

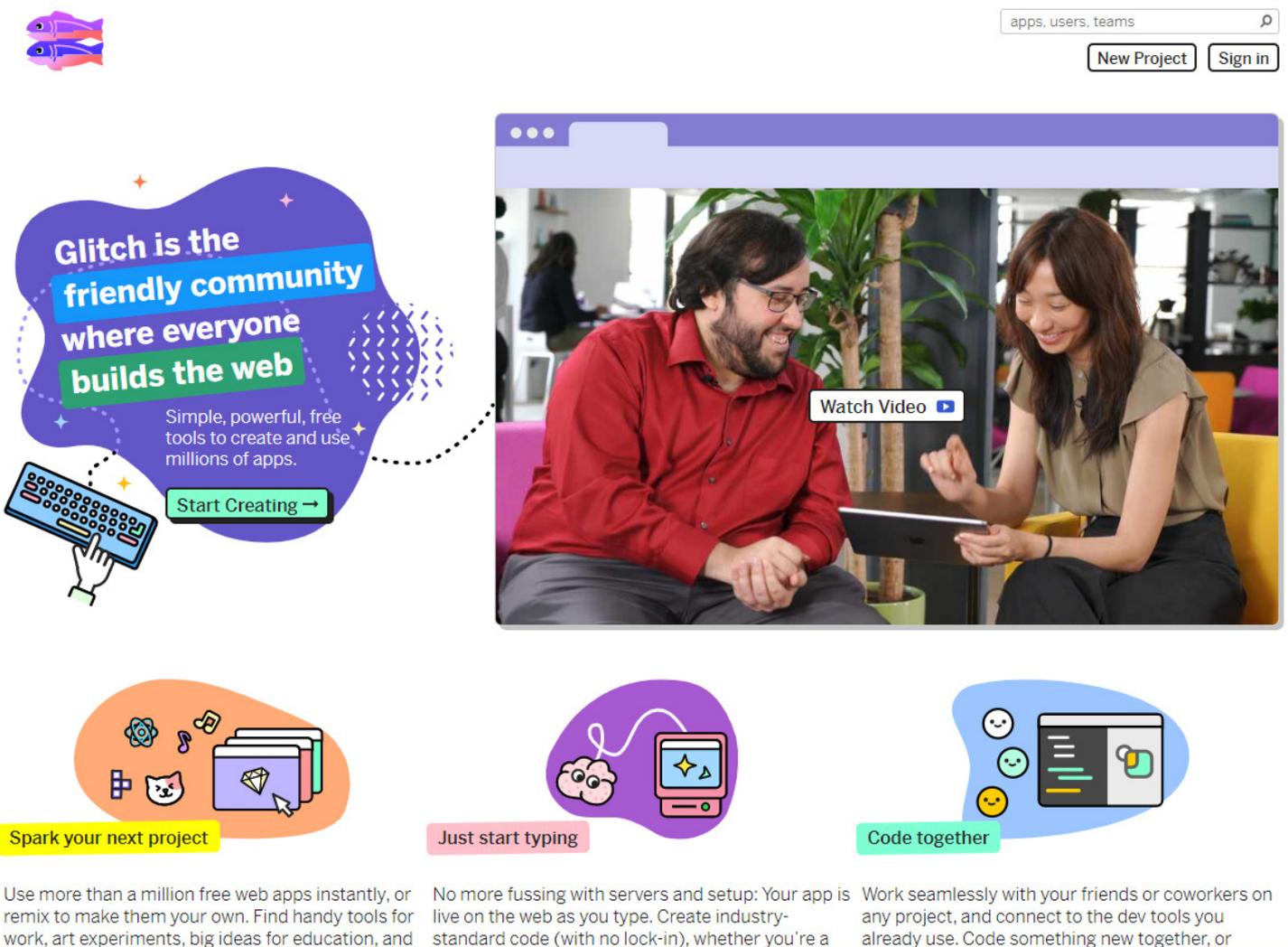


Using Glitch
for Developer Relations



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.



The image shows a screenshot of the Glitch website header with a search bar containing 'apps, users, teams', 'New Project', and 'Sign in' buttons. Below the header is a large video player showing two people, a man and a woman, sitting at a table and looking at a laptop. A 'Watch Video' button is overlaid on the video. To the left of the video is a purple speech bubble graphic with the text 'Glitch is the friendly community where everyone builds the web' and 'Simple, powerful, free tools to create and use millions of apps.' Below this is a 'Start Creating' button. At the bottom of the page are three icons with labels: 'Spark your next project' (with icons of a gear, cat, and folder), 'Just start typing' (with a brain and computer monitor icon), and 'Code together' (with a code editor icon).

Glitch is the friendly community where everyone builds the web

Simple, powerful, free tools to create and use millions of apps.

[Start Creating →](#)

[Watch Video](#)

Spark your next project

Use more than a million free web apps instantly, or remix to make them your own. Find handy tools for work, art experiments, big ideas for education, and

Just start typing

No more fussing with servers and setup: Your app is live on the web as you type. Create industry-standard code (with no lock-in), whether you're a

Code together

Work seamlessly with your friends or coworkers on any project, and connect to the dev tools you already use. Code something new together, or

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.

Table of Contents



"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 | 4 |
| Tools | 6 |
| Embeds | 7 |
| Remix Button | 8 |
| Import Button | 9 |
| Glitch Help | 10 |
| Collaborative Editor | 11 |
| Remix | 12 |
| View Source | 13 |
| Team Pages | 14 |
| Analytics | 15 |
| Use Cases | 16 |
| Documentation | 18 |
| Quickstart Apps | 20 |
| Blog Posts and Tutorials | 22 |
| Webinars and Live Coding | 24 |
| Support | 26 |
| In-Person Events | 28 |
| Demo Apps | 30 |

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.

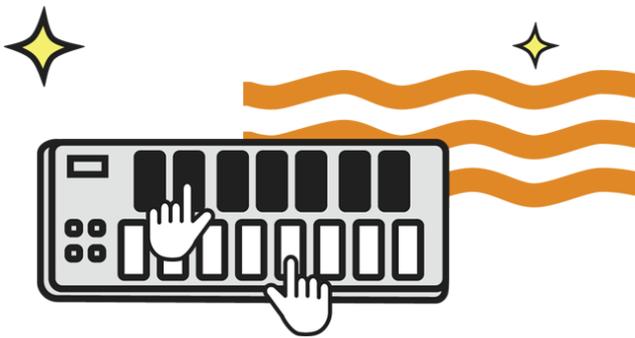
But whatever your take, the field encompasses a broad set of activities. These are captured in the [‘AAARRRP’ Developer Relations framework](#), which sets out a holistic set of metrics and goals for any developer relations program:

