

VOLUNTEERS

Collaborative Engagement at its Finest!

Linda “Brasse” Carlson

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Sony Online Entertainment

Introduction!

- Linda “Brasse” Carlson
 - Veteran Gamer
 - Former Troll
 - Former Volunteer Senior Guide
 - Goat farmer
 - Bearded Lass’ Rights Activist
 - SOE Community Team



SOE's Approach to Community:

The screenshot shows the SOE website homepage with a dark blue header and a white main content area. The header includes the SOE logo and navigation links: Shop, Community, Company, Support, My Account, Sign In, and Join Free. The main content area features a large banner with the text "WE ARE GAMERS DEDICATED TO CREATING THE BEST ONLINE WORLDS FOR PLAYERS OF ALL AGES." and "OUR PLAYERS ARE OUR EXTENDED FAMILY." Below this, there are several images: a group of people at a gaming event, a person playing a game, and a collage of game characters. A quote at the bottom states: "We respect our players, and feel that every opinion matters. We strive to build lasting relationships with our global community through meaningful feedback and two-way conversations."

SOE SONY ONLINE ENTERTAINMENT

Shop Community Company Support My Account Sign In Join Free

WE ARE GAMERS DEDICATED TO CREATING
THE BEST ONLINE WORLDS
FOR PLAYERS OF ALL AGES.

WE BELIEVE IN: PASSION DEPTH **COMMUNITY** CREATIVITY INNOVATION DIVERSITY

**OUR PLAYERS ARE OUR
EXTENDED FAMILY.**

We respect our players, and feel that every opinion matters. We strive to build lasting relationships with our global community through meaningful feedback and two-way conversations.

Summary

- SOE believes in **forging close relationships** with our players
- Players **want to make a difference** in the worlds they love
- We **empower our players** in every way possible
- We **DO allow them to profit** (YouTube, Twitch, Player Studio)
- We **support volunteers** with internal resources, tools and rewards
- We believe that continued success is dependent on **working with** our players for a **better game experience**
- **VOLUNTEERS ROCK**

Why volunteers?

- Why does a **profitable** company need volunteers?
 - Grass-roots community engagement
 - Goodwill and passive promotion
 - Excellent, expert feedback loop
 - Benefits all of our players
 - Builds online societies
 - Offers work experience
 - PLAYERS WANT TO HELP



Volunteer Programs at SOE

- Passive
 - Wikia Project
 - Player Direct
 - Affiliates Programs
 - “Walk-In” Volunteers
- Active
 - ~~Volunteer Moderators~~
 - SOE Community Council
 - Specific Game Councils
 - Volunteer Guide Program

SOE Wikia Project

WIKIA EVERQUEST NEXT LANDMARK

On the Wiki: EQ Next Landmark | EQ Next | EQ | EQ II

Wiki Activity | Random page | Videos | Photos | Chat | Forum

Home [View source](#) [Talk](#)

246 PAGES ON THIS WIKI

Search this wiki

Welcome

EverQuest Next Landmark is an online social building game where you can create anything you can imagine. Powered by the ForgeLight Engine, Landmark features cutting edge technology and tools. Build and explore a world unlike anything you've seen before.

EverQuest Next Landmark
Add your fan sites now!
[Read more >](#)

