Ubuntu Hideout:
Successful Community Building Insights

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Agenda

- Introduction to Ubuntu Hideout

- Community Focus and Topics

- Discord Server Statistics

- Moderation

- Challenges, Successes and Plans

- Community Building Advice

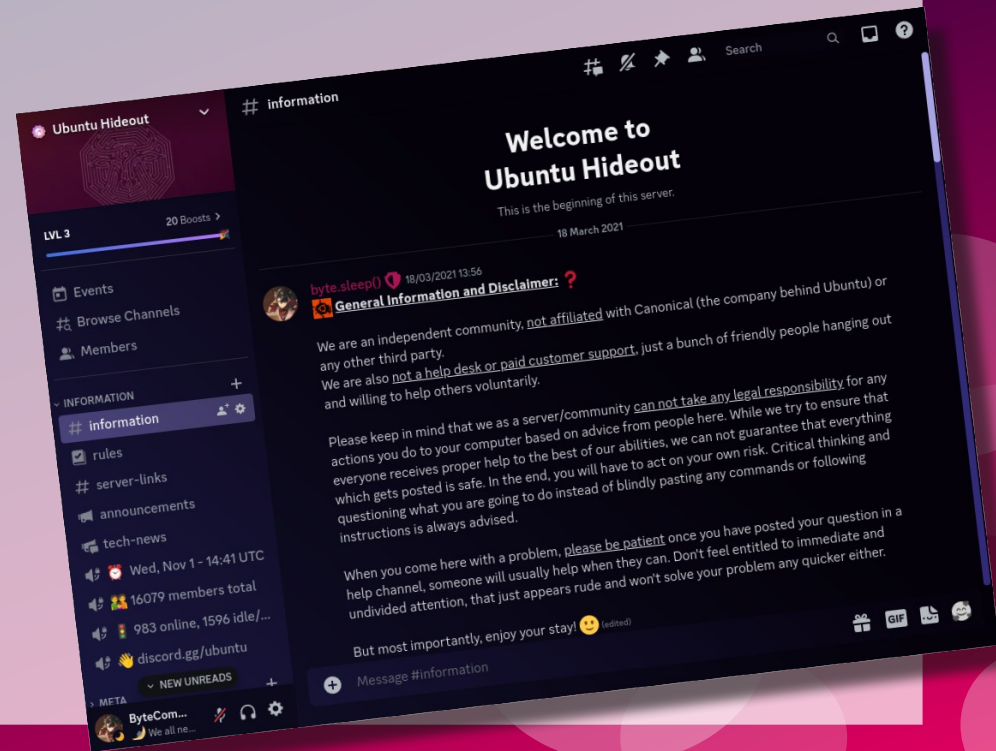- How to Join and Contact Us

- Open Q&A

Introduction to Ubuntu Hideout

- Independent community on Discord

- 16,000+ members

- Team of 21 volunteers

- Founded Jan. 2017 (~7 years)

- Originally started as
  Ask Ubuntu friend group

- Invite: discord.gg/ubuntu

Our Community Focus and Topics

- **Technology community** centered around Ubuntu and Linux
- **Welcoming everyone** regardless of preferred ecosystem

- Many **topical channels**
- **Community support forum**, powered by volunteers
- **Casual** chats

