



How to Support Multi-Language Communities



James Gallagher

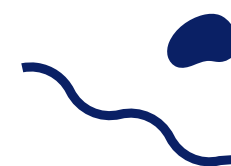
Senior Social Media Manager



Managing a team of
Community Managers and
Social Media Managers,
providing services to 20+
gaming clients.



TECHLAND®



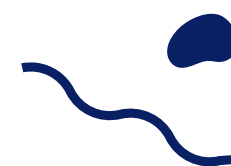
What we'll cover

Differences between audiences and communities

How to communicate global messages with local nuance

How to approach social media communication across multiple languages,
with examples

How to foster community collaboration across languages and cultures



What we won't cover

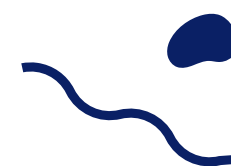
In-game community management and moderation

Country-specific social media and community platforms





Social Media



**Should you create separate social media
accounts per language?**

General Nintendo accounts

- [@Nintendo](#) - Official Japanese Nintendo account
- [@NintendoAmerica](#) - Official Nintendo of America account
- [@NintendoEurope](#) - Official Nintendo of Europe account
- [@NintendoAUNZ](#) - Official Nintendo of Australia and New Zealand account
- [@NintendoUK](#) - Official Nintendo UK account
- [@NintendoFrance](#) - Official Nintendo France account
- [@NintendoDE](#) - Official Nintendo Germany account
- [@NintendoES](#) - Official Nintendo Spain account
- [@NintendoItalia](#) - Official Nintendo Italy account
- [@NintendoRU](#) - Official Nintendo Russia account

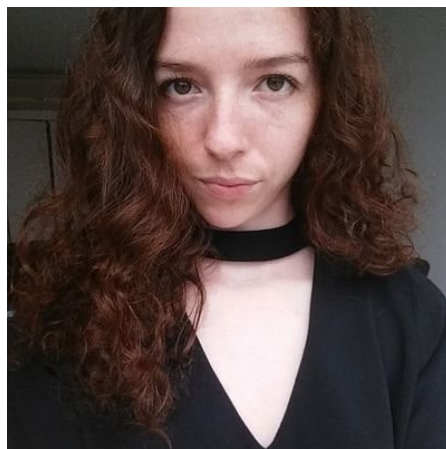


Nintendo manages Twitter accounts for its key regions



Aiden Ahn
Community Manager
S. Korea





Johanna Lajoux
Community Manager
France



Pinned Tweet

Team Vitality @TeamVitality · Jun 8

Check our schedule of the week for the #LFL matches 🐝🐝
It begins today at 21:00 🇫🇷



9 12

Team Vitality @TeamVitality · 5h

Avez-vous déjà vu... @Kaydops et Lloris ensemble? 🤔 @RushEsport non plus

Dans le GOTW de cette semaine, retrouvez le but de @Gotaga et sa team mais aussi les exploits de @Skeanz_lol sur League of Legends #VforVictory 🐝

Team Vitality @TeamVitality · 4h

Bah re frérot



Misfits Gaming LoL and 2 others

Team BDS @TeamBDS · Jun 8

Ouai re les reufs @KarmineCorp @MisfitsggLoL

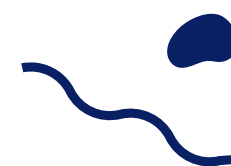


12 58 1.3K

BcPoA



4 64



Takeaways

Launching separate social media accounts has benefits that are more applicable to larger audiences

Don't be afraid to mix languages on one account if it suits your brand and your audience

Use visual communication formats and internet / gaming culture that are more universal



When to think about language-specific SM accounts

The right time and which languages to focus on first will vary.

But based on the idea that ideally want at least 100 very active users in your audience to drive engagement and growth*, our recommendations are:



* Source: *How Many Members Do You Need To Build A Million Dollar Online Community?* by Richard Millington, Feverbee.



Following



We're introducing Tweet translation with
[@Bing](#) Translator so you can read Tweets in
multiple languages:
[support.twitter.com/articles/20172 ...](https://support.twitter.com/articles/20172)

2:18 PM - 22 Jan 2015

1,518 Retweets 1,564 Likes



428



1.5K



1.6K





방탄소년단 

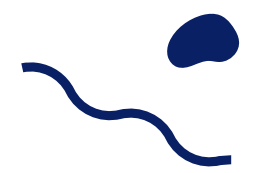
@BTS_twt




늘 우리들이 어떤 나무로 크는지 지
켜봐주는 우리아미 이쁘게 자라서 맛
난과일하나 드릴게요

Translated by  Microsoft

We will grow up to be a juicy fruit, and
we'll keep watching what kind of wood
we are!