Building **Exploring** **Gathering** **Items**

Kindle Fire HDX 8.9
LIGHTER THAN AIR

SHOP NOW

ALL-NEW kindle fire HDX
Advertisement | Your ad here

amazon

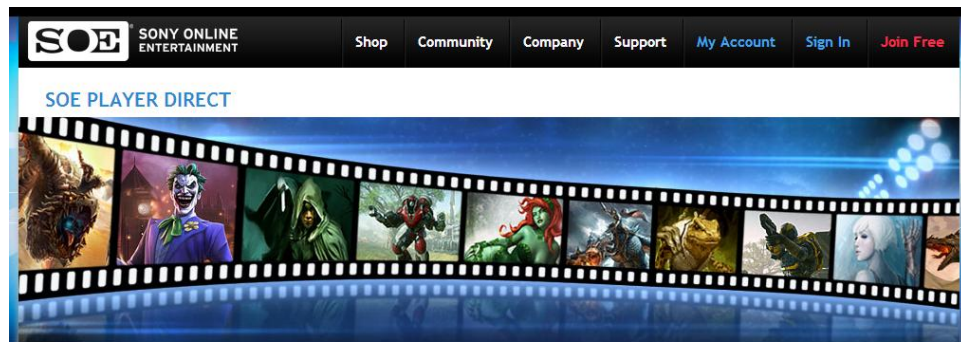
Photos

17 of 20

SOE Wikia Project

- SOE's Role
 - Design support
 - Asset provision
 - Data support
 - Direct communication
 - Engagement rewards
- Volunteers
 - Content creation
 - Moderation
 - Curation
 - Ownership

SOE Player Direct



We'd love to share YOUR videos!

We are looking for cool and innovative videos based on all SOE games. Have you got a video to share with us? Email the link to us at player-direct@soe.sony.com. If your video is approved for Player Direct, we'll share it with the SOE community through SOE's social media feeds.

So, as a video creator, what can I do?

- You can create videos that include SOE game content such as screenshots or game play footage.
- You can edit these videos in any manner you choose so long as you comply with the Video Policy and the Terms of Service.
- You can monetize your videos through "partner programs" on sites like Twitch and YouTube.*
- If you want, you can submit your video to Player Direct to help it reach a larger audience by emailing a link to player-direct@soe.sony.com.

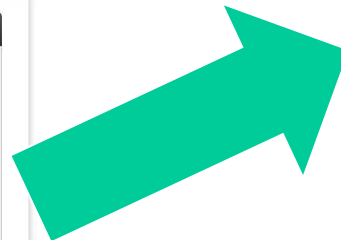
*Unfortunately due to volume, we cannot respond to direct requests asking if it's ok to use our content. Please point sites like YouTube and Twitch to this page.

