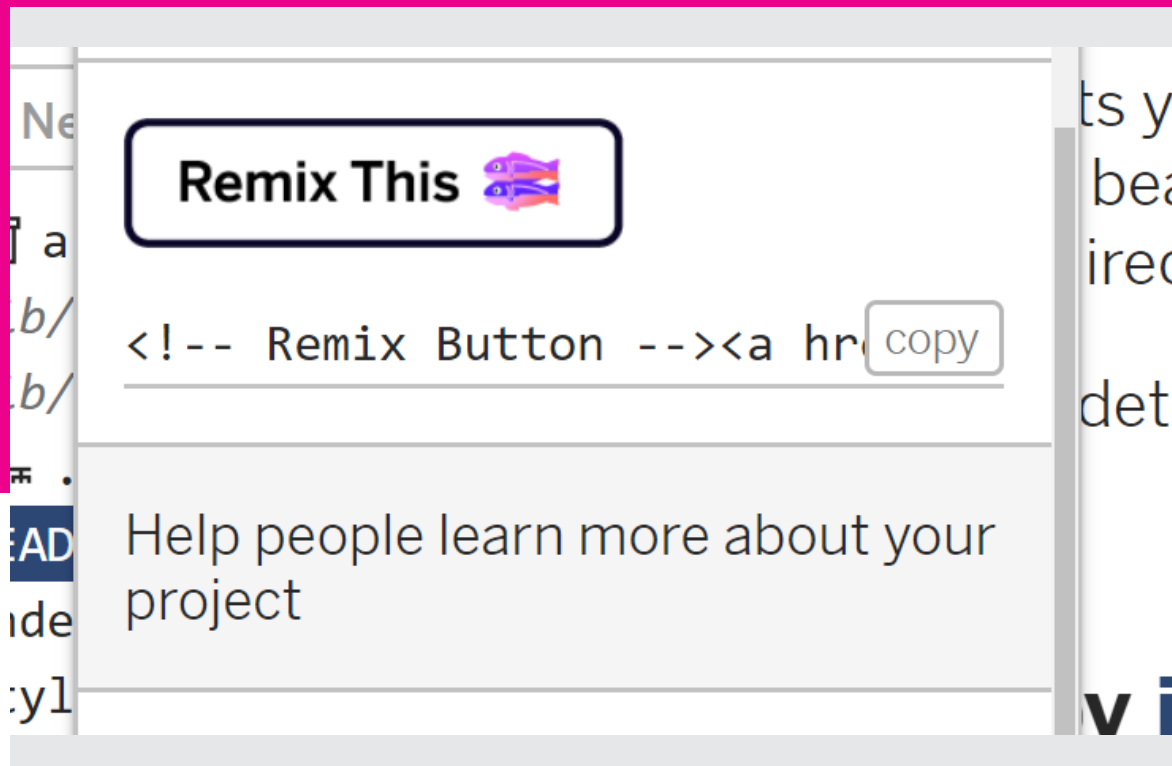
Remix Button

Our handy remix button allows people to remix any public app on Glitch directly from a blog post, documentation, or wherever you add the button.

You can take this a step further by using the remix button to pre-populate the values in a project's .env file on remix. This can be used to automatically set up a project with a user's API credentials, making the onboarding experience seamless.
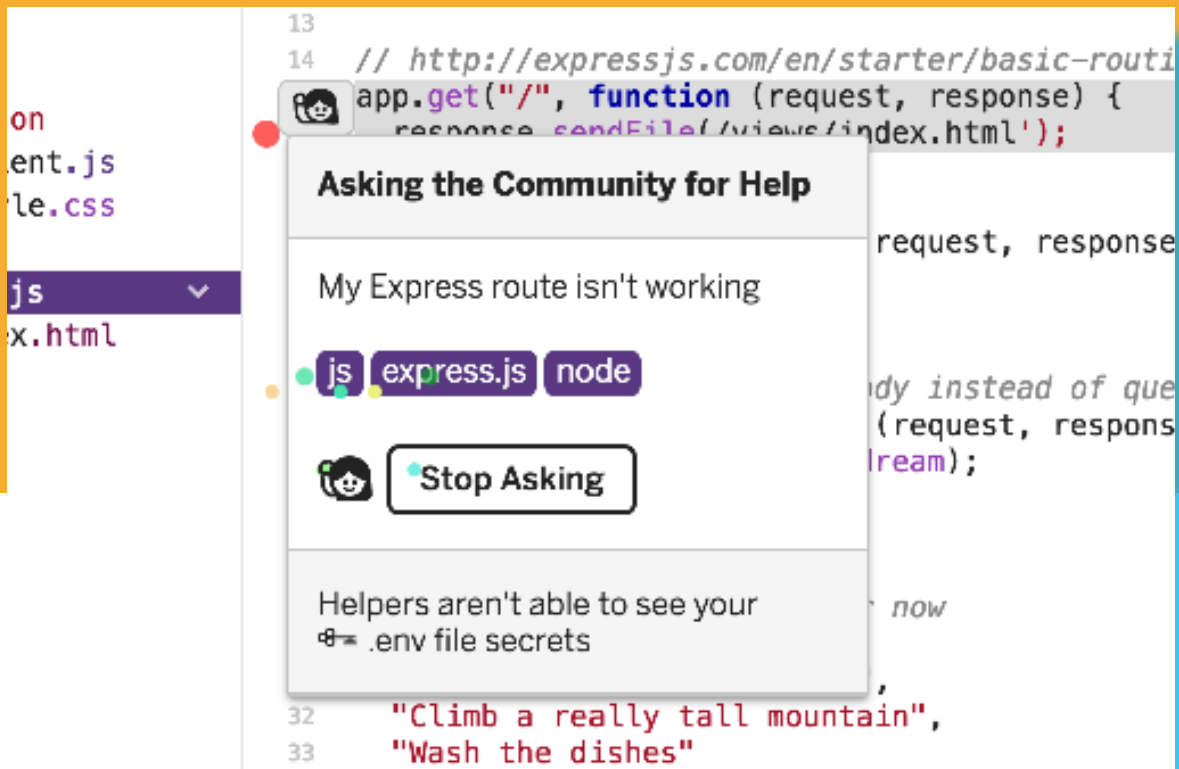
Learn More

Import Button

With our import button, you can enable people to import any public repo on GitHub into Glitch with just one click.