- 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

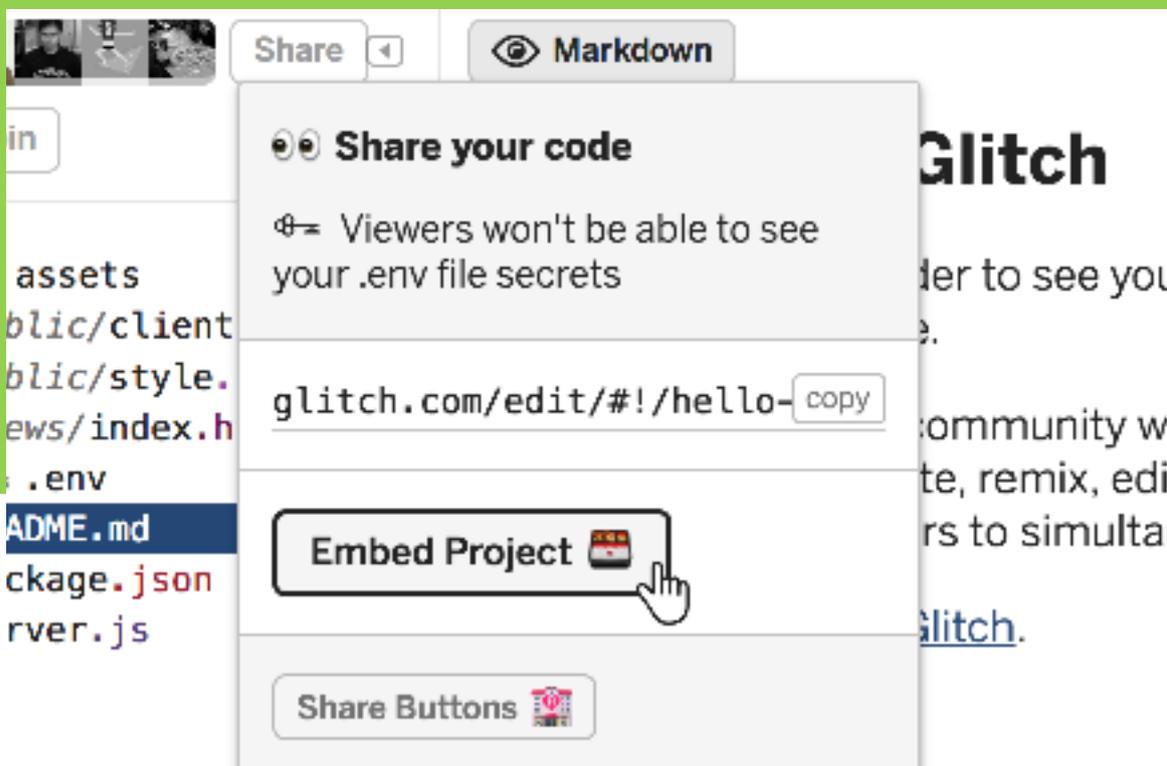
Glitch was built with Developer Relations in mind. It gives you the tools you need to measure and improve developer adoption and success with your API.



"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



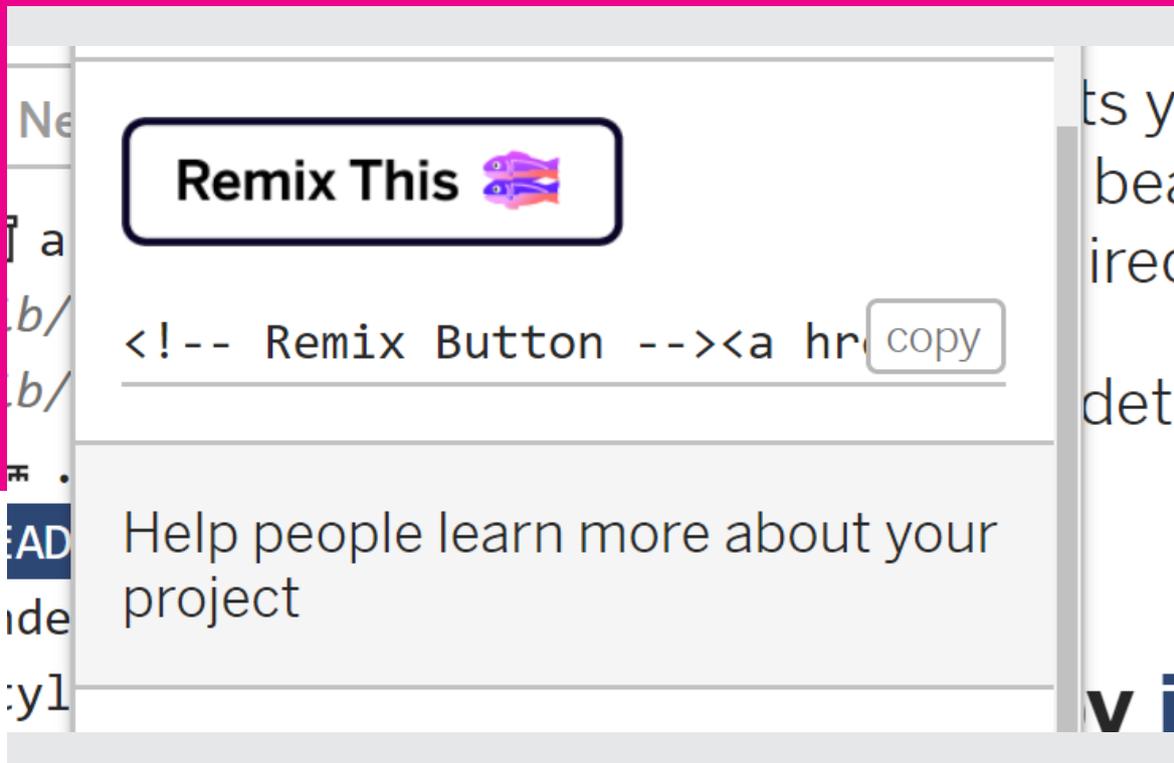


Embeds

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](#)

Generate an Import button

Your GitHub project's import URL:

Grab the button code

Here's what it'll look like:

