

Stack Overflow for Teams Enterprise: **SME Training**

Agenda



- What is Stack Overflow for Teams?
- Your private Team
- Launch plan
- Your part to play

What is Stack Overflow?

Massive global reach and impact for over 10 years

By the numbers...

“ **Stack Overflow is an Internet Treasure.**

Fred Wilson
Union Square Ventures

100M+

Monthly Visitors to Stack Overflow & Technical Stack Exchange sites

19M+

Questions asked to-date

14.3s

Average time between new questions

45.1B+

Times a developer got help

10,000+

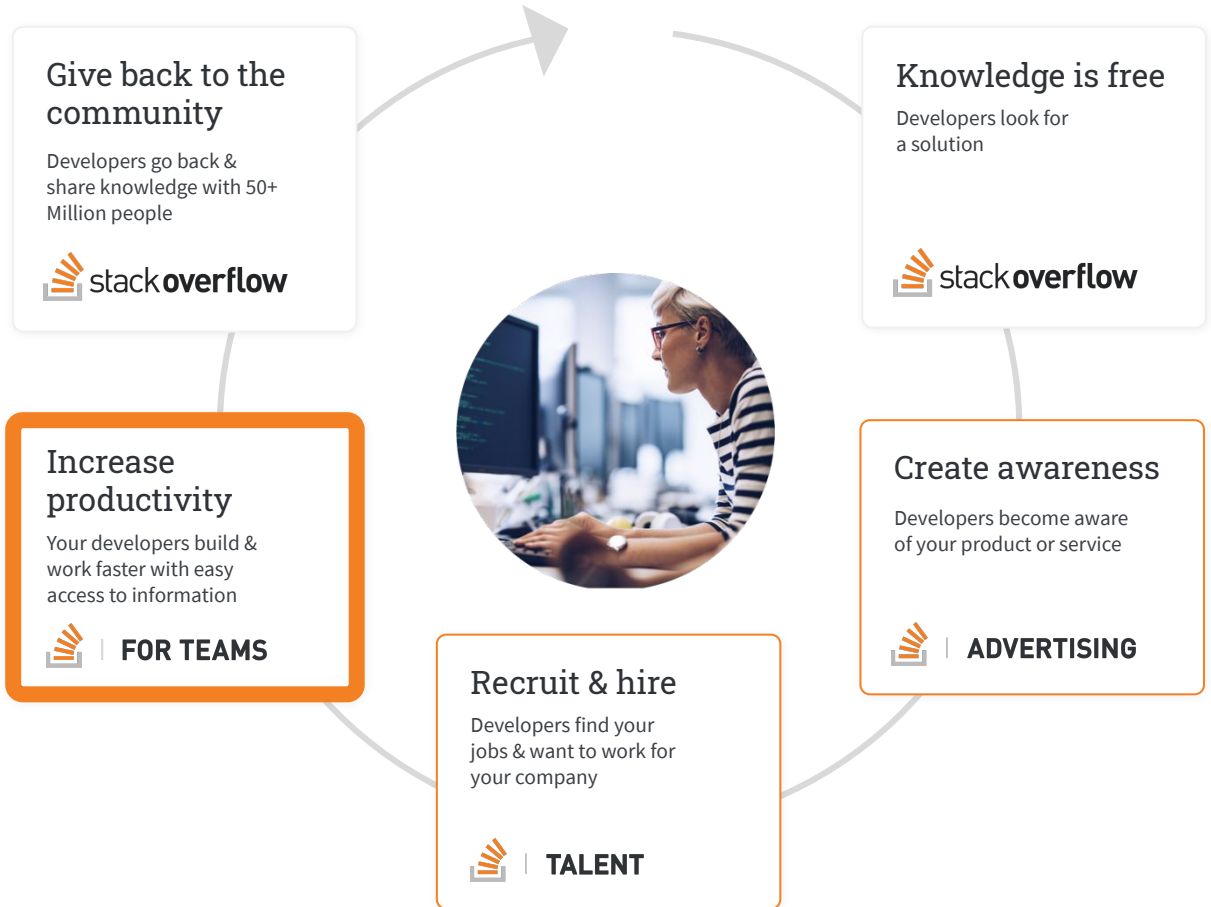
Customers across our products

Top 40

Website in the world
alexa.com

Our products

Stack Overflow empowers developers and technologists across the globe – no matter the industry or company size.