To make it easy for them to do so, you can add a button to your GitHub page or elsewhere that imports the repo you specify to Glitch—no account required.

Learn More

Glitch Help

We think getting help with your code in real-time should be as easy as just raising your hand.

From anywhere in Glitch, when folks are editing a file, they can highlight the section of code they're having trouble with and "Ask for Help". These requests for help appear right on your Glitch homepage so you can help people with problems related to your API or SDK.

When you offer to help, you join their project and you can code together, making sure they successfully get up and running with your platform.
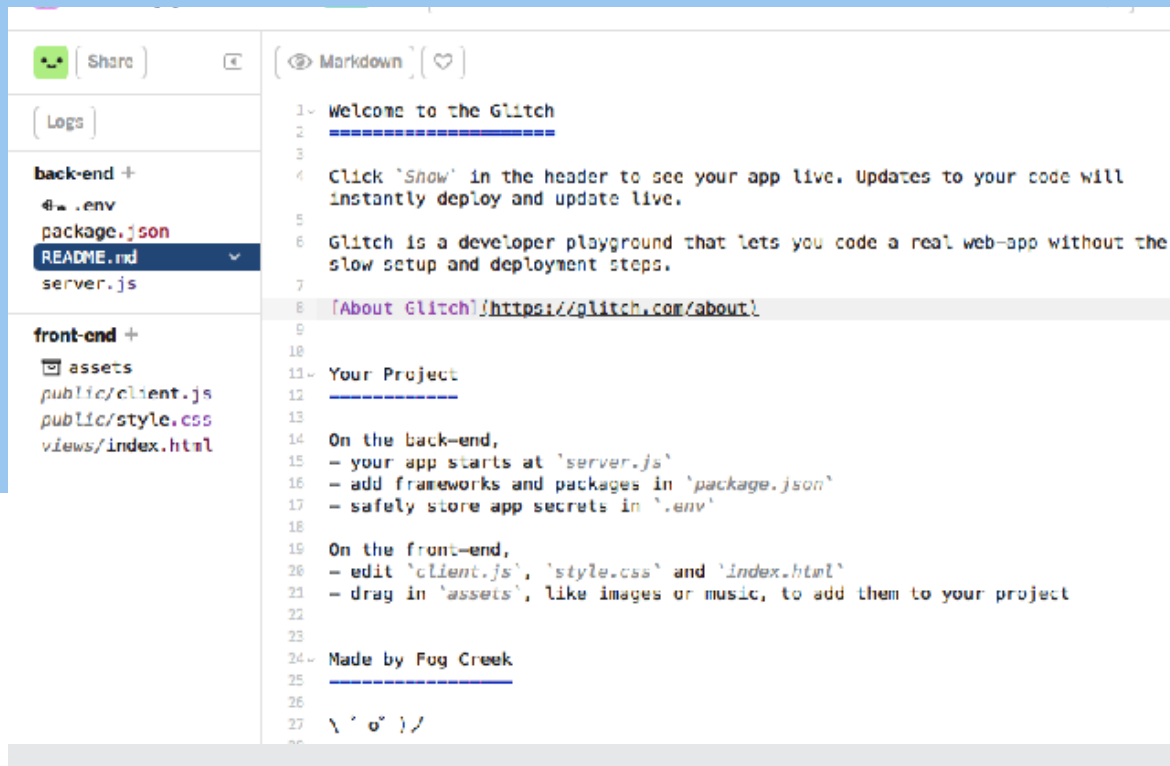
Collaborative Editor

Glitch dramatically lowers the barriers to getting started with your platform.

The editor on Glitch is collaborative, meaning you can drop into a project and pair with users of your platform, helping them solve a problem they're having or teach them something new. It makes coding together as easy as working in Google Docs.

The changes you make together are instantly deployed and hosted—we handle the complicated parts of development, so your users can focus on working with your API.

Start with a Starter Kit

Based on the best practices we've established since the release of Botkit, our starter kits need to bring a Botkit bot online in minutes. Don't start from scratch -- start with a well st application boilerplate!

These starter kits are easy to set up and run on your own hosting service, but the fastest started is to deploy directly to Glitch, a free-to-use code editor and hosting system!

Note: While using Botkit Studio is highly recommended, these starter kits can be used wit as well.

Slack Bot Starter Kit

The Slack starter kit contains everything you need to create a multi-team Slack applica use or submission to Slack's app store.

Remix on Glitch
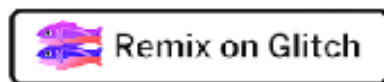
Remix

When coding, we're too often forced to waste our time with setup and configuration that can distract us from the creative spark that inspired us in the first place. With Glitch, you can save your users from this frustration by giving them starting points that work.

Every public app on Glitch can be remixed, which means everybody can reuse the code from another project and tweak it or personalize it to make it their own.

The result is far more developers successfully getting started with your platform.

View Source

In the early days of the web, the way people learned how others had built things was simple: they used View Source.

But even in today's best progressive web apps, a lot of key functionality happens on the server, making it difficult for new users to see how the code in a project works together. But not on Glitch.

You can see the source code of any public app on Glitch—both the client-side and server-side code—so people can understand how any running app works without having to install or run anything themselves.