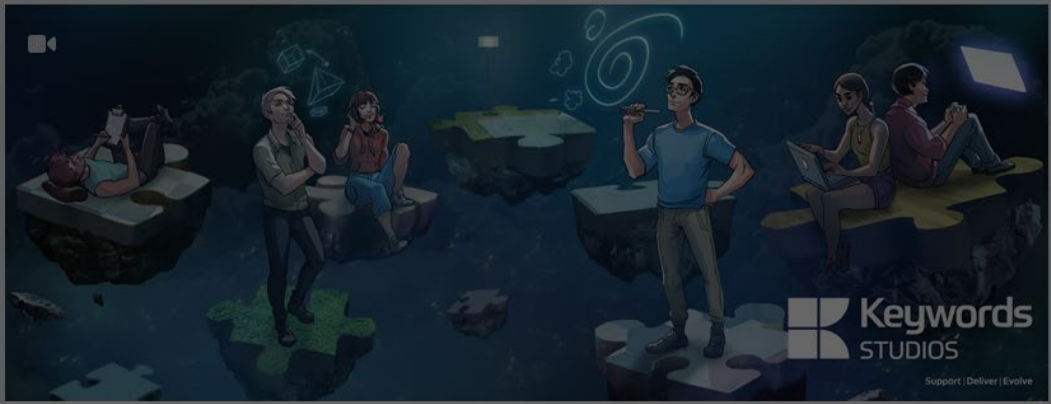


Keywords Studios
@KeywordsStudios

- Home
- Posts
- About
- Photos
- Videos
- Services
- Reviews
- Community
- Menu
- Jobs
- Events

Promote

Visit Ad Centre



Like Follow Share ...

Send Message

Create Live Event Offer Job

Suggested groups

- QUICK Z SCULPTS
144 members • 2 posts a month
Join
- CG TechArt
142 members • 7 posts a month
Join

Create post

Write a post...

Default: English

Language: Select

Photo/Video Tag products Get messages ...

News Feed

Posts are public and appear on your Page and in search results.

Share Now Public Boost post

People tend to engage more when you add text to a post. Tell people what you are posting.

Preview Share Now

34 Drafts
Last draft modified Sunday, 17 January 2021 at 03:32. See drafts

Type to search

- 中文 (简体)
- Chinese (Traditional)
- 中文 (繁體)
- Chokwe
- Chokwe
- Croatian Hrvatski
- Czech Čeština
- Danish Dansk
- Dhivehi
- Dutch Nederlands



Actions ▾

Type subtitle here then press Enter

+

0:56.9
1:02.1

what's up y'all come to you live from
New York City beautiful Central Park as

×

+

1:02.1
1:07.3

you can see the building I'm in Texas I
ran out of battery while I was on my

1:07.3
1:13.7

shoot and I haven't come in Texas now
sorry oh well c'est la vie

1:13.7
1:17.5

so I just got back from a trip to
Washington DC to help my friend Katie

1:17.5
1:21.1

move there's my first time ever on the
East Coast so after a few days we made a

1:21.1
1:24.6

little detour to New York City to visit
some friends in the city since I've

1:24.6

never been there before I wanted to make

Keyboard shortcuts | Help

How To Make Your Travel Video Stand Out | Filmmaking Tips

what's up y'all come to you live from
New York City beautiful Central Park as

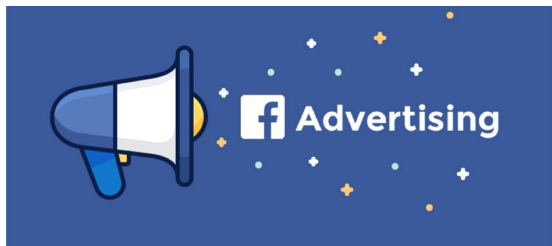
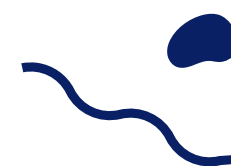
0:56 / 8:08

CC

⚙️

0:52 0:53 0:54 0:55 0:56 0:57 0:58 0:59 1:00 1:01 1:02

what's up y'all come to you live from
New York City beautiful Central Park as you
ran