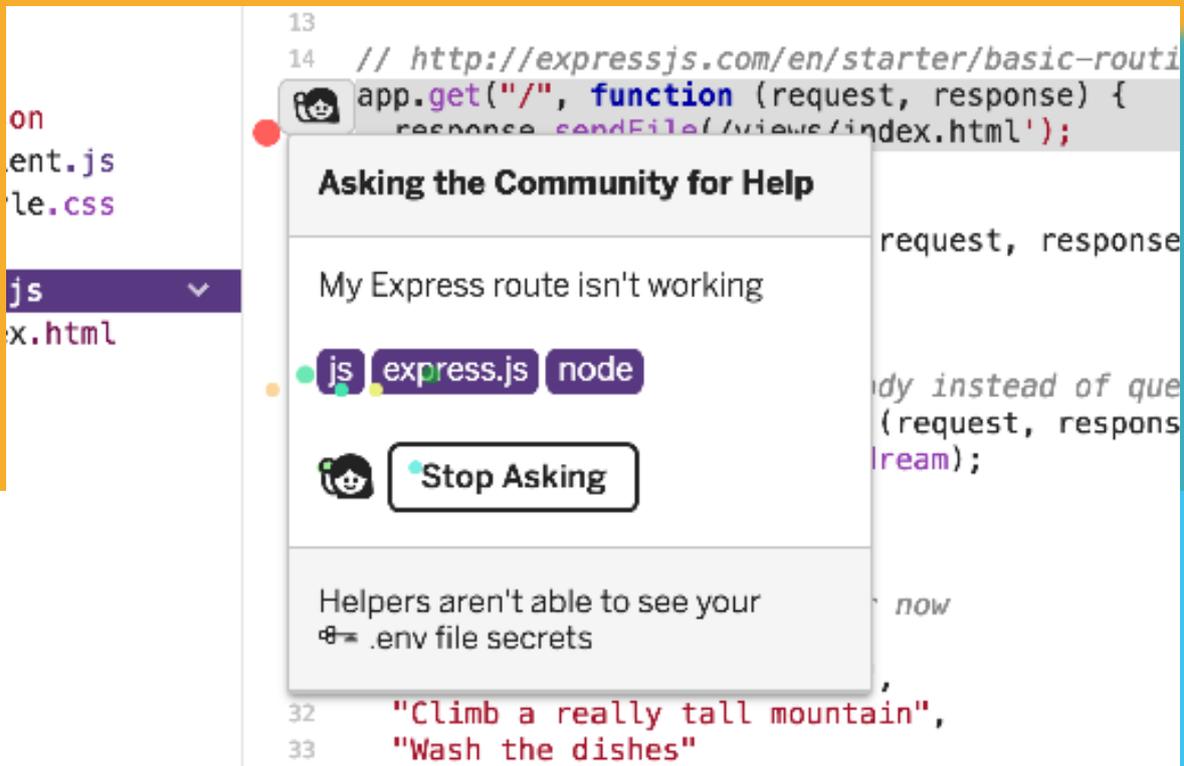


Import Button

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](#)

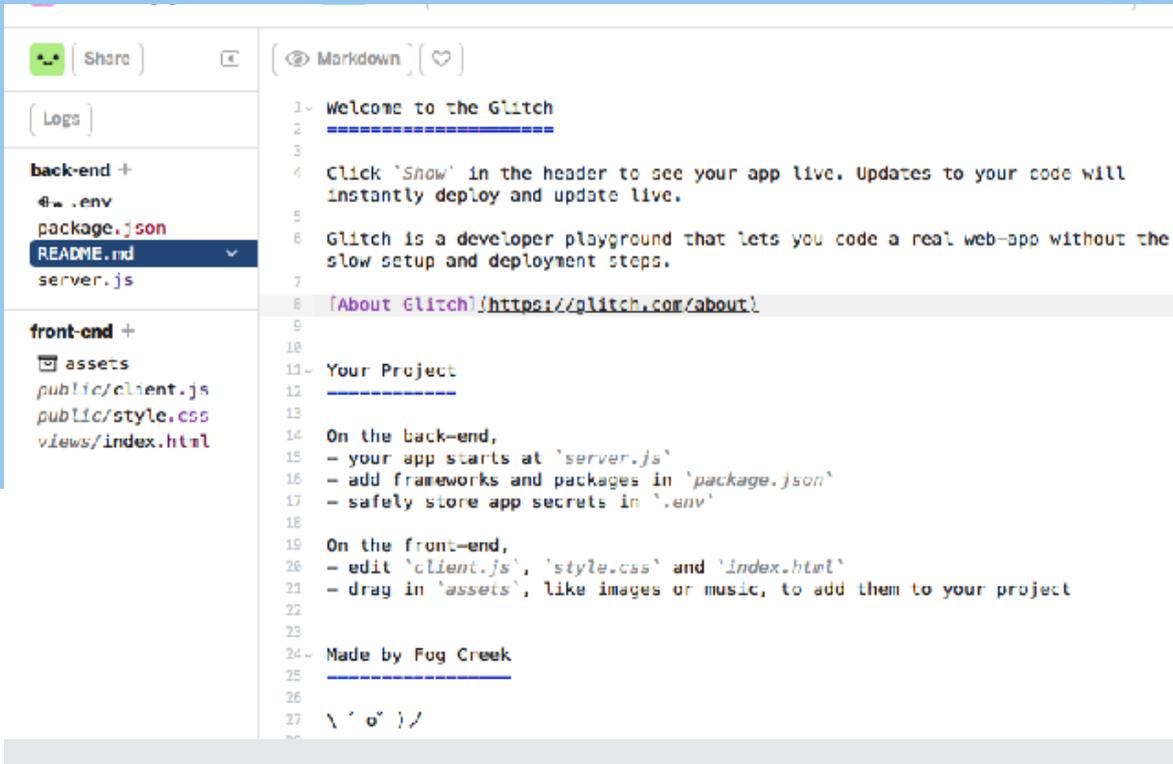


Glitch Help

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.

A screenshot of the Glitch editor interface. The left sidebar shows a project structure with a 'back-end' folder containing '.env', 'package.json', 'README.md', and 'server.js'. The 'front-end' folder contains 'assets', 'public/client.js', 'public/style.css', and 'views/index.html'. The main editor area displays the content of 'README.md' in a code editor with line numbers 1 through 27. The text includes a welcome message, instructions on how to use the platform, and a list of files to edit or drag in. The text is as follows:

```
1- Welcome to the Glitch
2- =====
3-
4- Click 'Show' in the header to see your app live. Updates to your code will
5- instantly deploy and update live.
6-
7- Glitch is a developer playground that lets you code a real web-app without the
8- slow setup and deployment steps.
9-
10- [About Glitch](https://glitch.com/about)
11-
12- Your Project
13- =====
14-
15- On the back-end,
16- - your app starts at `server.js`
17- - add frameworks and packages in `package.json`
18- - safely store app secrets in `.env`
19-
20- On the front-end,
21- - edit `client.js`, `style.css` and `index.html`
22- - drag in `assets`, like images or music, to add them to your project
23-
24- Made by Fog Creek
25- =====
26-
27- \ ' o' )/
```

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

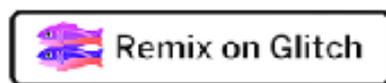
Based on the best practices we've established since the release of Botkit, our starter kits need to bring a Botkit bot online in minutes. Don't start from scratch -- start with a well-stocked application boilerplate!

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 with [Glitch](#) as well.

Slack Bot Starter Kit

The Slack starter kit contains everything you need to create a multi-team Slack application. Use or submission to [Slack's app store](#).



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.



