

Travian Academy

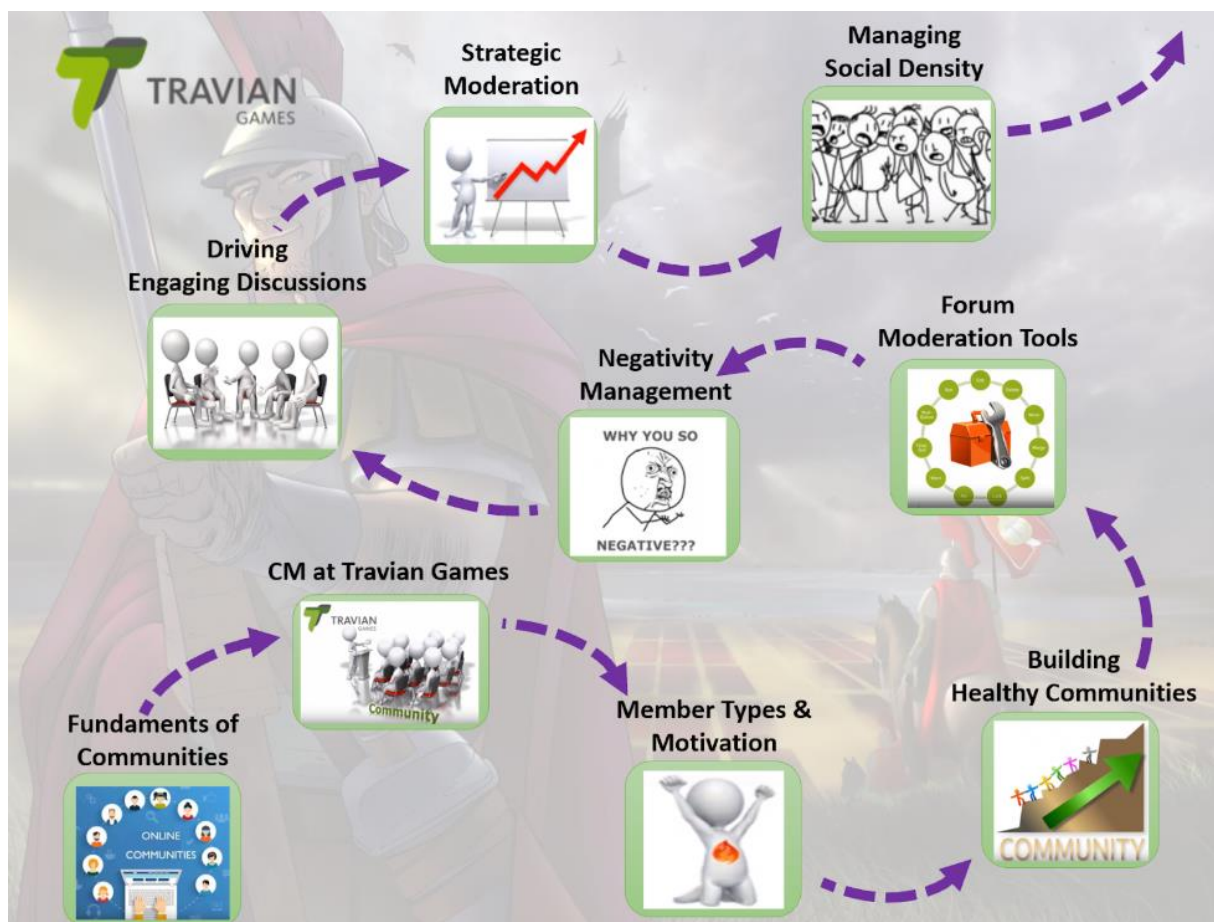
In our Legends on Tour 2019 Summit, we presented the training project we set up for our Community Management Team during the beginning of 2019.

Goal

We want to empower our Community Managers by providing them additional knowledge on best practices for the management of communities. We are constantly adding training courses to improve general knowledge and improve the way we communicate with the communities.

How does it look like?

Here you can have an overview of the training modules that are currently set up. More modules will come soon to support our Community Managers in their work.



Search courses

Name



Fundamentals of Communities ^(A1)



Community Management

This course is the first introduction to the world of Communities. Content: - A brief story of Communities - The Community as a benefit for customers - The Community as a benefit for business This course is categorized as 'Basic Training'

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Community Management at Travian Games ^(A2)



Community Management

This course will describe in detail the responsibilities of the Community Manager at Travian Games. After finishing this course you should be familiar with all relevant CM tasks. Content: - Goals of the CM Team - Structure of the CM...

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Types of Members & Motivations ^(A3)



Community Management

There is no universal answer to the question "What do my members want?". This course illustrates the different types of motivations that make members participate in a Community. A Community Manager should always be aware of the different member...

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Keeping your Community healthy ^(A4)



Community Management

This course will show the main roles of a Community Manager. It should also provide the Community Manager with some quick-wins and tactics to keep the Community active and healthy. Content: - Roles of a Community Manager - NO-GOs for Community...

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Moderation I - Tools ^(A5)



Community Management

This course will show different types of moderation tools for situational moderation, and how they can be used tactically to keep the posts, discussions, and members in the forum in balance and order. Content: Moderation features and when to...

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Moderation II - Managing Negativity ^(A6)



Community Management

Every Community has members who are known for provocative behavior and negativity. Sometimes antagonistic members can bring benefits upon the Community and sometimes they need to be moderated and educated. This course will discuss why some...

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Moderation III - Driving Discussions ^(A7)

☆☆☆☆☆

Community Management

After completing this moderation course, the Community Manager should be familiar with different methods for creating, diversifying and navigating discussions in the forum. Content: - Discussion Value - Controversal topics - Initiating...

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Moderation IV - Strategy and Member Behavior ^(A8)

☆☆☆☆☆

Community Management

This course will show the main differences between situational moderation and strategic moderation. A solid moderation strategy is important for a Community Manager to achieve essential long-term goals through moderation actions. The course...

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Moderation V - Strategy and Social Density ^(A9)

☆☆☆☆☆

Community Management

The amount of activity within a certain area impacts whether members are likely to interact or leave. This course will show how a Community Manager can recognize and manage social-density problems in the Community, when activity should be...

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Conclusion

We want to improve communication with our players and get as close as possible to the community. That's why we are trying to provide our Community Managers with as much knowledge as possible to support us in this objective.