



Reviewing  
the growth  
of the  
r/riseofberk  
Discord and  
subreddit

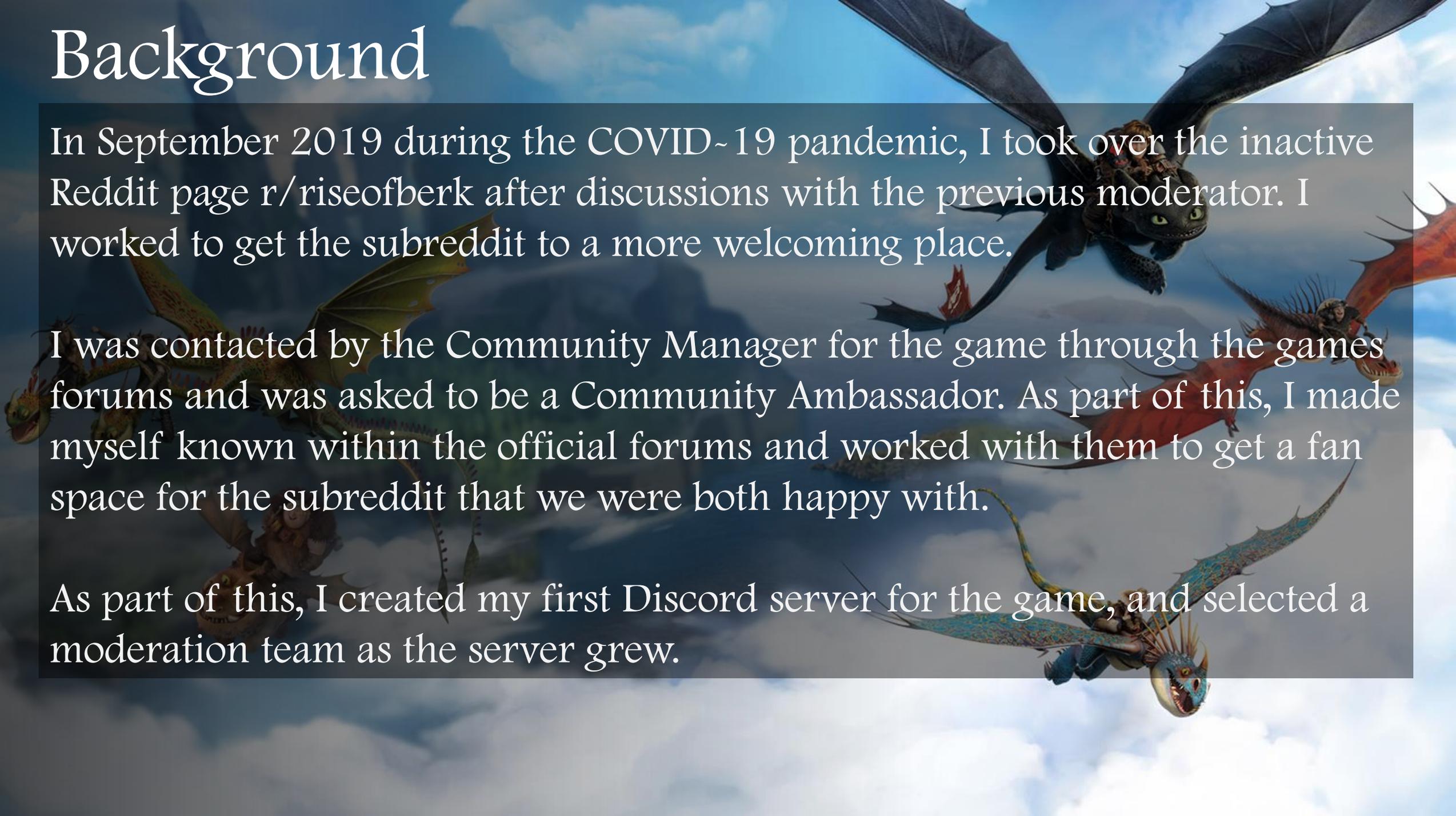
Compiled with original content by Joseph Robertson, AKA PkmnTrainerJ  
Some images used owned by Jam City.

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# Background



In September 2019 during the COVID-19 pandemic, I took over the inactive Reddit page r/riseofberk after discussions with the previous moderator. I worked to get the subreddit to a more welcoming place.

I was contacted by the Community Manager for the game through the games forums and was asked to be a Community Ambassador. As part of this, I made myself known within the official forums and worked with them to get a fan space for the subreddit that we were both happy with.

