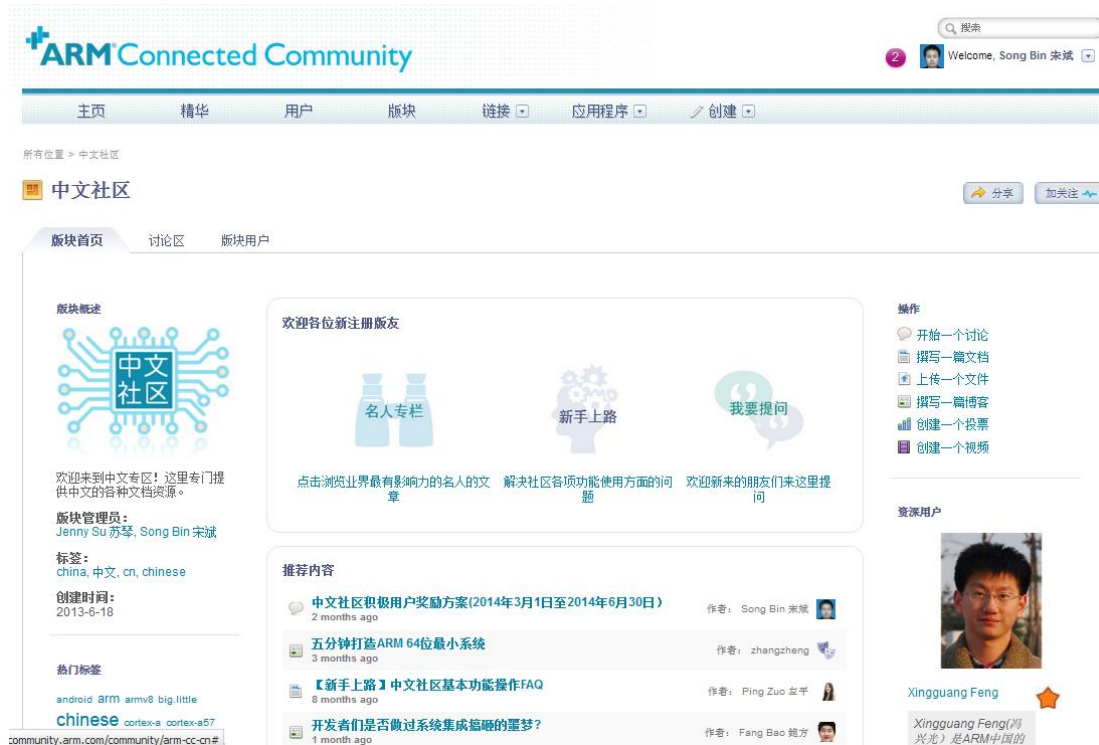




Going Global - Launching and Engaging Multi-Lingual Communities

Alban Rampon, ARM Global Community Manager
The Community Roundtable, Dec 17, 2014

ARM Connected Community – Case Study Summary



Making it even easier to design on ARM

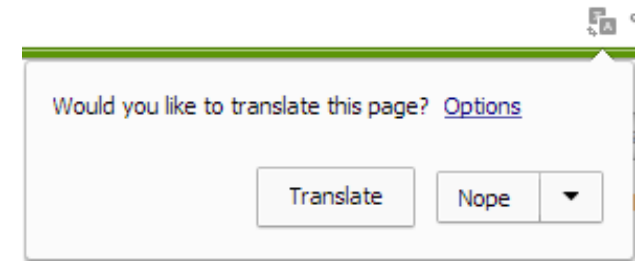
- Find relevant information, getting support
- Navigate easily the ARM ecosystem
- Participate in thought leadership discussions
- Generate quality leads for our 1,200+ Partners
- **Dedicated Chinese area for a key market**

Launched	Nov 2013
Members (1 Dec)	7,600+
Topic Areas	20
Partner Areas	950+

中文社区 - community.arm.com/cn

How did we Approach Content?

- Target audience = readers not comfortable in English
- Chinese readers comfortable in English would browse English content



➤ We do NOT facilitate machine auto-translation

- English version needed to understand
- Bad reputation by association
- But available on browser
- We will reassess technology progress

Select Language
Powered by Google Tran



Song Bin 宋斌 Sep 15, 2014 12:37 PM

Gary兄, 你翻译的这篇技术博客很赞, 非常感谢, 我把你的标题加上原创翻译, 参与我们这一季度的竞赛 😊

👍 Like (1)



Song Bin 宋斌 Sep 15, 2014 12:37 PM

Gary brother, you translate this technology blog is like, very grateful, I put your title plus the original translation, to participate in our contest for the quarter 😊

👍 Like (1)



Song Bin 宋斌 Sep 15, 2014 12:37 PM

Hi Gary, your translation of this technical blog is very good. Thanks a lot. I'll add "original translation" to the title and take it as a candidate for the contest in this quarter 😊

👍 Like (1)

➤ Selectively translate

- What we think will work,
- Where we miss content,
- What will help the business.



