

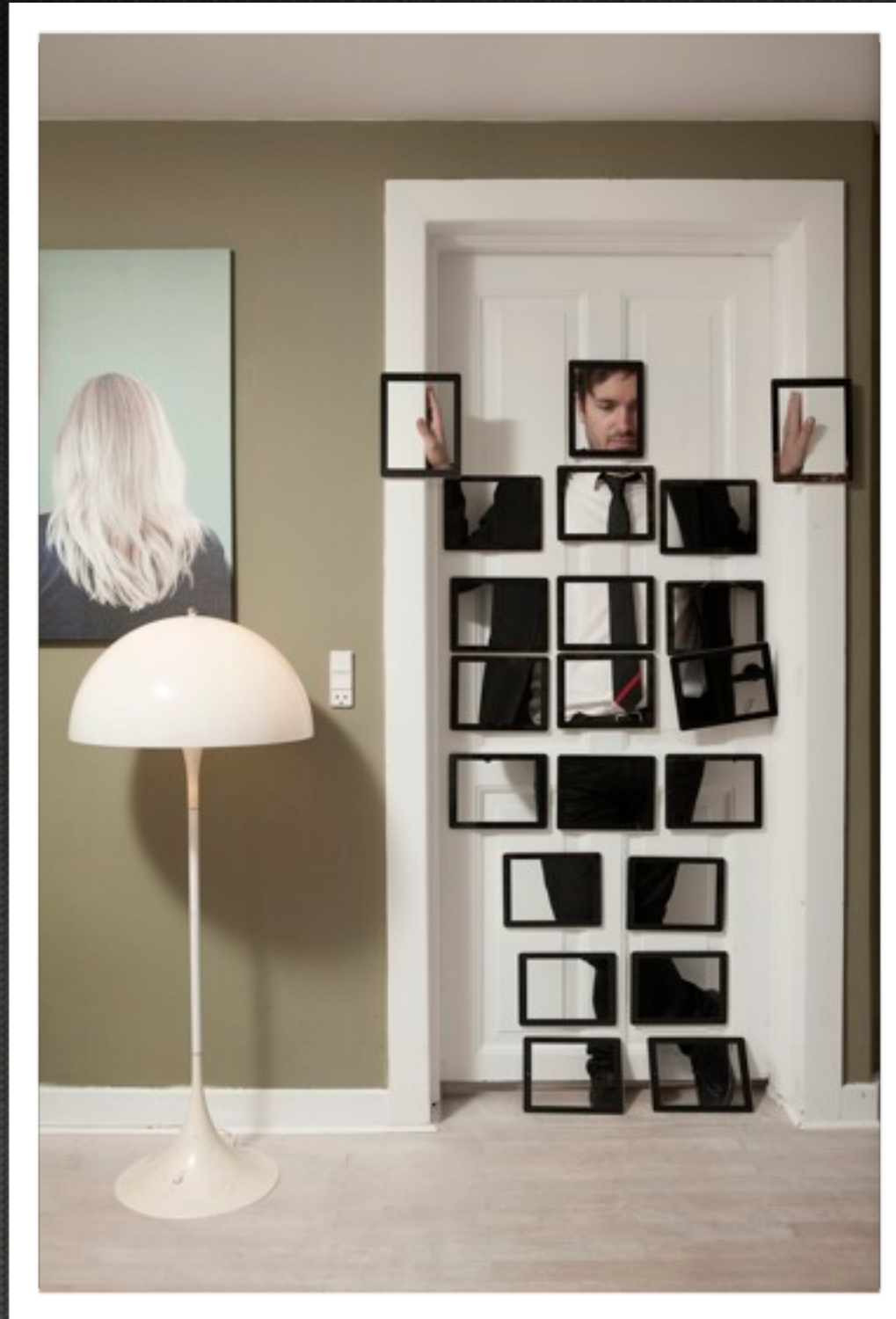
# Did you talk to your community today?

**Martin Ferro-Thomsen**  
*Conferize*

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[@ferrogate](#)



Me



issuu™  
You Publish



conferize  
NEVER MISS A CONFERENCE





- US Rank today: 89
- Impressions: 3.8 billion / mo
- Users: 60 million / mo





# (My) Evolution of community

O Community?

I 2006-2008. From scratch

II 2008-2011. Plugin & mash up

III Now. The Instant Community

IV Pro tips

V Conferize



# O Community?





Definition

0



#software #tech



Definition

0



#beliefs



Definition

O



#hood





#northkorea





#work





#flashmobs



Definition

O



#twins



Definition

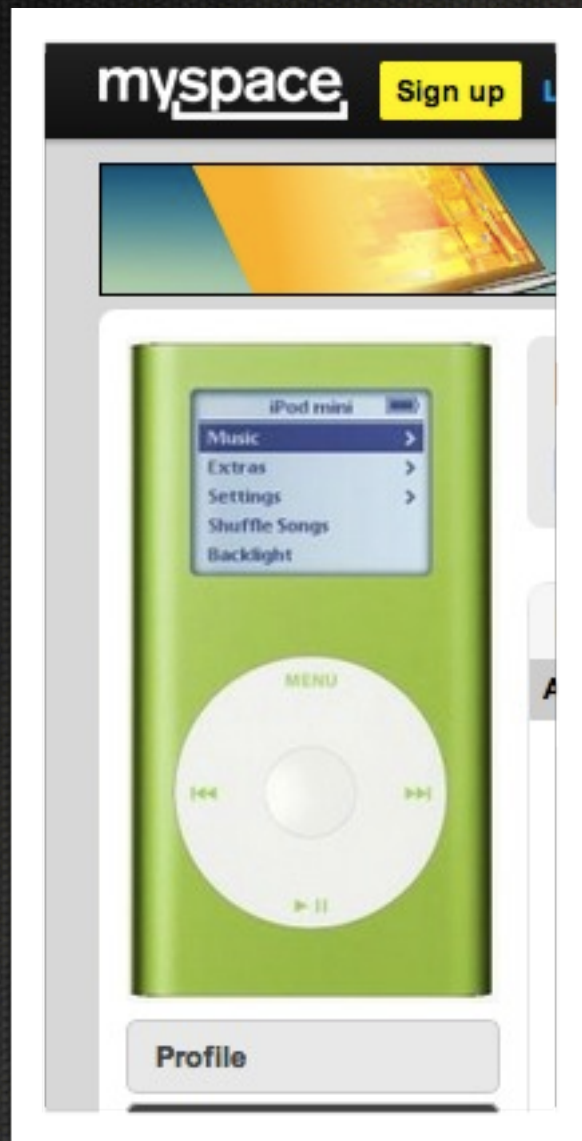
0



#pop



0



MySpace User, 2007:

“Hey iPod Green, I’m going to buy you today”

#product\_community



# Community

...a group of people living together in one place...

