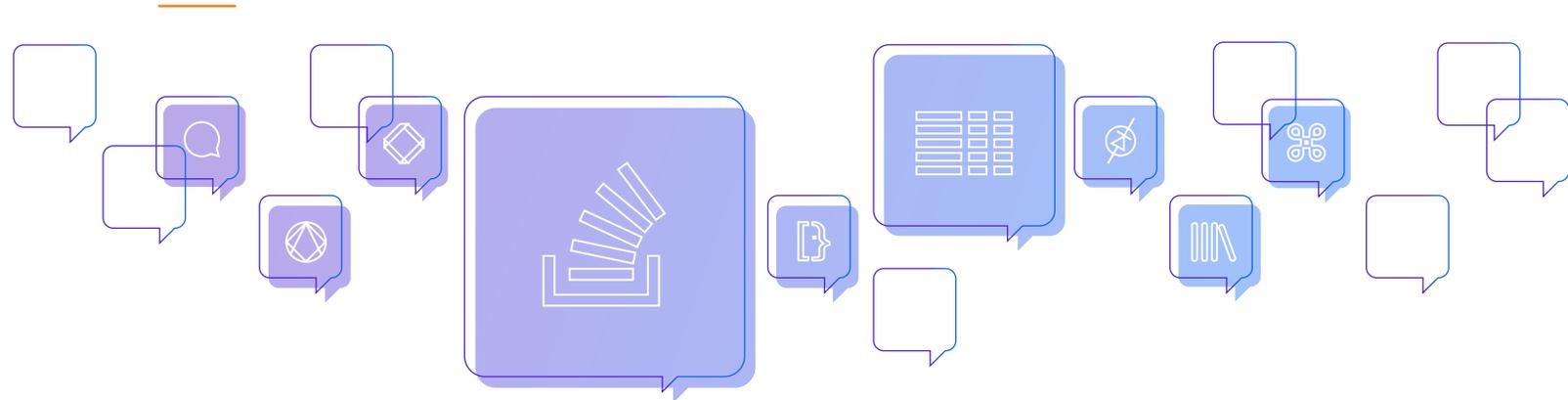![Stack Overflow for Teams logo]

Why Stack Overflow Is the Global Leader in Building Communities.

And How We Can Help You Build Yours.

Stack Overflow is unlike any other online community

Ten years ago, Stack Overflow set out to index the world's programming knowledge. The goal was to make it free, available to everyone, and filled with the most sought after information.

We didn't pay experts to share best practices or entice the creators of technologies and tools to provide documentation. Instead, we invited the developer community to contribute their questions and answers. And so they did.

Since 2008, **9.3 million developers** have volunteered their time and in total provided **27 million answers** to more than **18 million questions**. They've made Stack Overflow the largest and most active community for discussing and learning about software development. Along the way, we learned a lot about how to provide the right incentives to contributors to foster a strong community.

Utilizing this framework, we not only launched platforms for Spanish, Portuguese, Japanese, and Russian speaking developers, but we allowed any community that can demonstrate a substantial interest in a topic space to launch their own Q&A. Within the **StackExchange Network**, we launched 170+ other open, community-powered Q&A sites this way — ranging from Mathematics to Electrical Engineering to less tech-focused topics like Gardening.

Over the last three years, we have worked towards our mission, to bring the advantages of our public Q&A to your organization. **With a platform that enables collaboration on a massive scale, you take down silos and closely engage your whole company right out to the edges of your organization.** Rather than information coming from the top, it comes from the subject matter expert, the employees, who have intimate knowledge of the specific code or project in question. Stack Overflow for Teams is more than just a tool, it's a process that democratizes your knowledge sharing and creates a more productive, more engaged, and happier workforce.

That's why Stack Overflow for Teams isn't just any knowledge sharing software

Even though we have more than a decade of experience building vibrant communities and are a trusted resource to tens of millions of developers, we have not stopped learning.

- When we implement the **Stack Overflow engine** for Private Q&A, we fine-tuned it to work on an organizational level.

- We use **data science and modeling** to create an onboarding checklist that drives adoption.

- We supply a **community dashboard** so you can focus on the metrics that have a proven impact on engagement and ensure your employees will contribute to a thriving knowledge base.

- Every team is different so we work out what you need, because **you are not just buying a software, you are building a community**.

We consider our software as only the foundation. It's our Community Management Team that guarantees a healthy start for your internal Stack Overflow. They will be your guides as you kickstart the adoption process and will work to ensure everyone in your organization feels empowered and incentivized to participate.

How do I ask a good Stack Overflow for Teams question?

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A good question is one that is answerable in a way that is rankable as correct. Much like this one.

Tip: If the question can be stated as "How do I …?" rather than "What do you think about… ?" it is most likely a good fit for the site.

In other words:
On the surface, Private Q&A does only one thing. Ask and answer questions. But it does it very well.

Q&A is the natural way humans think about and approach problem-solving. The simple format means your team will get answers and information they need faster, in a more natural and intuitive way.

How we make Stack Overflow for Teams work for...

... people focused on the work

At companies with a well-established Stack Overflow for Teams presence, employees enjoy a programming experience without blockers. With our experience building Public Q&A and the companies we already partner with, we designed and optimized a set of incentives and nudges that help employees feel validated.

