

Orbit® Presents

CONSTITUTION REPORT  
STATE OF COMMUNITY TOOLS

2021 Edition

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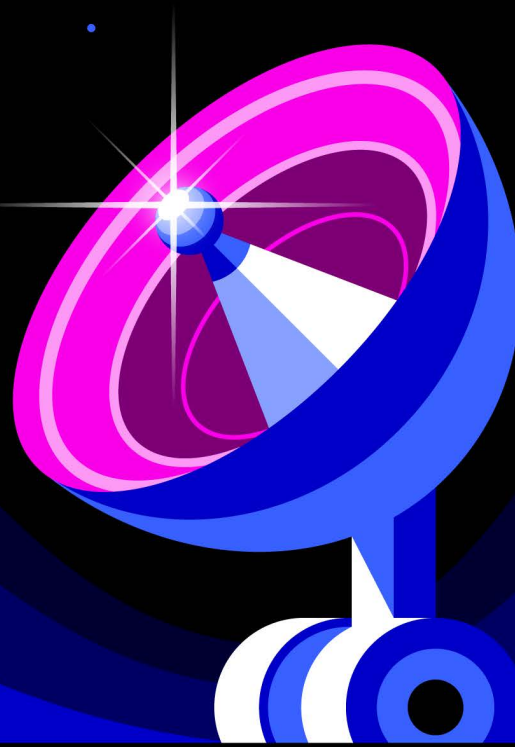
# THE **CONSTELLATION REPORT** STATE OF COMMUNITY TOOLS 2021

**Welcome** to the inaugural Constellation Report - charting the state of community tooling to gather insights on the software stacks being used to make community happen.

## **Methodology**

To create this report we surveyed community builders from 115 different communities. From solo-founders to large teams, and from mature communities to those just getting started.

Keep in mind, that while we promoted the survey through industry channels to gather a representative sample, many responses are from Orbit users. The terms apps and tools are used interchangeably to refer to the software a team uses.



# KEY FINDINGS YOU NEED TO KNOW

1

A typical community is active across 6 different platforms.

2

Community teams use 7 apps to manage and understand their members. They're planning to try 3 new tools in the next year.

3

Most teams lack integration between their tools and data. Only 1 in 5 have tools integrated with other teams.

# CHAPTER 1



How Community Builders  
Are Putting Tools to Work

*Communities, and the tools for managing them, are increasing in importance. So is choice. On average, community teams use 13 tools to run their community.*

# THE ZENITH

The most commonly used apps.