...the people of a district or country considered collectively, esp. in the context of social values and responsibilities...

...a feeling of fellowship with others, as a result of sharing common attitudes, interests, and goals...

...a similarity or identity...

...joint ownership or liability...

OXFORD  
AMERICAN  
DICTIONARIES

DICTIONARIES



# Community

...a group of people living **together** in **one place**...

...the people of a district or country considered collectively, esp. in the context of **social values** and **responsibilities**...

...a feeling of **fellowship** with others, as a result of **sharing** common attitudes, **interests**, and **goals**...

...a **similarity** or **identity**

...joint **ownership** or **liability**...

OXFORD  
AMERICAN  
DICTIONARIES



# O

## Online community

... exists online and the members enable its existence through taking part in membership ritual.





0

Ritual?





Let's try it!

O

# #gotocph

@ferrogate



I

2006-2008  
From scratch





I

## 2006: Issuu

Before Twitter and Facebook.  
Before “social media experts”.





## 2006: Issuu

Before Twitter and Facebook.  
Before “social media experts”.

### **Alexa Ranking (14 Februar 2007)**

YouTube.com: 5

MySpace.com: 6

Fotolog.com: 27

Flickr.com: 41

Flixter.com: 1,885,204



# I

## PROFILE

1. User profile with details about the user
2. Customize profile
3. Edit profile (basic like text/colors/text size/boxes/background image etc.)
4. Change skin
5. Create new skin for profile
6. Stats
7. Add external link to profile (to website, blog, friend-sites etc.)
8. Upload content
9. Privacy option (hide profile and/or content to some/all)
54. Terminate account / profile instantly (no screenshot)

## COMMUNITY

10. Search members / groups
11. View/search user/content by geographic setting
12. User groups (by region/interest etc.)
13. Message board / discussion forum
14. Avatar
15. Tagging
16. User blog
17. Add user to favorites (befriend)
18. Add content items to my favorites (scrap book)
19. Language versioning
20. User subdomain (i.e. [www.domain.com/user/content](http://www.domain.com/user/content))
21. Express yourself by 'liking' (favorite movie, music, book etc.)
22. Flag as inappropriate
23. 'stickyness' feature (recommend similar/other)
24. Rate content
25. Subscribe to creator
26. Playlist-feature
27. Internal mailing system (communicate with community members and friends)
28. Testimonial (write a recommendation for a user) (no screenshot)
29. Comments from other users / Guestbook
30. Download content
44. Friend list (featured on profile)

## VIRAL FEATURES

31. Embed/publish content on other media with code-string
32. Email this photo/video etc. directly to non-member
33. Permalink
34. RSS
35. Recommend for third party (digg, del.icio.us, etc.)
36. Official site blog
37. Add blogs directly to my account (for easy posting)
38. Email non-members directly from the site when I've uploaded content
39. Email non-members to join site, by adding their emails manually, i.e. separated by comma
40. Invite non-members directly by logging into gmail, hotmail, aolmail, yahoo mail!
41. Email notifications when something happens (no screenshot)
55. Widgets, ie google start page (no screenshot)

## ADS / COMMERCIAL

42. Ads from third parties
43. Merchandise store
45. Commercial membership possible (extra benefits)

## OTHER

46. API
47. Automatic lists on the front page (new, popular etc.)
48. Non-automated featured content on front page (daily, cool, etc.)
49. Other services / 'fun stuff'
50. Mobile phone support
51. Quicklist-feature
52. Help-center
53. Signup using existing email account



