

# Games as a Live Service: Yin & Yang of Community Management



Marianne Borenstein

# What is Playdom™

Leading Social Gaming Company (online/mobile):

- #1 game on MySpace,
- many of fastest growing applications on Facebook
- ~ 50 MM MAUS
- DIMG – Disney Affiliate ☺



# Who am I?

Presenter: Marianne Borenstein — VP Platform Relations  
& Customer Experience

Q&A: Mike Blanchette — Community Manager



# How we communicate...

The GS Agent is the liaison between the community and the game teams. The GS Agent connects with the community through:

- Fan pages
- Blogs
- Forums
- Support
- Surveys & Polls
- Many other Social Communication Channels





# Fan Pages

Fan Pages allow GS agents to update millions of fans with a single post.



**Social City** Have you seen the new gifting and raffle items? It is a Chinatown themed set! Accept one gift each day for five days and get the Dragon Dance Park! You can also spin the raffle for all the items and receive the grand prize!

Check it out -> <http://play.dm/6g3>



**New Content 9/13/10**

6 new photos

Monday at 9:05am · Comment · Like · Share

3,700,872 People Like This



Player



Player



Player



er



Player



Player



Confidential

# Fan Pages

- App to user, one way
- 3 image max/time
- 320k limit on post (see more)
- Roadmap to various demo's
- Multiple daily updates
- Sound bites → blogs → forums




# Fan Pages

Gateway to  
the Playdom  
evangelists

facebook

Search

Home Pro














Go to Application

Add to My Page's Favorites  
Suggest to Friends  
Block Application

For more news and updates, tips, tricks and interactions with other players, check out the Official Social City Forums:  
<http://forum.playdom.com/forumdisplay.php?f=73>

**Information**  
★★★★☆ (4.2 out of 5)  
Based on 43,696 reviews  
Users:  
5,773,243 monthly active users;  
15 friends  
Category:  
Games  
This application was **not** developed by Facebook.

**5 Friends Like This**  
 Maggie Katherine  
 Jared Allen  
 Rand Diesel  
 Blanca Van Struden  
 Raymond Fossi

**3,700,857 People Like This**  
 Choi Kar  
 Michael F. Ibbertson  
 Rowdy Hashim  
 Nicole Adams  
 Rock Moore  
 Terry Ma


Unlike  
Remove Application  
Contact Developer  
Report Application  
Share

Social City
Five Days of Gifting will be returning soon! We hope you have a great week!


Wall Info Reviews Playdom Games

Write something...
Share

Social City + Others Social City Just Others


**Social City** Attention Mayors! The Chinatown Market is here! This is a great addition to the Chinatown set available! Remind your friends to send you a gift each day and don't forget to pick up your very own Chinatown Market!


Get it now! -> <http://play.dm/6rE>


Yesterday at 9:35am · Comment · Like · Share




Blanca Van Struden and 789 others like this.

View all 655 comments

Write a comment...


**Social City** Have you seen the new gifting and raffle items? It is a Chinatown themed set! Accept one gift each day for five days and get the Dragon Dance Park! You can also spin the raffle for all the items and receive the grand prize!

Check it out -> <http://play.dm/6g3>


**New Content 9/13/10**  
6 new photos

Monday at 9:05am · Comment · Like · Share


Blanca Van Struden and 944 others like this.

View all 739 comments

Write a comment...


**Social City** Attention Mayors! We know you are busy managing your cities. You can manage them on the go! Don't forget to get the Social City app for Android. You get 5 FREE City Bucks for installing!

Play Social City -> <http://play.dm/644>


Android

Sunday at 9:35am · Comment · Like · Share

614 people like this.

View all 751 comments

Write a comment...



