



FANDOM



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Building Strong Communities: a Community Connect Town Hall

"Seeding and Growing a Healthy Wiki" — Doug "TheBlueRogue"

"Communities of Communities & Inter-language Wikis " — Julia "Springteufel"

"Understanding and Embracing User Diversity" — Sannse

Seeding and Growing a Healthy Wiki

The superfan of wikis and games

Doug "TheBlueRogue" Trein, Senior Community Development Representative

About Me

Doug Trein - Senior Community Development Representative

- Joined FANDOM in September 2012.
- Primarily focused on video game and animated television show coverage.
- Most edited wikis: Destiny, Witcher, Pokemon.
- I usually seed new game wikis, add images and write articles, create community events, and work with admins to help address any community needs.



The screenshot shows a Fandom user profile for 'TheBlueRogue' (aka Doug), who is a staff member. The profile includes a user avatar, a bio, and various statistics. The bio states that Doug Trein is a staff contributor at Fandom, primarily focused on video games and animated television shows, with favorites in strategy, turn-based role-playing, first-person shooters, 2D fighting games, and action/adventure titles. The statistics show 1,572 edits since joining in August 2012, 17 discussion posts, and a list of favorite wikis including Jack's Wiki, Pop Team Epic Wiki, Destiny Wiki, and Doom Wiki. The profile also lists his location as Columbus, OH, his birth date as March 14, and his occupation as Senior Community Development Representative.

TheBlueRogue aka Doug STAFF

1,572 EDITS SINCE JOINING THIS WIKI
AUGUST 18, 2012

17 DISCUSSION POSTS

[My Twitter](#) [My Website](#)

MY FAVORITE WIKIS [Jack's Wiki](#) [Pop Team Epic Wiki](#) [Destiny Wiki](#) [Doom Wiki](#)

I LIVE IN Columbus, OH

I WAS BORN ON March 14

MY OCCUPATION IS Senior Community Development Representative

I AM Male

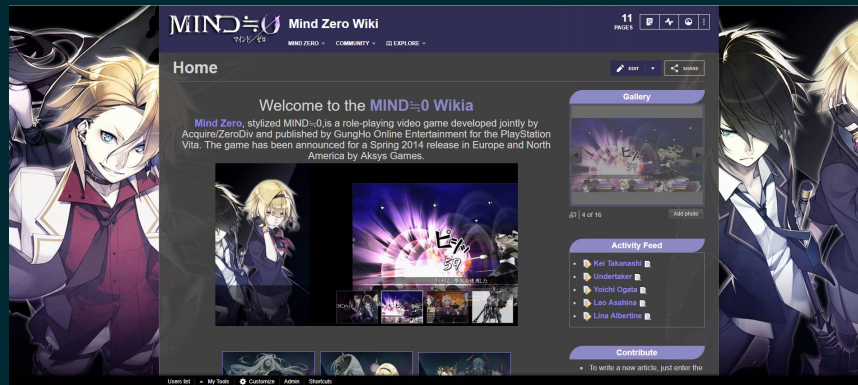
BIO Doug Trein is a staff contributor at Fandom and focuses primarily on video games and animated television shows. His game genre favorites include strategy and turn-based role-playing games, first-person shooters, 2D fighting games, and action/adventure titles.

[SHOW MORE]

Creating the Community

Starting from scratch, communities need to look appealing and invite new users in!

- An eye catching background image and theming style/wordmark/favicon with a populated mainpage should be first priority.
- Mainpage should include templates with content sections, some suggestions include
 - Featured article/video
 - Slider with links
 - Social media embeds (Twitter)
 - Activity Feed/Contribute Box
 - Be sure to populate navigation as well.