This makes it far easier for your users to get to grips with your example projects.
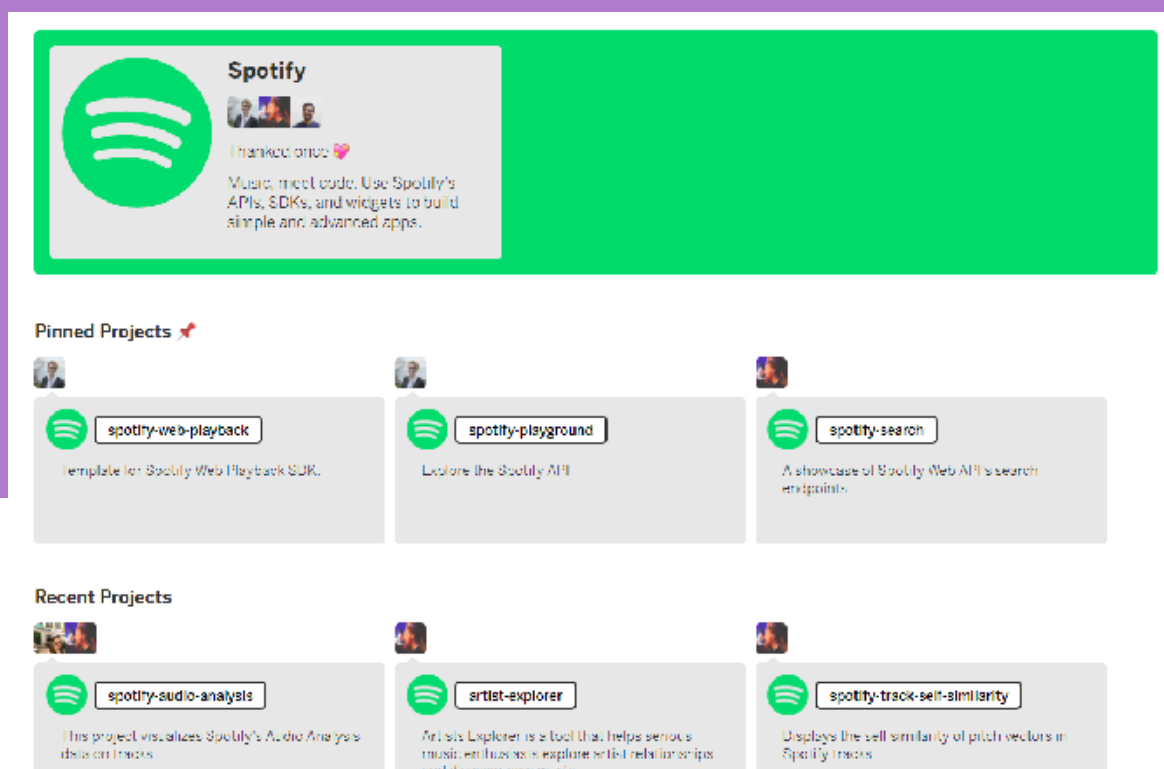
Team Pages

Create a team page to showcase your apps and grow your community.

Provide quickstart apps that get people building, app blueprints to simplify third-party integrations, and live demos to show off the full power of your platform.

Team pages are prioritized in search results, helping people discover your API and projects.

Learn More

Use Cases

DevRel covers a wide range of activities. The flexible tools offered by Glitch help you with all of them, enabling you to grow your dev community and start helping developers today.

"Until I learned about Glitch, I struggled to make instructions on how to deploy and run your bot on a server accessible to people with less technical experience. Glitch changed that."

Stefan Bohacek
Founderof BotWiki

"Glitch makes it easy and casual to build websites and servers without getting bogged down in details. I use Glitch to run HyperApp's examples page because we share the same core values: simplicity and straightforwardness."

Jorge Bucaran
Contributor to HyperApp

"Working in the Glitch environment makes me feel much more productive and creative. Our customers feel the same, which is why I'm so psyched about having our example apps on it."

David Cole
Support Engineer at Wistia

Documentation:
Reference and How-to Guides

Metrics:
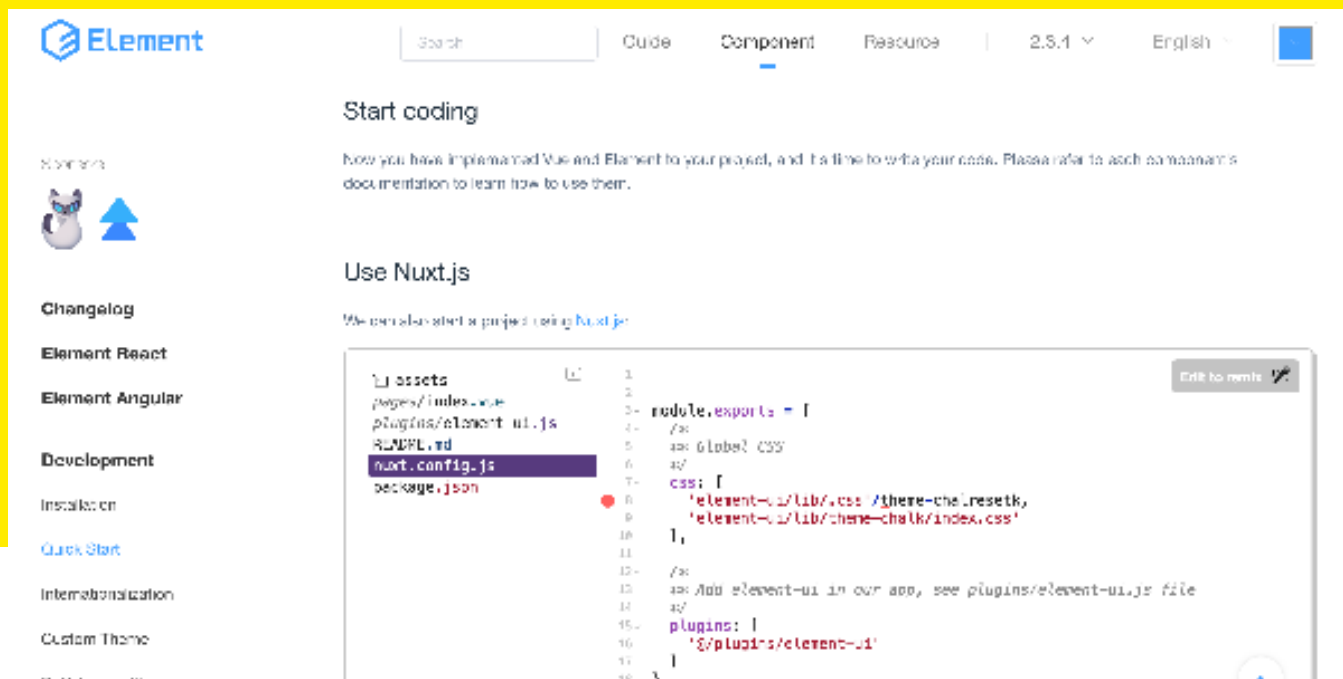*Acquisition, Activation, Product*

Tools:
Remix, Remix button,
Import button, Embeds

With Glitch, you can extend and make your reference docs interactive and engaging. By creating real examples of specific endpoints and features of your API or SDK on Glitch, people can try them out and get straight to using your platform.