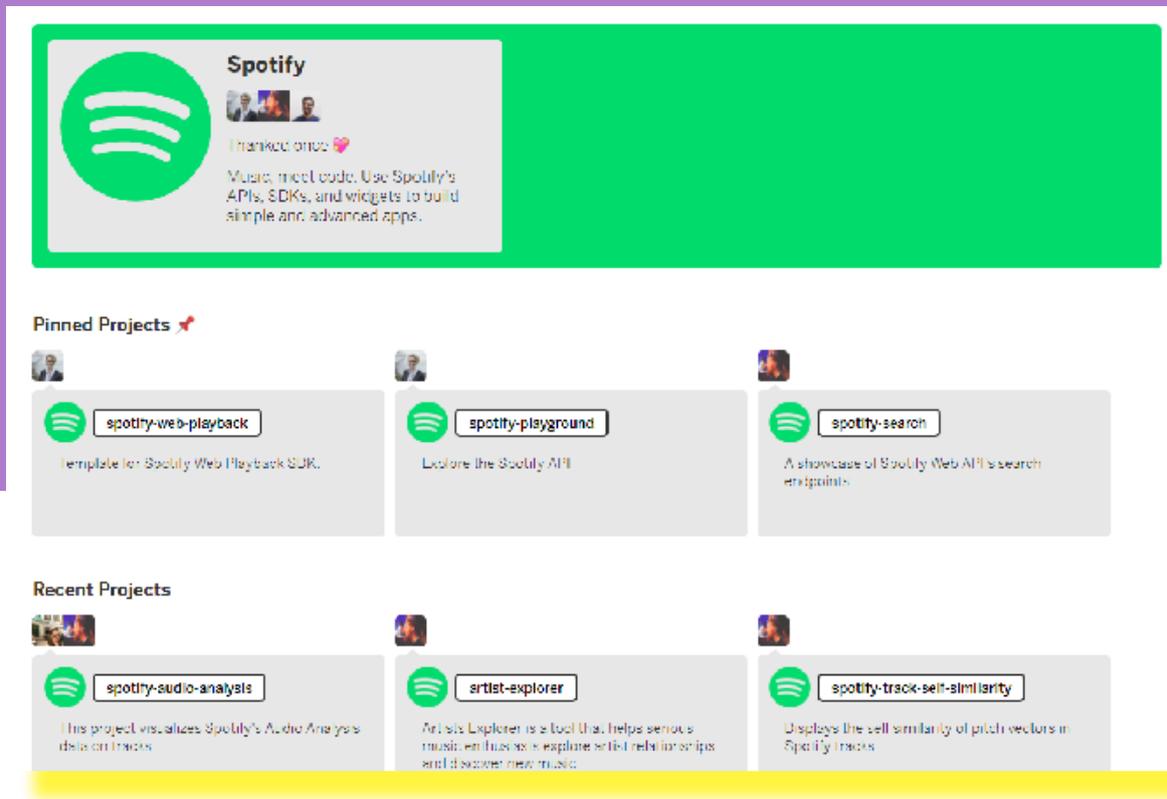
View Source

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.



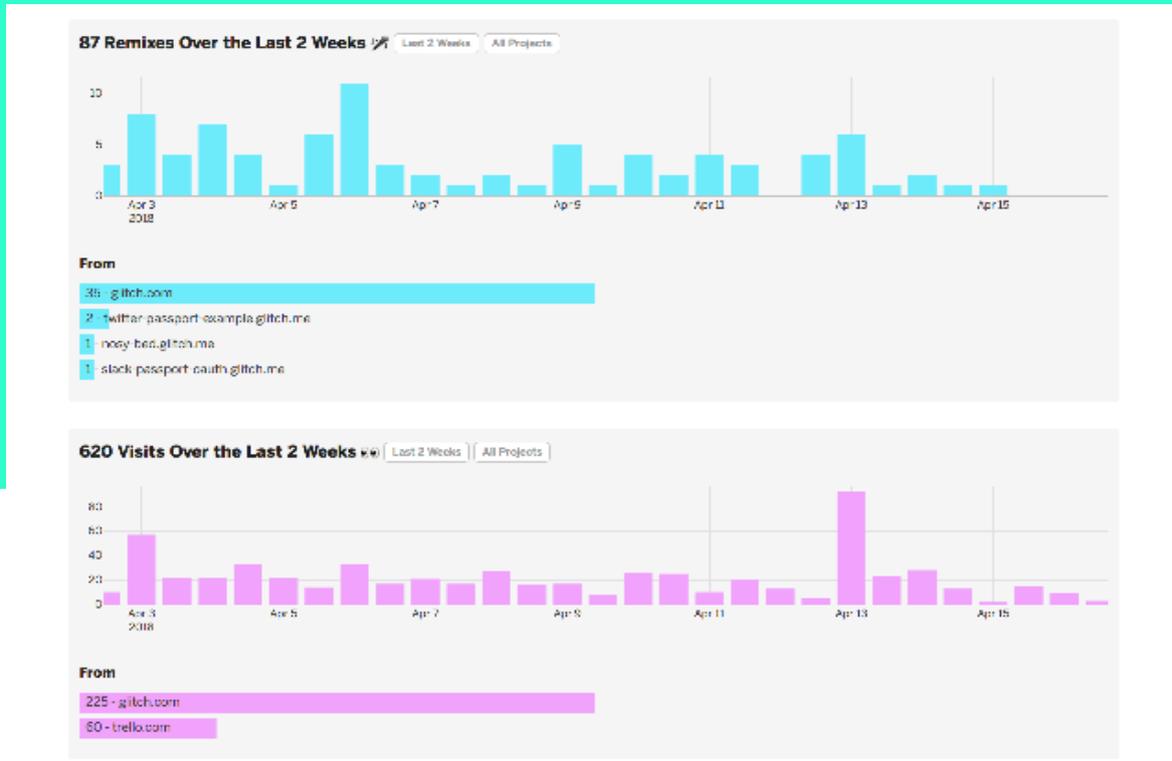
Team Pages

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](#)



Analytics

Underlying all of these tools are real, actionable analytics that help you understand the success of your developer relations program. You can measure how many developers tried your API examples, how many apps have been created using your API and which sites are using your sample apps.

These analytics help show ROI, refine your developer experience and can improve success rates in working with your platform.

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
Founder of BotWiki



Documentation: Reference and How-to Guides

Metrics:

Acquisition, Activation, Product

Tools:

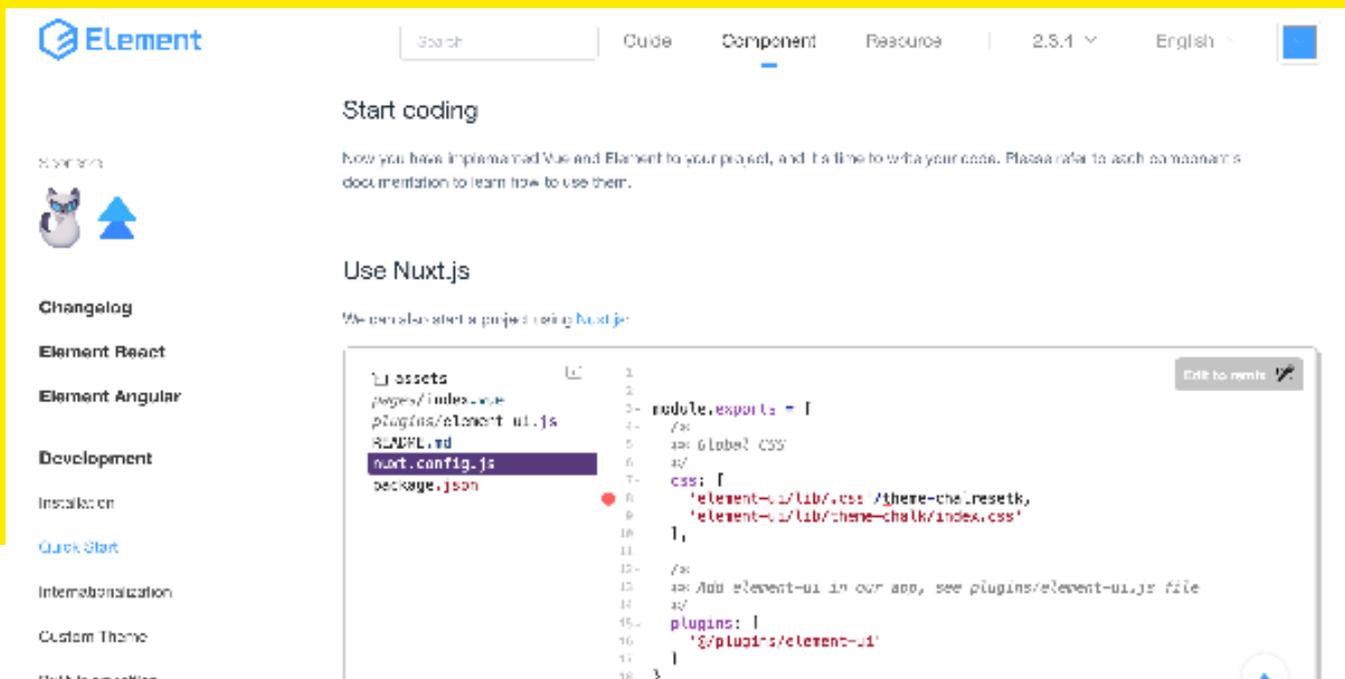
*Remix, Remix button,
Import button, Embeds*