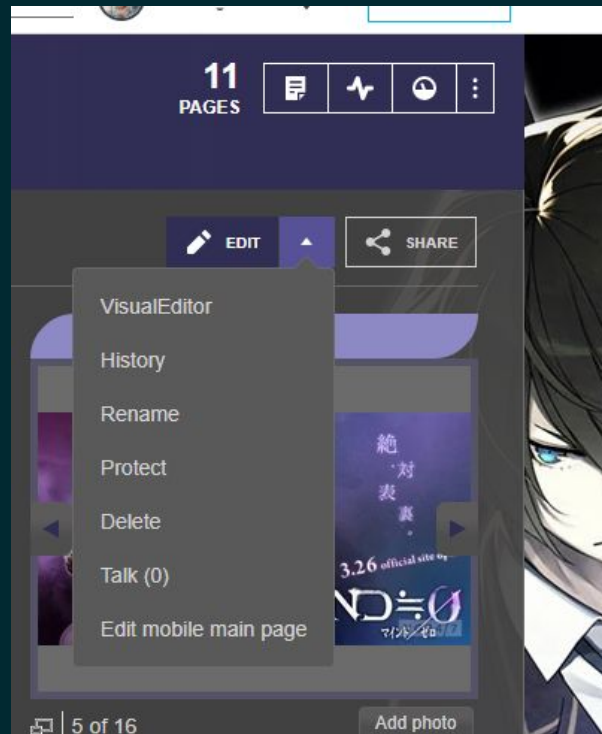
Mobile Main Page

In today's internet landscape, mobile traffic far outnumbers desktop traffic. Mobile users are served their own unique mainpage called the Mobile Main Page.

The editing window for MMP can be found in the main page's **EDIT** dropdown.

This mobile main page is also served to App users (Game Guides / individual Community apps).

The layout is populated by images and categories.



PRO-TIP: You can also edit the Mobile Main Page from the Mobile Main Page on mobile devices.

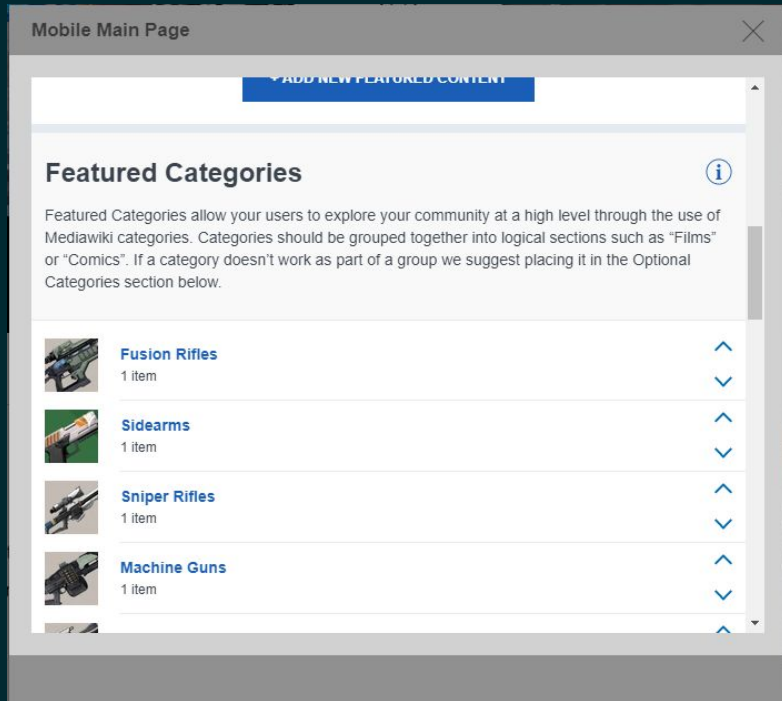
What Makes a Good MMP?

Wiki description - Header information that explains the wiki's purpose, and information.

Featured Content - Topical article, video, or blog post that features newly announced or popular information. Best to cycle out this section every few weeks.

Featured Categories - Categories that feature high amounts of content, or communities that use MediaWiki categories. Best used for large wikis that are media conglomerates. (Yu-Gi-Oh, Game of Thrones, etc)

Optional Categories - Categories that are specific in scope without subcategories. Best used on smaller to medium sized wikis.



Categories / Category Practices

Setting Category guidelines and practices early on in the wiki's lifespan is important as the community scales in size.

