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, ...
Discord Server Statistics

- One of the largest distro-focused servers (16k)
- Around 60-70k messages/month
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
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**
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**
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](https://discord.gg/ubuntu) → QR code:
- Homepage: [https://ubuntuhideout.com](https://ubuntuhideout.com)
- Email: team@ubuntuhideout.com
- Info cards laying around on site
Thank you for attending!

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