

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.

3,700,872 People Like This



Player



Player



Player



er



Player

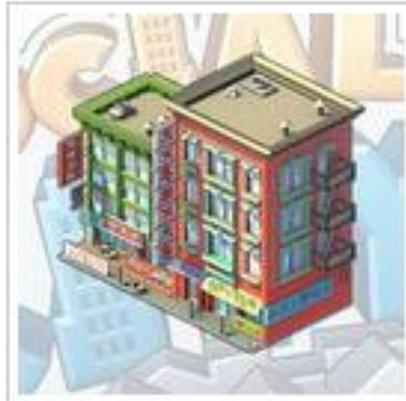


Player



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



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

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

↳ Bianca 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

↳ Bianca 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...

Social City 

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

 
Bianca Van Struden Raymond Fossi

3,700,857 People Like This

  
Chi Kar Michael F. Ibbertson Rowdy Hashim

  
Nicole Adams Rick Moore Terry Ma

Unlike
Remove Application
Contact Developer
Report Application

Share



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

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, Victoriah, AnAn, Papot2010



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



Building Design Contest

Posted on : 07-07-2010 | By : **Brian Drake** | In : Social City

Social City is pleased to announce the first ever Building Design Contest! Players can submit ideas for items they'd like to see in the game. At the end of the submission period, the Social City team will select their 20 favorite ideas and a player vote will be created to determine the grand prize winner. The contest is open now and will end on July 19th, at which time the player vote will begin! For more information, click [here](#), and to view players' submissions, click [here](#).





Support, Surveys & Polls

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

What has been your favorite limited-time gift so far?
Which equipment category needs more items?

In our last Blog Poll we asked: *What location do you spend the most time in?*

1. **The Bronx** 26%
2. **Miami** 18%
3. **Downtown** 15%
4. **Las Vegas** 14%
5. **Grand Cayman** 8%
6. **Chinatown** 7%
7. **Jersey** 7%
8. **Coney Island** 5%

The screenshot shows the Playdom Support website with a green header. The main content area features several support articles:

- Intermittent Loading Issues**: Submitted Jan 14 in Announcements. A notice about Facebook app loading issues.
- Tiki Farm loading only half the screen?**: Submitted Jan 12 in Announcements. A notice about a problem with Internet Explorer versions.
- Tiki Farm Luau Outfit missing?**: Submitted Jan 05 in Sorority Life. A notice about a promotion issue.
- Sending gifts and adding friends on your Playdom Facebook apps**: Submitted Dec 26, 2009 in Announcements. A notice about Facebook changes affecting gift and invitation limits.
- Happy Holidays!**: Submitted Dec 26, 2009 in Announcements. A notice about a holiday break and limited support services.

On the right side, there is a 'Welcome!' section, a 'Helpful Topics' list with links to various game categories, a search bar, and 'Community Blogs' and 'Community Forums' sections.

The screenshot shows the 'Submit a request' form on the Playdom Support website. The form includes the following fields:

- Your email address ***: A text input field with a note: "If you are a registered user, please login to see your existing tickets".
- Subject ***: A text input field.
- Description ***: A large text area with a note: "Please enter the details of your request. A member of our support staff will respond as soon as possible."
- Social Network / Platform ***: A dropdown menu with the label "Where do you play?".
- Game ***: A dropdown menu.

On the right side of the form, there is a blue box with the text: "Submit a request for assistance", "Fields marked with an asterisk (*) are mandatory", and "You'll be notified by email when our staff answers your request."



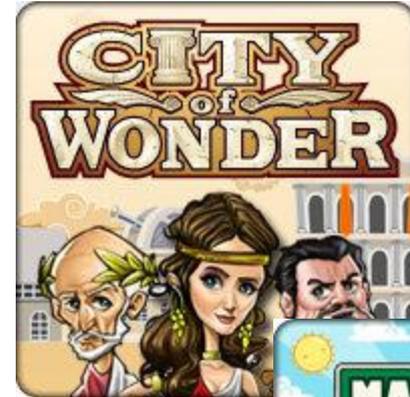
GDC SF: 2009 Rules of Social Gaming...

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

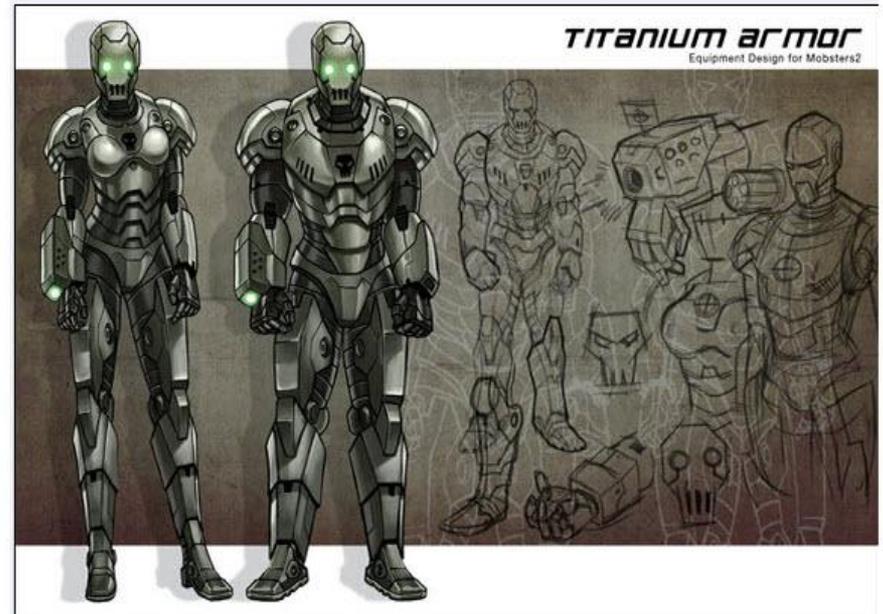


New Titanium Armor! Part 1 of 5

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.