Important questions to ask:

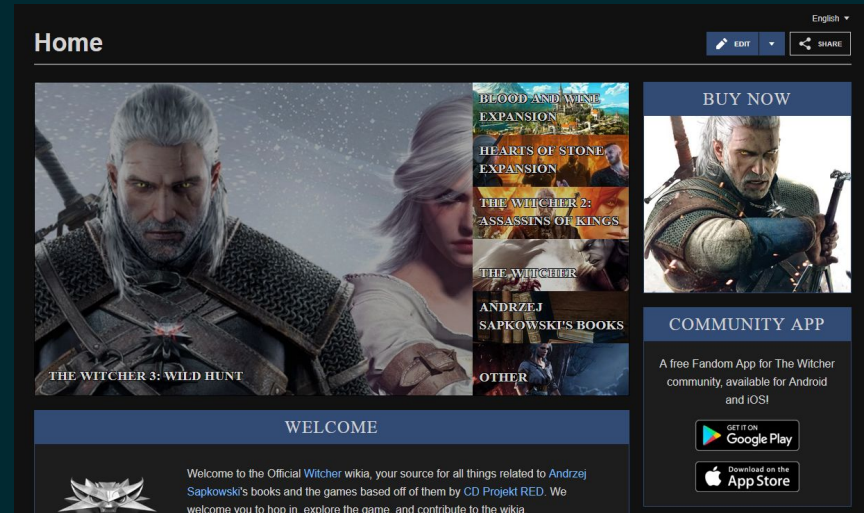
- What is the most important or most viewed content on the wiki?
How can categories best assist linking together that content?
- How general or specific should categories be? (Characters - > Main Characters - > Characters from X - > Female Characters from X)
- When seeding a community, it's a good idea to place placeholder categories on stub pages as a guideline for future editors.

- [Arena: Armor by Piece](#) (1 member)
- [Arena: Articles Needing Attention](#) (8 members)
- [Arena: Artifacts](#) (16 members)
- [Arena: Attributes](#) (8 members)
- [Arena: Audio Files](#) (47 members)
- [Arena: Black Marsh Locations](#) (36 members)
- [Arena: Bosmer](#) (2 members)
- [Arena: Bretons](#) (1 member)
- [Arena: Character Image Needed](#) (2 members)
- [Arena: Character Images](#) (42 members)
- [Arena: Character Stub](#) (5 members)
- [Arena: Characters](#) (18 members)
- [Arena: Characters by Gender](#) (2 members)
- [Arena: Characters by Race](#) (9 members)
- [Arena: Cities](#) (65 members)
- [Arena: Classes](#) (18 members)
- [Arena: Creature Images](#) (82 members)
- [Arena: Creature Stub](#) (2 members)
- [Arena: Creatures](#) (27 members)
- [Arena: Dunmer](#) (1 member)
- [Arena: Effects](#) (4 members)
- [Arena: Elsweyr Locations](#) (34 members)

PRO-TIP: Categories are not like hashtags. You can put content inside a Category page, and should if there is something to say about all members of that category. Otherwise, a category might not be significant and is just noise.

Gaming Wiki Category Tips

- In my experience, it's best to utilize categories to group together items/weapons based on their class or location. (Great Axes, Weapons from X)
- If your game has "franchise" potential, be sure to prepare for future releases in your category setup.
- Group content released as DLC together so it's clear what content is from the base game and what is post-release content. (Ashes of Ariandel Weapons, etc)
- Start with broad categories and then be more specific as the need arises.



PRO-TIP: If you have a Category like "NPCs with families of more than 2 children but less than 5", stop. Categories are for navigation, broad buckets, and maintenance. No one is interested in a category like that.

Case Study: Pokémon

The Pokémon wiki uses in-depth categories to cover information across several game franchises.

- Since each Pokémon can appear across multiple games, along with varied movesets, knowing how to best categorize that information is vital.
- All categories are related to sorting a Pokémon by a certain type, a stat variable in specific moves, or relate to specific in-game systems (breeding).
- Think of the content of your wiki and reflect on how important sorting that content is by specific categories
- Item, questlines, and characters make the most sense to categorize specifically.