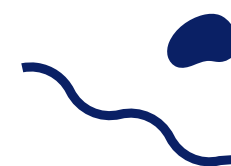


Social Ads can be translated and targeted to users by region and/or language

sproutsocial

 **Hootsuite**TM

Social CRM tools like Sprout Social and Hootsuite can help you with comments and messages in different languages



How to create content for language-specific social media accounts





Social Media Translations



Share

File Edit View Insert Format Data Tools Add-ons Help Last edit was seconds ago



	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
1	en	de	fr	es	it	pt_br	jp	zh								
2	A brilliant tweet	Ein genialer Tweet	Un tweet brillant	Un tweet brillante	Un tweet geniale	Um tweet brilhante	見事なツイート	精彩的推文								
3	An exciting announcement	Eine spannende Ankündigung	Une annonce passionnante	Un anuncio emocionante	Un annuncio emozionante	Um anúncio emocionante	エキサイティングな発表	一个激动人心的公告								
4	A brilliant tweet	Ein genialer Tweet	Un tweet brillant	Un tweet brillante	Un tweet geniale	Um tweet brilhante	見事なツイート	精彩的推文								
5	An exciting announcement	Eine spannende Ankündigung	Une annonce passionnante	Un anuncio emocionante	Un annuncio emozionante	Um anúncio emocionante	エキサイティングな発表	一个激动人心的公告								
6	A brilliant tweet	Ein genialer Tweet	Un tweet brillant	Un tweet brillante	Un tweet geniale	Um tweet brilhante	見事なツイート	精彩的推文								
7	An exciting announcement	Eine spannende Ankündigung	Une annonce passionnante	Un anuncio emocionante	Un annuncio emozionante	Um anúncio emocionante	エキサイティングな発表	一个激动人心的公告								
8	A brilliant tweet	Ein genialer Tweet	Un tweet brillant	Un tweet brillante	Un tweet geniale	Um tweet brilhante	見事なツイート	精彩的推文								
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Sheet1

Explore





Social Media Translations

File Edit View Insert Format Data Tools Add-ons Help

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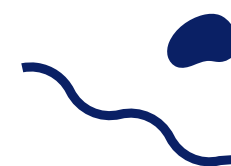
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1	en	de	fr	es	it	pt_br	jp	zh
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Sheet1

Explore

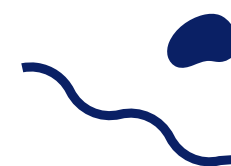






Anja Eichler
Social Media Strategist





Takeaways

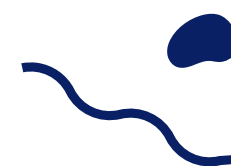
Use the localization tools that social media offers – but beware of mistranslations

Working with a Community Manager is a better way to connect with your players than basic translation

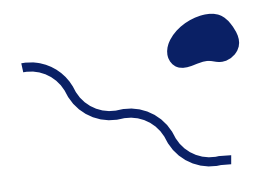
Give Community Managers the building blocks to create locally-relevant communication as opposed to a script



Online Communities



**Should you create separate channels for
speakers of certain languages?**



- INTERNATIONAL
- # CNchinese-中文
 - # NLdutch-nederlands
 - # FRfrench-français
 - # DEgerman-deutsche
 - # ITitalian-italiano
 - # JPjapanese-日本語
 - # KRkorean-한국어
 - # PLpolish-polskie
 - # PTportuguese
 - # RURussian-русский
 - # ESSpanish-español
 - # TRTurkish-türk

Common Voice > all > all tags > Latest Top

Search...

Topic

Replies Views Activity

Mozilla Voice Common Voice Hello everyone, I ju... helped review is on... communities to kee...	<p>none</p> <p>Français (fr) × 45</p> <p>Cette section est dédiée aux échanges francophone autour des projets Common Voice et DeepSpeech. Il s'agit de permettre d'échanger autour des travaux à faire sur les jeux de données, ainsi que pour pr...</p>	aware that the Community Playbook you fundamental piece for language		4	1.2k	1 Jan
Mozilla Org Wiki Common Voice Yesterday Mozilla a... Mitchell Baker shar... we encourage you	<p>Deutsch (de) × 29</p> <p>Lasst uns hier als deutschsprachige Community über Common Voice diskutieren, das Projekt, das auch für die deutsche Sprache eine Datenbank zum Training von S...</p>	n Voice organisation as a whole. Mozilla CEO and thinking behind these changes, which		8	3.5k	Aug '20
About Common Voice Let's talk about Pro... diverse voices to be... category for genera...	<p>Español (es) × 22</p> <p>Hablemos sobre Common Voice, el proyecto de Mozilla para crear una base de datos gigantesca de voces diversas que se utilizarán para hacer que el reconocimie...</p>	o crowdsource a gigantic database of ter for everyone ❤️ Please use this		1	6.2k	Dec '17
[Legal] [Sentence Common Voice] [Legal] [Sentence Common Voice] lea...	<p>Italiano (it) × 12</p>	e(CC0) for sentence collection		13	263	11h