Still, when making your videos or submitting them to Player Direct there are

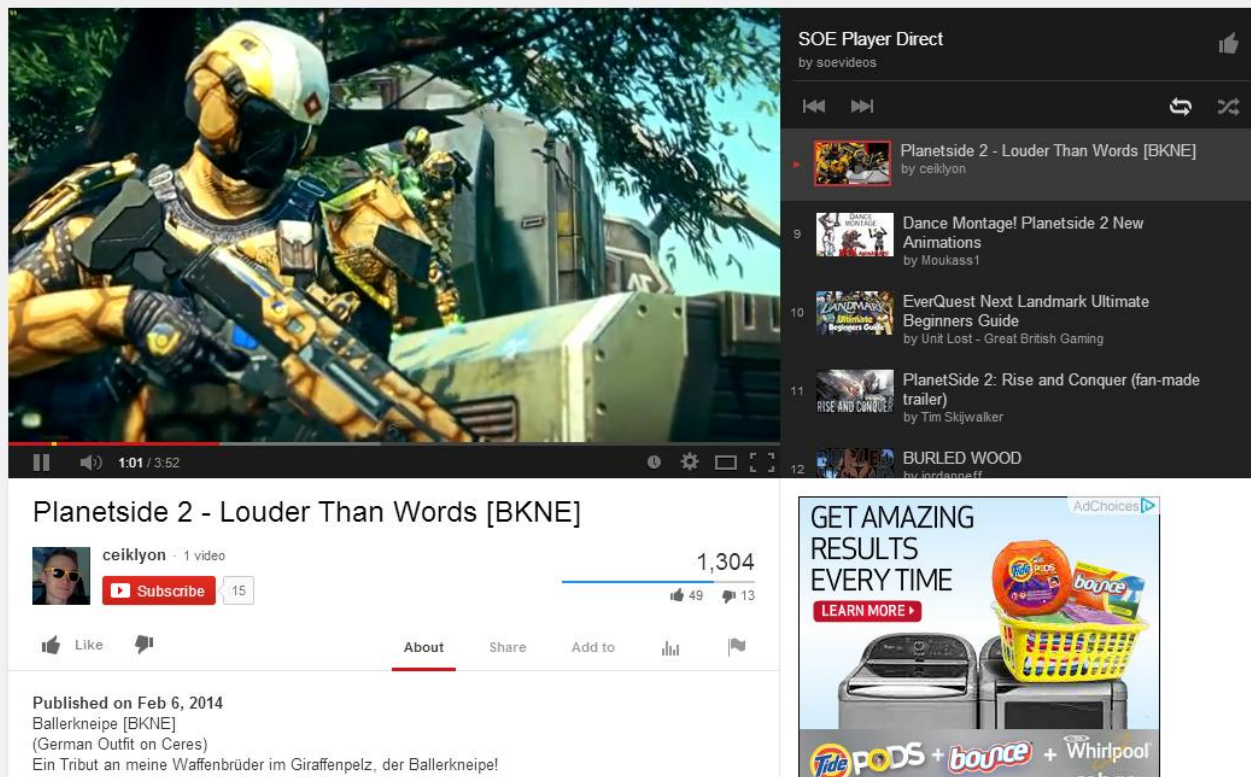
VIDEO POLICY

SOE grants its players a limited, non-exclusive, revocable, non-transferable license to create and distribute videos that contain SOE game play footage and screenshots. Remember, you may not use, sell, distribute, license or otherwise exploit any SOE game content or intellectual property for any other purpose or in any other manner other than as expressly provided in this Video Policy or the Terms of Service. And, SOE reserves the right to require the removal and/or deletion of any videos that do not comply with this Video Policy or the Terms of Service.

By submitting your video to the Player Direct program you grant to SOE, at no charge, the perpetual, worldwide, non-exclusive, irrevocable, transferable license to use, modify, make derivative works of, reproduce, exhibit, edit, distribute, and otherwise exploit your video, its content (including your likeness, voice, and performance), and any content connected with the video (such as the metadata listed with your video: your name, user name, or video), in whole or in part, in any and all media, whether now known or hereafter devised, in connection with the marketing, distribution, and promotion of SOE's virtual worlds and



SOE Player Direct



SOE Player Direct
by soeivideos

Planetside 2 - Louder Than Words [BKNE]
by ceiklyon

9 Dance Montage! Planetside 2 New Animations
by Moukass1

10 EverQuest Next Landmark Ultimate Beginners Guide
by Unit Lost - Great British Gaming

11 PlanetSide 2: Rise and Conquer (fan-made trailer)
by Tim Skijwalker

12 BURLIED WOOD
by jordanneff

Planetside 2 - Louder Than Words [BKNE]
ceiklyon · 1 video · 1,304 views · 49 likes · 13 comments

Published on Feb 6, 2014
Ballerkneipe [BKNE]
(German Outfit on Ceres)
Ein Tribut an meine Waffenbrüder im Giraffenpelz, der Ballerkneipe!

- Robust YT Playlists
- Ability to re-use player-created content
- Celebrates our players!
- Authentic voices carry further
- Identifies future partners/ contractors

SOE Player Direct

- SOE's Role

- Manager assigned
- Invitations to participate
- Curating submissions
- Responding when issues arise (copyrighted content, appropriateness)
- Promotion of UGC

- Volunteers

- Content creation
- Motivation
- Monetization!?!?? YES!

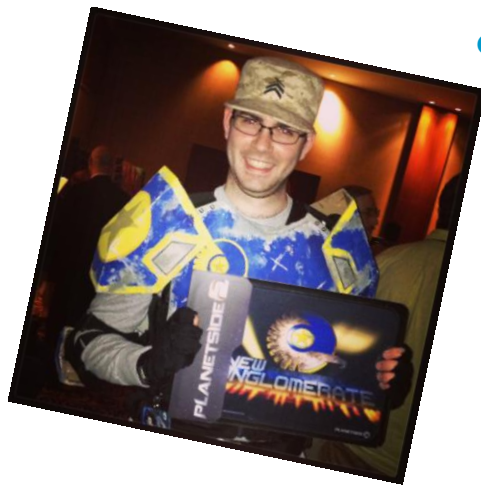


DCUO :: Dookie Jenkins presents: 3-man Gates of Themyscira

SOE Affiliate Programs

- SOE's Role

- Management
- Outreach, recruitment
- Communication
- Issue CIDs
- Track results
- Reward grants
- Promotions



- Volunteers

- Content creation
- Feedback!
- Profit!!