Manual of Style

The Manual of Style is a list of rules and guidelines that all wiki content must follow. A MoS is a great way to establish style and quality guidelines and clear up discrepancies between users.

- A MoS should be drafted between admins and power users early on in a wiki's lifespan.
- As your wiki grows larger, make sure the MoS is easily found on the wiki navigation/mainpage.
- Set categorization standards via MoS, including image guidelines.

PRO-TIP: Other policies should be set early on also, such as rules of behavior, administrator elections, etc. However, it's also important not to have so many detailed rules that potential editors are intimidated. Less is more.

Yu-Gi-Oh!:Manual of style

The following styles are used in the content part of this site to ensure consistency within articles and formatting.

In most cases writing styles follow the ones used by Konami on cards in the *Yu-Gi-Oh! Trading Card Game* or other official *Yu-Gi-Oh!* media.

If something being quoted does not follow the styles outlined here, use the styles being quoted.

Proper English is always used unless it contradicts anything in this guide. Different forms of English have different styles. This guide highlights which ones are favored on this site.

The following applies to the content part of the site. When editing User, Talk or Forum pages, users may use whatever styles they prefer.

Contents [hide]

1 [Spelling](#)

2 [Capitalization](#)

3 [Italics](#)

4 [Punctuation](#)

4.1 [Quotation marks](#)

4.2 [Commas](#)

4.3 [Apostrophes](#)

5 [Date formats](#)

6 [See also](#)

Community Engagement

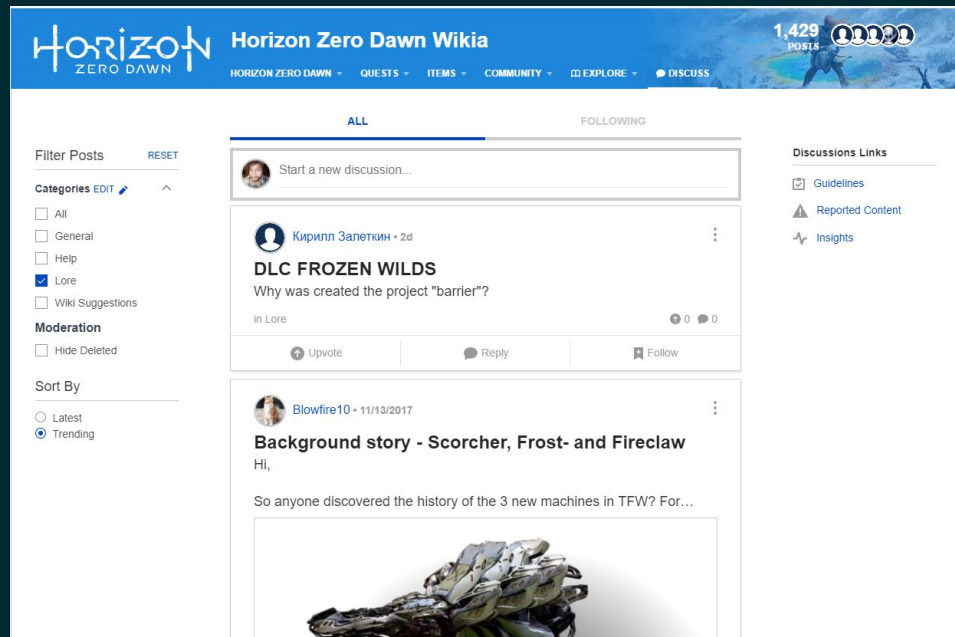
FANDOM wikis have several social features that allow users to engage with other users.

- Focusing in on one or two primary social outlets is preferred to not split your community too thin.
 - Discussions/Forums
 - Blog posts
 - Chat
 - Article Comments
 - External Social Sites or Apps (Discord, IRC)

Discussions

Discussions is a conversation feature that is available for use in web browsers (desktop and mobile) and in Community Apps.

- Upvote system/image linking/different boards supported.
- Discussions can be a great tool to pull mobile users into the wiki as contributors.
- Linked to mobile apps that appear on Play Store/Apple Store, allowing an easier path to community conversation for browsing users.
- Feeds can be easily embedded on mainpages.