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



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

The screenshot shows a user profile for 'Moderator X', a Community Moderator. The profile has a navigation bar with tabs for 'Visitor Messages', 'About Me', 'Statistics', and 'Friends'. The 'Statistics' tab is active, displaying the following information:

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

Below the statistics, the 'Visitor Messages' section shows:

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

The 'General Information' section shows:

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



Virals/pop-ups

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

Player X Remove



Player X sent you an Embassy in City of Wonder! It's sitting in your Gift Box. Building Player X Embassy will increase your citizens' happiness, and help Raymond earn Silver and XP when visiting!

 August 20 at 11:27am via City of Wonder · [Comment](#) · [Like](#) · [See Wall-to-Wall](#) · [Build an Embassy](#)

Embassy Placed!

X



You just placed your friend's embassy in your civilization!
Let your ally know!

[Skip](#) [Share The News!](#)



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!

<http://playdom.zendesk.com/entries/260110-unable-to-load->



Playdom Support : Unable to Load Market Street

playdom.zendesk.com
9/13/2010 504/ Gateway/ Timeout Errors Market Street is experiencing technical difficulties. If you are having trouble loading the game, we apologize for any inconvenience this may have caused.

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 BEST OFFER
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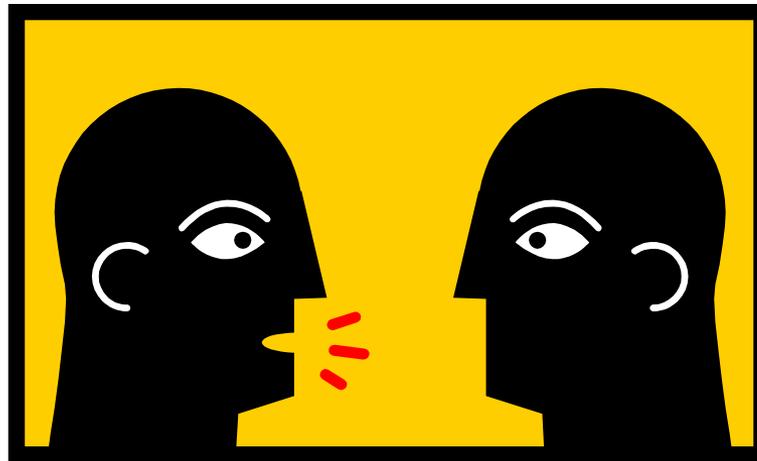
Step 2: Select payment method

Credit Card    	Paypal 	Buy!
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Sunsetting Titles

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



Sunsetting Titles

We regret to inform you that [redacted] service effective August 26, 2010

ACCLAIM COINS

- Any unused Acclaim [redacted] (claim username).
- Must be from the em [redacted]
- *9Dragons player [redacted]

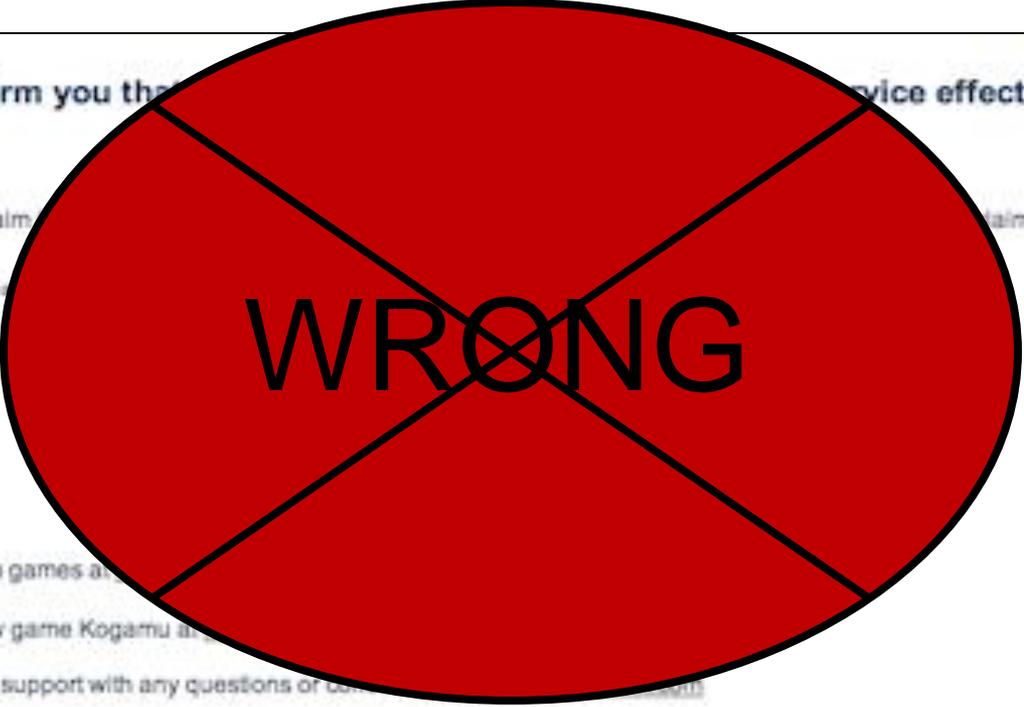
OTHER GAMES

Check out other Playdom games at [redacted]

Or sign up to test our new game Kogamu at [redacted]

Please contact customer support with any questions or concerns at [redacted]

Thank you for your support!



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



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



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

Thank You!

mb@playdom.com

Marianne Borenstein