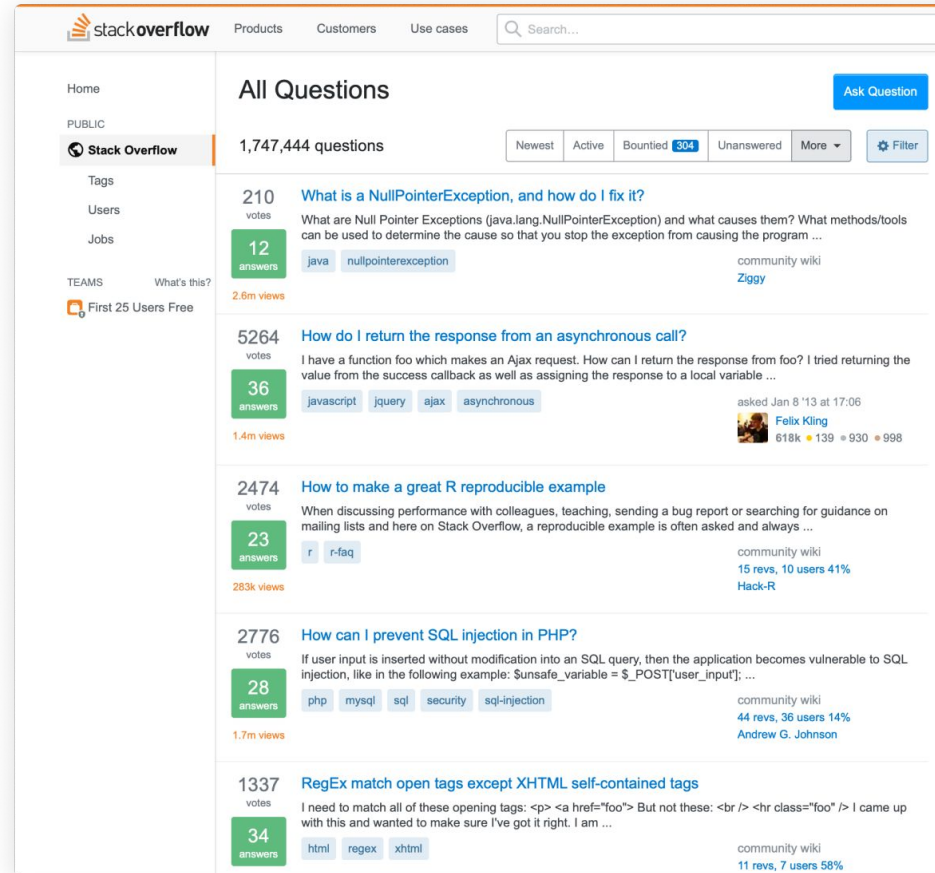
Free product

Paid product

When developers have a coding problem, they head to **Stack Overflow**.

Because they know they'll find a solution.

- ✓ Ask questions
- ✓ Find answers
- ✓ Share solutions



The screenshot displays the Stack Overflow homepage. The top navigation bar includes the Stack Overflow logo, links for Products, Customers, and Use cases, and a search bar. The main content area is titled "All Questions" and shows a total of 1,747,444 questions. A sidebar on the left provides navigation options: Home, PUBLIC (with Stack Overflow selected), Tags, Users, Jobs, TEAMS, and What's this? (with First 25 Users Free). The main list of questions includes:

- 210 votes**, **12 answers**, **2.6m views**: "What is a NullPointerException, and how do I fix it?" (tags: java, nullobjectexception, community wiki, Ziggy)
- 5264 votes**, **36 answers**, **1.4m views**: "How do I return the response from an asynchronous call?" (tags: javascript, jquery, ajax, asynchronous, asked Jan 8 '13 at 17:06, Felix Kling, 618k, 139, 930, 998)
- 2474 votes**, **23 answers**, **283k views**: "How to make a great R reproducible example" (tags: r, r-faq, community wiki, 15 revs, 10 users 41%, Hack-R)
- 2776 votes**, **28 answers**, **1.7m views**: "How can I prevent SQL injection in PHP?" (tags: php, mysql, sql, security, sql-injection, community wiki, 44 revs, 36 users 14%, Andrew G. Johnson)
- 1337 votes**, **34 answers**: "RegEx match open tags except XHTML self-contained tags" (tags: html, regex, xhtml, community wiki, 11 revs, 7 users 58%)

Everywhere you work.