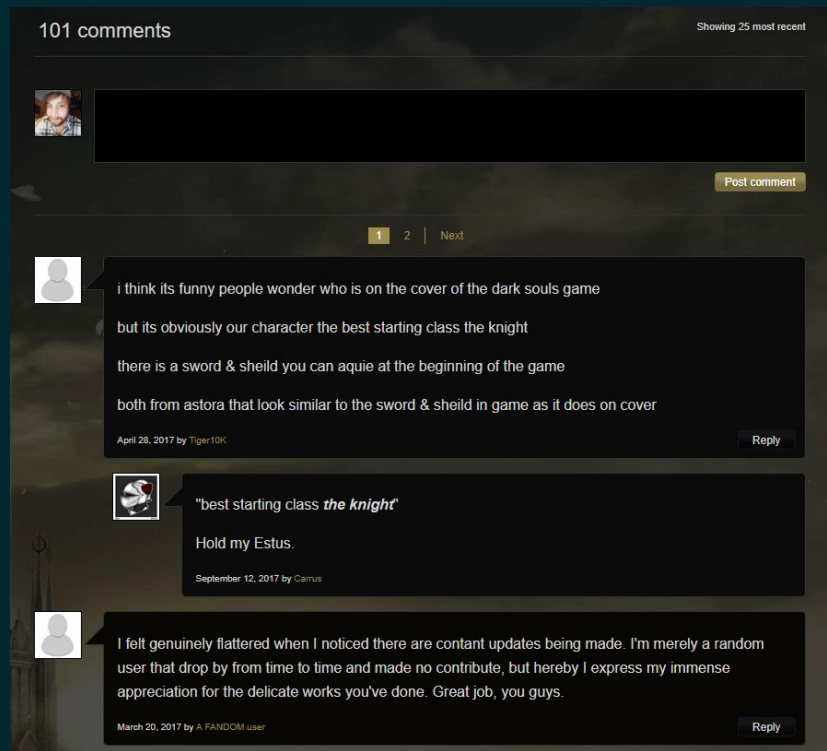


Article Comments

Article Comments allow users to comment and engage in conversations.

- Low barrier of entry but are easily spammed and can be tough to monitor on larger communities.
- Article comments succeed on game communities with a wide emphasis on player choice (LoL, Dark Souls, etc)
- If monitored strictly, can be used for users to suggest article changes (i.e. Resident Evil wiki)
- Know your community and content before deciding whether to utilize Article Comments.

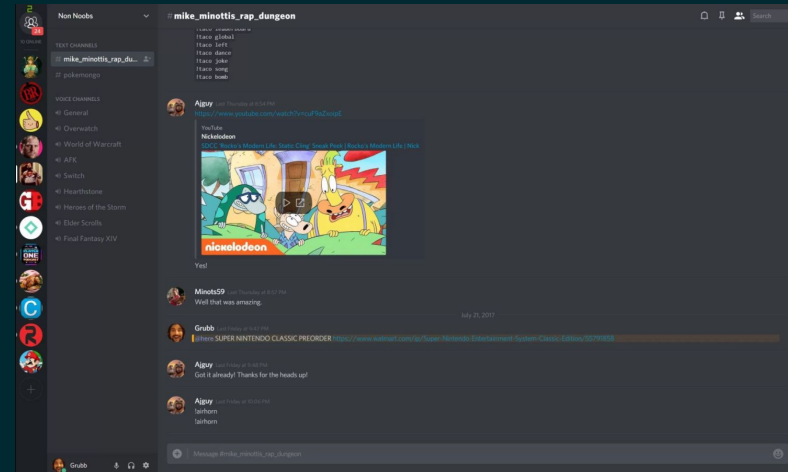
PRO-TIP: An article's Talk pages are also an excellent area for discussing wiki edits and article **contents**, rather than the article **subjects**. They're not always easily accessible, but those functions can be added for easy access with a script.



Discord

An external text and voice app that some communities have begun to adopt as an official chat client.