“Walk-In” Volunteers

- SOE's Role
 - Training
 - Supervision
 - Interaction
 - Rewards



- Volunteers
 - Demonstrations
 - Engagement
 - Ripple effect promotion
 - Prestige!

Walk-in Volunteers are often encountered during events such as conventions, meet and greets, and our annual SOE Live celebration. They are EAGER to help, be ready for them!

SOE Volunteer Mods

- SOE's Role
 - Management
 - Training
 - Reporting
 - Rewards



- Volunteers
 - Active service
 - Following guidelines
 - Accountability
 - Reporting

We ended the Volunteer Moderator program when the management investment required outweighed the benefits. We now use paid moderators via Metaverse Mod Squad, who hired on the finest of our remaining volunteers! Win-win.

SOE Community Council

- SOE's Role
 - Management
 - Engagement
 - Feedback reporting
 - Recognition
- Volunteers
 - Abide by VERY strict NDA
 - Provide Broad-based feedback
 - Proactive, balanced input
 - Passive dissemination

Set expectations very clearly, so that your advisory groups understand what their role and scope is. Be very, very careful whom you trust with this sort of position.

SOE Volunteer Guide Program



"My greatest pleasure is to bring some happiness to other players, and to hear how we made their day (and gameplay) that much better. That is my reward, and it brings me happiness in return."

*– Guide Croakis
(2006 – present)*

SOE Volunteer Guide Program

- SOE's Role
 - Management
 - Supervision
 - Tools and support
 - Rewards



***This is NOT an easy undertaking.
The paperwork alone is daunting.
...but it's worth it.***

- Volunteers
 - Recruitment
 - Training
 - Events, Quests
 - Reporting
 - Event support

SOE Volunteer Guide Program

- Started in 1999, with EverQuest
- More than 7,800 players over 15 years
- Currently 260 +/-
- 100% PLAYER DRIVEN
- Guides bring a special thrill to any player interaction: live events, quests, in-game weddings, player events and memorial services.
- Tremendous support at SOE Live!



Why they volunteer...

Asherah the Torch Bearer



"So my brother asks me last night... whatcha thinking, Grace? I say... "Ohhh, I had a weird Guide shift today, and it reminded me of the troubles on Rallos."

He's like... "THAT GAME?!? How can you think about the game at all unless you're playing?"

"Hrm, good question," I said. "I guess its cause...I care. It's a game, sure...but the people I have come to know there, especially through Guiding...well, they are more than just game characters. They are real people who I have come to respect, and I like them a lot."

*- Asherah, Guide Generation 1, June-August 1999
(AKA Grace Savine, 1974- 1999)*

How does the program work?

RANKS:

- Elder Guides
- Special Teams
- Senior Guides
- Guides
- Apprentice Guides

“I have been guiding for 12 years, in EQ and EQ2, but the feeling of accomplishment and joy of being part of something so wonderful is what keeps me going.”

– Guide Miriele

SPECIAL TEAMS:

- Senior Management Team
- Policy Team
- SWAT Team
- Quest Team
- Training Team
- Personnel Team
- Grading Team

Server Coordinators:

- Quest Coordinator
- Admin Coordinator
- Training Coordinator
- Wedding Coordinator

Increasing Awareness



- Active FB page
- Active public forum
- InfoCenter at SOE Live
- Increasing internal support and tools for the program
- More empowerment and innovation!

Why it pays to invest in Guides

- More than **10,000** interactive opportunities per year
- Direct player engagement
- Surprise, delight, loyalty

"When I find a 'new' player... new to the game... and they have no clue who/what I am and I get them to participate, the excitement runs high, and I think perhaps we have snagged another one that will continue to play!"

~ Guide Dalharil

What value does the Guide Program provide to the game community? This one is easy and short. The Guide Program is what sets SOE apart from every other MMO maker out there."

~ Guide Psionis



Everfrost Guide Event – January 2014

Challenges

- Active involvement, review and oversight by your legal department is essential!
 - Check your state employment regulations
 - Check insurance if using volunteers at events
- Develop very clear guidelines and processes
- Plan for and implement appropriate toolsets
- Set expectations early and clearly
- ***COMMUNICATE! INNOVATE! APPRECIATE!***



You have a question? Bring it!

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Twitter @Brasse

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