# Blogs

- Engaged Users
- In depth Game Insight
- Blogs → Forums



**Market Street** Have you had problems catching shoplifters? Check out the Playdom Blog for some quick tips and tricks!

Play Market Street! <http://play.dm/4Z2>



**Playdom Community Blog » Blog Archive » Shoplifters Beware!**

[communityblog.playdom.com](http://communityblog.playdom.com)

You may have noticed some suspicious characters browsing through your Market Street inventory. While these characters are marked by a bandit mask and have a red glowing outline, they are not so easy to catch. Here are some helpful tips you can use to crack down on these petty criminals:



September 1 at 10:52am · [Comment](#) · [Like](#) · [View Feedback \(1,219\)](#) · [Share](#) · [Report](#)





# Blogs

- App to user, one way
- Tips n' Tricks
- Hot support topics
- Promotes power features in more depth
- More engaged → forums



# Blogs

Treasure Map,  
leaving  
breadcrumbs  
for power  
users to pick-  
up...



## Shoplifters Beware!

Posted on : 01-09-2010 | By : **Ernest** | In : Market Street



You may have noticed some suspicious characters browsing through your [Market Street](#) inventory. While these characters are marked by a bandit mask and have a red glowing outline, they are not so easy to catch. Here are some helpful tips you can use to crack down on these petty criminals:

**Install some security devices** – when you place security cameras or theft detectors in your store the bandits will glow before they make a break for the door. Having these security devices will give you more time to catch the thief before they get away with your goods!

**Watch out for suspicious behavior** – Market Street shoplifters tend to stay away from the cash registers and employees. Make sure to keep an eye on suspicious avatars!

**Hold the “Shift” key when clicking on bandits** – it is not always easy to catch a thief before they get away; holding down the “Shift” key will allow you to click on the shoplifter easily without your displays getting in the way.



[Market Street Forums](#)




# Forums

- Community mood
- Highly engaged users
- Mods provide player-to-player contact channel

08-21-2010, 01:04 PM


#1



Moderator X

Community Moderator


Join Date: May 2010  
Location: A place in NY with lots of cows and cheese.  
Posts: 1,293

 CoW Spreadsheets

I have been gathering information about the buildings in CoW, and figured I would share them in spreadsheets related to each building type. I will keep this updated as I unlock new buildings, but if you would like to pass on any of the missing information, you will be credited for it. 😊

- [Residential](#)
- [Goods](#)
- [Good by Time](#) - Good buildings' products categorized by time. 3- and 15-minute garden contracts are grouped with 5- and 30-minute contracts from the other buildings.
- [Markets](#) - Coins and coins per hour are small, but shown for those wanting that information.
- [Cultural](#) - Happiness shown as "H", culture shown as "C"
- [Military](#)
- [Decorations](#) - Happiness shown as "H", culture shown as "C"
- [Compiled spreadsheet](#) - made by silverkitty. Contains all information in one spreadsheet.

Credits to:  
conandao2012, cheem, silverkitty, Umbrood, TBrito, Victorialah, AnAn, Papot2010



Valendaria

[Forum Rules](#) | [Code of Conduct](#) | [Terms of Service](#) | [File a Ticket](#) | [PLEASE search before posting!](#)  
[CoW Spreadsheets](#)

Last edited by Valendaria; 09-04-2010 at 04:34 PM.

Quote



# Forums

- Many to Many Channel
- Strong Mods
- Brand Evangelists/Terrorists
- Vocal Minority vs. Town Speaker
- Relay bad news in best way (player to player)