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.

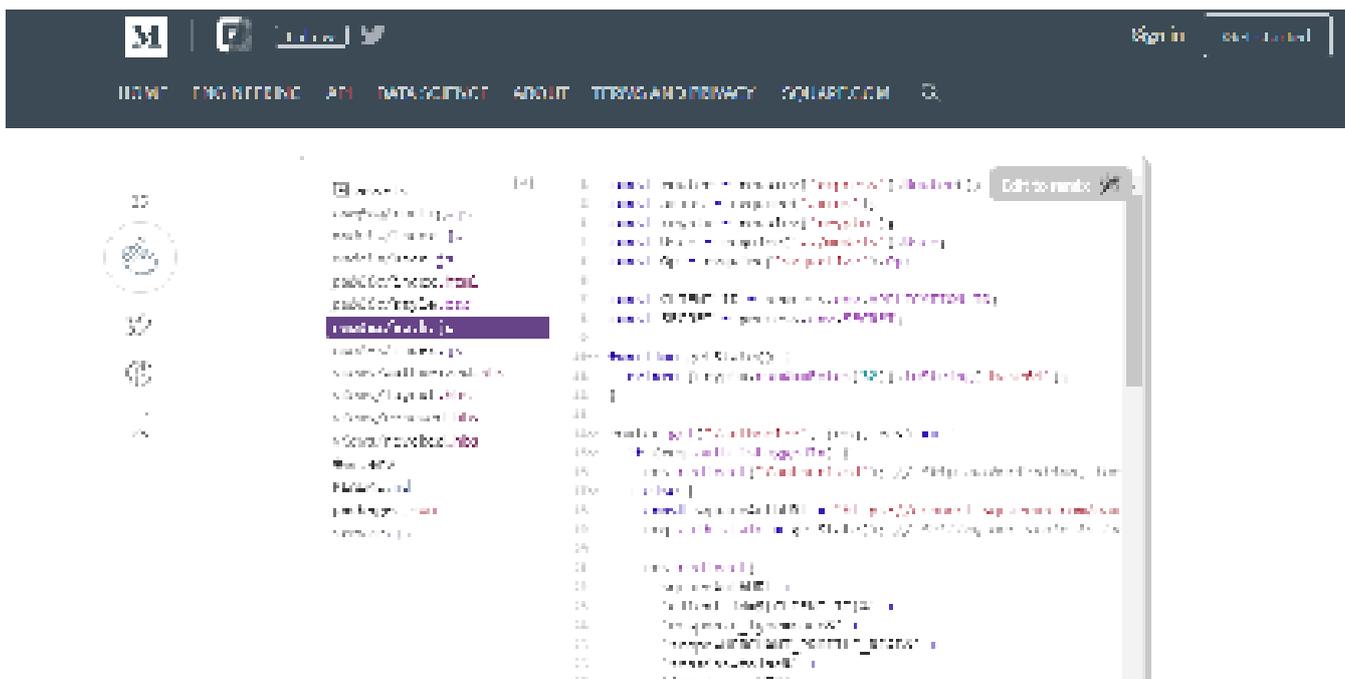
Add a “Remix on Glitch” button to take people directly from your docs to a working app that they can edit on Glitch. If your code examples live on GitHub, no problem—you can import a repo into Glitch too.

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:

Activation, Product

Tools:

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.



Messenger Platform

Overview Documentation

Option 3: Remix It on Glitch

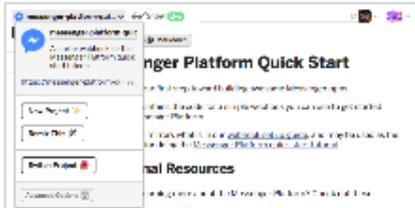
If you do not have a server to deploy your webhooks to, you can remix our starter webhook project on Glitch, which will provide a public URL server over HTTPS for your webhooks.

To create your own webhooks on Glitch, do the following:

1. Open our starter webhook project on Glitch:

[Remix on Glitch](#)

2. Click the "Remix Your Own" button. A copy of the project will be created for you.
3. In the top-left corner, click the dropdown menu, then copy the public URL and use the project description. This will be the base URL for your webhooks.



Messenger Platform Quick Start

Get help with building your Messenger app

Follow the steps in this tutorial to get started with building your app. You'll learn how to set up your app, how to handle incoming messages, and how to send messages back to the user.

Additional Resources

Get more information about the Messenger Platform.

On This Page

- Starter Project
- Get Started
- Setup Complete
- Bulk the Bot

Facebook Messenger provides a webhook starter project to remix on Glitch

Algolia Quickstart

Algolia is a search API that helps you add a search bar to websites and applications. In this tutorial you will build an Algolia search step by step starting with indexing and ending with search. In just 5 minutes, you'll have learned how search works and have a place to search your favorite actors.

Check out what we will build!



Remix Instructions

👋 Welcome! We are so happy you are here! Try Algolia in 6 simple steps 🧑🏻🧑🏻

👉 **Prep Work:** To set yourself up for success, we recommend doing this two things before getting started!