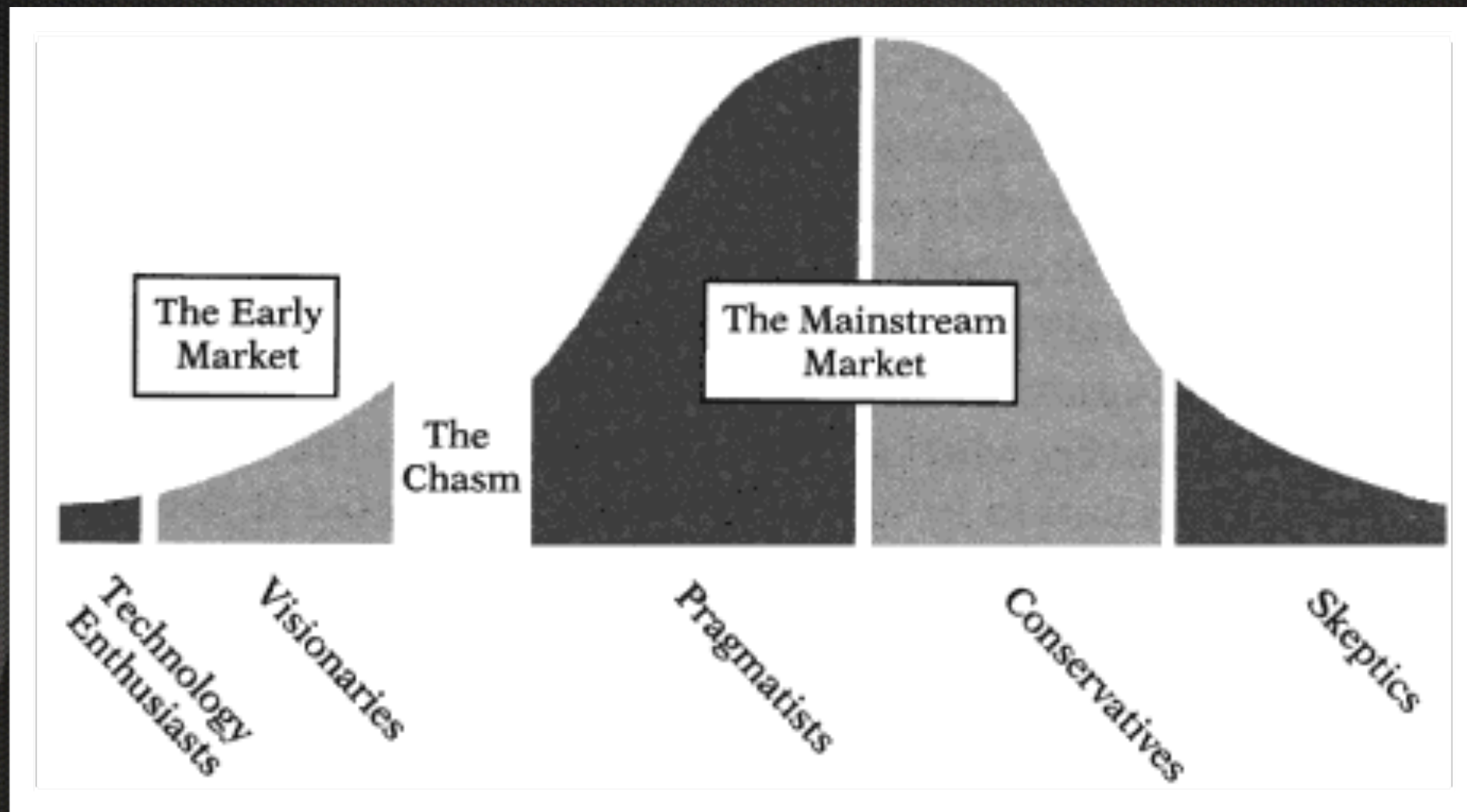
I

Features do not make  
communities.  
**People do.**





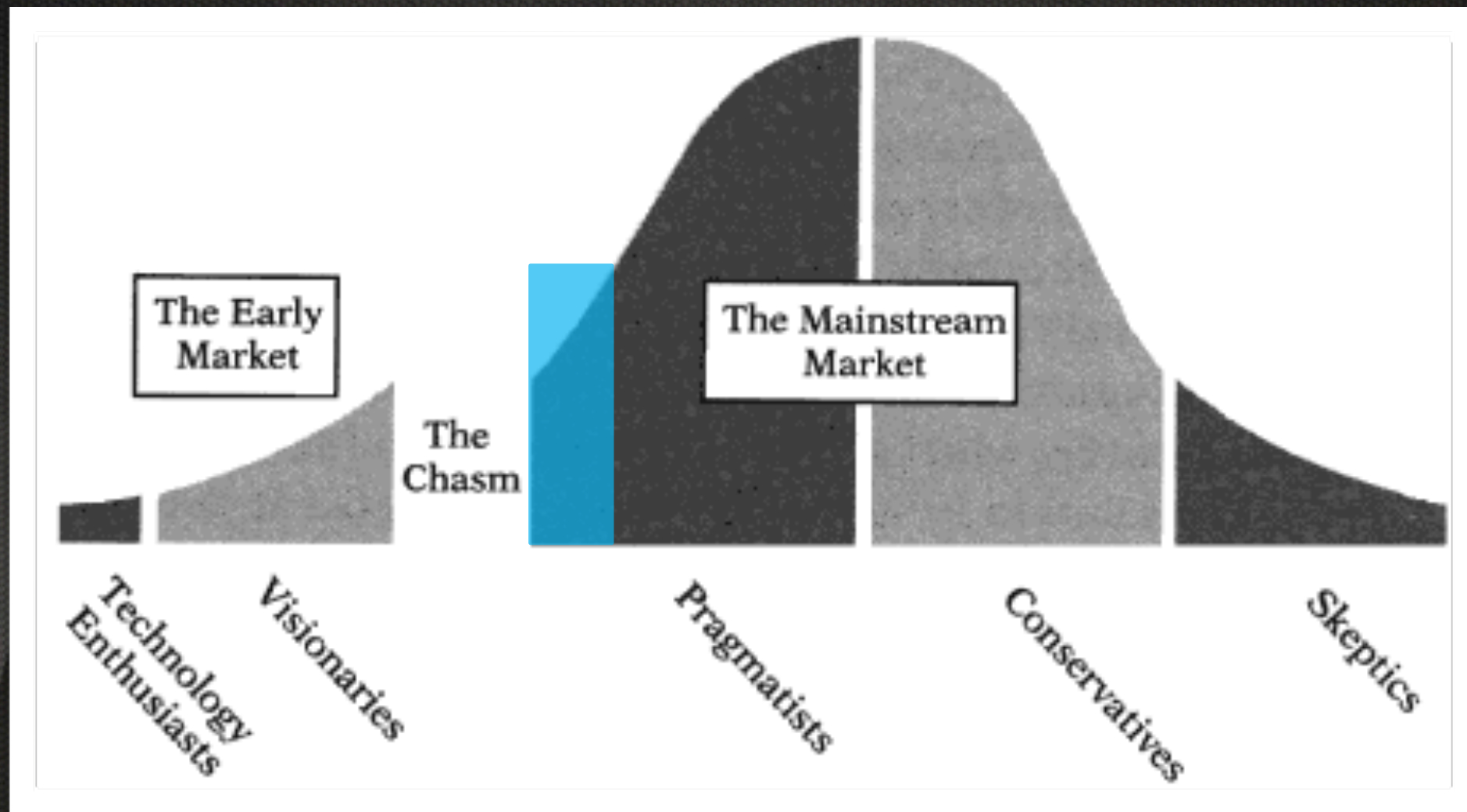
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Geoffrey Moore, *Crossing the Chasm* (1991, revised 1999)



I

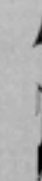
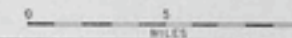


Geoffrey Moore, *Crossing the Chasm* (1991, revised 1999)