- Discord is not officially supported by FANDOM.
(must be monitored independently)
- It is a great way to pull in fans outside of FANDOM communities and get them involved.
- Discord allows links across other social sites.
(reddit, etc)

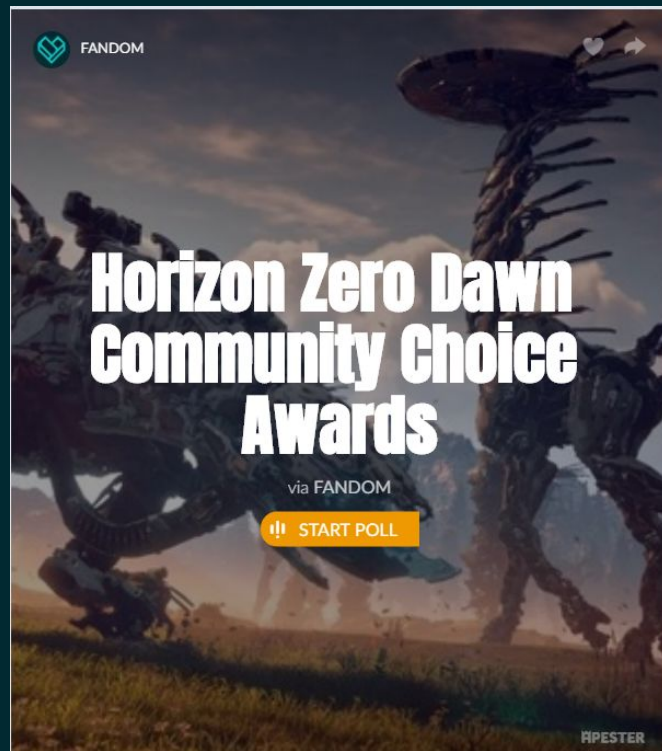


PRO-TIP: While they may be operated by some of the same moderators, there are no FANDOM-official Discords. Each Discord server is an independent communities under Discord's terms of service.

Community Events

Limited time community events can be a great way to engage users and initiate conversations.

- Community Choice Awards
 - Poll battles where users vote for their favorite elements. (Horizon Zero Dawn)
- Livestream Events
 - Let's Plays events (Final Fantasy wiki)
- Competitive/Cooperative play sessions
 - Deathmatches or Tournaments(Runescape wiki)
- Forming an admin or user group to specifically focus on community events is a great way to keep a regular schedule.



PRO-TIP: Real-value prizes (physical or digital) for contests, for legal purposes, can only be distributed in the United States or Canada. Because of a wiki's global audience, these are discouraged.

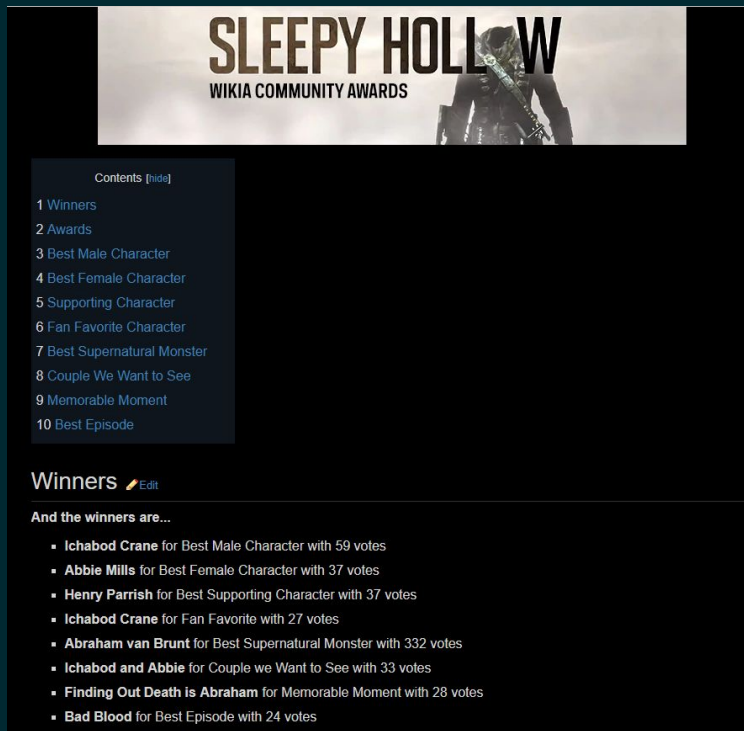
Community Events Tips: Polls Battles

Time events 2 weeks before or after major releases for maximum exposure.

