Balancing Community Management with Transparent Development

Tony Jones
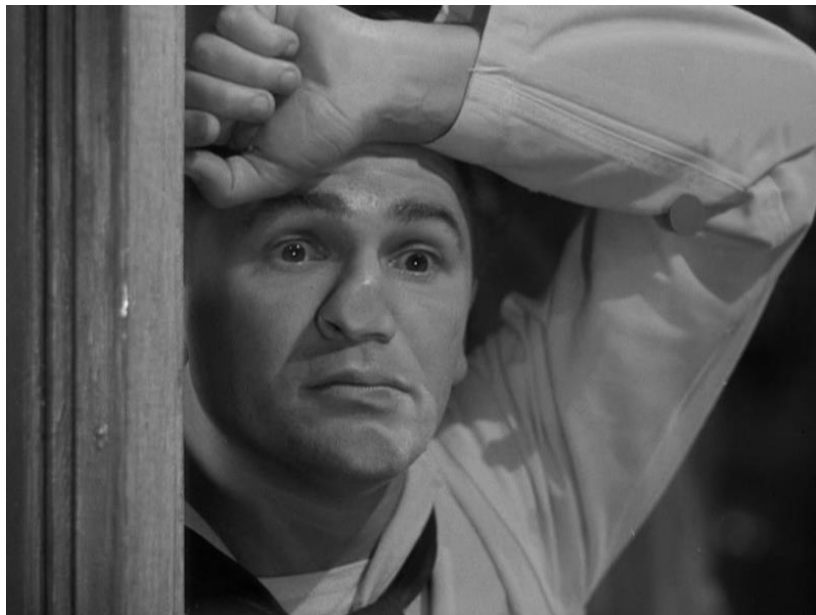Senior Community Relations Manager, Daybreak Games

Who am I?

- Community efforts for Launch of DC Universe Online and PlanetSide 2
- Worked on EverQuest 2, Free Realms, Clone Wars, PoxNora, Star Wars Galaxies, Dragon's Prophet, and H1Z1

What is Transparency?

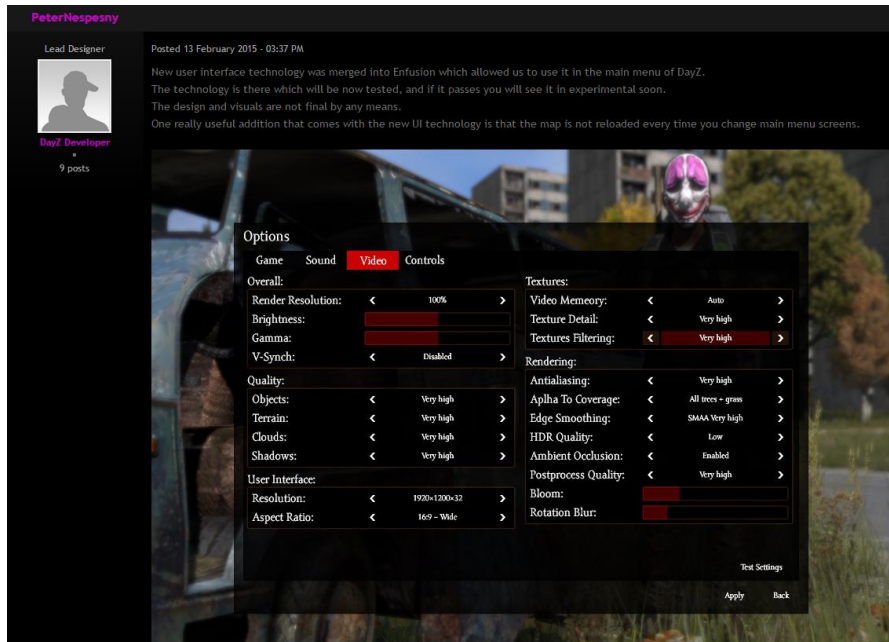# Traits of Transparent Development

Direct Feedback

Authentic

Less Corporate

Granular Data

Multiple Mediums

Transparency: For Better or Worse

How do you Manage a Community with Transparent Development?

Kidding…

Mostly!

Everyone Agrees on Community Role

How early?

Investors?

Player Development?

Where are you?
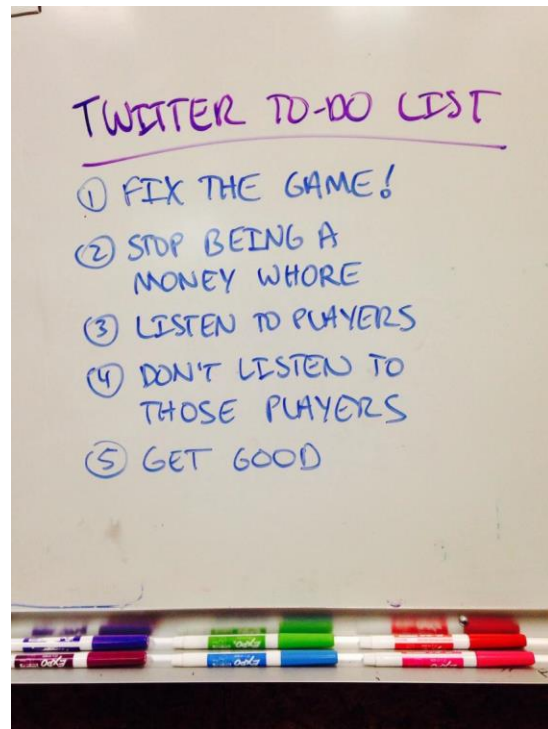
Training: Don't Skip it

- Social Media Usage
- Tone
- Common pitfalls
- How Much Curtain?

Communicate with Purpose

- Authentic but on message
- Make it about the team
- Don't fire from the hip

Build Relationships Internally

Even B List Heroes are Heroes

- Make yourself Invaluable
- Learn Disciplines
- Defend Them

Influencers

They can drive acquisition/retention and interest

Roadmaps

- Be Realistic
- Build Trust
- Accept Failure
- Granular Detail

Give the Community Power

Filter Results: Planetside 2 PC: Top Issues Since December Update (December 18)

T	Key	Summary	Total Votes	Status
●	PS-1038	Quick knife hit detection issue	17	DGC: TRACKED INTE...
↗	PS-1043	Friend removal confirmation	16	REVIEWED BY MODER...
●	PS-955	Crash To Dekstop since 12/18 Patch	11	DGC: MORE INFORMA...
●	PS-944	Weapon and body glowing really much.	11	DGC: TRACKED INTE...
●	PS-942	Extremely high average ping on Emerald, regardless of time.	11	DGC: TRACKED INTE...

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Filter Results: Planetside 2 PC: Top Issues Tracked By DGC

T	Key	P	Summary	Total Votes
●	PS-265	↑	Exiting a vehicle sometimes spawns you up in the air resulting in falling to death	81
●	PS-30	↓	Shield generators show up as functioning on the mini-map when they are actually destroyed.	70
●	PS-282	↑	Hit Registration Has Been Terrible Since Directive Patch.	53
↗	PS-111	↓	After dying as max, revert to last class played.	48
●	PS-709	↑	Network or server performance issues on Miller/Cobalt.	38

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Always Run It

- Use Twitter Lists
- Get Reddit Flair
- Build a Tracker
- Sleep Less

Questions?