



COMMUNITY
MANAGEMENT
SUMMIT

Shifting from a Small Community into Large and Established

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GDC

GAME DEVELOPERS CONFERENCE® | FEB 27-MAR 3, 2017 | EXPO: MAR 1-3, 2017 #GDC17



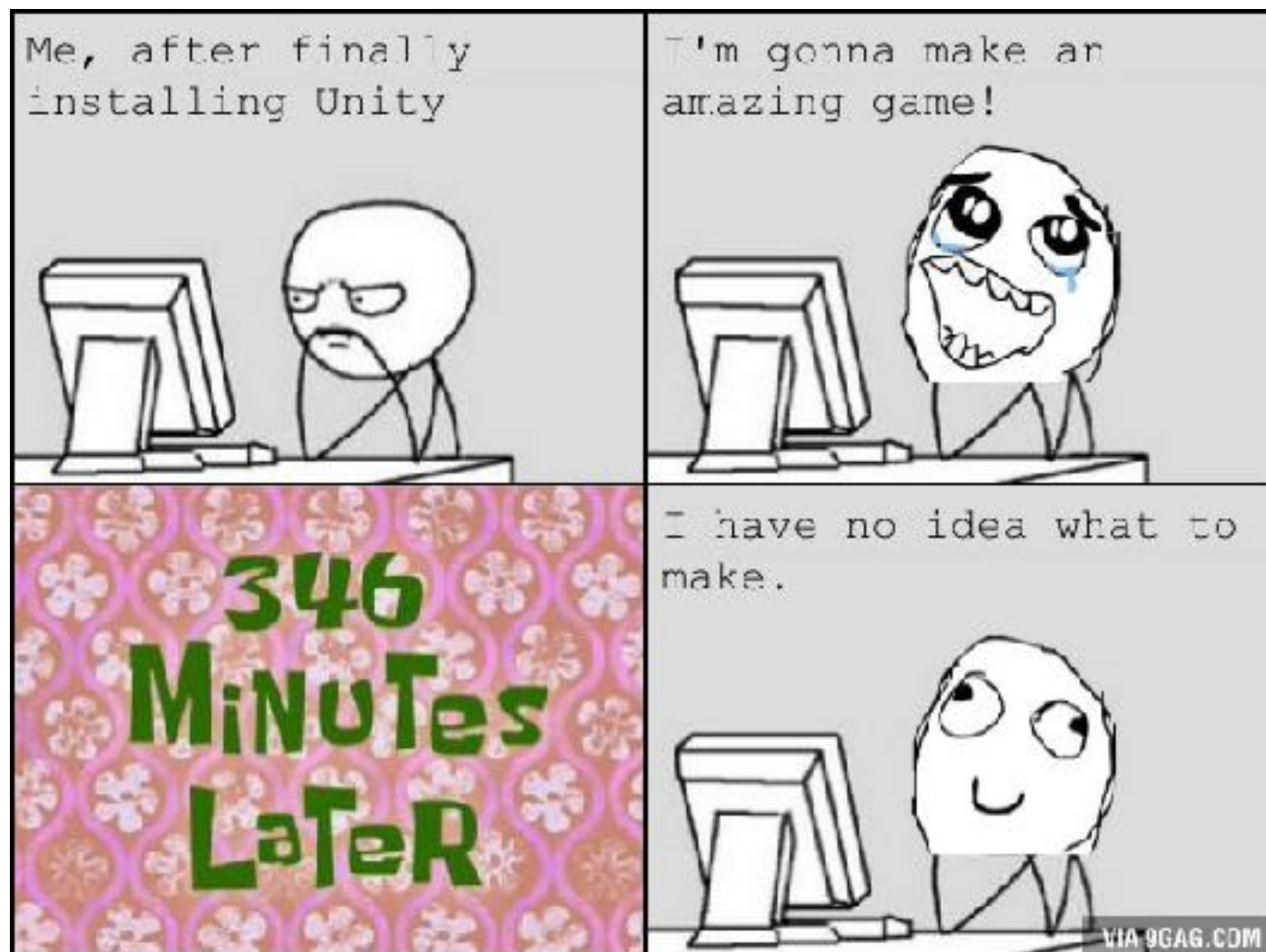
What to expect from this talk

- Tactics for shifting
- Situations getting out of hand
- How to keep grounded
- Breaking into a community of experts