## 14 JUNE 1944

FRONT LINE  
GERMAN UNITS

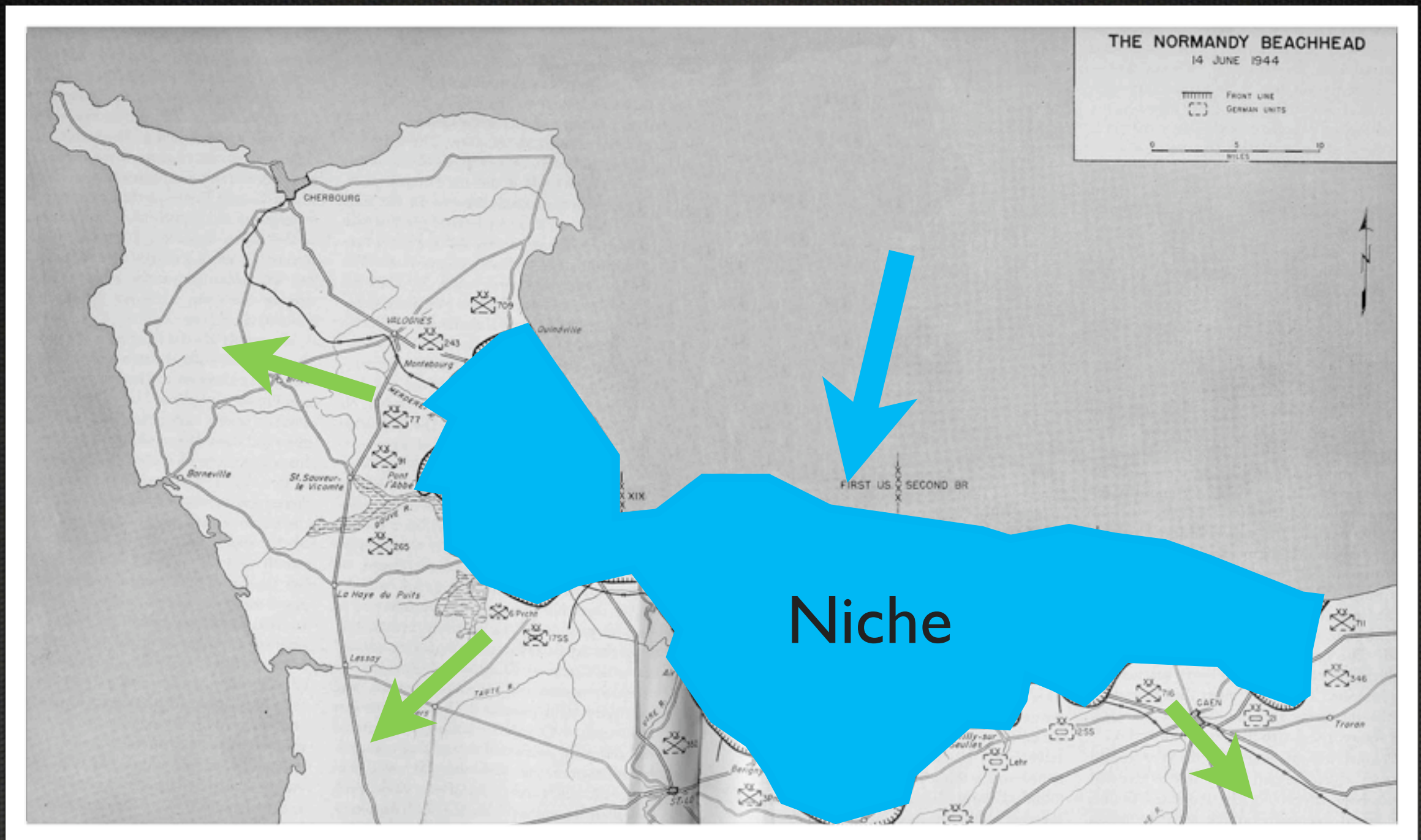


FIRST US. SECOND BR.