# Forums

## Neighborhood Watch - Evangelists

	A	B	C	D	E	F	G
1	<b>Goods Building</b>	<b>Product Name</b>	<b>Cost</b>	<b>Silver Gain</b>	<b>XP Gain</b>	<b>Silver /Hour</b>	<b>XP /Hour</b>
2	<b>5 minutes</b>						
3	<b>Garden</b>	Peas	5	200	3	3900	60
4	<b>Grain Farm</b>	Wheat	35	380	6	4140	72
5	<b>Vegetable Farm</b>	Corn	20	330	7	3720	84
6	<b>Ranch</b>	Milk	5	310	7	3660	84
7	<b>Quarry</b>	Sand	30	330	6	3600	72
8	<b>Mine</b>	Salt	50	380	8	3960	96
9	<b>Lumber Mill</b>	Toothpicks	40	380	9	4080	108
10	<b>Vineyard</b>	Grapes	75	380	8	3660	96
11	<b>Plantation</b>	Sugar	120	430	10	3720	120
12	<b>Factory</b>	Soda Pop	20	340	10	3840	120
13	<b>Modern Farm</b>	Strawberries	100	450	10	4200	120
14	<b>Industrial Plant</b>	Plush Toys	280	600	12	3840	144
15							
16	<b>30 minutes</b>						
17	<b>Garden</b>	Carrots	10	550	6	2160	24
18	<b>Grain Farm</b>	Barley	40	1300	14	2520	28
19	<b>Vegetable Farm</b>	Cucumber	38	1185	14	2294	28
20	<b>Ranch</b>	Butter	15	1150	14	2270	28
21	<b>Quarry</b>	Gravel	55	1180	16	2250	32
22	<b>Mine</b>	Minerals	60	1300	16	2480	32
23	<b>Lumber Mill</b>	Stack of Logs	100	1260	18	2320	36
24	<b>Vineyard</b>	Juice	100	1300	16	2400	32
25	<b>Plantation</b>	Coffee	190	1400	18	2420	36
26	<b>Factory</b>	Textiles	85	1260	22	2350	44
27	<b>Modern Farm</b>	Corn	200	1400	20	2400	40
28	<b>Industrial Plant</b>	Record Players	450	1700	18	2500	36
29							
30	<b>2 hours</b>						
31	<b>Garden</b>	Onion	15	2300	20	1142.5	10
32	<b>Grain Farm</b>	Oat	70	2600	22	1265	11
33	<b>Vegetable Farm</b>	Garlic	60	2415	24	1177.5	12
34	<b>Ranch</b>	Cheese	20	2400	24	1190	12
35	<b>Quarry</b>	Chalk	70	2475	22	1202.5	11
36	<b>Mine</b>	Coal	90	2400	26	1155	13
37	<b>Lumber Mill</b>	Wooden Barrels	130	2630	28	1250	14
38	<b>Vineyard</b>	Jelly	140	2600	25	1230	12.5
39	<b>Plantation</b>	Fruit Baskets	200	2800	28	1300	14
40	<b>Factory</b>	Musical	120	2600	30	1240	15
41	<b>Modern Farm</b>	Potato	500	3000	30	1250	15
42	<b>Industrial Plant</b>	Transistor	540	3120	32	1290	16
43							



# UGC & User feedback

- UGC contests take place on Fan Pages, forums, and blogs (monthly)
- Users make their voices known through multiple ways (youtube, fan sites, game tips, community) 
- Key = Balance (bug fixes, roadmap and suggestions)



# Support, Surveys & Polls

- 1 to 1 with players
- Personal attention
- CONTEXT
- Insight
- We care...



**Playdom Support**

HOME | [SUBMIT A REQUEST](#) | [CHECK YOUR EXISTING REQUESTS](#)

**Home**

**Intermittent Loading Issues**  
Submitted Jan 14 in Announcements  
 Please be aware that our Facebook applications are facing intermittent loading issues. We are currently working as fast as we can to resolve this issue. If you are experiencing problems loading our games, please wait a few moments and then try refreshing the page. We apologize for the inconvenience this has caused and appreciate your patience as we address these problems.

**Tiki Farm loading only half the screen?**  
Submitted Jan 12 in Announcements  
 This seems to be a problem affecting certain Internet Explorer versions, which was introduced with a recent update. We're working hard on fixing it but in the meantime this temporary fix should work:  
 Right click on white side of screen. Scroll down to "encoding" and click on it. Scroll to and click on "right to left document". Tiki Farm should fill the page correctly now. This will need to be done each time you log in. Hope this works for you while we try to find a permanent solution.  
 We are updating the fix page regularly as we have news on this situation. Please follow it for the most recent updates:  
<http://www.facebook.com/TikiFarm>

**Tiki Farm Luau Outfit missing?**  
Submitted Jan 05 in Sorority Life  
 Thanks for all the excitement around the promotion with Tiki Farm! We are aware that some users have not gotten the Luau outfit after playing, and we hope to have it resolved soon. Thanks for your patience!