Add a "Remix on Glitch" button to take people directly from your docs to a working app that they can edit on Glitch. If your code examples live on GitHub, no problem—you can import a repo into Glitch too.

What's more, if you prefer to keep visitors focused on your docs, then you can embed your Glitch example projects within them. Embeds run inline and can be edited by visitors directly without leaving your site. By using embeds you can take interactive docs to the next level—the edited projects that users create in the embeds on your site can be continued with on Glitch, so users don't lose what they've been working on.

Element embeds a Nuxt.js starter project in their documentation
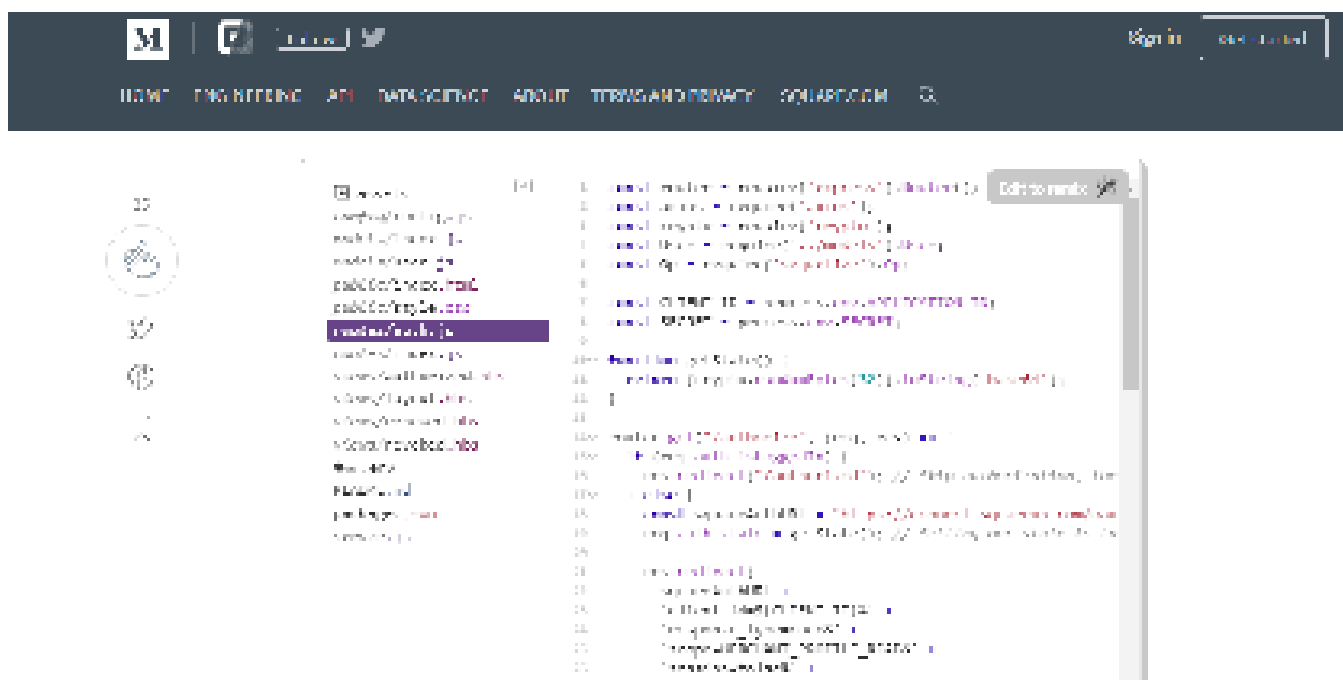
Square uses embeds in a Medium blog post demystifying OAuth

Quick Start Apps:
Onboarding and Usage Examples

Metrics: *Tools:*

Activation, Product   *Gallery, Remix*

Most developer tools start people off with a pile of parts: some reference docs, an introductory guide, and maybe some code examples on GitHub. But this assumes a level of skill and a commitment of time that not everyone interested in your product has, meaning you're missing out on new users.

You can do better with Glitch. Create a gallery of working example apps that remove the guesswork in understanding and implementing your API. By giving users a starting point that already works, you dramatically increase the odds that they will be able to successfully create something using your API instead of getting frustrated just getting things to work.

With remixable examples, people can create their own apps, try things out, and learn to use your platform. You can take this a step further too with apps that pre-populate API credentials. By removing friction from getting started users can go straight to working with your API.
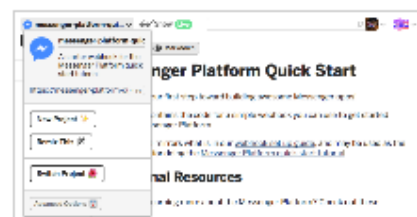
Facebook Messenger provides a webhook starter project to remix on Glitch
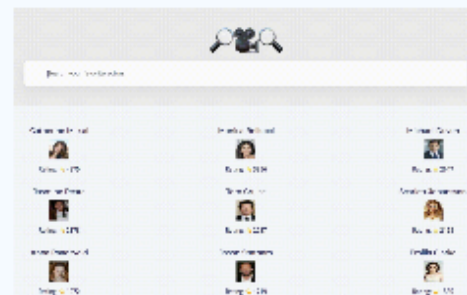
Algolia uses Glitch for their interactive quickstart project

Blog Posts and Tutorials

Metrics:
*Awareness, Acquisition, Activation, Retention*

Tools:
Embeds, Remix, Remix button

Blogging about demo apps that show off features and uses of your platform are a staple in DevRel. But going from the excitement of reading about and seeing an example app to having something up and running themselves can be a chore for readers.

