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Everything I Learned About Community Management I Learned From Neopets

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#GDC22





Some **disclaimers** before we start:

- I'm assuming all of you watching have some basic understanding of CM principles.
- My perspective is that of indie game publishing, but this will likely be even more helpful to those from larger teams.
- I have a long personal experience with Neopets, but I've never worked there myself.
- This talk is more focused on the site's earlier years (early-to-mid 2000's) but discusses elements from throughout the site's history.



neopets.overview



Create a Neopet

1. Select Your Neopet's Species



Available Limited Edition Neopets:
None. Sorry!

2. Select Your Neopet's Colour



3. Give Your Neopet a Name and a Personality

Neopet Name

Between 3 and 20 characters long
(letters, numbers, underscores)

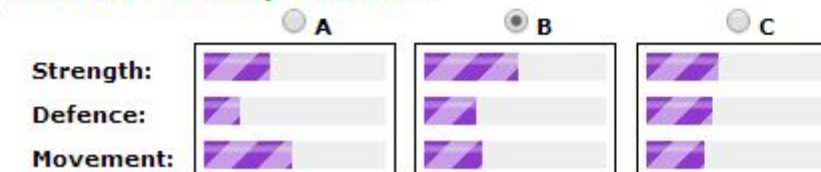
Gender

Where does your Neopet like to live?

What does your Neopet like doing?

How does your Neopet greet others?

4. Select Your Neopet's Stats ?



Your Neopet



Species: Shoyru ?
Colour: Red

NEXT →



Neoboards



Topics Comments Most Recent

Announcements



The Official Neopets Team Message Board

This board is where the Neopets Team will post updates about Meejit attacks, technical problems, event issues, and any other announcements we want to make, because we can. :P

4

0

12 days ago



Site Events

Want to chat about current site events? Discuss the latest goings on here.

701

31317

1 min ago

Premium Boards



Premium members get access to exclusive boards! Want to join the fun?

General



Exploring Neopia

Discuss your favourite Neopian lands and discover new ones!

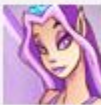
167



Help

Need Neopets help? If you've got a question, this is the place to get answers.

1026



Quests

Need help with a quest? The kind folks in here are willing to lend a hand!

1273



Battledome

Find a battle partner! Get weapon information. Anything and everything Battledome is in here.

970



Stock Tips

Need some investment tips? All the latest on the Neopian Stock Market is in here.

114



NC Mail

Questions, comments, discussions... have at it. Discuss the NC Mall and the

NeoMail® Web Messaging

Note: When you have more than **100** messages in your Inbox, you cannot receive Neomail!

Anyone found to be breaking our rules will have their account permanently frozen. If you spot anything that isn't right and our monitors haven't addressed the problem, please notify us using [this form](#) and it will be removed ASAP.

If you could help us by deleting old messages, we would really appreciate it!

Viewing: Inbox | Messages: 18

Date Sent	From	Subject	Status
<input type="checkbox"/> 18/11/2021 06:21pm	The Neopets Team [theneopetsteam]	NC Item Purchase	Unread
<input type="checkbox"/> 28/8/2021 12:26pm	Angel [angel_star7]	Re: Just saying hi!	Read
<input type="checkbox"/> 27/8/2021 10:57am	Angel [angel_star7]	Just saying hi!	Read
<input type="checkbox"/> 13/4/2021 07:44pm	A [miguel_mard_99]	Random Chat	Read
<input type="checkbox"/> 9/4/2021 06:10pm	The Neopets Team [theneopetsteam]	Neocash Item Gift	Unread
<input type="checkbox"/> 9/4/2021 06:03pm	The Neopets Team [theneopetsteam]	Neocash Item Gift	Read



What does **good moderation** look like?

- Clear and readily accessible community guidelines that are enforced consistently
- Proactive rather than reactive
- Inclusive and welcoming without tolerating intolerance

Neoboards



Site Games



Create New Topic

★ ★ ★ Waiting for World Challenges Chat ★ ★ ★

KRAWKS BURIED TREASURE CO-ORDS #415 MARCH BOARD !

The Great Kad-scape

Havan't received trophies and np rewards

Food Club Competition and Chat Topic 42

Haiku Generator

Daily Trivia with added Puzzle solution Mar 19

★ Ye Olde Neopia; Challenge Chat Board ★

Time for a Turmaculus visit.