**Sending gifts and adding friends on your Playdom Facebook apps**  
Submitted Dec 28, 2009 in Announcements  
 Facebook has made some changes recently that affect the amount of invitations and gifts you can send in a certain game and also the total number you can send in all applications. As you're playing your favorite Playdom games, such as Sorority Life or Tiki Farm, you may notice that you're only allowed to send out a set number of invitations and gifts.  
 For now, Facebook hasn't set any final in-game or total limits yet and are changing them on a daily basis.  
 We will try our best to keep you in the loop with the latest updates.  
 Thanks for playing! Happy Holidays!

**Happy Holidays!**  
Submitted Dec 28, 2009 in Announcements  
 Have a kick-ass holiday week and a well deserved break. Please know that we'll be taking some time off as well and will have limited support services during Christmas Eve and Day and New Years Eve and Day. As a treat to our players for the holidays, you can now get an extra 5 bonus game points when you redeem a Playdom Game Card. Thanks for playing!

**Helpful Topics**

- Announcements (19)
- Playdom Policies (2)
- Billing Questions (2)
- Favor Points (2)
- Retail Playdom Game Cards (0)
- General Questions (4)
- Playdom Toolbar (5)
- Wild Ones (1)
- Tiki Farm (13)
- Lucky Farkle (4)
- Mobsters (22)
- Mobsters 2 (20)
- Sorority Life (21)
- Poker Palace (10)
- Mobsters: Big Apple (22)
- Bloodlines (25)
- Overdrive (22)
- (LJ) Farm Life (9)

**Search**

(All)

**Community Blogs**

- Mobsters 2 Blog
- Sorority Life Blog
- Playdom Community Blog

**Community Forums**

- Mobsters
- Sorority Life
- Mobsters 2

**Playdom Support**

HOME | [SUBMIT A REQUEST](#) | [CHECK YOUR EXISTING REQUESTS](#)

**Submit a request**

Your email address \*

If you are a registered user, please login to see your existing tickets

Subject \*

Description \*

Please enter the details of your request. A member of our support staff will respond as soon as possible.

Social Network / Platform \*

Where do you play?

Game \*

**Submit a request for assistance**

Fields marked with an asterisk (\*) are mandatory.

You'll be notified by email when our staff answers your request.



Confidential

# GDC SF: 2009 Rules of Social Gaming...

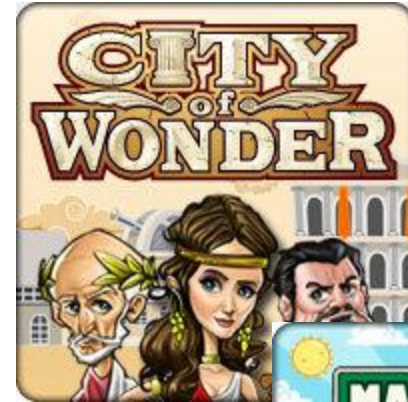
1. Start with a good game
2. You do have a second chance to make a first impression
3. Work in perpetual beta
4. Find the balance  
*Game performance vs. new stuff*





# GDC Austin 2010 Rules...

1. Good can be bad
2. Even bad can be good
3. Find/heed the lesson
4. Does this make sense???



***2009 = Year of Spaghetti***

***2010 = Year of Strategic Bets***



# Yin & Yang of Community Management

- Lessons learned from 2010 Community Management of Playdom Games
- Recurring themes that change the way we look at and do business with our users
- There are no mistakes unless you make them twice and even then...



# Bugs

- Frustrates Players
- Communicate, Interest & Collaborate
- Succeed Together, Celebrate Together


08-12-2010, 08:11 AM

#9



**Gaia** Offline  
Playdom Community Manager

Join Date: May 2010  
Location: In my own world...literally.  
Posts: 263



When you need to report a bug, you must do so by submitting a ticket. Technical support on the forums is player to player support.

What you posted seems like it requires actual technical help - something beyond what a moderator or a community manager can provide. Please make sure you submit a ticket here: <http://support.playdom.com/entries/2...port-a-problem>

And don't forget to include your Facebook ID: <http://support.playdom.com/entries/2...o-i-find-my-id>

Quote



# Too Expensive?

- Features & Benefits
- Clear Messaging
- Show the Advantage & Create Buzz



**Mobsters 2: Vendetta** Titanium Armor part 5 of 5 has arrived. Complete your Titanium Armor suit today with the Arm Cannon. This weapon has 69 offense, 20 defense and will earn you +30 attack in fights and +7% increase in attack. Pick one up today.