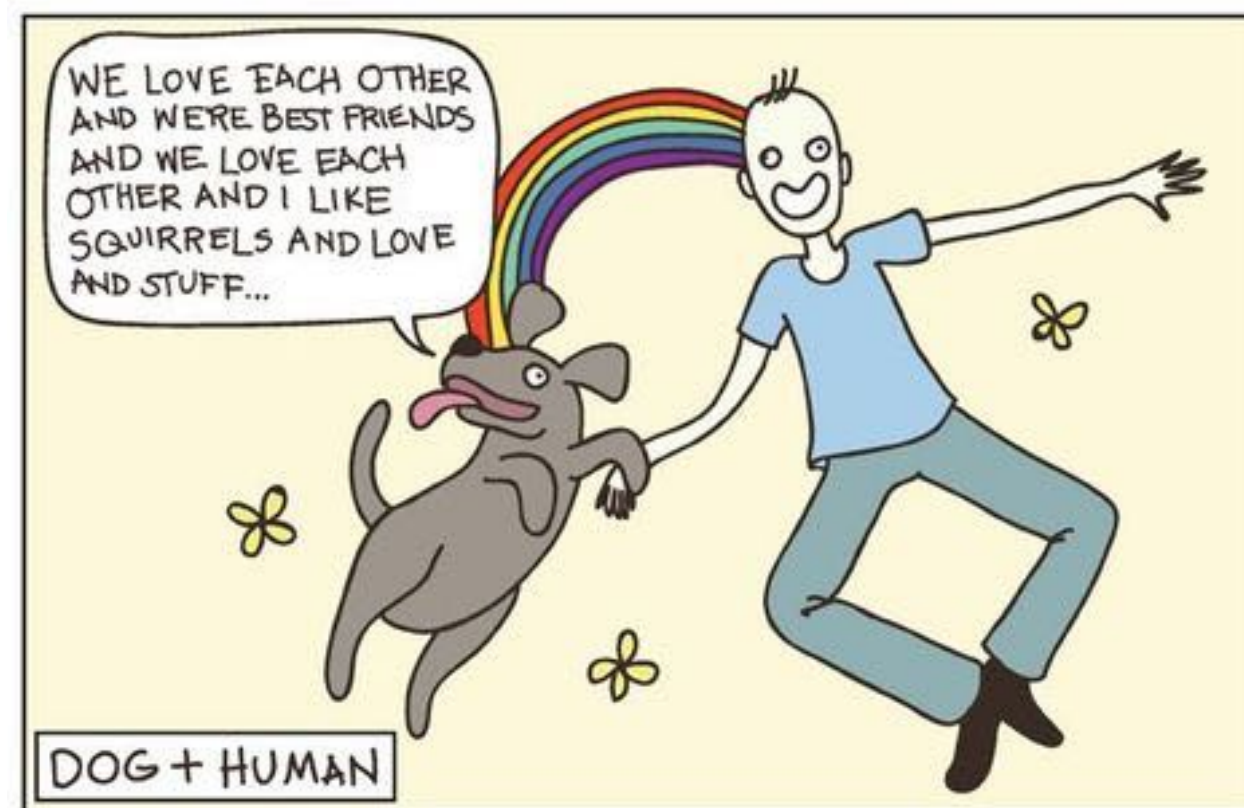
Hello!





Working with a small audience

- You are the underdog
- Low expectations
- Change is welcome
- You set the culture
- More intimate



Working with a large audience

- Focus is more high level
- Users trust your product
- High volume of content
- Very active and helpful users



Challenges with a small community



- Breaking into an established market
- Creating interest
- Spreading the word
- Industry standards
- External dependencies
- You wear...a lot of hats



Challenges with a large community



- You lead the way
- Higher expectations
- Changes are difficult
- Culture is already set
- Being proactive



A virtual game jam during our start-up phase involving the community which lead to many sleepless nights, but brought us closer to our users

Tactics from transitioning from small to large



- Talk to your dev teams
- Talk to your marketing teams
- Talk to your bizdev teams
- Report user feedback company wide
- Work with influential users