Our partners describe the sense of purpose and type of engagement they see in their Private Q&A instances as different from any other platform out there.

- ✓ **Democratizing knowledge management.** Every organization struggles with internal communication. We have seen best practices, decisions, and strategies from everyone in the company.

- ✓ **Breaking documentation down into its smallest component.** The simple design of questions and answers make Stack Overflow for Teams a non-disruptive, minimal investment on the part of contributors with maximum output for your whole company.

- ✓ **Staff will feel instant and constant validation.** No matter how hard managers try, sometimes companies struggle in giving feedback. We optimized the reward system so that giving feedback is no longer a manager's privilege.

- ✓ **Engaged users stay engaged.** We left enough room for users to adapt the system to their knowledge base needs, so it becomes the one source of truth where users return to share and find relevant information again and again.

... those who enable people to do their job well

We have worked with managers, team leads, developer evangelists, and DevOps experts, tech leaders — everyone who might contribute to making your team more efficient. We know the struggles involved in rolling out any new tool or management innovation. That's why Stack Overflow for Teams is as similar to Public Stack Overflow as possible, so you are not asking your team to learn a new knowledge sharing tool, but introducing a way many of your staff will already know and love.

- ✓ **Closely monitor proven success metrics to kickstart adoption.** It's not just about creating the right conditions. We have proven, well-tested launch strategies to ensure healthy community growth.

- ✓ **Proven UX and Community Management.** Our strategy and tactics are put to work by nearly 60 million users monthly and are optimized to improve developer flow & productivity.

- ✓ **Get better insights into your organization's expertise.** Stack Overflow gives us a tremendous wealth of data around technology trends and the dev ecosystems around the world. We believe those insights on an internal level help an organization become a better place to work. Identify what projects people are working on, potential sticking points, emerging tech trends, or anticipated training gaps.

… your organization as a whole

You are not just implementing a new wiki or chat tool, you are reshaping your company culture from the bottom up. This might be the most exciting roll-out you'll work on all year. Don't take our word for it — see it in the enthusiasm of your developer team.

- ✓ **We've engineered an ever-evolving knowledge base.** Up-votes, mentions, and comments allow all employees, regardless of tenure or department, to give context to questions and answers and allow good questions and correct answers to be validated and floated to the top. Subject matter experts are heard and discussion lives in one place.

- ✓ **Better managed communication, without more managers.** Even on a large scale with 50M+ users each month, all knowledge on the StackExchange Network is being provided entirely by the users. We have established a culture of self-moderation. The work we put into our public communities is something you can now capitalize on for your private teams.

- ✓ **Build a self-sustaining internal developer community.** With our help, you establish a recognition-based culture. Through nudges, points, and gamification, we make it rewarding to use your Stack Overflow for Teams instance. With our focus on high adoption early-on, your community will grow encouraging others to contribute because they see the value for themselves and their teams.

- ✓ **Restructure your information architecture.** We found the best way is to be hands-off. Our tagging system is flexible and will allow you as little or as much structure as your team needs. Our Community Building Manager will advise on a tag structure that works for you.

Lean on our expertise to curate your own internal community

Every organization is unique, and so will your questions, workflows, and cultural challenges. We have worked with many blue-chip companies and will provide you with the guidance you need. Here is how we support you in making your community a welcoming place, full of valuable information:

- We translate our experience from a decade of community building into a **guided onboarding process designed by a Community Development Manager** to fit your use-case.

- We guide you on initial steps: from identifying early adopters, to setting the tone with first questions, to **reviewing community best practices and helping you organize the content hierarchy** for your community.

- We share our research into **adoption metrics and community health** in self-service learning guides in our knowledge portal.

- We provide you with tips on messaging, communication and marketing of the Stack Overflow Community to your internal team.

Measurable community health

Community building involves both tech and human factors. We have studied both and provide you with the tools to monitor your community's health in the early stages and beyond. What you get to stay on track:

- **A Community Health Dashboard** to quantify the engagement of your employees including the number of users, votes, comments, and correct answers.

- We will point you towards the **key metrics**, like how the number of tags you introduce will increase retention.

Hear it from the teams using Stack Overflow for Teams

"Instead of trying to figure out how to reach people and bother them while they are working, I'm able to go to Stack Overflow for Teams and get the answers to my questions. If I don't see an answer to my question, I can easily ask a question, and tag the person I think will know the answer, and I get my question answered almost immediately!

Mosh Feu, Front End Developer, WIX

"Once we provided this safe avenue for people to ask questions, it became truly visible, how much need there was for it. It was like opening the floodgates. As someone that runs a company, it's crucial to me to make sure I understand where the gaps are, and I don't think it would have been uncovered without Stack Overflow.

Justin Barad, Founder & CEO, Osso VR

"We don't have questions that are unanswered for more than a couple of minutes. It just doesn't happen. The user adoption and engagement with the platform has been very impressive.

Tyler McDougall, Development Team Lead IMC

"[It saved us] a huge amount [of time] when onboarding a new developer.

Morgan Jones, Director of Engineering, flex

"Stack Overflow has reduced chat message interruptions and helped us avoid re-answering the same question every day. We're building a valuable, well-curated knowledge base.

Jeremy Williams, Engineering, factset

To learn more, visit **stackoverflow.com/teams**