Play Mob2: <http://play.dm/TitaniumCannon>



 May 26 at 9:53am · [Comment](#) · [Like](#) · [View Feedback \(609\)](#) · [Share](#)



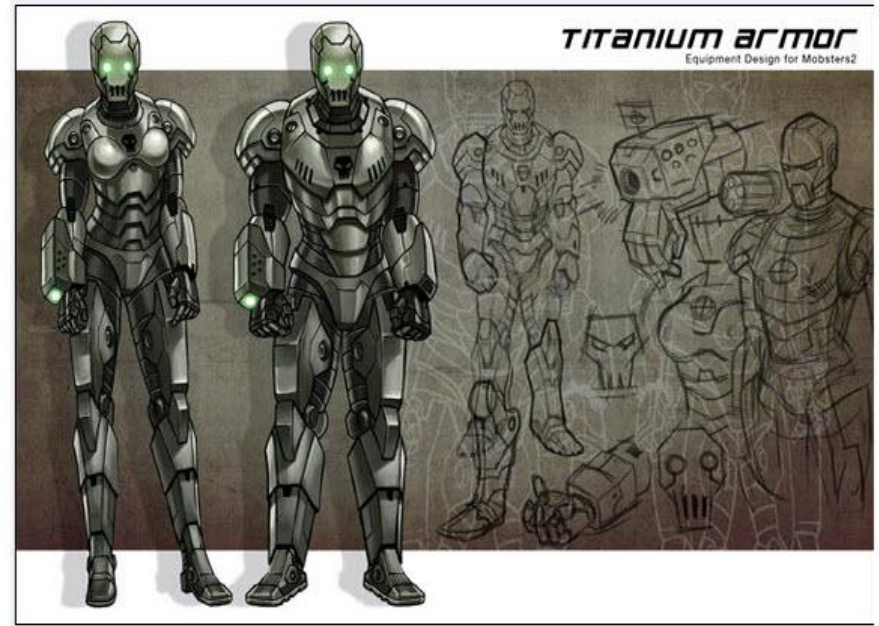
## New Titanium Armor! Part 1 of 5

Posted on : 03-05-2010 | By : **Ernest** | In : Mobsters 2



The first of five items is available today. The Titanium Armor Suit will amount to a powerful advantage over your fellow Mob2 players. The first item, the torso, is available now and offers 45 attack, 39 defense, and a %5 increase in attack. The entire suit is expected to be release in the next month or so and will be broken down into 5 individual

items: torso (available now), pants, shoes, helmet, and weapon. The helmet will act as a hair style so you can add on accessories as well. Here is a sneak peak of the entire collection.





# Why not freemium?

- Find the Balance
- Understand the Player's POV
- Relay Community's Desires and Frustrations to Game Team



# Legacy items previously paid for

- Vocal Minority → # of Happy Players > # of Unhappy Players
- Relay the Community's Reaction to the Game Team
- Select Great Items!



**Social City** Don't forget to check out the in-game Newspaper to see what classic items have returned for a limited time! Some of today's items include Lucky Lily's Casino, Kuala Lumpur Towers & the Bavarian Castle!

Play Now --> <http://play.dm/1GI>



**Flashback Saturday**

 August 7 at 11:08am · Comment · Like · Share



# Community Activists – Evangelists & Bullies

- Develop a Relationship Based on Trust and Mutual Respect
- Give and Receive
- Player-to-Player vs. Playdom-to-Player

**Moderator X**  
Community Moderator

[Visitor Messages](#) [About Me](#) **[Statistics](#)** [Friends](#)

**Total Posts**  
**Total Posts: 1,292**  
**Posts Per Day: 11.72**  
[Find all posts by Valendaria](#)  
[Find all threads started by Valendaria](#)

**Visitor Messages**  
Total Messages: 3  
Most Recent Message: 09-10-2010 09:28 PM  
[Visitor Messages for Valendaria](#)

**General Information**  
**Join Date: 05-26-2010**  
Referrals: 1



# Virals/pop-ups

- Help Game Team Understand Why Players want to Share
- Design True Social Features



# Downtime

- Alert Community & Explain Why
- Sincerity
- Reward Patience & Ease Frustration



**Market Street** Market Street is experiencing some technical difficulties. If you're having trouble loading the game, we apologize. We're working on a fix!