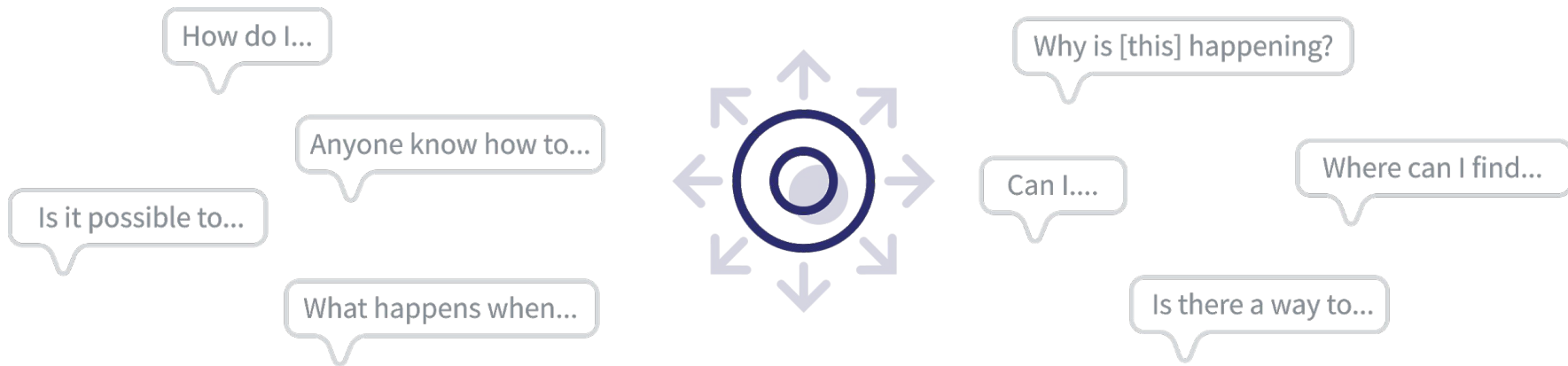
We like to say that **Stack Overflow for Teams is where knowledge goes to thrive.** We take the chaos out of finding and sharing information by creating a central source of truth.

If you've ever been pinged several times for the same answer, you know that sharing and finding the right information can cause distractions. We're here to solve that problem.



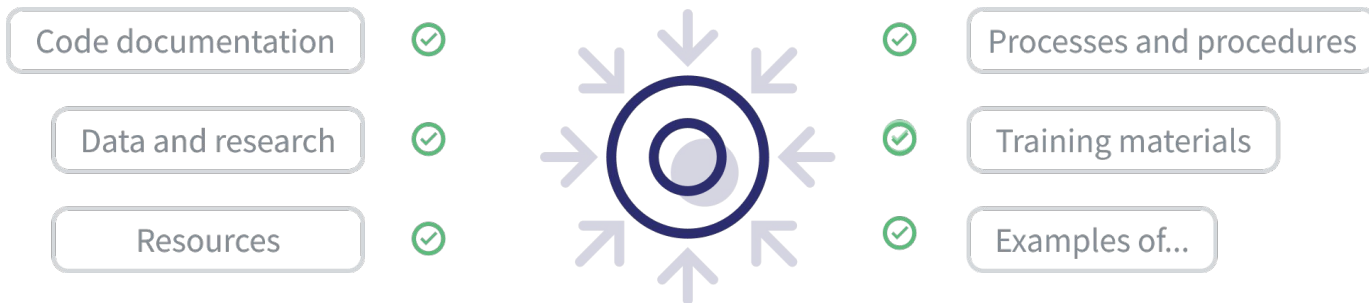
Why does it work?

It's **reactive** - teammates need knowledge, teammates provide knowledge



Why does it work?

It's **proactive** - teammates anticipate knowledge needs, teammates find knowledge



Your launch partners

Champion

The face of Teams to internal stakeholders and leadership.

Community Manager

Your colleagues who drive the strategy and overall success of Teams internally.

Moderator

Folks who are tasked with keeping information relevant, flagging issues, welcoming new members, etc.



Your role as an SME

A Subject Matter Expert (SME) is a **vital role** within the Stack Overflow for Teams community. This denotation within the platform means the best person to judge specifics about something for which they have expertise. It likely means you have a lot of knowledge about specific things such as languages, tools, projects and products.