Instead of providing code snippets and static code examples, you can embed Glitch projects in your blog posts and tutorials. You can walk through the code in an app, displaying the relevant code file alongside an explanation of the code, as well as include a real, running demo of the finished app. Or provide a "Remix on Glitch" button so users can go immediately from your article to trying out the app and viewing the source code.
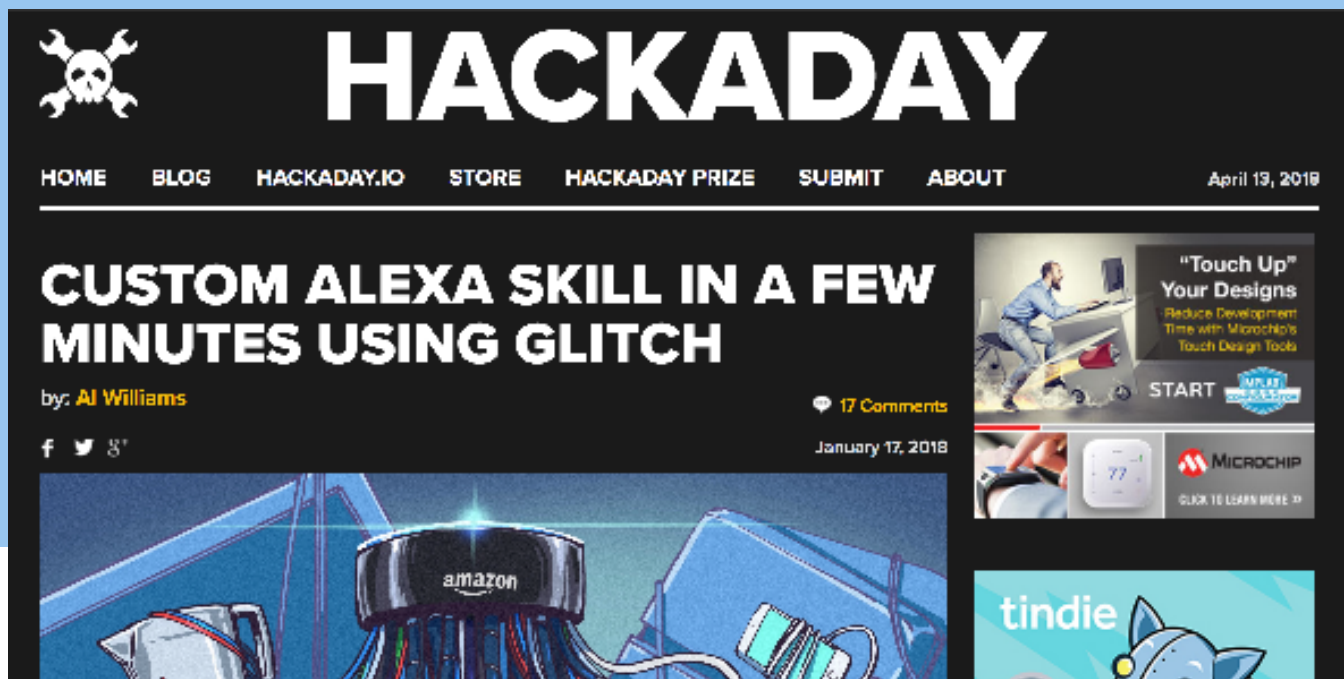
Hackaday uses Glitch to teach people how to create a custom Alexa skill

Twilio guides readers through using SMS on their service
to make a Twitter adventure game

Webinars and Live Coding

Metrics:
*Awareness, Acquisition, Activation,*
Retention

Tools:
Embeds, Remix, Remix button

The editor in Glitch is collaborative—multiple people can view and edit code at the same time.

People can also view your projects as read-only users, enabling you to use projects on Glitch for webinars and live coding. They can view your code, see your changes in real-time, and watch the preview update as you type. It's a great way to show off a feature of your API and afterwards they have a remixable project to work from themselves.