## Playdom Support : Unable to Load Market Street

playdom.zendesk.com

9/13/2010 504/ Gateway/ Timeout Errors Market Street is experiencing some technical difficulties. If you are having trouble loading the game, we apologize. We're working on a fix. Any inconvenience this may have caused, we apologize.

Yesterday at 2:09pm · Comment · Like · View Feedback (358) · Share



**Market Street** We're back! Thanks for being so patient! To help you get your store back in tip top shape, we'd like to send you some FREE stock and coins! Click 'Like' and 'Share' so your friends can get some too!

FREE STOCK: <http://play.dm/6it>

FREE COINS: <http://play.dm/6iq>

Play NOW: <http://play.dm/6iu>



**We're back!**

23 hours ago · Comment · Unlike · View Feedback (4,366) · Share





# Monetization Errors/Fraud

- Prioritize
- Damage Control
- Communicate Severity of Billing Errors to Appropriate Teams

Step 1: How many City Bucks do you want?

<input type="checkbox"/> 25 \$4.99	<input type="checkbox"/> 55 \$9.99	<input type="checkbox"/> 120 \$19.99	<input checked="" type="checkbox"/> 320 \$49.99	<input type="checkbox"/> 650 \$99.99	<input type="checkbox"/> 1,010 \$149.99
---------------------------------------	---------------------------------------	---	--	---	--

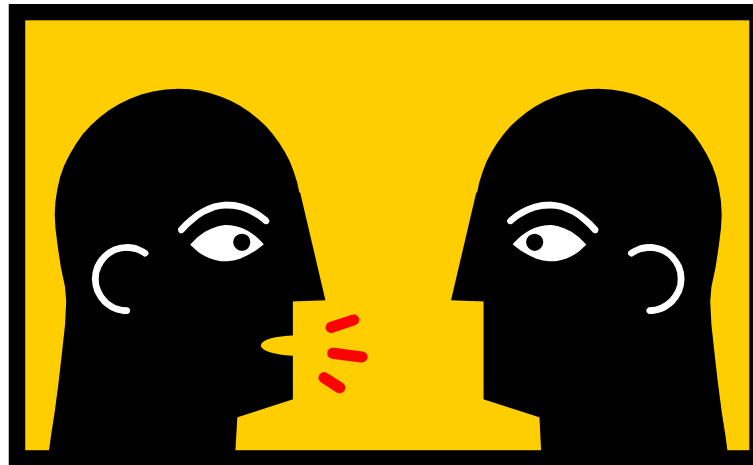
Step 2: Select payment method

<b>Credit Card</b> Discover, Visa, MasterCard, American Express	<b>Paypal</b> PayPal	<b>Buy!</b>
--	-------------------------	-------------