Algolia uses Glitch for their interactive quickstart project

Blog Posts and Tutorials

Metrics:

Awareness, Acquisition, Activation, Retention

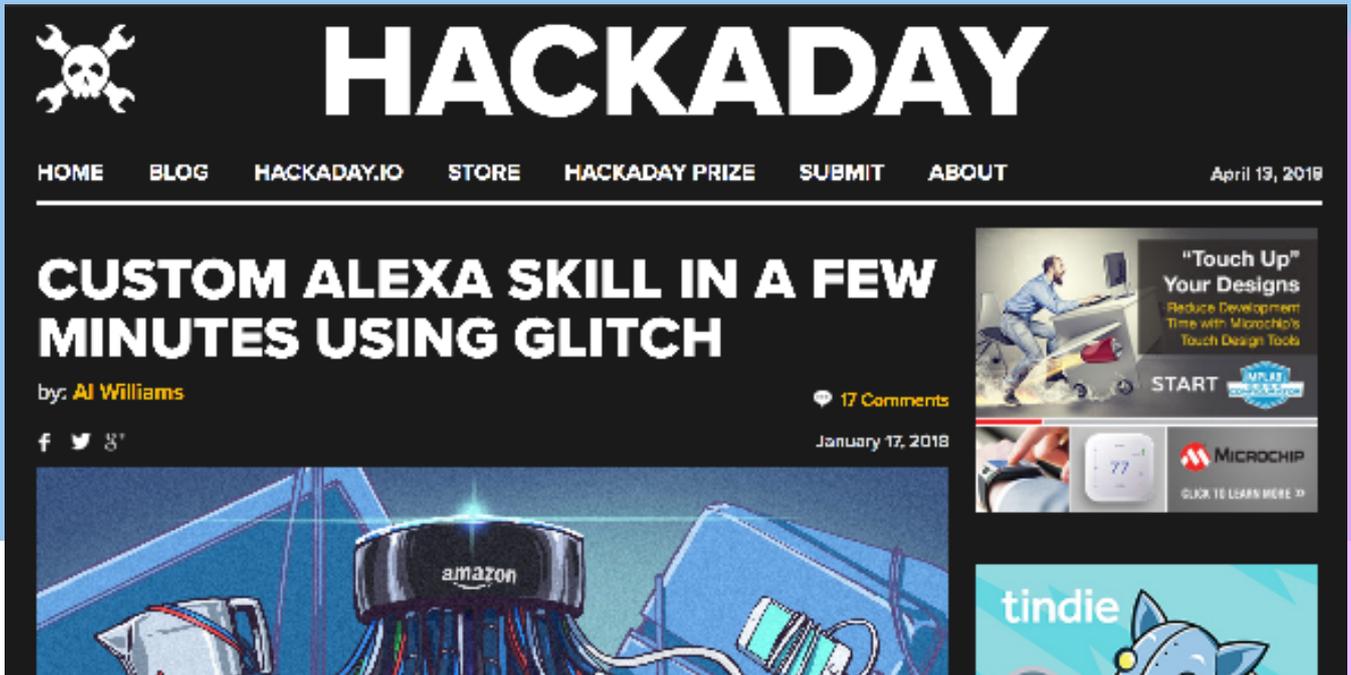
Tools:

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

Playing a Twitter adventure game using SMS and Twilio on Glitch



by Kevin Wilson on April 6

[Like](#)
[Tweet](#)
[Follow @twilio](#)

A few years ago, Terence Eden created @wndigo, a "choose your own adventure"

Search ...

Power modern communications.
Build the next generation of voice
and SMS applications.

[Start Building For Free](#)

Posts By Stack

- .NET
- Arduino
- Java
- JavaScript
- PHP
- Python
- Ruby
- Swift

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:

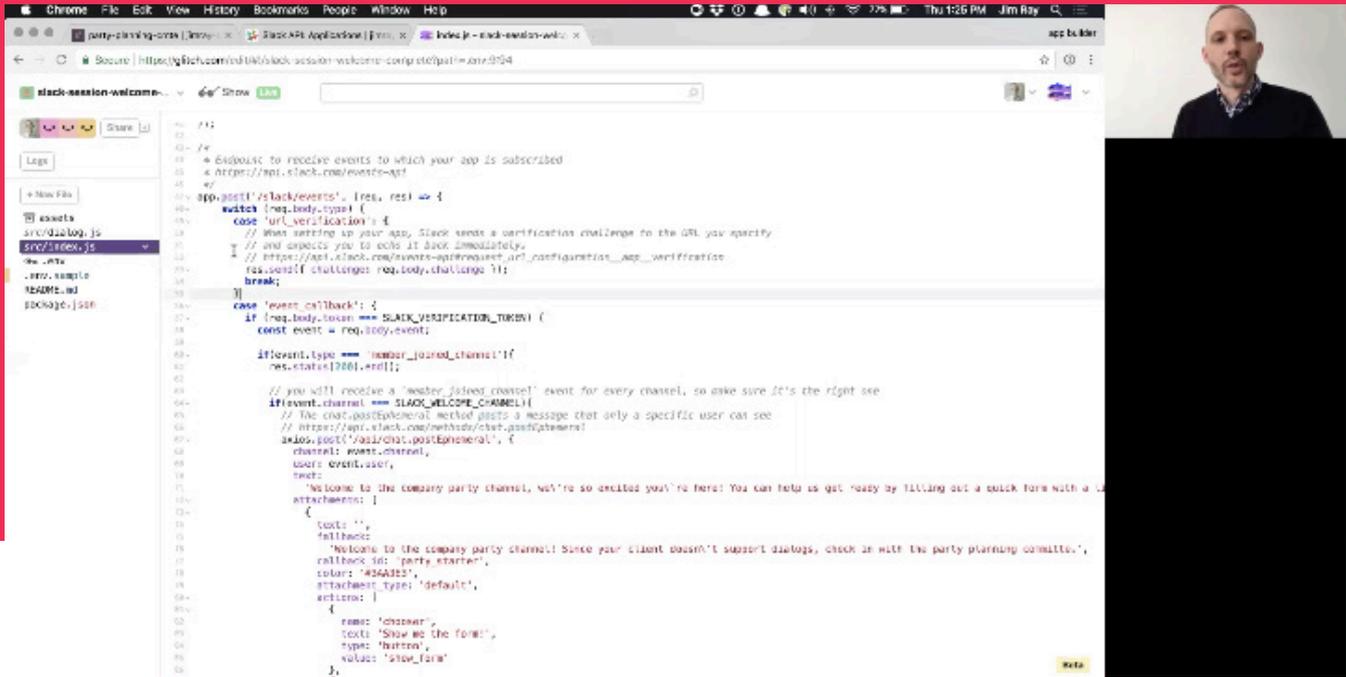
Embeds, Remix, Remix button

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

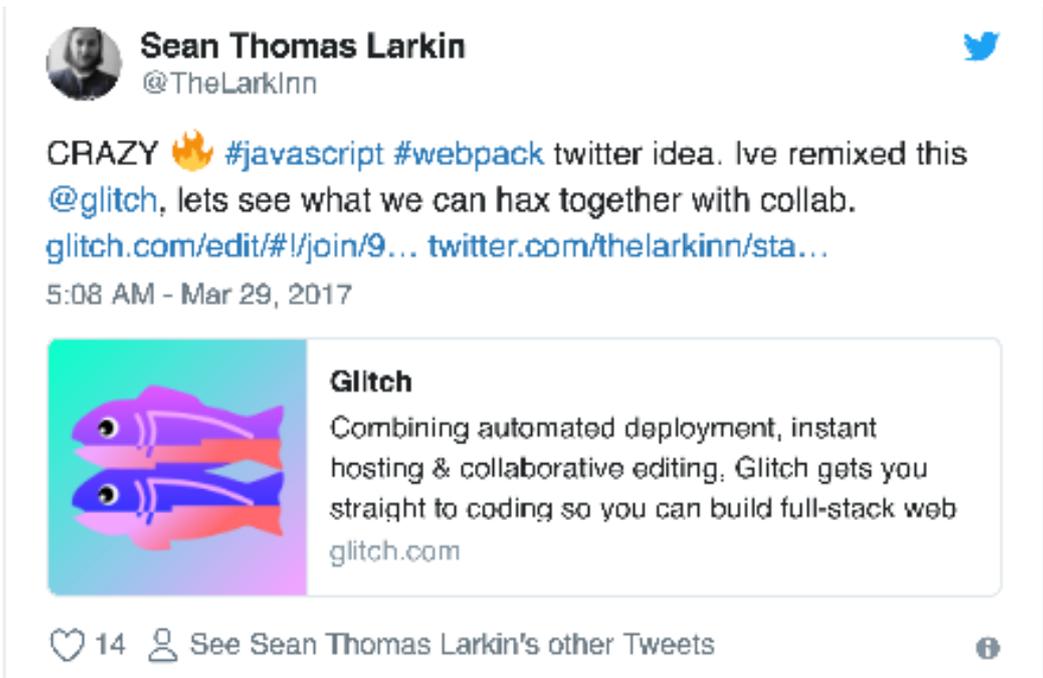
People can also view your projects as read-only users, enabling you to use projects on Glitch for webinars and live coding. They can view your code, see your changes in real-time, and watch the preview update as you type. It's a great way to show off a feature of your API and afterwards they have a remixable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

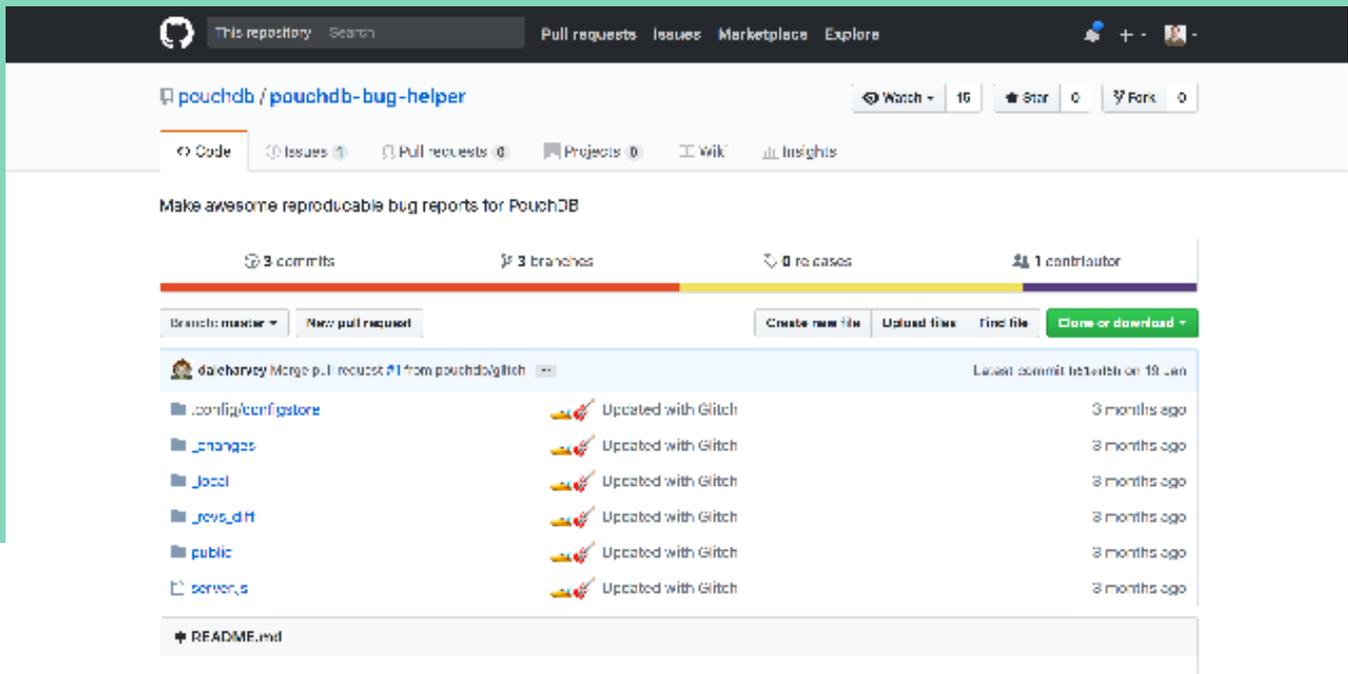
Glitch provides tools to help you support your users as they work with your API.

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:

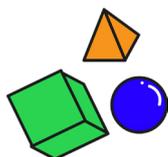
*Awareness, Acquisition,
Activation, Retention*

Tools:

Remix, Collaborative Editor

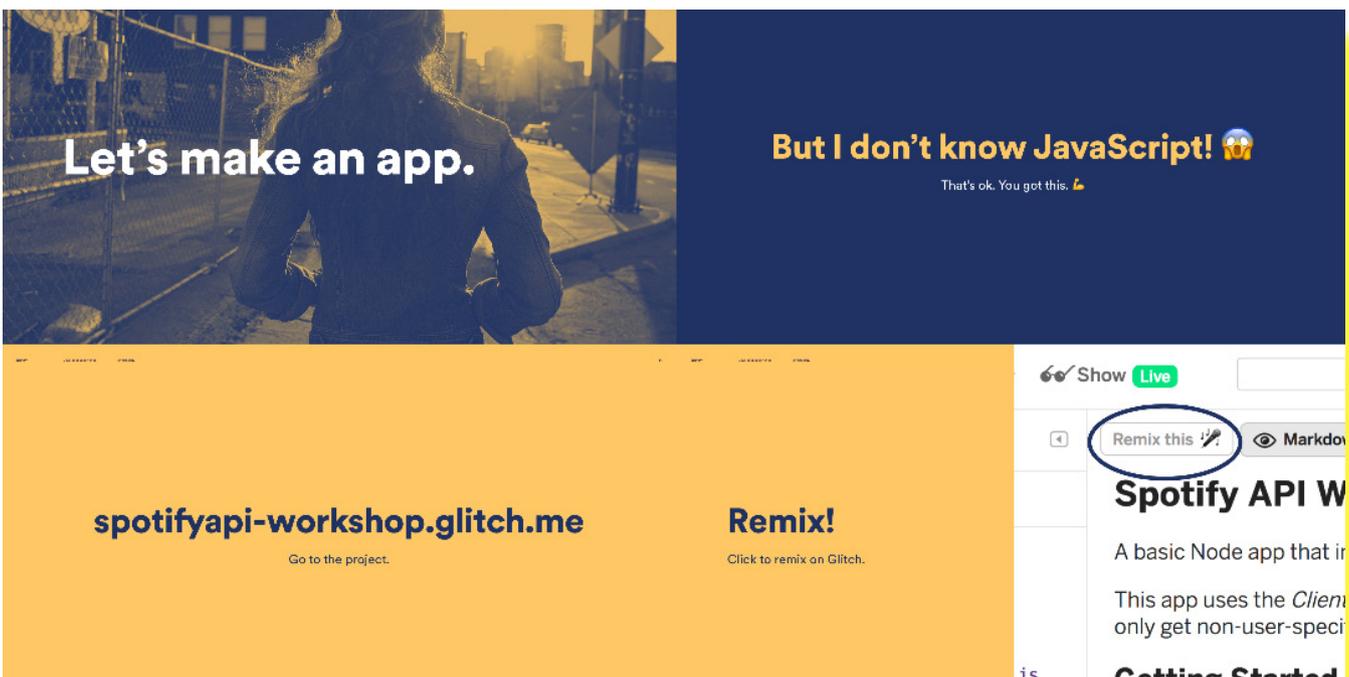
The collaborative editor in Glitch also works well for in-person events too, like workshops and hackathons. With nothing to install, no time is lost to setting up the development environment for attendees.