And this is all with no setup or software to install—attendees just need a browser.
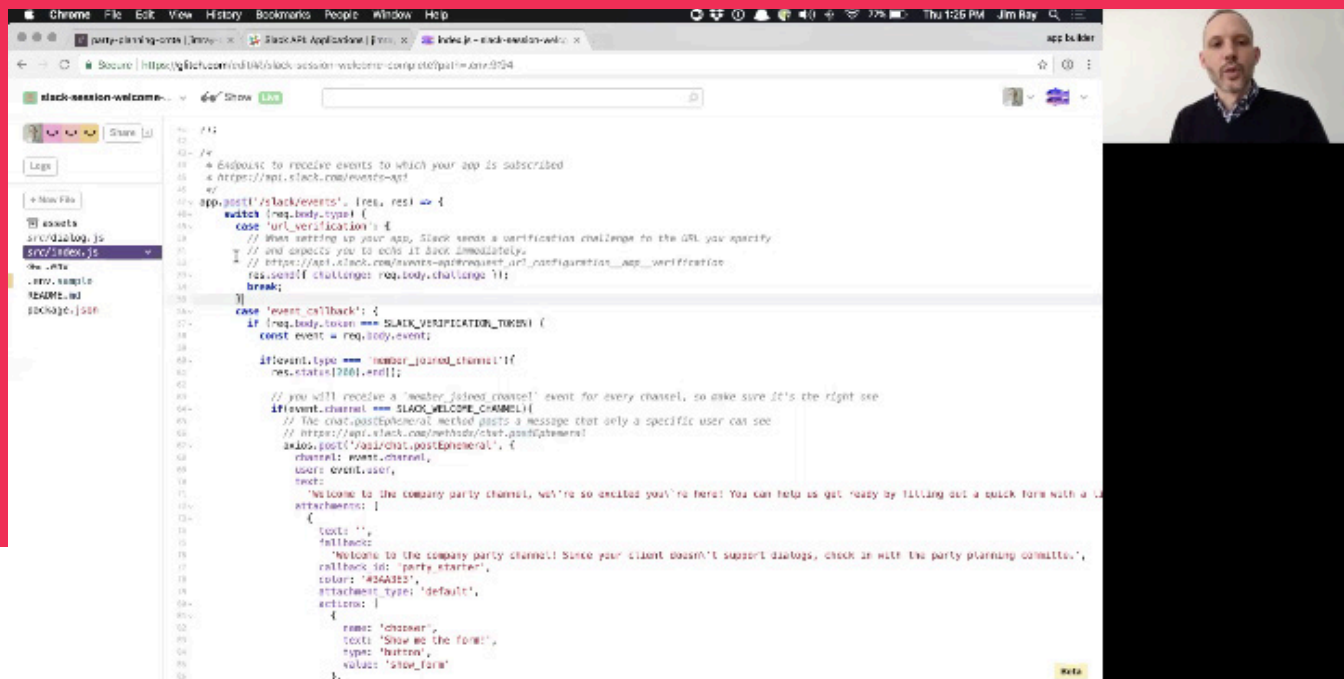
Glitch is the preferred coding platform for Slack Platform Sessions
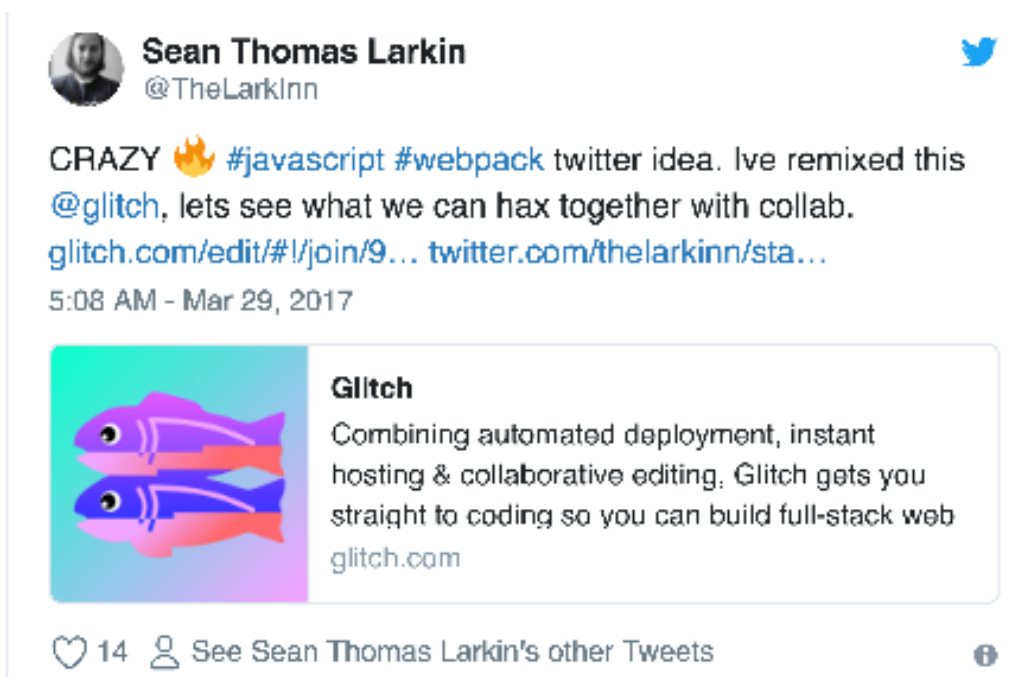
*Webpack core team member, Sean Larkin, coding live
on Glitch with his Twitter followers*

Support:
Helping Your Users Be Successful

Metrics:
Activation, Retention, Product

Tools:
*Glitch Help, Collaborative Editor,*
View Source

Glitch provides tools to help you support your users as they work with your API.

Glitch Help, for example, lets you dive into a user's project so that you can pair program and help them directly with code problems relating to your libraries or API. And you can help users further by responding to reports on social media and questions on Stack Overflow with working examples, workarounds, or suggested solutions that they can see and easily try.

Glitch also helps you work with reported bugs. You can create remixable template apps people can use to demonstrate a bug in a way that's easy for you to review and dig into, while ruling out environment and setup problems.

What's more, projects on Glitch can be private or public. So you can create projects that only invited people know about. This is useful for getting developers working with preview releases of code so that they can provide valuable product feedback that helps you refine and craft better products.
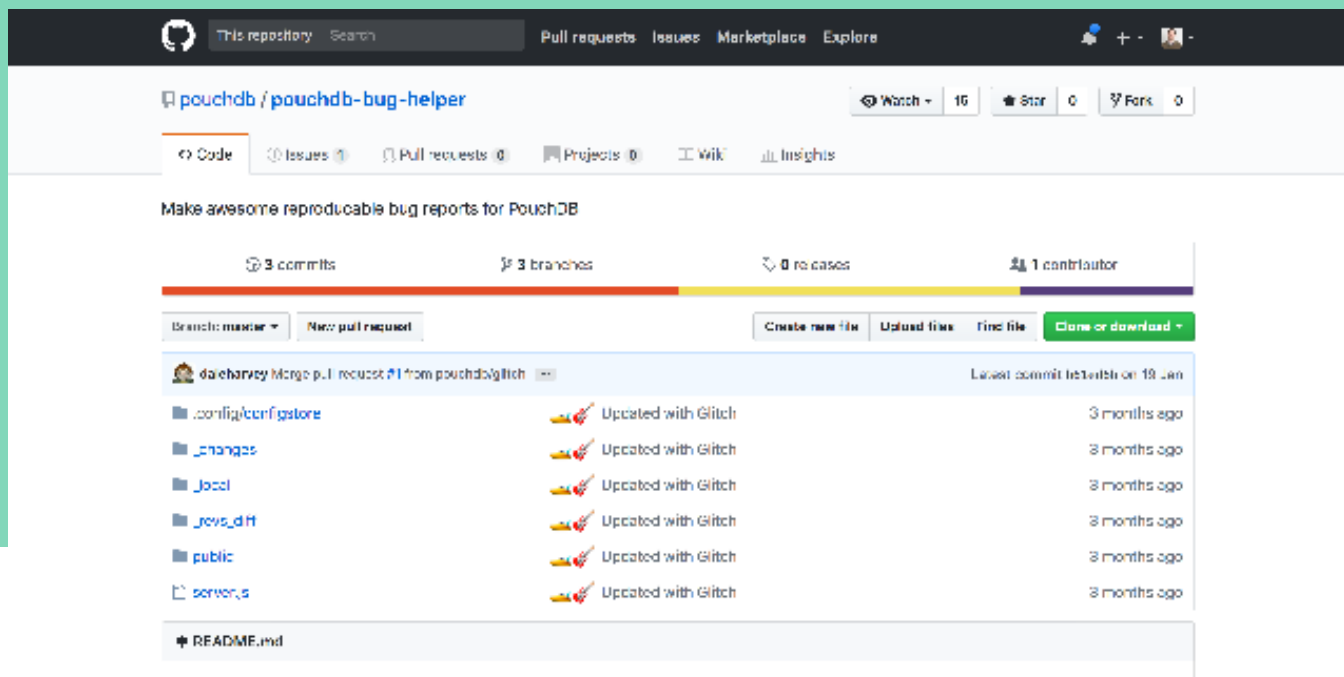
*The PouchDB Bug Helper provides a template for people
to file reproducible bugs on PouchDB*