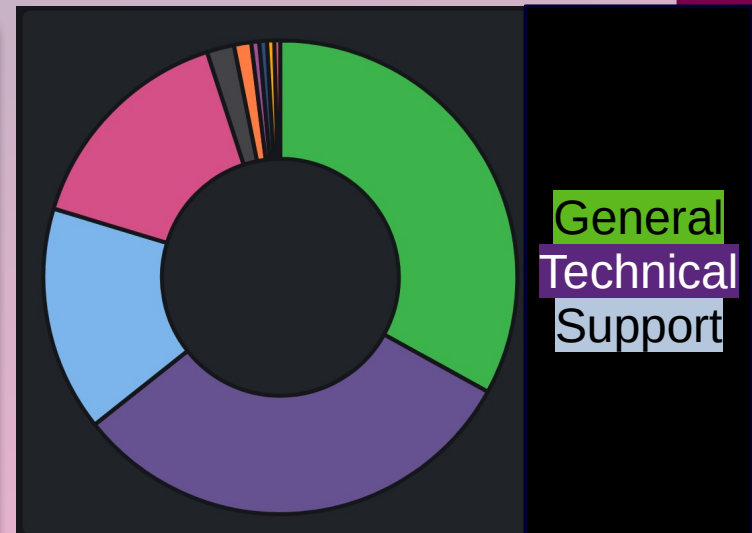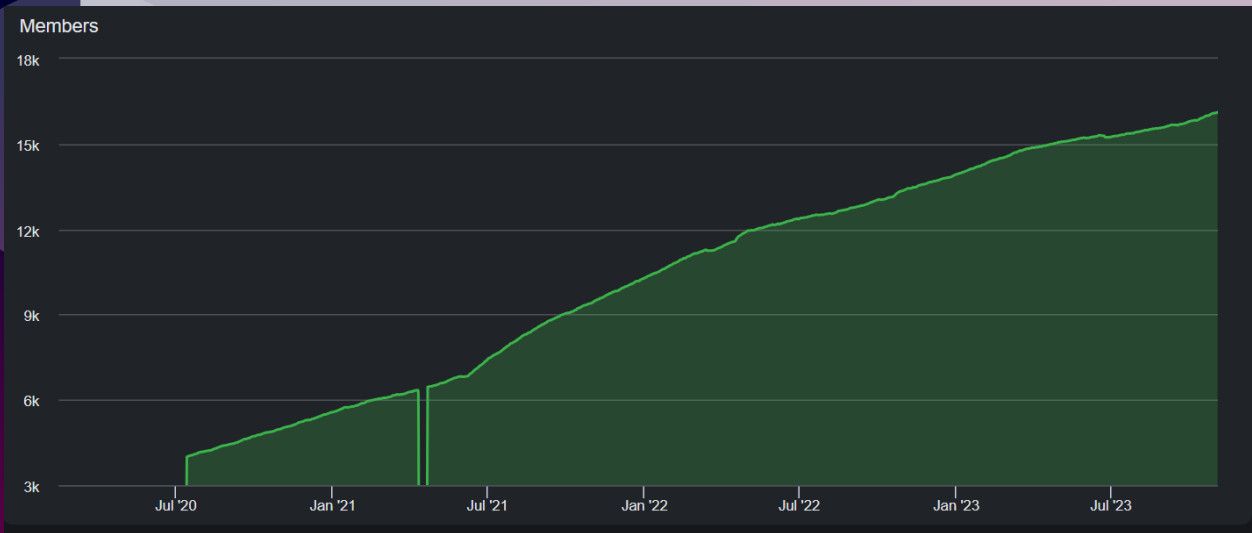- **Community events**, gaming sessions, AMAs, streams, challenges, ...

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Discord Server Statistics

- One of the largest distro-focused servers (16k)
- Around 60-70k messages/month

General
Technical
Support

Moderation

- **Commitment to Ubuntu CoC, diversity and respect**

- **Platform security** (spam bots, raids, vulnerabilities) improved recently

- **Fine tuning** of automated bots and filters reduces work

- **Ticket system** for reports, appeals, private talk

- **Case-by-case handling** of individuals' issues and complaints

- **Working with people** is preferred over handing out punishments

- **Respectful discussions** is preferred over banning entire topics

- **Internal review** of all moderator actions

- **Curated** staff team

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Challenges

- **Team workload** is too high

- **Bad faith members**, trolls, spammers

- **Limited toolset** for moderation, missing bot features

- More people **seeking help** than providing help

- Insufficient **analytics**

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Successes

- Growth through **personal recommendations**

- Positive member **feedback**

- Help **individuals grow** as people or starting careers

- **Recognized** by Canonical for our community contributions

- Being **invited** to talk at the Summit :)

Plans

- Maintain and improve **engagement**

- **More events**, custom announcements

- Increase **support forum activity** and solve rate

- Compile **FAQs**

- Enhance our operational **toolset**

- Continue to foster **community collaboration**

- **Increase visibility** within the wider ecosystem

- **Team growth**

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Community Building Advice

- Decide your **community type**:
  casual/strict, independent/official, focused/broad, for support/chatter, …

- Know your **goals and values**: Why do you run your community?

- Know your **target audience**: What do they need? How can you reach them?

- Know your **platform**: Who uses it? What features and limitations are there?

- Be aware of costs and **effort**. Form a diverse **team** to support you.

- Start small, evaluate, **adapt and iterate**. Listen to feedback.

- Consider joining or collaborating with **existent communities**.

How to Join and Contact Us

- **Reach out** for questions, partnerships, shared events, support, …

- We explicitly look for people interested in contributing and collaborating!

- **We want to talk with you!** Find us here at the Summit!

- Search "Ubuntu Hideout" in Discord Server Discovery

- Direct Invite: https://discord.gg/ubuntu → QR code:

- Homepage: https://ubuntuhideout.com

- Email: team@ubuntuhideout.com

- Info cards laying around on site

Open Q&A

Thank you for attending!

For those at the Summit,
please introduce yourselves and join us for a chat.

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