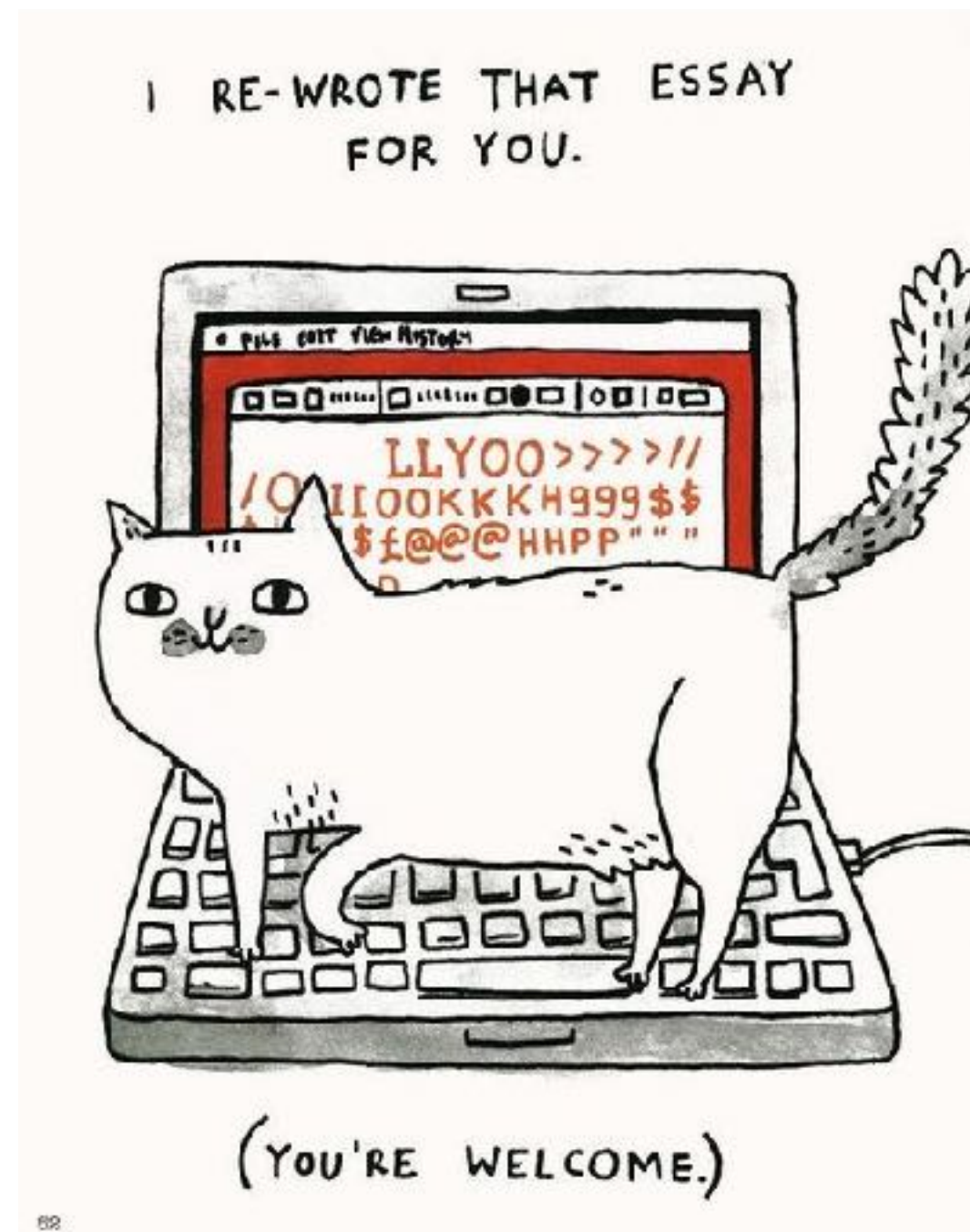
Announcements

- Be part of the planning
- Identify area owners
- Prep scenarios and responses
- Run focus groups under NDA's



The announcement of our new business model in 2016
- the heated reactions from our community and what
we could have done better in terms of communication

Changes



Changes



Working with limited resources when building and launching our new community sites which lead to decisions made in panic