I





I

# Word of Mouth





I

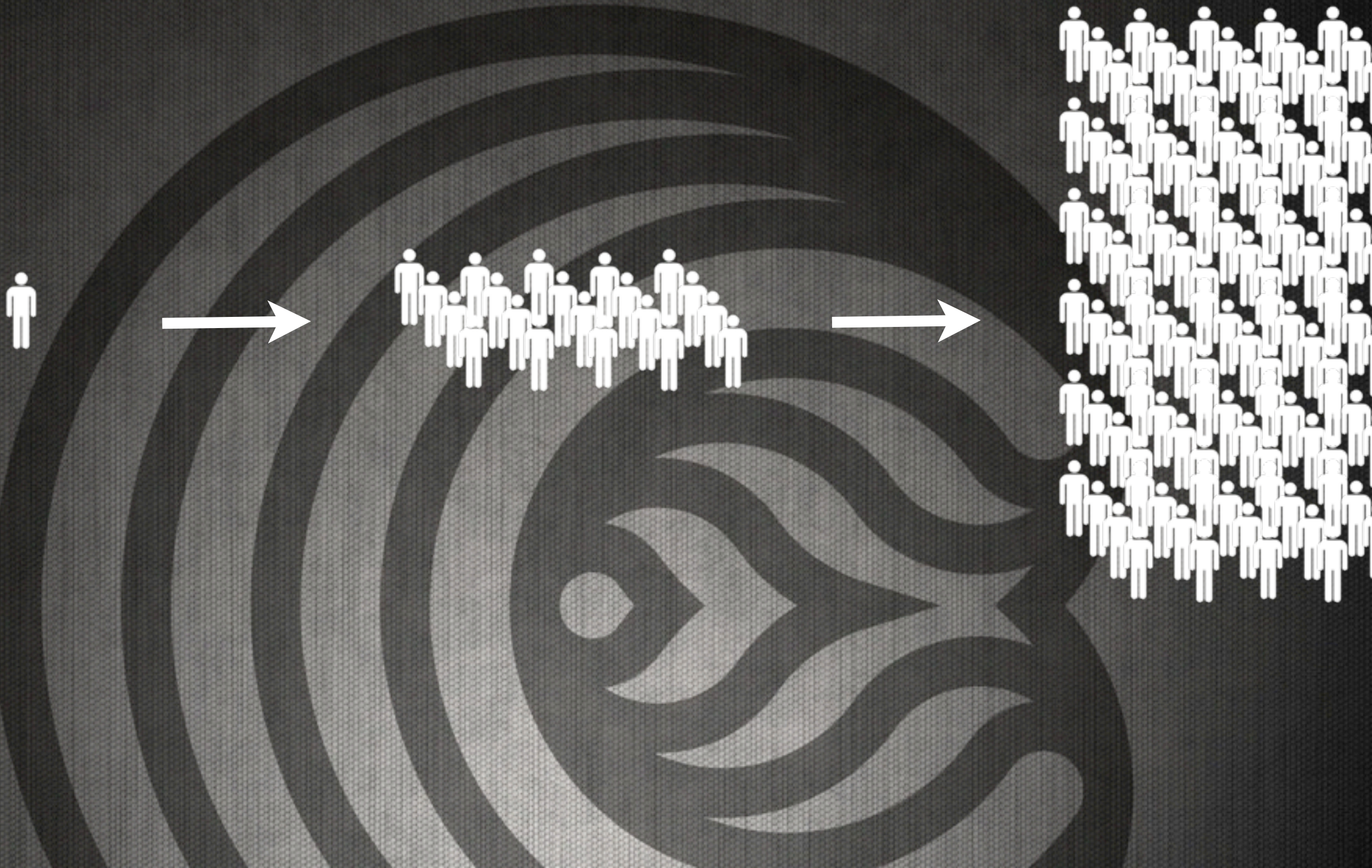
## Word of Mouth





I

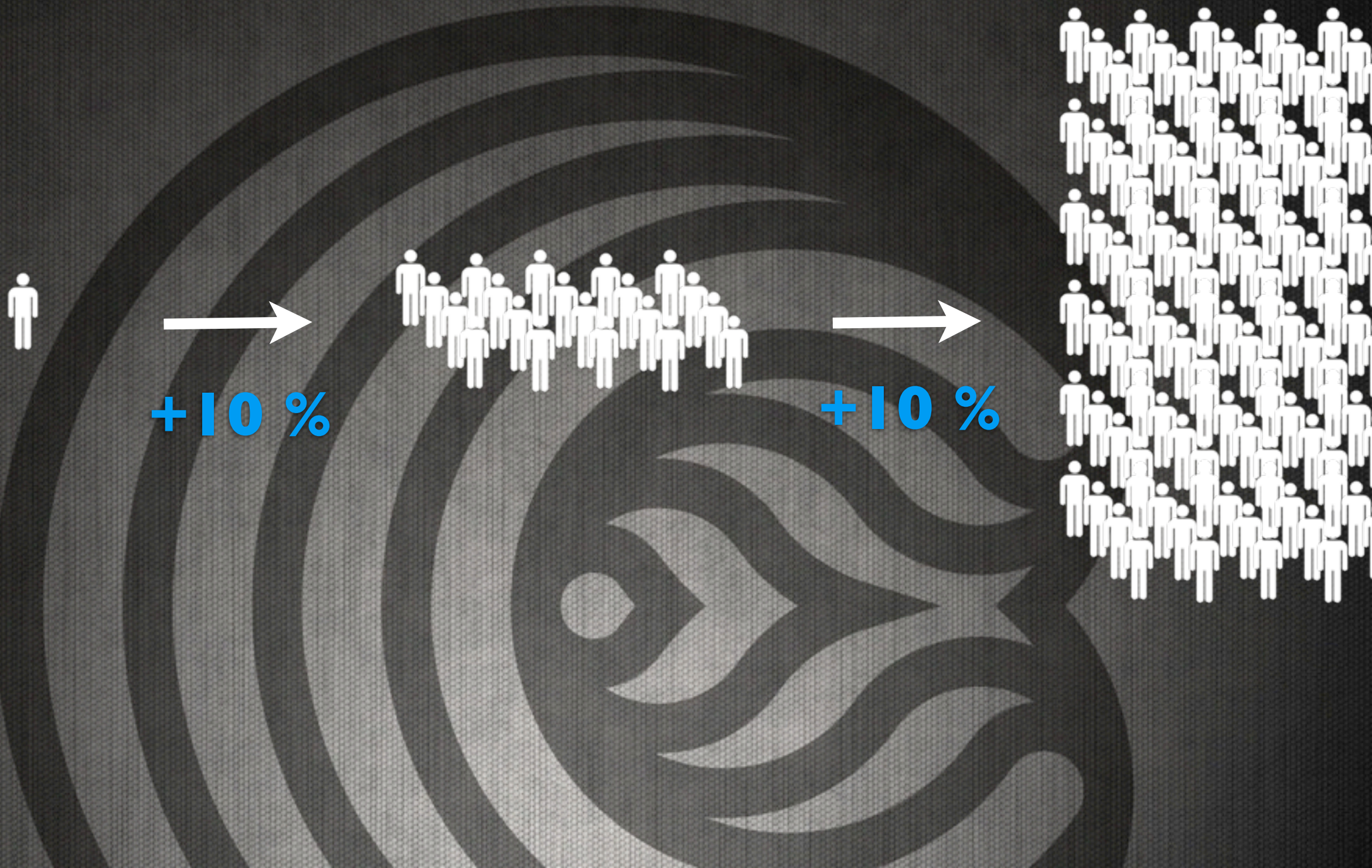
# Word of Mouth





I

## Word of Mouth





# I

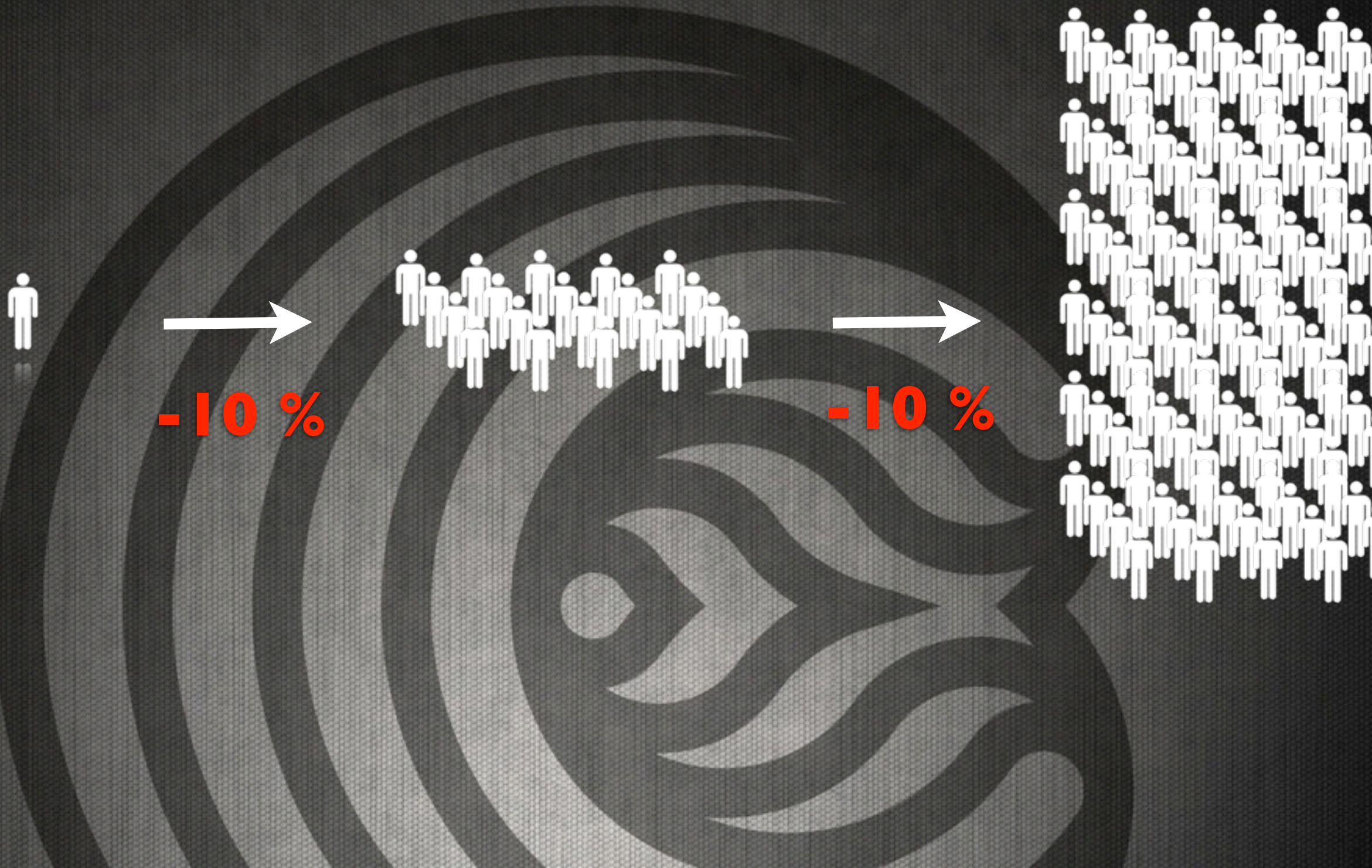
## Word of Mouth

- Claim a niche
- Create ambassadors
- Listen, talk & improve constantly
- Don't forget your vision, be open about it
- Answer everything
- Set the bar up high (law of broken windows)
- Be authentic, transparent, honest
- Create a brand - be cool
- BE GOOD



I

## Word of Mouth





I

Building a  
community  
is like raising  
a baby tiger





I



## Digg's Biggest Problem Is Its Users And Their Constant Opinions On Things

by Michael Arrington on May 12, 2010

107 Comments

[Like](#) 11

[Buzz](#) 222

771

[retweet](#)



There's a saying I love: "a camel is a horse designed by committee." A variation is "a volvo is a porsche designed by committee." Some of the best product advice I've ever heard goes something like "damn what the users want, charge towards your dream." All of these statements are, of course, saying the same thing. When there are too many cooks in the kitchen all you get is a mess. And when too many people have product input, you've got lots of features but no soul.

Product should be a dictatorship. Not consensus driven. There are casualties. Hurt feelings. Angry users. But all of those things are necessary if you're going to create something unique. The iPhone is clearly a vision of a single core team, or maybe even one man. It happened to be a good dream, and that device now dominates mobile culture. But it's extremely unlikely Apple would have ever built it if they conducted lots of focus groups and customer outreach first. No keyboard? Please.

