



Free Your Management Mind, a Successful Community Team Will Follow

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Lionbridge
 GAME SERVICES



A little about myself...



Lionbridge
GAME SERVICES

Chloe Swain is Senior Community Strategist for Lionbridge Game Services, a division of Lionbridge Technologies. She specializes in developing strategy and solutions for international community programs. Prior to Lionbridge she worked with LEGO, growing and engaging the community surrounding the LEGO Universe game and the LEGO.com forums. She was also Producer on several titles in the *Scene It?* series for Screenlife Games. She loves community. She loves games. She's happy to be here talking about both!



What is She Talking About?!

- Out with the Old
- Who Are These Mod People, Anyhow?
- Home is Where the Talent Is
- The 3D Mod Mind
- How to Speak Mod
- Lead by Public Example
- In Conclusion!
- Q&A

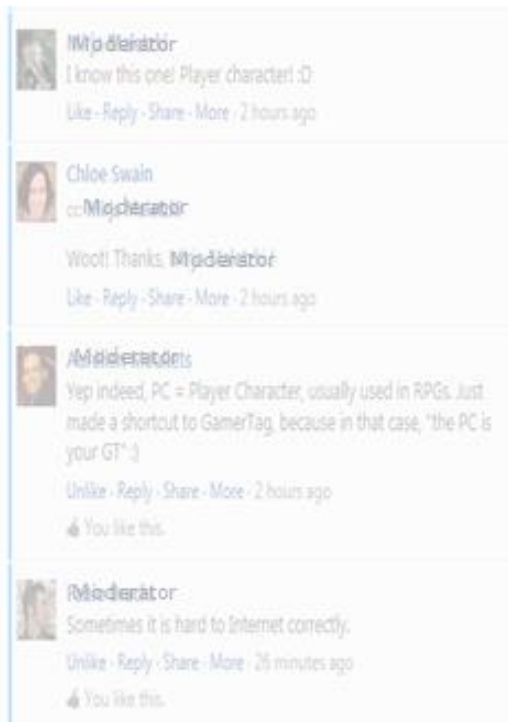
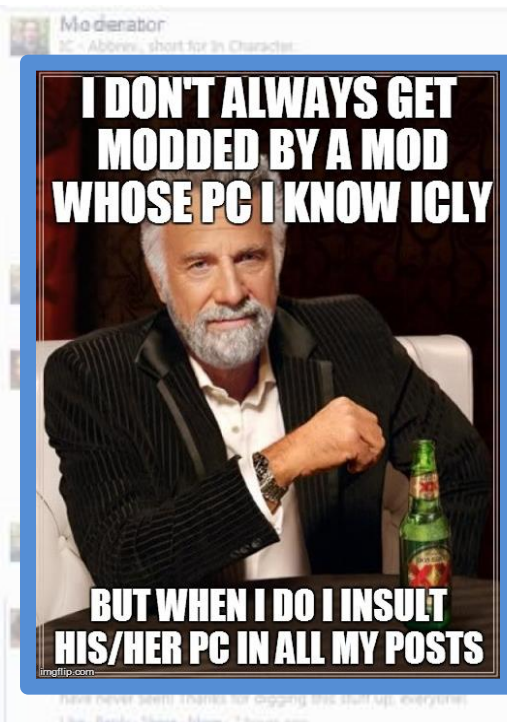


Out with The Old Way of Doing Things





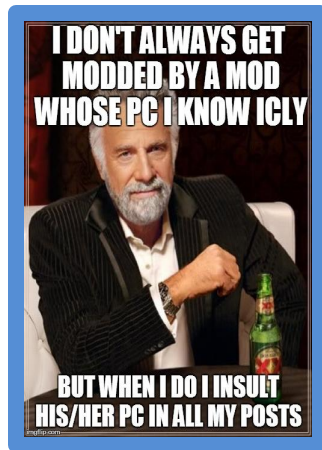
In with the New





Would I have gotten better info from my team if I'd called a meeting?

- Wasted meeting time
- Emails to clean up, though we sit side-by-side
- Followed up discussion with a coffee break anyway...





Sometimes you just gotta be there to get it...



- Community Strategist
- Community Manager AAA titles
- Primary language Community Manager
- Positions requiring daily contact with Devs



...but mostly, you don't.



- Online collaboration tools
- Younger workforce
- Virtual interaction = 21st Century interaction





Who Are These Mod People?





Home is Where the Talent Is

- Pajamas are the new Business Casual
- Time-Zone coverage is key
- Polyglots are at a premium
- Quality of life = good people who stick around



Remember This Guy?