 **slack**

 **Discord**

 **Google Analytics**

**Linked** 

 **Google Sheets**

**zoom**

 **YouTube**

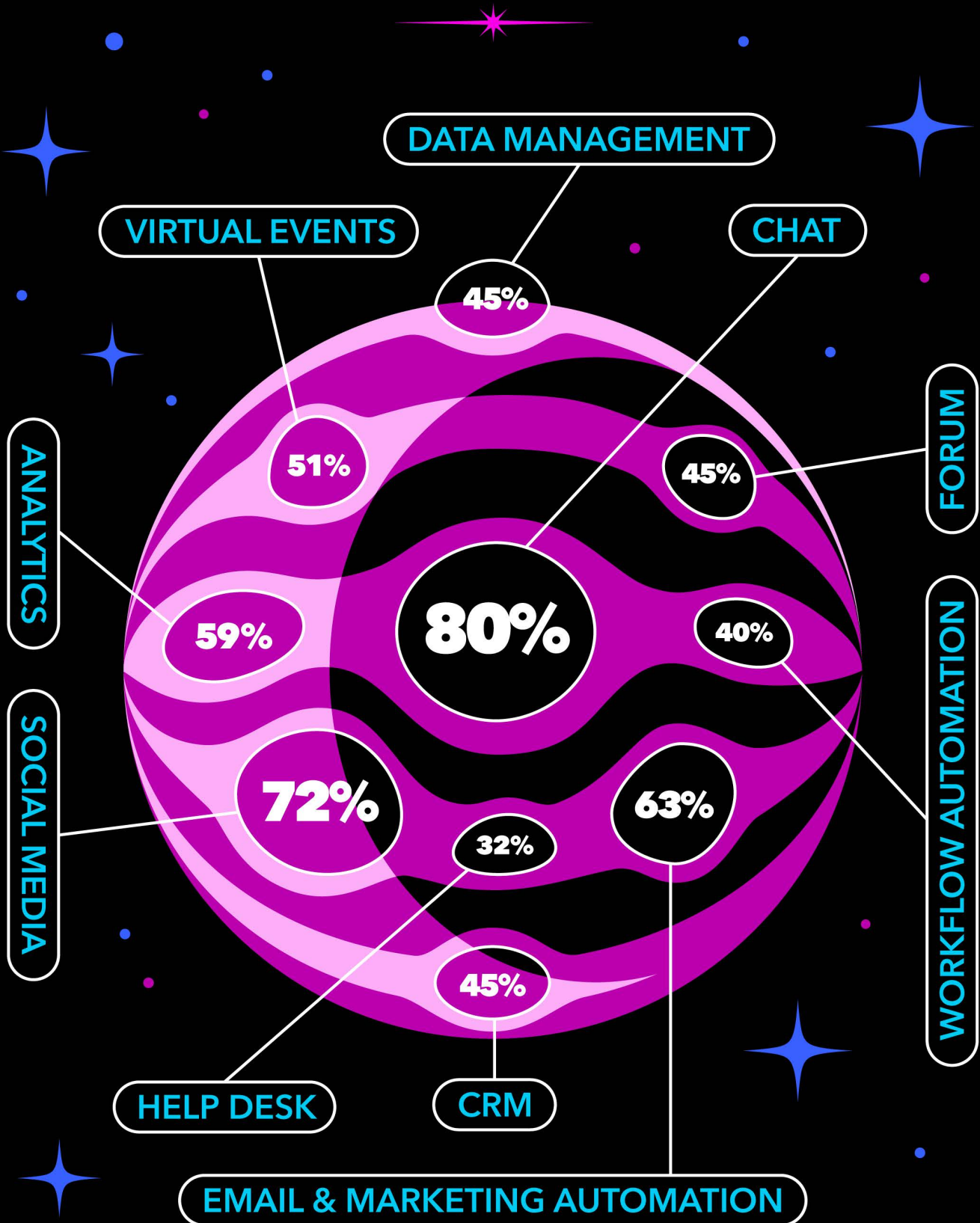