- Promote across social channels on wiki/outside wiki.
- Focus on 'picking favorites'
- Use the poll tool or external sites (Apester), be sure to include visual galleries for each category
- Encourage discussions and debate in comments.
- Host on blogs/discussions/forums

GAMING: character, location, weapon, armor, quest line, enemy, boss, etc.

ENTERTAINMENT: episode, character, villain, conflict/battle, sidekick, romance, etc.



The screenshot shows the 'Sleepy Hollow Wikia Community Awards' page. At the top is a banner with the title 'SLEEPY HOLLOW' and 'WIKIA COMMUNITY AWARDS' next to a character image. Below the banner is a 'Contents' sidebar with a list of 10 categories. The main content area is titled 'Winners' and lists the winners for each category with their respective vote counts.

Category	Winner	Votes
1 Winners		
2 Awards		
3 Best Male Character	Ichabod Crane	59
4 Best Female Character	Abbie Mills	37
5 Supporting Character	Henry Parrish	37
6 Fan Favorite Character	Ichabod Crane	27
7 Best Supernatural Monster	Abraham van Brunt	332
8 Couple We Want to See	Ichabod and Abbie	33
9 Memorable Moment	Finding Out Death is Abraham	28
10 Best Episode	Bad Blood	24

Creating a Community of Contributors

A healthy community is full of contributors who know their role, communicate well with others, and have a unified vision of wiki needs.

- **Content Creation** (article writers, image editors, taxonomists (categorization specialists))
- **Technical/Template Creation** (article templates, CSS additions, bot operators)
- **Community Engagement** (user engagements, community events, social presence)

Being comfortable in a single core role - and then assisting other users who take other roles - is the best way to establish strong teamwork between contributors and prevents a single admin from taking a 'monarch' role.

If you are on a smaller wiki and/or a sole contributor a community, be sure to create an inviting environment that makes it easy for newer users to take part.

User Rights/Role Management

User rights management is the system of assigning different permissions to users that grant them greater customizable access to the wiki in question.

- It's important to have a balance in adminship/content moderator roles - do not get too top-heavy or bottom-heavy.
- Be mindful of users who ask for user promotions after a short time of contributing (even if their contributions are great)
- When open adminship roles are available, make sure the community at large is in the discussion of filling the role.
- Try to prevent "monarch" admin situations by incorporating a diversity within the power groups

Groups

- | | | | |
|--|---|---|--|
| <input checked="" type="checkbox"/> No group (0 users) | <input checked="" type="checkbox"/> Bots (8 users) | <input checked="" type="checkbox"/> Bureaucrats (3 users) | <input checked="" type="checkbox"/> Chat moderators (1 users) |
| <input checked="" type="checkbox"/> Administrators (7 users) | <input checked="" type="checkbox"/> Authenticated (107 users) | <input checked="" type="checkbox"/> Bot-global (19 users) | <input checked="" type="checkbox"/> Content Reviewers (10 users) |
| <input checked="" type="checkbox"/> Council (184 users) | <input checked="" type="checkbox"/> News and Stories Wordpress access (101 users) | <input checked="" type="checkbox"/> Global Discussions Moderator (27 users) | <input checked="" type="checkbox"/> FANDOM Helpers (36 users) |
| <input checked="" type="checkbox"/> Restricted-login (503 users) | <input checked="" type="checkbox"/> Restricted-login-exempt (3 users) | <input checked="" type="checkbox"/> Image Reviewers (48 users) | <input checked="" type="checkbox"/> FANDOM Staff (228 users) |
| <input checked="" type="checkbox"/> FANDOM Utilities (175 users) | <input checked="" type="checkbox"/> Vanguard (27 users) | <input checked="" type="checkbox"/> Volunteer Developers (7 users) | <input checked="" type="checkbox"/> VSTF (20 users) |

Deselect all

Rewarding Contributors

Regular contributors can be hard to come by, and making sure they are rewarded can go a long way to keeping them active.