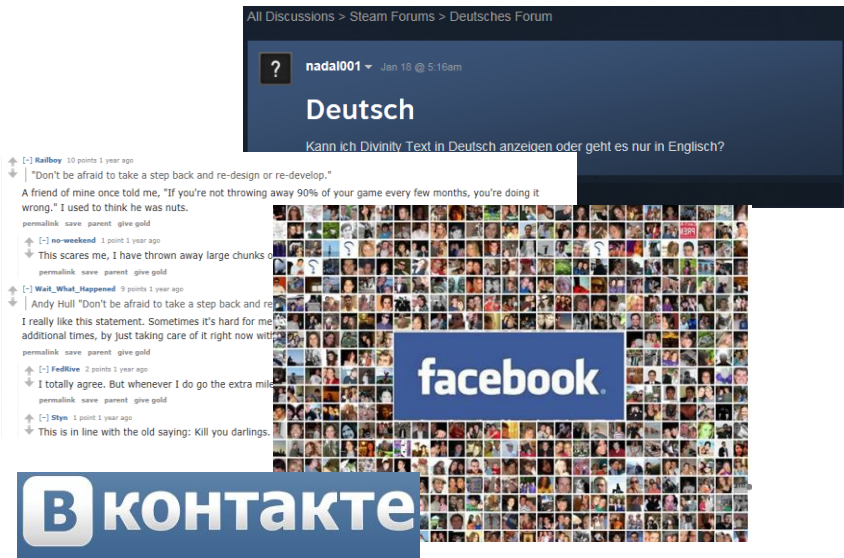


- Highly educated
- Hardworking
- Excellent English + Multilingual
- Wants to be a freelancer
- Wants to live in the Bahamas
- Wants a job to end when his shift ends
- Willing to work for less in exchange for work-from-home flexibility

If you don't want him, there are plenty of companies that do...



The 3D Mod Mind

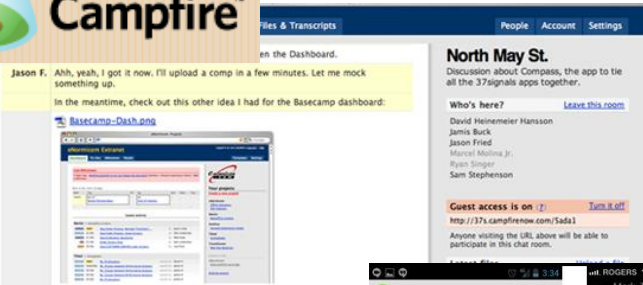


- Thrive in layered worlds of forums and social media
- Discover, document and search in this multi-layered environment





Creating the Ideal Environment for the 3-D Mod Mind to Flourish

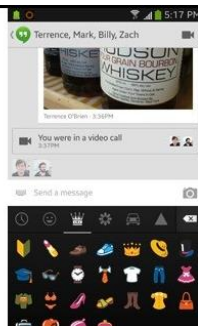


11:10 PM
Marcel M. Ahh, yeah, that works.

Jason F. I like the late block at the top.

Marcel M. That definitely works better than the current Dash. Looking forward to seeing that go live.

Jason F. We all are!



Lionbridge Community Management Network

[Y Home](#)[Inbox](#)[1](#)[Search for people, groups and conversations](#)

Chloe Swain

Groups

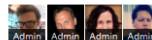
All Network

[Warface Mod Team...](#)

Warface Mod Team Group

Private Group | Joined

The place inside Yammer for all discussions between our awesome Moderation Team.



yammer



Speaking Mod to Your Mods



Chloe Swain
@chloeswain

#iFlyAlaska because I asked for and received two pretzel packages, with a smile
#customerservice



Alaska Airlines @AlaskaAir · Sep 21
@chloeswain And... We gave you the variety edition with two different versions :-)-David

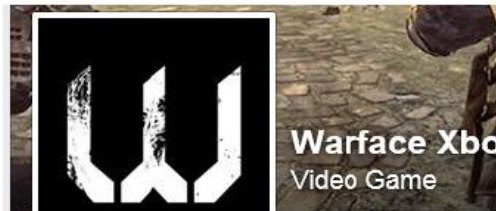


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To Warface Mod Team Group



Hooray for Palindromes!...And climbing FB numbers :-)



Timeline

About

PEOPLE



11,211 likes

Invite your friends to like this Page

Like · Reply · Share · More August 20, 2014 at 12:50pm

People who enjoy dishing this out...

...enjoy receiving this!



Lead by Public Example

- Every interaction with your mod team is a public opportunity to demonstrate best practices
 - “Yeah! These complainy brats suck!”
 - “Whoa that is frustrating. What can we do to fix that?”



In Conclusion!

- It's a mad, mad, multilingual, multicultural, 24/7 world of internet destinations
- Our companies and clients require continuous, compassionate service to community members around the globe in multiple languages
- The talent and technology is there to provide this service, we just need to embrace it all with a 😊



Q&A

- This is where you grill me. Got anything?