groups and customer outreach first. No keyboard? Please. culture, but it's extremely unlikely Apple would have ever built it if they conducted lots of focus groups and customer outreach first. No keyboard? Please. But it's extremely unlikely Apple would have ever built it if they conducted lots of focus groups and customer outreach first. No keyboard? Please.





I

But the biggest PAIN in communities?

Signing up!



II

2008-2011




Plugin & mash up











# II

Sign up by using one of these services:

 Sign in with LinkedIn  Connect  Sign in with Twitter

or create an account using your email address:

Login using any of these options: Powered by RPX

  Facebook  Google  Twitter  

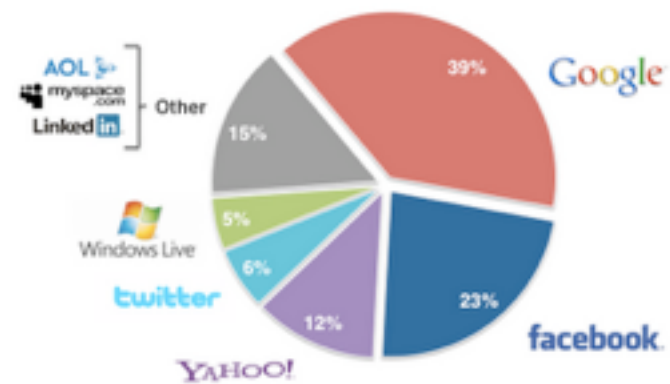
Email:

Password:

[Forgot your password?](#)

☐ Remember me

Sign in preference across all RPX customer websites





# II

Who owns the community?





# II

## Who owns the community?

“I couldn’t even get my own teenage daughter to look at Google+ twice, ‘social isn’t a product, social is people and the people are on Facebook,’ she said”

James Whittaker, Google+ Lead, before leaving for Microsoft, 2012



III

Now: The Instant Community





# III

“Software Is Eating The World”

Marc Andreessen

“Now Every Company Is A  
Software Company”

David Kirkpatrick



# III



Offline

Online



# III



Hybrid



III

There is  
no offline!