Author

Replies

Last Reply

53

8 mins ago

409

10 mins ago

78

12 mins ago

8

20 mins ago

15

1 hour ago

Author

Message



Immortal
232 Months
Female



Active Neopet

Posted: 19 Mar 2022 - 5:39 pm

z—z
This is how your post will look on the Neoboards.
z—z Back and better than ever

Neopets' **Moderation Protocol**

- A mix of warnings/reminders, temporary suspensions, mutings, bans
- Internal systems that track past infractions (depending on the offense)
- Infractions prompt users to review Terms and Conditions, chat rules
- Chat guidelines readily available on the Neoboards
 - Includes detailed information on all possible disciplinary actions that can be taken
- Options for user-driven reporting

Neoboards

To keep Neopets clean there are a few things that are not allowed, including the posting of any sexual or offensive content, attempts to use Neopets as a virtual dating service, chat about how "hot" anyone is, or attempts to scam, cheat, spam, or try to find out someone else's password. Please remember, you agreed to our [Terms of Service](#) when you registered your account, so please read them to make sure you're following all our rules.

Anyone found to be breaking our [rules](#) will have their account permanently frozen. If you spot anything that isn't right and our monitors haven't addressed the problem, please notify us using [this form](#) and it will be removed ASAP.

Remember to stay on topic!



5. Neopets is not the place to discuss "heated topics" or world issues

We know there are important issues in the world and people want to discuss and debate those issues, but Neopets is a place to get away from all that for a little while. We want everyone to feel safe and happy here, free of worry. However, more often than not, these types of discussions deteriorate and end in harassment or threats. Not cool.

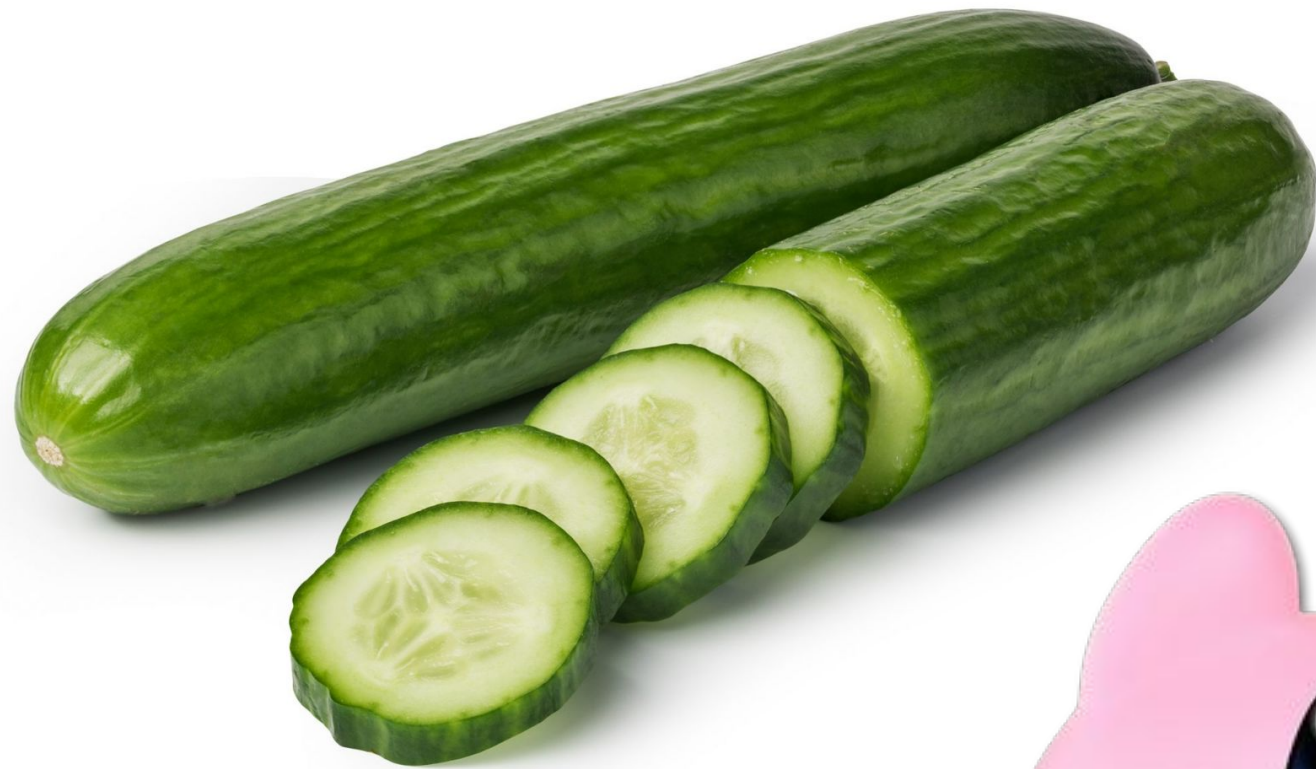
Off-limits "hot" topics include:

- Religion
- Politics
- Sexual Orientation/Gender Identity
- Violent Real World Events (past or present)

There are plenty of places on the Internet to discuss these things if you'd like. Neopets is not one of them.

The Spirit of the Rule: Neopia is not the real world.