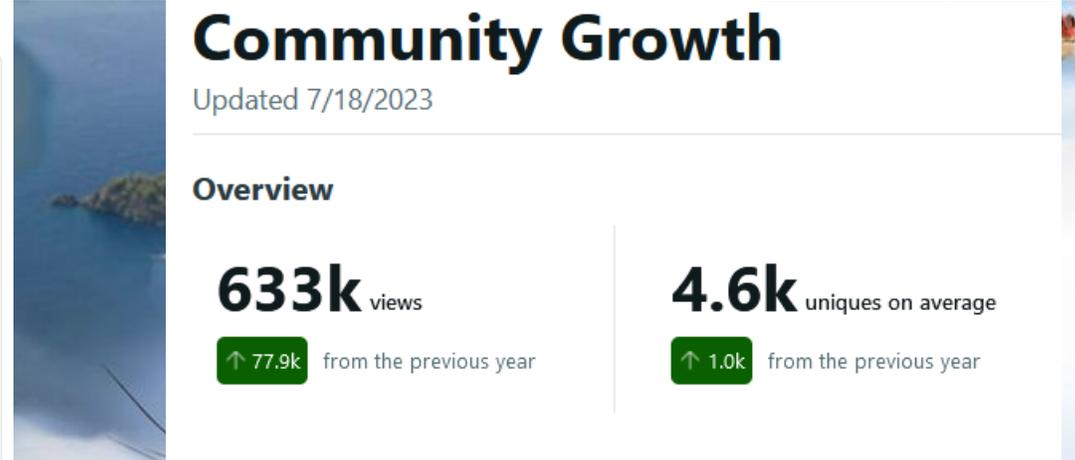
As part of this, I created my first Discord server for the game, and selected a moderation team as the server grew.



# Reddit

Since taking over the subreddit, there has been significant growth, and I was able to get the Rise of Berk team to run their first ever AMA, which led to growth in the subreddit, Discord and in Daily Active Users in the game.

This growth continues as can be seen in the posts and Community Growth.





# Reddit AMA

As noted, I had discussions with the game team around doing an AMA on the subreddit. The team were cautious as they had not communicated directly with their players outside of game announcements, so I took time to assuage their concerns and explain how it would work. They were very content with this, and more AMAs are planned.



RiseOfBerk · 3 yr. ago

New Dragon Rider

What are the biggest challenges you've faced developing the game?

**Pen (3D Artist)** - *Adapting the art to match both the style and limitations we have in Rise of Berk has always been a challenge. We balance the designs and concepts from Dreamworks as well as expectations from fans who really love this world, so we have a lot riding on it!*

**Moe (QA Project Lead)** - *Trying to reproduce some of these lingering bugs in the game. We acknowledge they can be frustrating to experience and it is sometimes hard to find the exact source of some problems players experience with these bugs. Working with our customer support teams and getting player feedback can help a lot in solving these problems and we really appreciate ALL the players' comments.*

**Alexis (Programmer)** - *Probably navigating old code and implementing better methodology when we can, since the game originally came out a while ago.*



# Discord

When I took over the subreddit, I also created my first Discord server,, being a fan one for the game linked to the subreddit. The Discord now has over 2000 members and is one of the main spaces for discussion and updates about the game, as I share messages from the Community Manager there, as well as participating as a player of the game

# meade-hall Join us in the great hall and discuss the game with us!

19 July 2023

sharkerbaby (US|UTC-5) Today at 19:15  
Doesn't mean they have to adhere to it

@sharkerbaby (US|UTC-5) I'll just point out once again that just the information we get about upcoming events is in no way a guarantee. Events can and have been changed on a whim

Cal Today at 19:15  
That I am completely aware of, and it's not because I think it's foolproof nor trying to erase those efforts. It just seemed really unlikely they would do it with Bargemine, considering she hadn't been around for so long, so I had my hopes ridiculously high in comparison to former experience, especially since I was repeatedly told I had enough time. Which, isn't the fault of those who thought so either

! Pedja Today at 19:16  
so they know but wont to anythinga about it

Nyrex surojit Today at 19:16  
Why pedja

Cal Today at 19:16  
So right now I'm just praying that I get the OC or egg, else there will be another time, right?



# Discord

For the Discord, I have worked on promoting it along with my excellent moderation team, to drive the player engagement. As a result, we have 14 Boosts to the server, equating to a \$70 monthly spend, showing how those who engage value the server.

My moderation team also continue to come up with great ideas for the server such as anniversary games, design contests and questions of the week

**CURRENT**

**Level 3** 14 Boosts

- 🔗 Custom Server Invite Link
- 📁 100MB File Uploads
- 🔊 Highest Quality Audio
- 🎬 GIF Animated server banner
- 🎤 300 Video Stage Seats & more!



# Discord

The Discord continues to grow with new member retention improving to 49% in July 2023. I also track the amount of messages sent and visitors to report this back to Ludia.

## Key Metrics

VISITORS 

**779**

COMMUNICATORS 

**132**

TOTAL MESSAGES SENT

**10,467**

TOTAL VOICE MINUTES

**223**

Some Ludia employees are silently active within the Discord. Choosing to monitor but not engage, to see what is happening in the wider community.