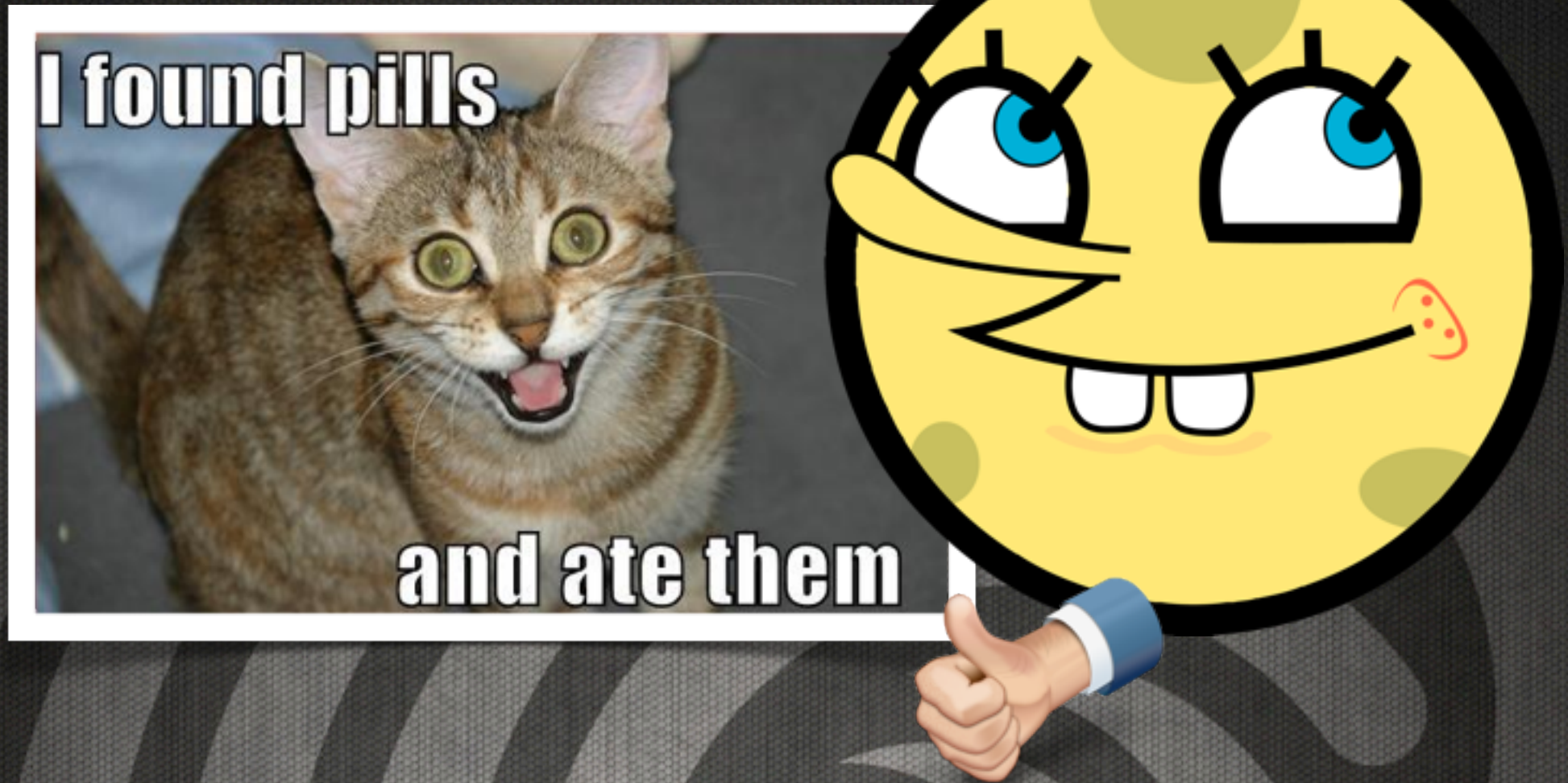
# III



What we do in life  
echoes in eternity



# III



Whatever we do in life  
echoes on the interwebs  
right now, like, all the time



III

Data noise



Sensemaking



# III

## The Instant Community

- Leverage what's already out there
- Twitter, Facebook, Foursquare, LinkedIn are (becoming) defacto standards for “social” (social graph + content)
- Generic social platforms will struggle to remain relevant as communities
- Focus on the niche, sensemaking, authenticity (internalize the external)
- Create tailored UX to match use case and leverage/enhance data



IV

Pro tips





# IV

- Build a strong core/backbone
- Begin now, never too early (stealth landing)
- Dialogue, not one-way (monitor everything)
- Introvert? Connect with the connectors
- Select platforms and be frequent
- Weak/frequent nodes are the fuel
- Build social/viral features into your product
- Be pleasant not a pleaser
- Don't forget the face-to-face