**facebook**

**zapier**<sup>\*</sup>

**twitter**

# MOST COMMON CATEGORIES

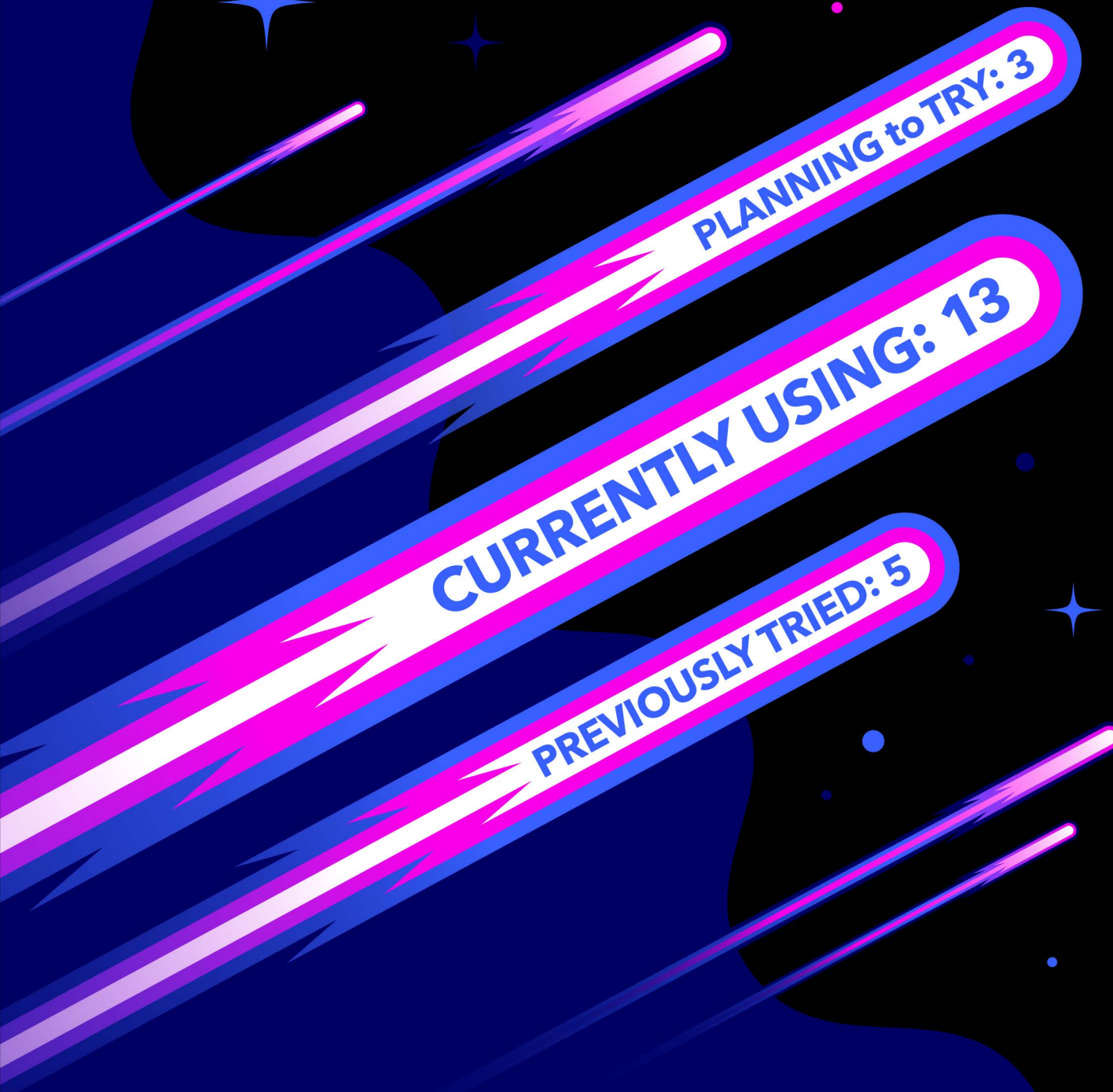
A typical community team uses 7 categories of apps.