Privacy, Abuse, Moderation...

- **Privacy** - most details are private by default
 - Need to think about what you can legally do with personal details
 - What our target audience would do anyway
 - Allows us not to link farm for spammers
- **Moderation** - From **very restrictive** to **open to all!**
 - We educate employees on desired behaviour
 - Guidelines provided and review after publication
- ↳ Contribution went from 910 blogs in 4.5 years to 940+ in 9 months!
- **Report abuse** - One flag is enough to remove content
 - Protect against intellectual property leaks
 - Trusted members: competitors won't remove each other's content
- **Planning for the future**
 - Chinese area is built to allow further control when necessary
 - ARM doesn't have an ICP license and CDN stops before the GFW
 - Requirement can evolve with time: theming, moderation...



Using the Right Media – Social Media Services

- What were we trying to solve?
 - Some social media services unavailable
 - Audience on different social media than Western
 - Use existing successful local channels
- Embed [YouKu](#) videos (~Chinese YouTube)
- Enable [Sina Weibo](#) outbound sharing

	Metrics	#
	Sina Weibo Followers	> 40k
	Sina Weibo Q1 Engagement	> 180/post
<hr style="border-top: 1px dashed #0070C0;"/>		
	YouKu Videos	220
	YouKu Views	~1500/video

 视频: ARM互联社区成立一周年!

ARM开发者们, ARM的合作伙伴以及ARM员工分享在ARM互联社区的感受, 庆祝社区成立一周年。马上加入community.ARM.com!







Enjoy!

16 查看  标签: video, 中文, chinese, smartphone, 视频

Using the Right Language – UI Localization

➤ What were we trying to solve?

- Make the used terms more easily understood

1. Tweak UI terms for external communities, instead of internal

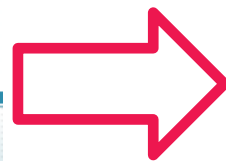
2. Use the terms our audience will expect

➤ Solution used made it easy to directly edit the UI and email templates

- We started with Chinese, then tweaked English

- As some members posted French, we also improved it

Language	Sessions
English US	~59.5 %
Simplified Chinese	~7.5 %
English GB	~ 6.5 %
Traditional Chinese	~ 3.5 %
German	~ 2.5 %



Use Your Local Network & Results

Our Chinese Community Manager is Chinese!

- Local culture, customs, language, laws
- Manage relationship with translation agency (dedicated budget), and Partners
- Despatch questions to SMEs, with potential translation for non-Chinese SMEs
- Hand pick English content to translate

Results

- The local team replies in a timely fashion, even during weekends!!!
- Much more engagement than before.
- Chinese is still only 4.3% of content but represents 7.5% of page views.
- 16% of our users are Chinese, but they consume more than they contribute, as predicted.
- Now, divisions include content for the Chinese community in their launch plan

Our Next Areas of Focus – New Developments

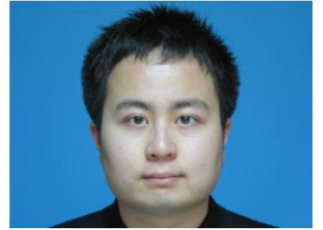
- Increase promotion during events
- More technical content
- Tweak content creation incentives

工作

名称: Song Bin 宋斌
状态级别:  Employee (4,157 分)
头衔: Chinese Community Manager
位置: Shanghai, China
加入日期: 2013-10-28
传记: Graduate from ECNU, major is physics.
Work for NEC Electronics and RENESAS Electronics as FAE and Marketing for 7 years. Join ARM from Oct 2013.
毕业于华东师范大学, 主修物理学, 曾为NEC电子和瑞萨电子工作7年, 主要担任应用技术支持和市场工作。2013年10月加入ARM

专门技术: 微控制器相关技术和市场信息
物理学
中文
日语

公司: ARM
兴趣: Visit Museum 喜欢逛博物馆



Top 5 Things to Do on Monday at the Office

1. Design for your audience first: What do they need? What is relevant?
2. Leverage your network: Customers, Partners, Developers...
3. Think about *different* incentives: What would they like to have/get?
4. Leverage platform vendor, and its ecosystem
5. Try or at least ask those who did it!

köszönöm ! תודה dĕkuji

mahalo 고맙습니다

thank you

merci 谢谢 *danke*

Ευχαριστώ شکرا

どうもありがとう *gracias*

Alban Rampon

Alban.Rampon@arm.com

Community.ARM.com