Alexandre Baruch
Community Manager
(France)





Andreas Perlick
Community Manager
(Germany)





3 - Language

- **3.1** - Use of languages other than English in non-regional communities.
- **3.2** - Transliteration and intentionally distorted or illiterate language.
- **3.3** - Cursing and profanities, whether partly covered or just implied.
- **3.4** - Circumvention of inappropriate language filters, or blacklisted words.

If you are found to have participated in such actions, you will be:

- officially warned, or;
- temporarily muted, starting from 1 hour.

PUBG MOBILE ALBANIA OFFICIAL



🔴 Welcome to PUBG Mobile Albania Official

@James Gallagher

> Please read the # | ♦ • guidelines before you will start to use our server!

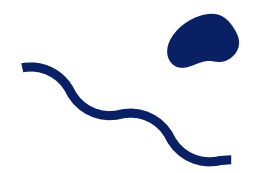
🔴 Mirsevini në PUBG Mobile Albania Official

@James Gallagher

> Ju lutem lexoni # | ♦ • guidelines para se te filloni te perdorni serverin tonë!



We are now 6158 members!



PUBG MOBILE Albani...

SERVER STATS

Member Count: 6146

INTRODUCTION

| AL • welcome

| AL • guidelines

| AL • staff-roster

| AL • server-booster

| AL • black-list

| AL • announcements

| AL • elite-partners

COMMUNITY BASE

| AL • chat

| GB • chat

James Galla...

| AL • chat

Vecanerisht per shqip.

30 new messages since 12:15 AM

June 11, 2021

Mark As Read

Cyanide

Today at 12:15 AM

@PMA | Makaveli

PMA | Makaveli

Today at 12:16 AM

Qa po mbon tag?

@Cyanide

Cyanide

Today at 12:16 AM

A lejohen sharjet en all?

PMA | Makaveli

Today at 12:16 AM

Ty a mir ta bojn ubo

Cyanide

Today at 12:17 AM

E denoncoj rastin

xtremeHYSO

Today at 12:17 AM

@PMA | Makaveli

Qeta abnormal

Shajshin all

Cyanide

Today at 12:19 AM

E vertet

PMA | Makaveli

Today at 12:19 AM

@abnormalAURON

@Cyanide

E vertet

Message # | AL • chat

GIF

Slowmode is enabled.