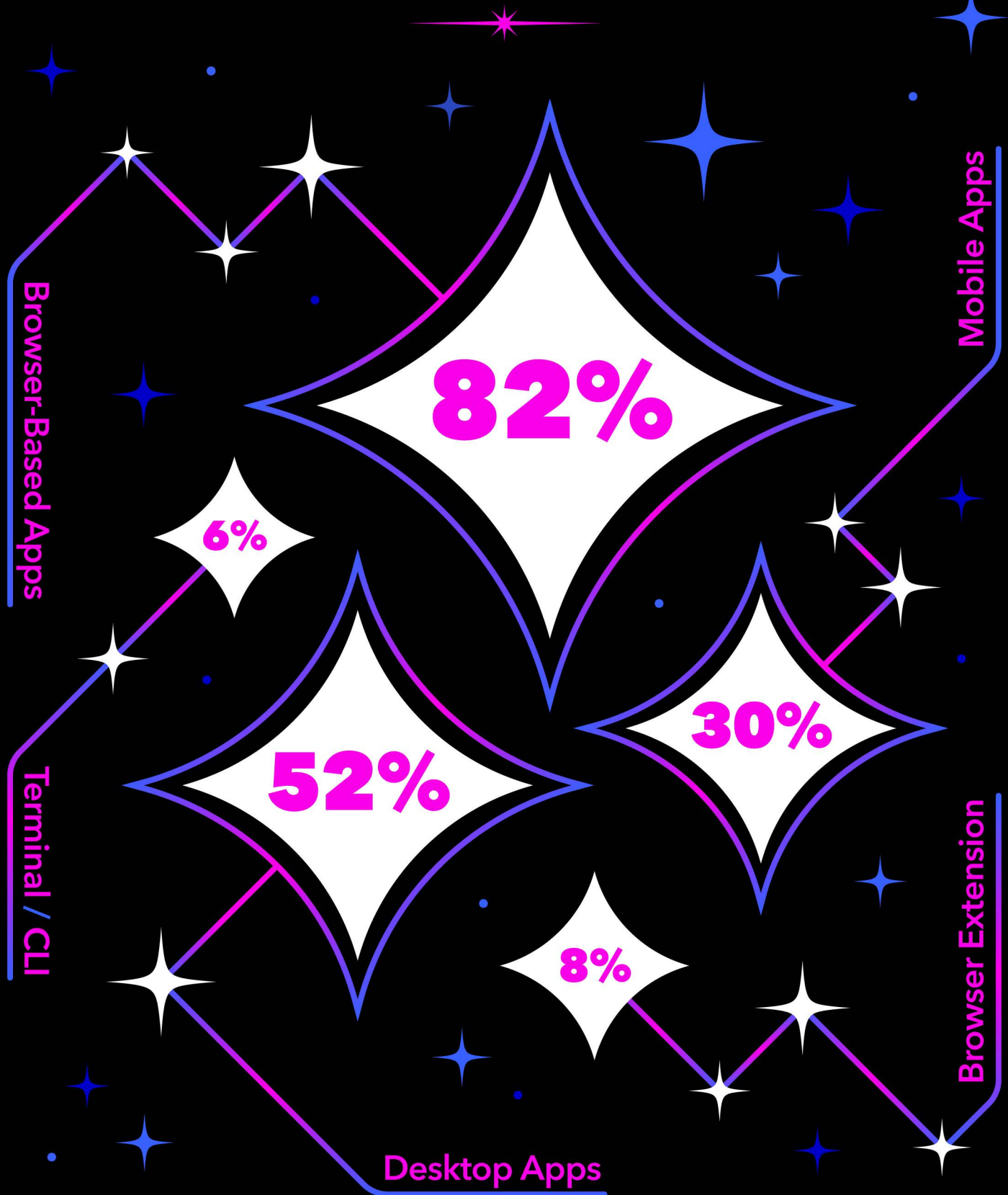
# AVERAGE NUMBER OF TOOLS USED

The community tools stack is large and ever-evolving.



# TOOLS BY TYPE

The browser is where most community work happens.

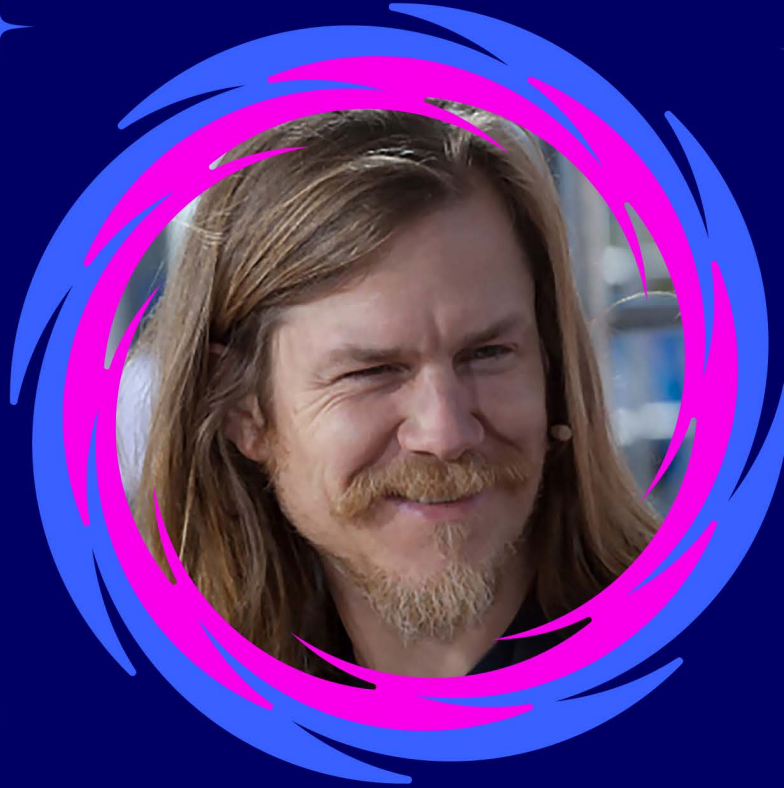


# PROGRAMS DEPLOYED

84% of teams use content, newsletters, or events to drive community.