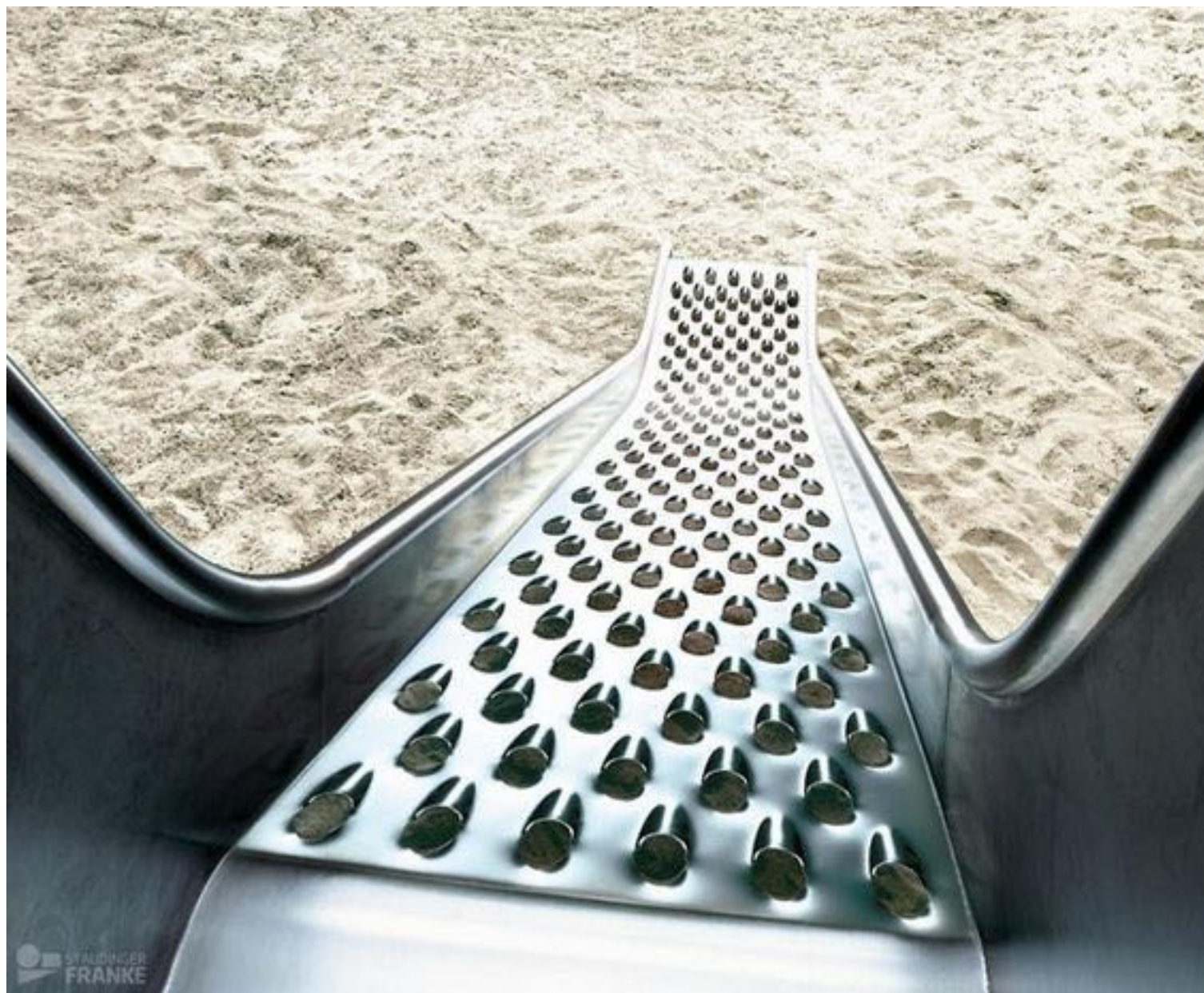
Issues, unstable releases and connection problems





Rocky engine releases in 2015

Transparency and what you can communicate



- Gather and summarize the feedback to send company wide
- Explain the larger picture to your users