The Google Chrome team uses Glitch to reproduce and share bug reports

In-Person Events:
Workshops and Hackathons

Metrics:
Awareness, Acquisition, Activation, Retention

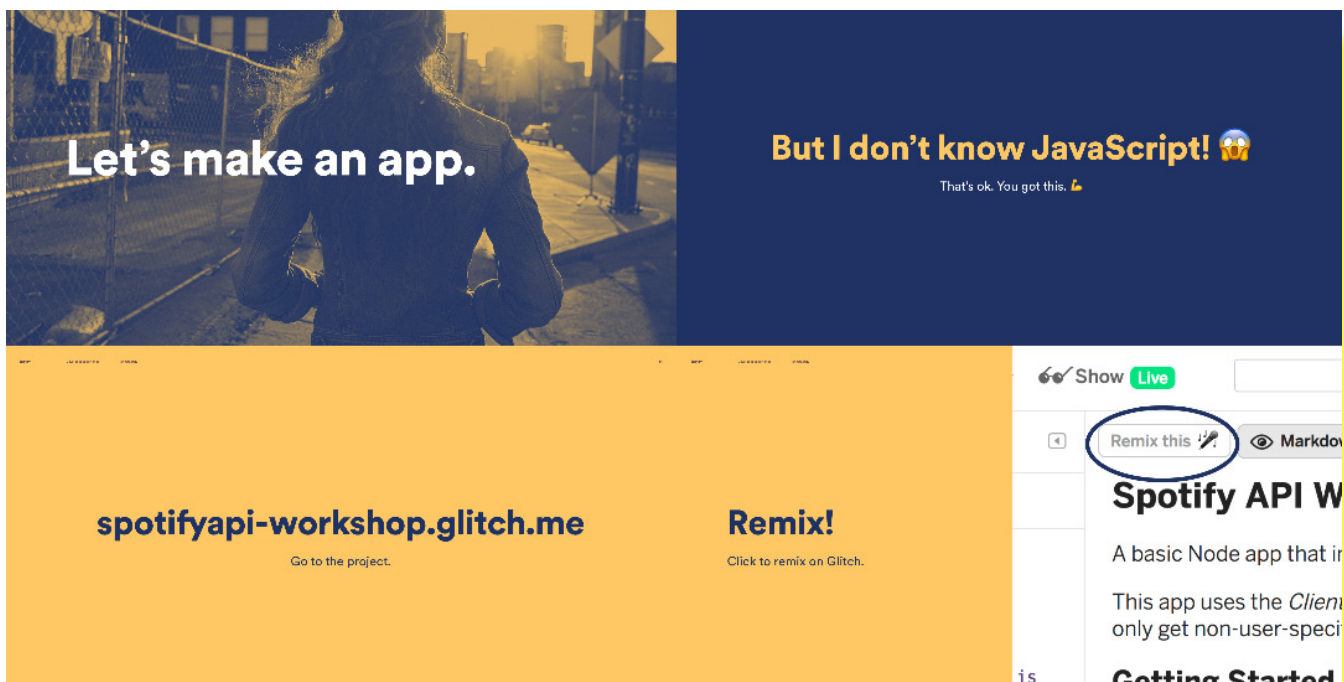**Tools:**
Remix, Collaborative Editor

The collaborative editor in Glitch also works well for in-person events too, like workshops and hackathons. With nothing to install, no time is lost to setting up the development environment for attendees.

Plus, by creating starting point apps to work from they can get straight to coding. You can pair program with folks if they get stuck, and check in on the progress they've made working through tasks and challenges.

The Samsung Internet team running a workshop at Mozilla Festival using Glitch

Spotify guides users on how to use their platform with an interactive workshop

Demo Apps:
Showing Off What You Can Do

Metrics:

Awareness, Acquisition

Tools:

Gallery, Remix

Creating fun demo apps creates buzz and helps show users what can be achieved with your platform.

Gallery pages are a great way to collect your apps together, or you can curate apps created on Glitch by your developer community. Gallery pages are prioritized in search to make them more easily discoverable so that new users can find your example apps on Glitch.