- Allow creative users to be creative! Whether it's unique community event ideas, specific code/CSS/template contributions, or interesting approaches of displaying content
- Featured user and featured article templates on mainpages can be a great way for a community at large to show appreciation.
- Reward consistent, engaging users with promotions only when the need arises.
- **"Thank you"s go a long way.**

Dealing with Activity/Contributor Drought

Most wikis will have periods of intense views/editing, and then periods of drought. Keeping a community together during these droughts can be difficult.

- If there are no new content needs, look to finding ways to improve existing content.
- Create Google Alerts that follow your media and share any relevant news.
- Run community events, social gatherings, multiplayer meetups.
- An updated and visible to-do list can be a great way to keep the community 'moving to the next thing'.
- Publish successes and experiment.

Cuphead Wikia's Progress



Accomplished
tasks
[See full list](#)

Quick Stats

Date	Views	Edits	Photos
Jan 17	22K	75	11
Jan 16	21.4K	113	16
Jan 15	23.9K	132	25
Jan 14	25.9K	76	5
Jan 13	27K	142	14
Jan 12	24.3K	57	4
Jan 11	23.4K	49	2
Totals	168K	644	77

[See more stats](#)

Adminship Tips

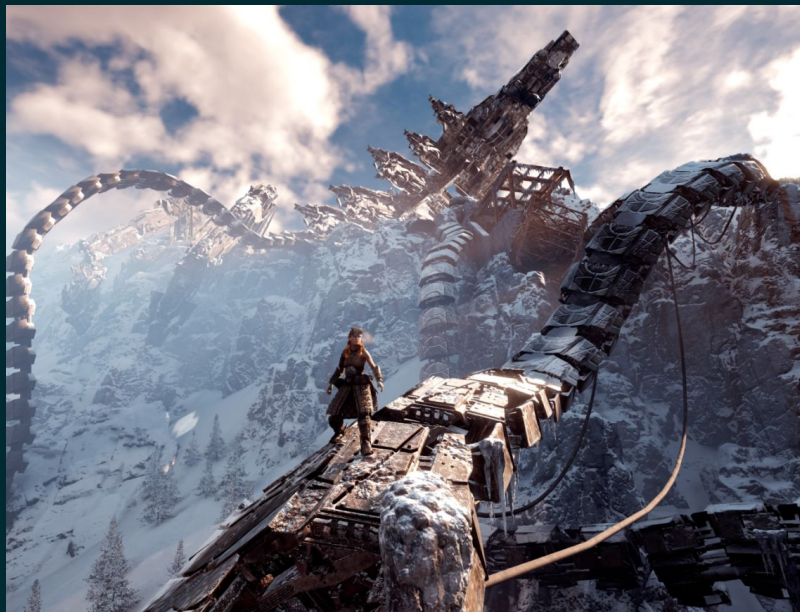
What to do when the community is inactive and you might need to step away?

- Make it clear in your profile page that you will not be as active, giving specific dates and sticking to them is a bonus.
- Wikis can be put up for adoption after **60 days of inactivity** from all admins - set yourself calendar reminders to prevent that situation from arising.
- If you are looking to step down from your administrative role, look to the current community for replacements and reach out to them if they are interested.
- Lean on power users and trusted users to keep an eye on things in your absence.
- Engage with the community socially when you can, edit content semi-regularly to prove you are still invested.

Great Communities Get Noticed

Healthy communities have the potential to be noticed by their respective IP owners.

- Horizon Zero Dawn Developers reached out to high profile wiki users and gifted them free art books.
- Exposure to the community from developers (official status)
- Articles features from editorial sites.
- Beta codes and other giveaways.
- Passion gets noticed!





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