Balancing user needs and
business needs while
keeping company integrity

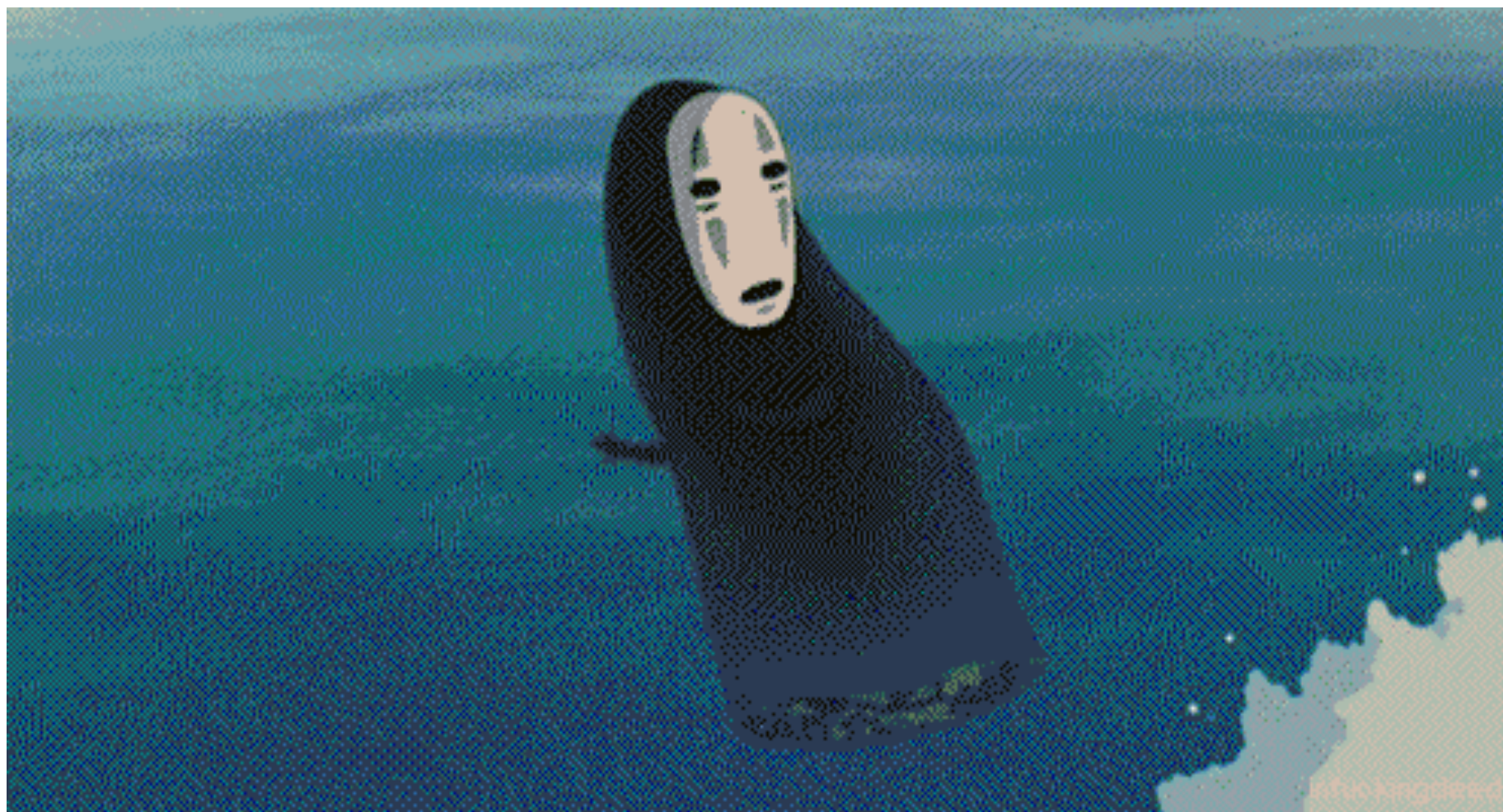


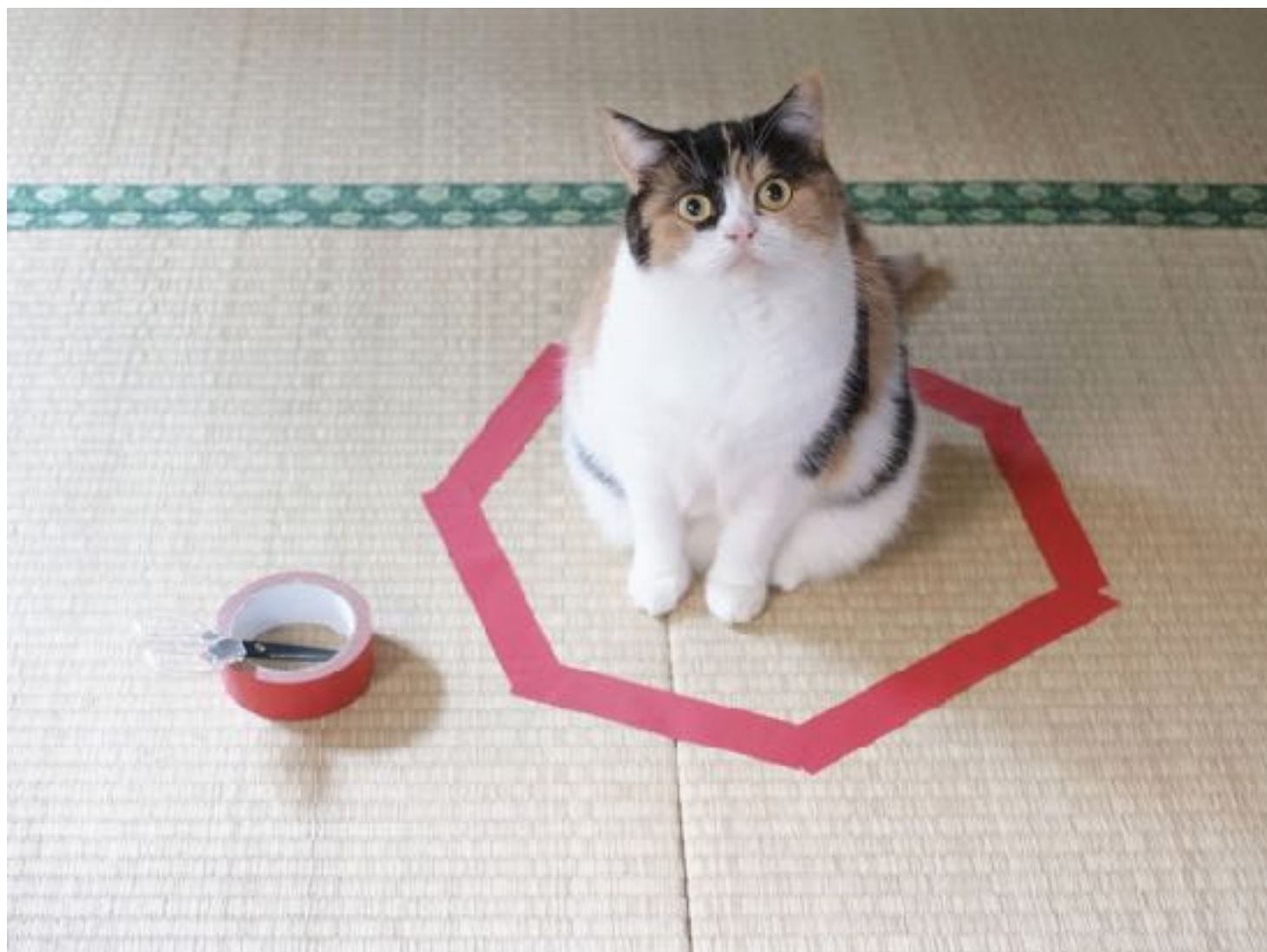
Dealing with fires



How to guard yourself









Why is this important,
and for who?

This is the internet.

- Implement mute features
- Have clear guidelines
- Work close with your mods



Publishing “controversial” blog posts with the topics Women in Games and Diversity in a Workplace and dealing with the backlash and hateful comments

I am a tiny potato

And I believe in you



YOU CAN DO THE THING

Keep pushing.

Imposter syndrome in a space filled with experts





Always be positive.
Use a tone of voice that you want others to follow.

How to lift yourself up again



- Why you are doing this in the first place
- What brought you here
- Relating to the users

- You are not alone
- Connect with other CM's
- Remember you will grow from this



How we can be part of changing the industry





Thank you!

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