(I took this screenshot less than a week before presenting this talk.)





How the **clan system** (guilds) worked

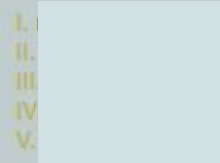
- More or less private forums
 - Could be open or closed to the public
- **Features** included:
 - Member hierarchy with custom roles
 - Guild Council of people who run that community
 - A private forum only for community members
 - A community calendar for planning events, announcing birthdays, etc.
 - Basic polling options
 - Ability to customize your guild's homepage with HTML/CSS
 - Invitation options (direct invite by username, sharable direct link)

[Guild Home](#) | [Guild Help](#) | [My Guild](#)

Whether you like to write or draw for the Neopian Times, or just to read it, this is the guild for you!



Guild Council



Your Rank

Subscriber

Options

- [Home](#)
- [Messages](#)
- [Calendar](#)
- [Members](#)
- [Invite](#)
- [Link](#)
- [Leave Guild](#)

Guild Poll

Are you reading this?

- ☐ Yes!
- ☐ No!
- ☐ Maybe!
- ☐ I don't have to answer that!
- ☐ Weewoo!

[Vote](#)

[Results](#)

Guild Stats

Page Views: 196739

Members: 240

Messages: 8538

Founded: 02/18/2009



[account::](#) [central::](#) [explore::](#) [games::](#) [boards::](#) [shops::](#) [news::](#) [video::](#) [mall::](#)

Congratulations

to everybody who got something published in the **Ode to the Villains collab** and the **April Fools Oracle Games collab**!

Possible upcoming special issues (dependent on number of entries):

Easter Issue
Grey Day
Fyora Day
Petpet Appreciation Day

OTHER NEWS

Lifestyles of the Affluent and Illustrious is back! The latest piece was

. If you'd like to contribute to this article series, simply preface it with "Lifestyles of the Affluent and Illustrious," and make your own interview of any famous Neopian you'd like. Contact [\[redacted\]](#) for more information.

QUICK LINKS

[New Members](#)

[FAQ](#)

[Story Writing Tips](#)

[Archives](#)

[Guild History](#)

[The Neopian Extra](#)

[Activities](#)

[Duelling Quills \(debates\)](#)

[LOTAAI \(article series\)](#)

Main	New Members	Mechanics	The NT	Other
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only, and don't forget to mention that you've already read this. If you're welcomed with open arms.

What kinds of things may I post on the guild message board?

We have a very active message board and would love to have you join in on our conversations. But we do ask that you follow a few guidelines when posting:

- **Try to post meaningful messages, instead of many short pointless/nonsense messages.** Avoid short messages that simply say things like "Hi", "Bye" etc., messages made just to correct a typo or apologize for a double post, or messages full of nonsense that do not contribute anything useful to the conversation. Understand that content is more important than length - we're not asking you to pad out "short" posts with lots of unnecessary fluff. If you've only got a little to say, that's fine, as long as what you're saying has a purpose. If you have several things to say, try to combine them all into one or two posts rather than several short posts one after another.
- **The guild board should not be used for one-on-one conversations.** If you are having a back-and-forth conversation with one other member, please take it to neomail or the chat boards. Only conversations that can involve all members should take place on the guild board.
- **Quotes:** You will see a lot of quoting being done on the message board. This is our way of making it clear what we are responding to (and thus allowing us to combine several responses into one post without confusing everyone). To create a quote, simply click on the "Q" button, copy the message that you are responding to, and paste it where it says TEXT and write your response below.
- **Do not use chatspeak.** Our definition of chatspeak does not include acronyms such as LOL, ROFL, BTW, etc. These are fine. Smileys are also fine to use within a post, but please do not create a post just to test smilies. All other chatspeak should be avoided. We also ask that you use proper capitalization and punctuation.

Customise Your Guild Hierarchy

- This area allows you to create the actual rank names that will be used for your guild members. The first five positions are for the actual Guild Council, and the remaining five are for normal members of your guild. The default names are already provided, but you can change them if you wish.

Guild Council 1	Leader
Guild Council 2	Master
Guild Council 3	Secretary
Guild Council 4	Treasurer
Guild Council 5	Spokesperson
Guild Member 1	Sage
Guild Member 2	Wizard
Guild Member 3	Guru
Guild Member 4	Apprentice
Guild Member 5	Trainee

Roles

Use roles to organize your server members and customize their permissions.



Default Permissions

@everyone • applies to all server members



Search Roles



Create Role

Members use the color of the highest role they have on this list. Drag roles to reorder them. [Need help with permissions?](#)

ROLES - 9

MEMBERS

admin	1	...
moderator	1	...
Pronoun Picker	1	...
Any Pronouns	0	...
Pronouns: Ask Me	0	...
They/Them	0	...
She/Her	1	...
He/Him	0	...
Dyno	1	...