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

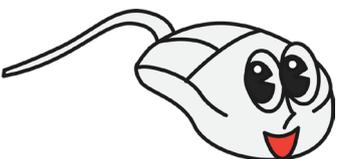
Tools:

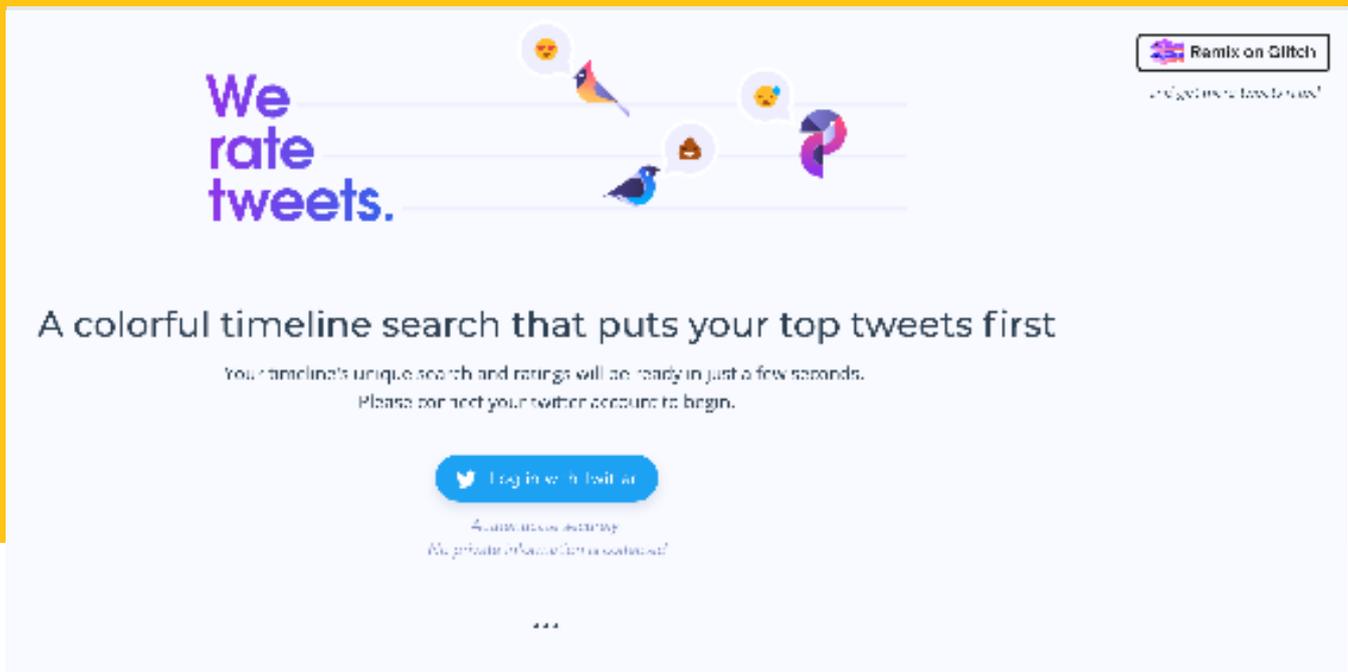
Gallery, Remix

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

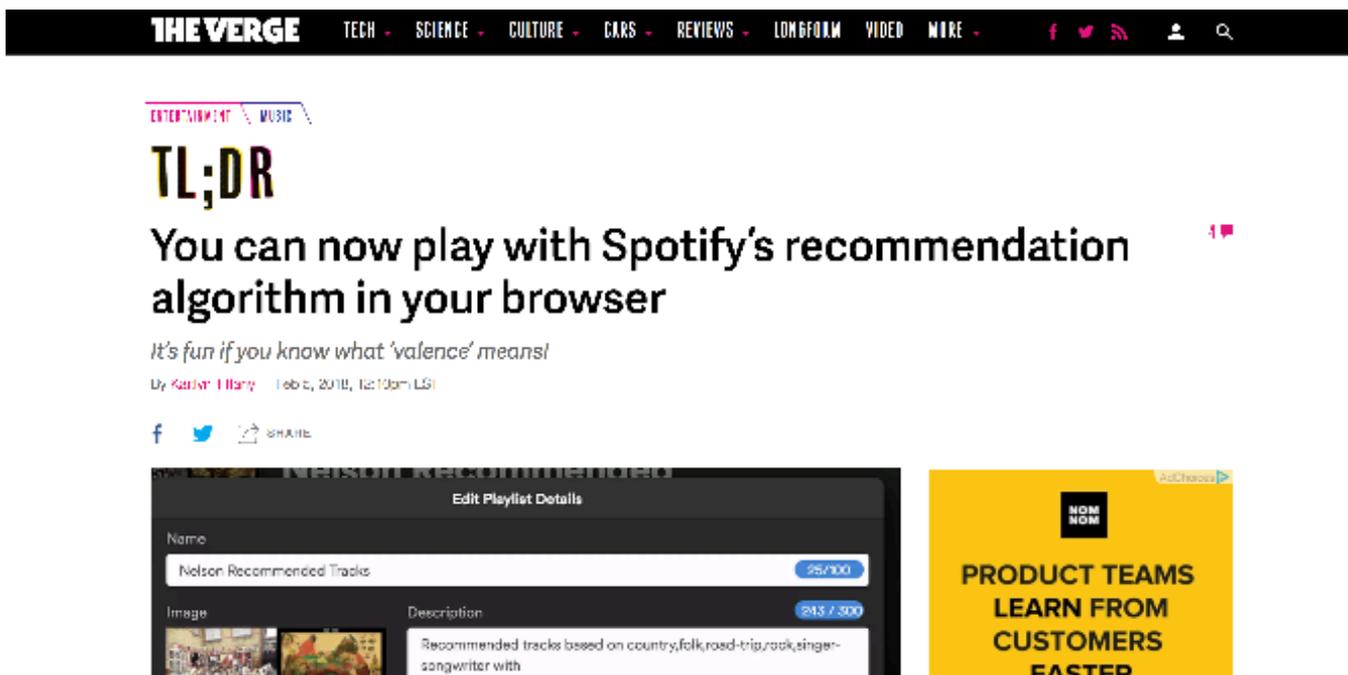
Gallery pages are a great way to collect your apps together, or you can curate apps created on Glitch by your developer community. Gallery pages are prioritized in search to make them more easily discoverable so that new users can find your example apps on Glitch.

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