We also regularly feature apps on our homepage, social media and blog, which can help drive new users to your platform.
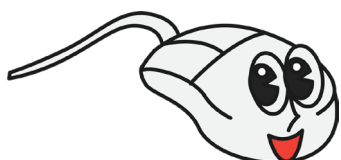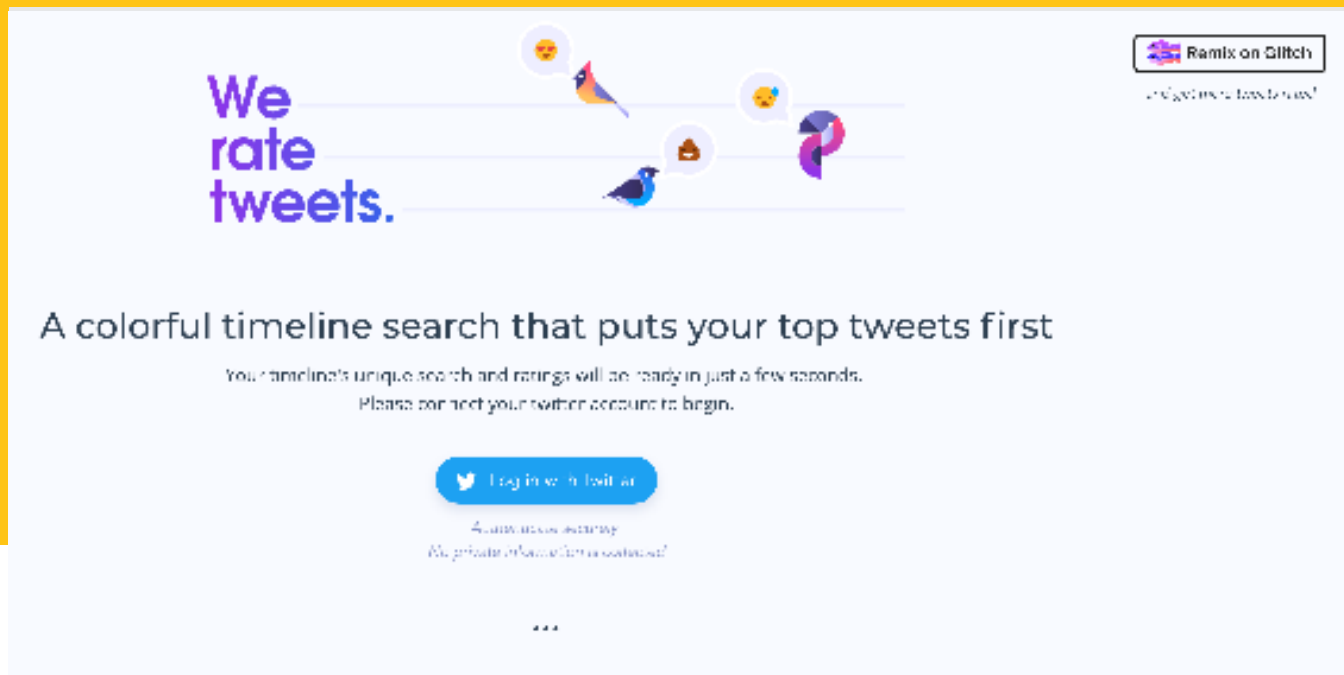
Algolia created 'We Rate Tweets' on Glitch, a demo showing off their platform's search capability
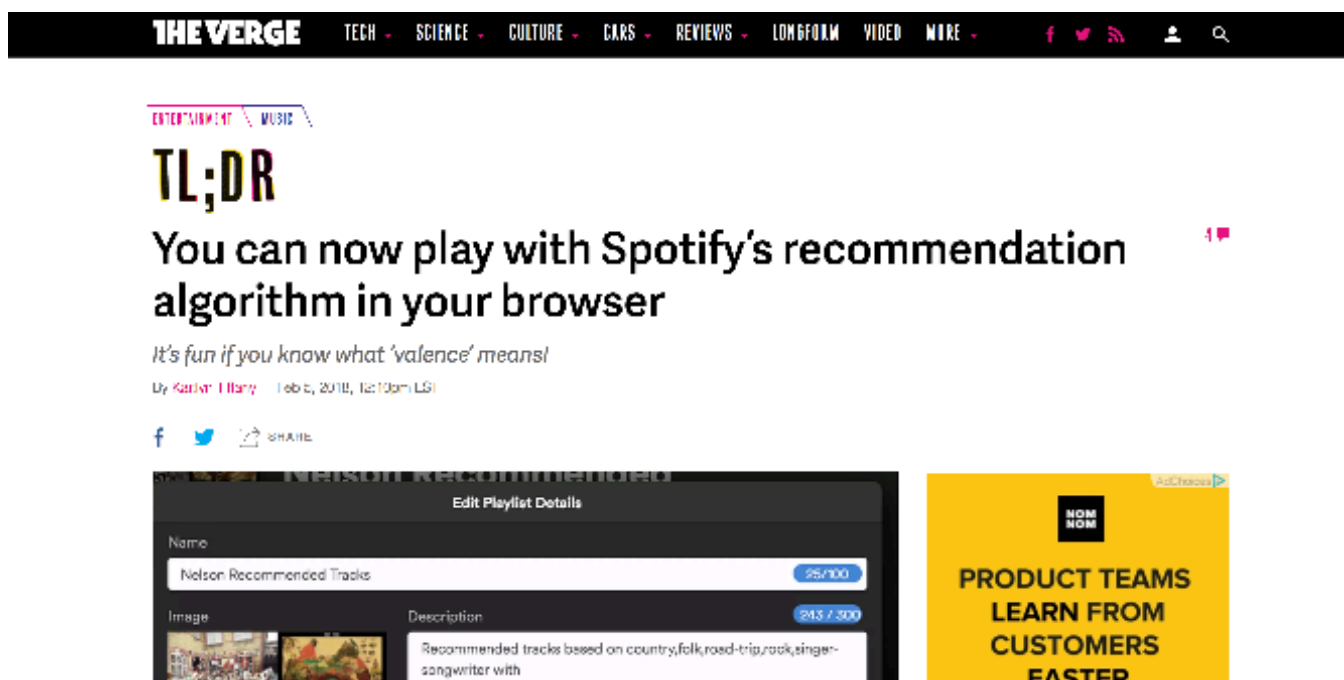
Spotify's 'Nelson' demo app, created on Glitch, covered by The Verge and Engadget, among others

Grow Your Developer Community

Create A Team