Minimum Viable Product for modern-day clan systems

- Structured hierarchy for clan membership
- Universal code of conduct for your game's larger community **plus** the ability for clan leaders to establish their own additional rules as they see fit (within reason)
- Features which allow clan leaders to fully oversee and moderate their communities
- Customization options for clans
- The ability to spread the word about their clan through official game channels



Avenues for **B2C communication** and **user feedback**


- New Releases
- The Official Neopets Team Message Board
- The Neopian Times Editorial
- Coming Soon
- Release notes for the Neopets Mobile beta

Coming Soon

Click for: [Neopets News](#) | [Merchandise News](#) | [Coming Soon!](#) | [Neopian Times](#)


This page is to keep you updated with all the cool things we have in store. So much stuff, it gets a page of its own! :) Some of the entries may be a bit cryptic, that's just because we don't want to spoil the surprise. They are listed in no particular order.

Plenty of Things to Eat




Type: Site Content

The Fog has settled..




Type: Site Content

All New Faerie Quests!




Type: Site Content

Enter Your Caption for April!



Type: Site Content

Daily Dare Is Almost Here!



Type: Site Content

Beta Release Notes

Beta V0.4.8

2021-10-21

What's New

Games

After gathering feedback from a group of users and making fixes, we are finally releasing the next batch of HTML5 games! Check them out below:

- ★ [Destruct-O-Match III](#)
- ★ [Faerie-Bubbles](#)
- ★ [Ultimate Bullseye II](#)


Updated Maps

Drumroll please... Reintroducing the maps of [Neopia Central](#), [Kiko Lake](#), [Altador](#), and [Terror Mountain](#)!


Latest News

Recent News: [14th March](#) | [7th March](#) | [Older News](#) »


18th March - [Illusen Day](#)



- Illusen has honoured us with her gifts this beautiful spring day, so make sure to fly around Neopia and collect them all. Ask the Library Faerie at the [Faerieland Bookshop](#) for Illusen's hiking guide. Or swing by [Merifoods](#) for something light before picking up some beautiful lanterns from [Mystical Surroundings](#)!



- A new selection of [Poems](#) for Illusen Day awaits! Come celebrate the ballads, sonnets, and odes to our favourite Earth Faerie! Who knows... maybe Jhudora snuck in a verse or two...



and much much more!



Where there's a Weewoo, there's a way Circulation: 197,004,487 Issue: 956 | 18th day of Running, Y24

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Editorial

Hello Neopians! Just wanted to give a quick update that the glitch last week's submitter was trying to point out about the Coincidence has been fixed! There were a few items that were being given out instead of the proper petpets, but we reported this to Donny and he was able to ensure these petpets are now being given out!

Hey there! You might have answered this before, but I was browsing the web and came across screenshots of someone playing a flash game on here- but how could that be, when there is no flash? Is this allowed, and if so, what do I have to do to obtain this power? Thanks :) ~~jrayeb3

Yes, this is allowed. There are several browsers out there that still do offer flash support and using those to play our games is allowed. ~~Kikocat

Hey TNT, I've been noticing a streak of various arguments on the neoboards getting heated to the point of deliberate insults, nastiness, and bad-faith arguments rather than polite discussion or even debate. I've wondered if this is allowed on the boards now (I only recently became active on them again) and if so, why? And if not, how would a user go about reporting such behavior? Would insults toward other players(even veiled in sarcasm) fall under "harassment" or "profanity/offensive"?

Search the Neopian Times

Go!



Great stories!

 **Ways to Celebrate Illusen Day!**

"While we should celebrate Illusen and her kindness every day, here are a few ways to make Illusen Day extra special!"



Neoboards

 **The Official Neopets Team Message Board** 

	Author	Last Reply
Special Announcement	theneopetsteam	20 days ago
More Pet Slots!	theneopetsteam	3 months ago

User Lookup: [theneopetsteam](#) ?

This is the official **Neopets Team** account!

This account is used by monitors to send warnings, by staff to send messages, and by Meepits to plan Neopian domination.
If you have received a warning or message from this account, then it is actually from us and nobody else!
Warnings sent from other accounts are not official, and you should **report** the user right away.



If you'd like to learn more about Neopets, the staff, and how we were created in a lab by mad scientists, check out the **about us** page.
You can also watch us slave away at our desks on the **Neocam**, or just rummage through some **Random Pictures** we've taken around the office.

If you wish to contact the Neopets Team, please use one of **these forms**.







- **Stricter moderation** is necessary for some communities.
- **Community tools** have come a long way!
- Allocate resources to **preserving your community managers' well-being**
- Explore **options for relaying critical information** to players.



in.conclusion



**THANK YOU FOR
WATCHING!**

@LitvacArt