V

Conferize as example





V

I ♥ conferences





V

Search



Info

People





V

Search

Info

People

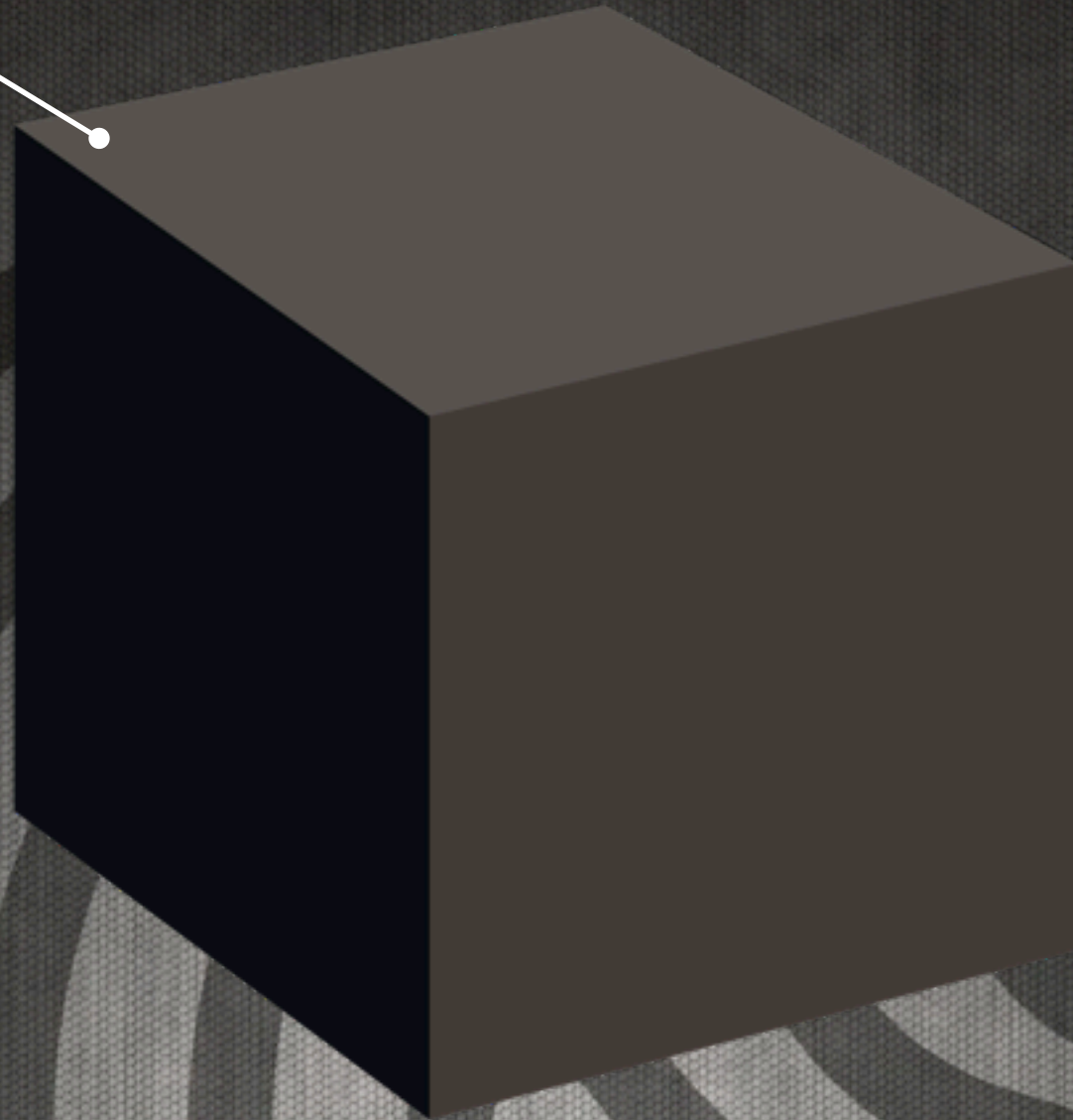
Meetings Industry





## Challenges

Legacy  
Fragmented  
Non-tech



Meetings Industry





## Challenges

Legacy  
Fragmented  
Non-tech

## Opportunity

Trillion \$  
Unique content  
Unique networking

Meetings Industry





## Challenges

Legacy  
Fragmented  
Non-tech

## Disruption ready

New generations  
Virtualization  
Participation

## Opportunity

Trillion \$  
Unique content  
Unique networking

Meetings Industry





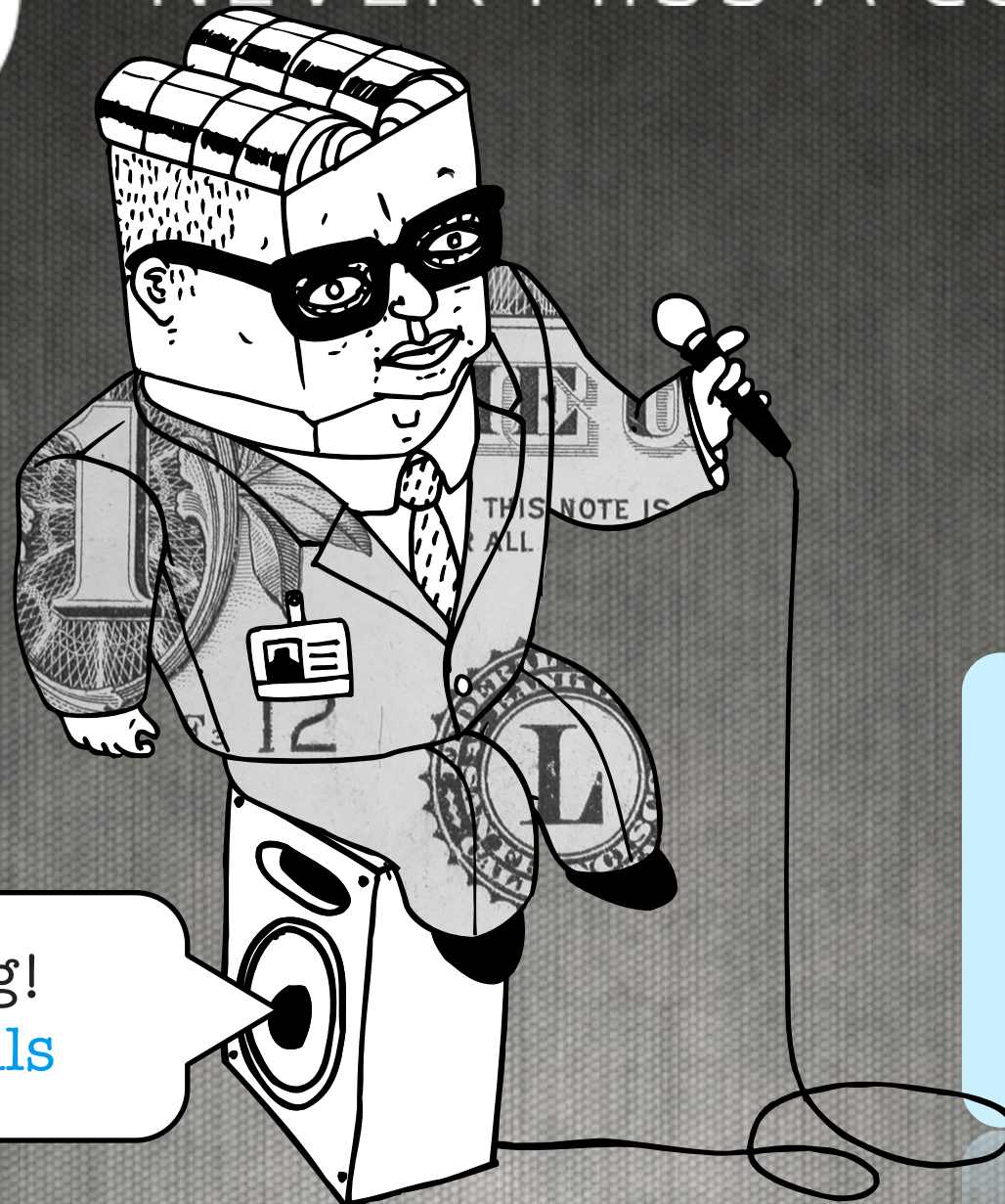
Demo





# conferize

NEVER MISS A CONFERENCE



We're hiring!  
[Ruby on Rails](#)

Martin Ferro-Thomsen  
[martin@conferize.com](mailto:martin@conferize.com)  
[@ferrogate @conferize](#)  
[www.conferize.com](http://www.conferize.com)