Production

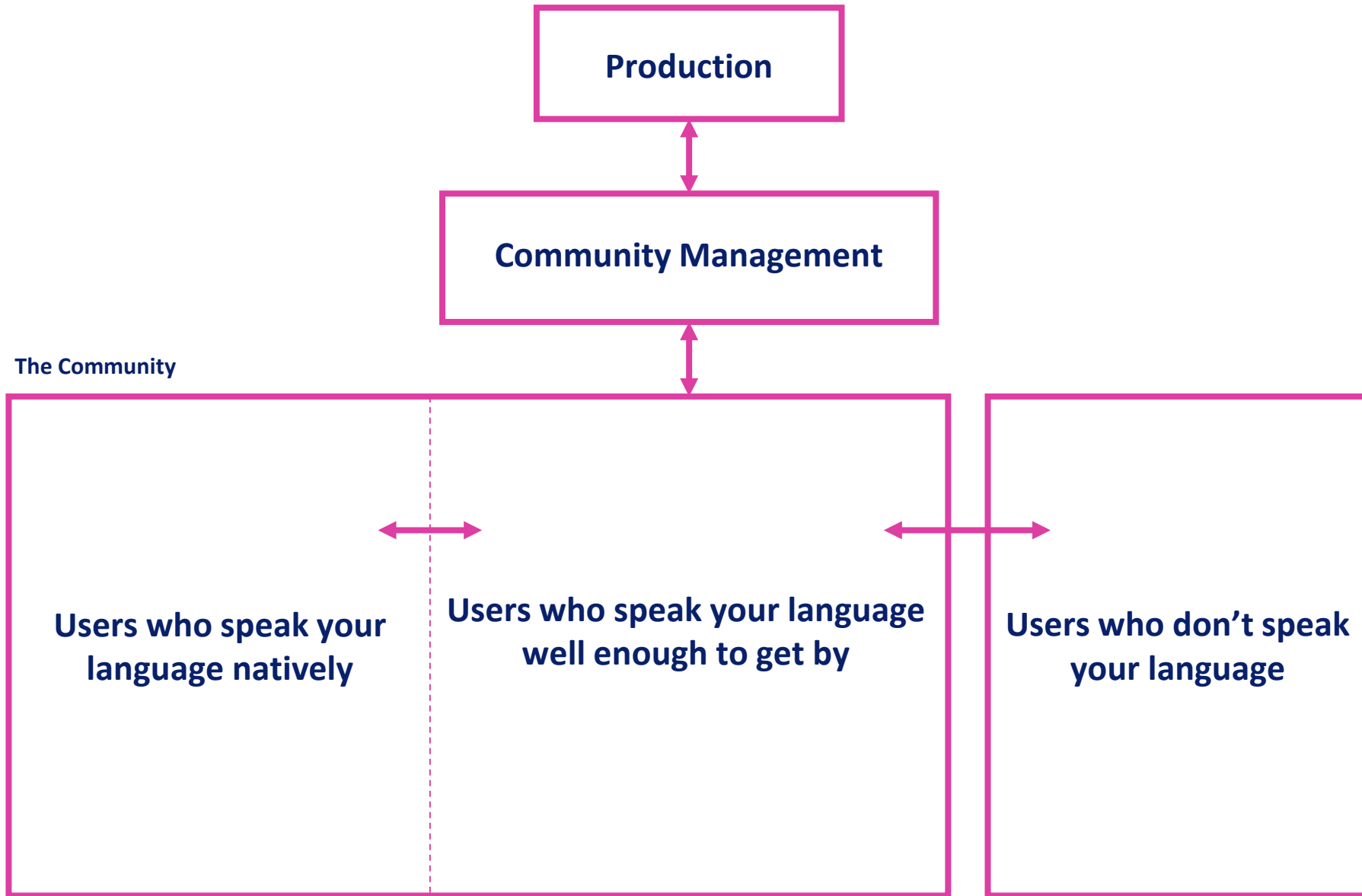
Community Management

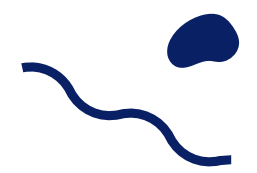
The Community

**Users who speak your
language natively**

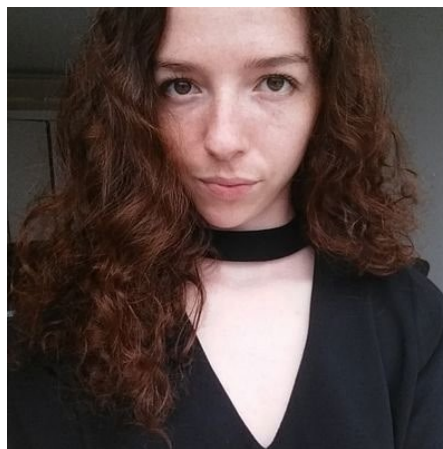
**Users who speak your language
well enough to get by**

**Users who don't speak your
language**





The image shows the website for 'Discord Translator' by 'new view'. The website has a dark theme with a navigation bar at the top containing links for 'Bots', 'About', and 'Contact'. Below this is a secondary navigation bar with 'Discord Translator', 'Dashboard', 'Wiki', 'Pricing', 'FAQs', and 'Updates'. A 'Login' button is in the top right. The main content area features the heading 'The most powerful Discord translation bot.' followed by a description: 'Breaking the language barrier for thousands of Discord users through powerful translation commands, automatic translation of users and channels, customizable and easy management system. Supports over 100 languages and available in over 10 locales.' There are three buttons: 'Try for Free', 'How to Use', and 'Pricing'. A 'Watch Demo' link is on the right. Below the main content is a 'Bot Certification' section. A semi-transparent chat window overlay shows a conversation in a channel named '#discord-translator-demo'. It includes messages from a user named 'aziz' and the 'Translator' bot, demonstrating the translation of French text into English.



Johanna Lajoux
Community Manager
France





James Gallagher

Senior Social Media Manager

Thank you

Find me @
[linkedin.com/in/jallagher](https://www.linkedin.com/in/jallagher)
To discuss more.