As an SME, your role in launching Teams for your organization is seeding content for your colleagues.

- Creating tags and adding tags to content for easy searching
- Adding frequently asked questions and answers
- Transporting project docs, announcements, and how-to's

The pre-launch checklist for the SME

Ahead of launch, your leadership needs help populating content to make for a welcoming team experience.

✓ Identify content areas such as:

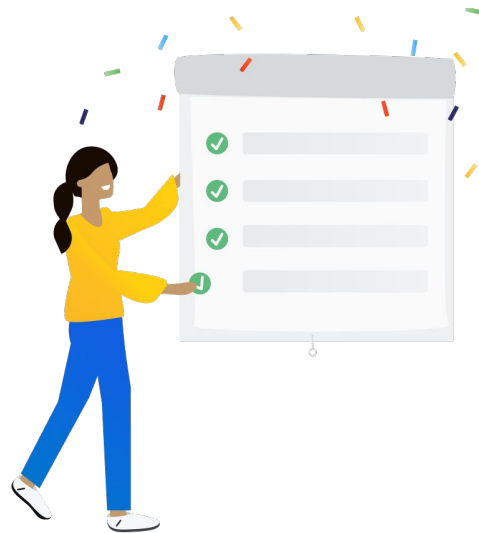
- Frequently asked questions and answers
- Existing evergreen content in wikis and other tools
- Onboarding process and how-to docs

✓ Develop a content tagging strategy:

- Languages, repositories, and tools
- Projects
- Products
- Teams

✓ Begin seeding your community:

- Divide and conquer
- Set a timeline for yourself
- Check in with each other often



Low-hanging fruit: FAQs

We recommend starting the task of content population by adding frequently asked questions — and answers — to your new Teams instance.

- 1. Identify the channels that get the most questions. It's likely a combination of:**
 - Chat
 - Email
 - Project tools like Jira and GitHub
- 2. Make a list of questions that you know the answer to and begin crafting your answers.**



Your Next Steps...



Identify FAQs

Find the content most related to your team - the questions you get asked on repeat. Jot down your answers and start populating within your Team.



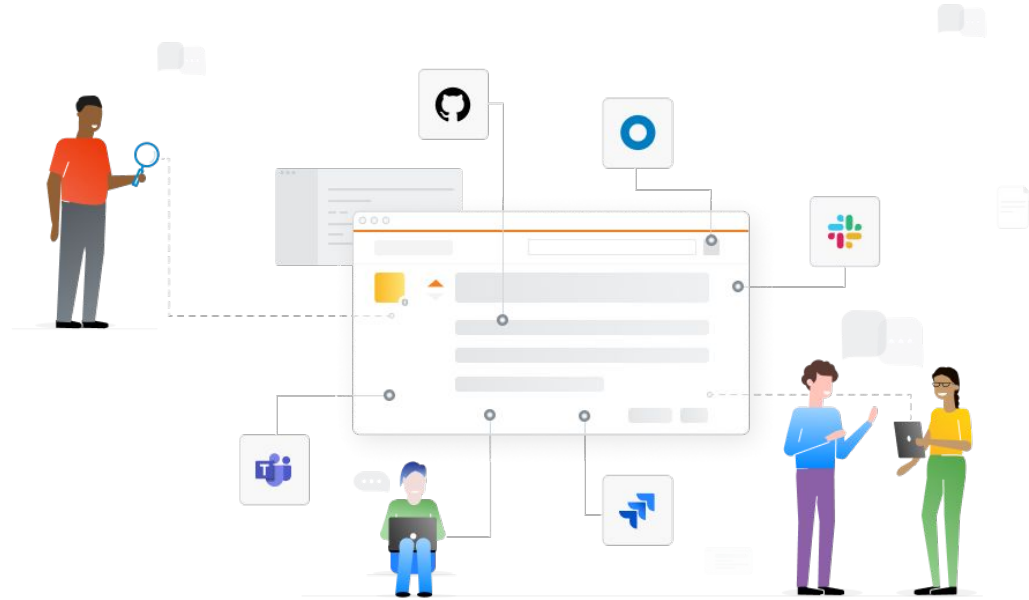
Meet with your fellow SMEs

Make sure to communicate with your fellow SMEs so you aren't populating the same questions and can streamline your process for creating content.



Seed Content

Using the FAQs you and your SME team have identified, start seeding your new Team with content.



Thank you!