# Discord

I have regular calls and chats with the Ludia team so that I can raise any player issues, ideas to grow the playerbase and player feedback as well as leave any hints which won't break my NDA. I have also been on calls with the creative team behind Dreamworks Dragons: Race to the Edge.

This gives me a good idea about things behind the scenes, such as Dreamworks needing to approve every new Dragon in the game

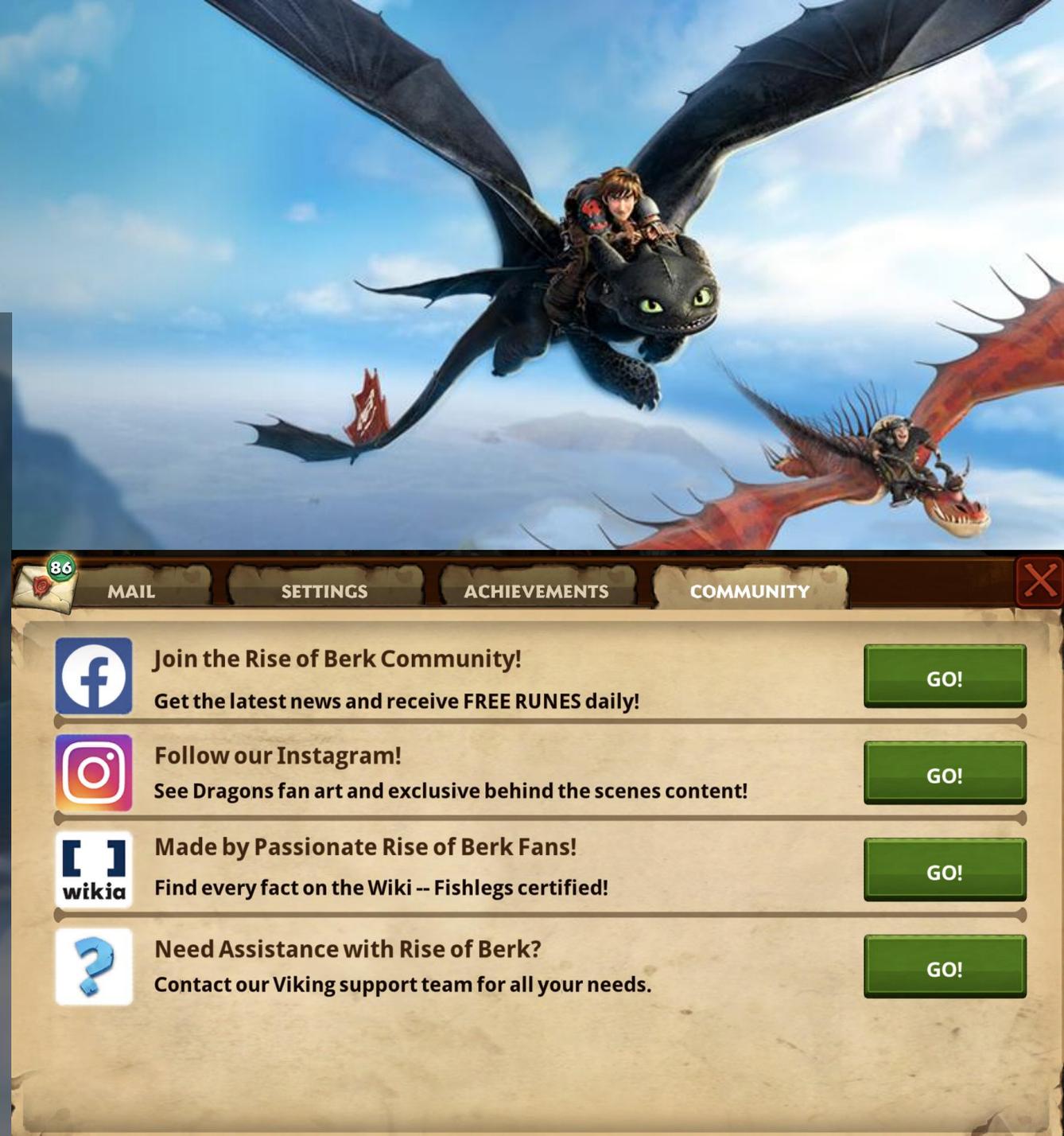


# What's next?

I have applied for a Partner for the Discord, and will hear back from this by the end of August 2023.

Unfortunately, there have been some lay-offs at Ludia, the company behind the game, meaning that not all the ideas myself and the Community Manager have created together have been implemented.

However, there is a space available in-game where the now defunct Ludia Forums were linked to. So watch this space.





# Contact

If you'd like more details, or to have a discussion about any roles you have available, you can contact me through these channels.

LinkedIn ~ <https://www.linkedin.com/in/pkmntrainerj/>

Threads ~ <https://www.threads.net/@pkmntrainerj>

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