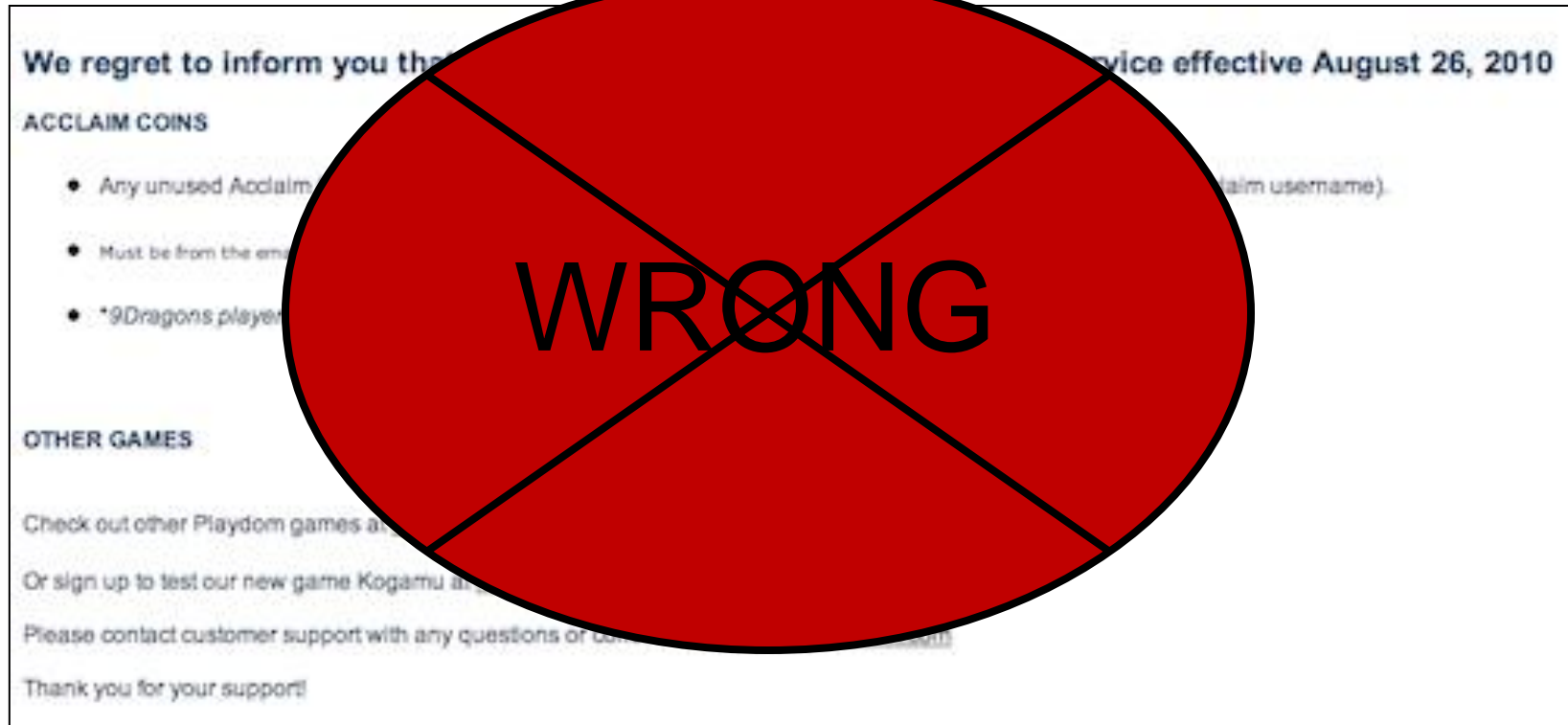


# Sunsetting Titles

- Communicate to Understand the Player's POV
- Retain Users & Moderators
- Right Way vs. Wrong Way



# Sunsetting Titles




# Sunsetting Titles



# Marketing vs. Servicing

- Clear Communication with Internal Teams
- Relay the Details
- Update All Communication Channels for Reference

Social City: Double your Money!

 Rei A.  
posted this on Jul 30 12:08

*For the sale during the week and weekend of 7/30/2010*

**Double Your Money!**

The double your money is for a limited time only. This offer only applies to the first purchase. Subsequent purchases will not display the pop-up or the sale prices.


Congratulations! Get bonus City Bucks when you pay using your Credit Card or PayPal right now!

Step 1: How many Bucks do you want?


<input type="checkbox"/>	<del>1x</del> <b>240</b>	<input checked="" type="checkbox"/>	<del>3x</del> <b>640</b>
	\$19.99		\$49.99

Step 2: How do you want to pay?

**Credit Card**



**Paypal**



Only two price points are available for this sale. If you have not received your double purchase and this is your FIRST purchase during the sale, please reply back with the following information.

- Your Facebook ID





# A/B Tests

- Testing is an Essential Best Practice
- Communicate Why & How – Random Advantage
- Internal Communication is Key



Vs.



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# GDC Austin 2011 Rules????

Surprise Me

Delight Me

Excite Me

(flawless execution)

*We're not in Kansas Anymore...*



# Have Questions?



# Playdom™

We are at the DIMG –  
Exhibitor Booth # 404

Or [www.playdom.com](http://www.playdom.com)

Thank You!

[mb@playdom.com](mailto:mb@playdom.com)

Marianne Borenstein