## EXPERT OBSERVATION



////

There's a huge amount of choice and fragmentation in community tooling. This is creating cognitive overhead... but it's also an opportunity to shed light on each other.

*James Governor*

*Principal Analyst & Co-founder of RedMonk*

## **CHAPTER 2**



### **Where Communities Are Gathering**

*Community happens across a complex constellation of platforms. On average, each community interacts on 6 different platforms, making it hard to understand an individual's journey across all touch-points.*

# CATEGORY WINNERS

The most used app within each category.

Chat



Community Management



Engagement



Forum



Social Media



Virtual Events



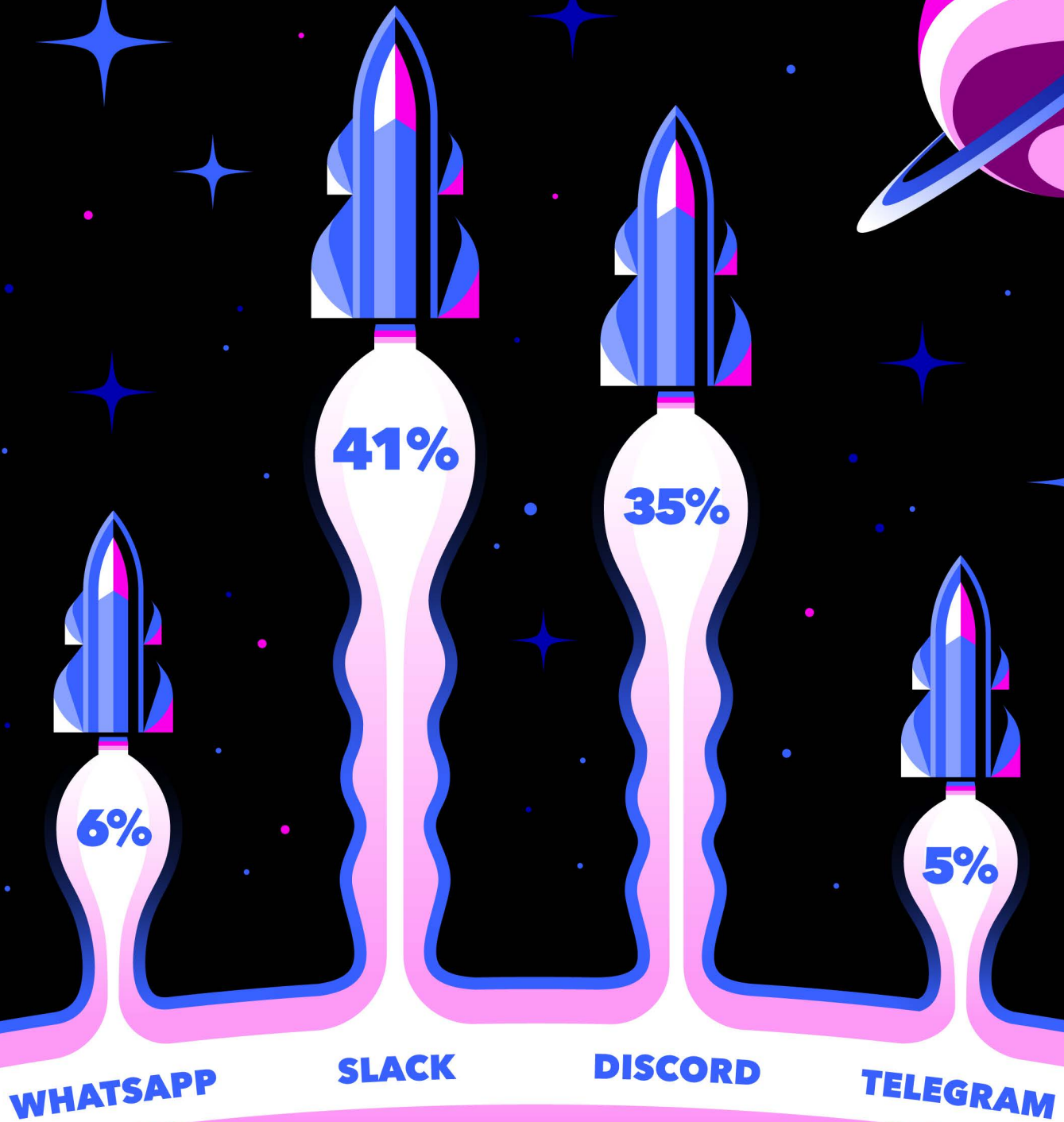
Voice



Webinar



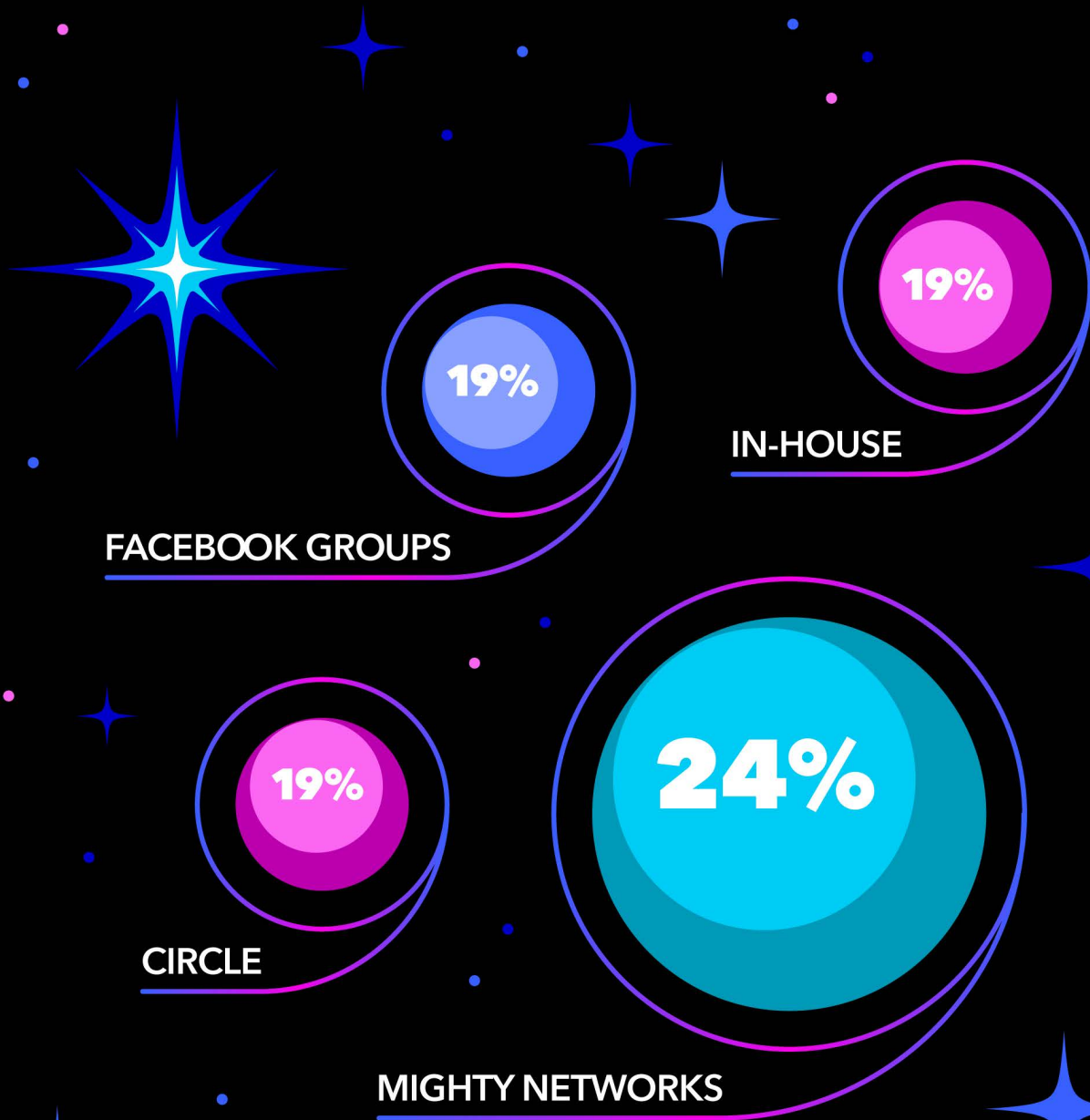
# CHAT



Others Used:  
Guild, Mattermost, Element and Geneva.



# COMMUNITY MANAGEMENT



Others Used: Geneva and Zapnito.

# ENGAGEMENT

SPARKLY

8%

VIDEOASK

8%

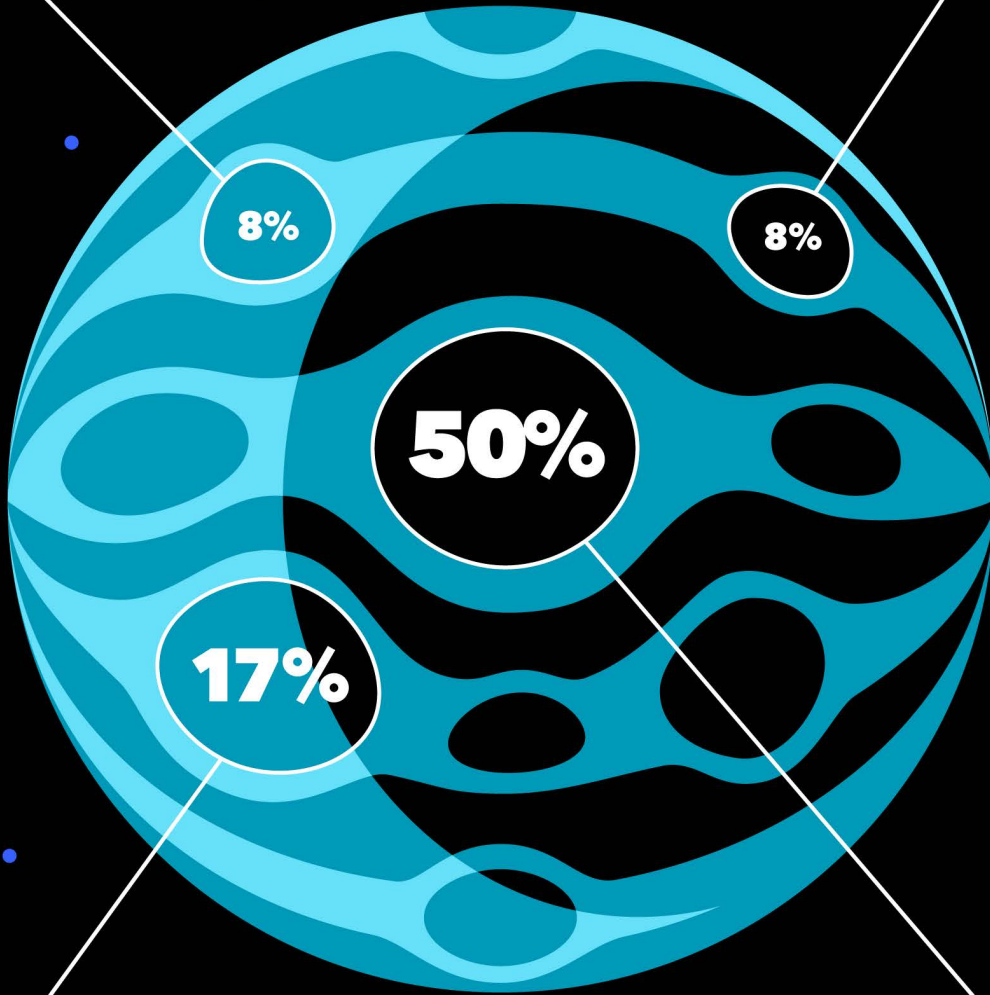
50%

17%

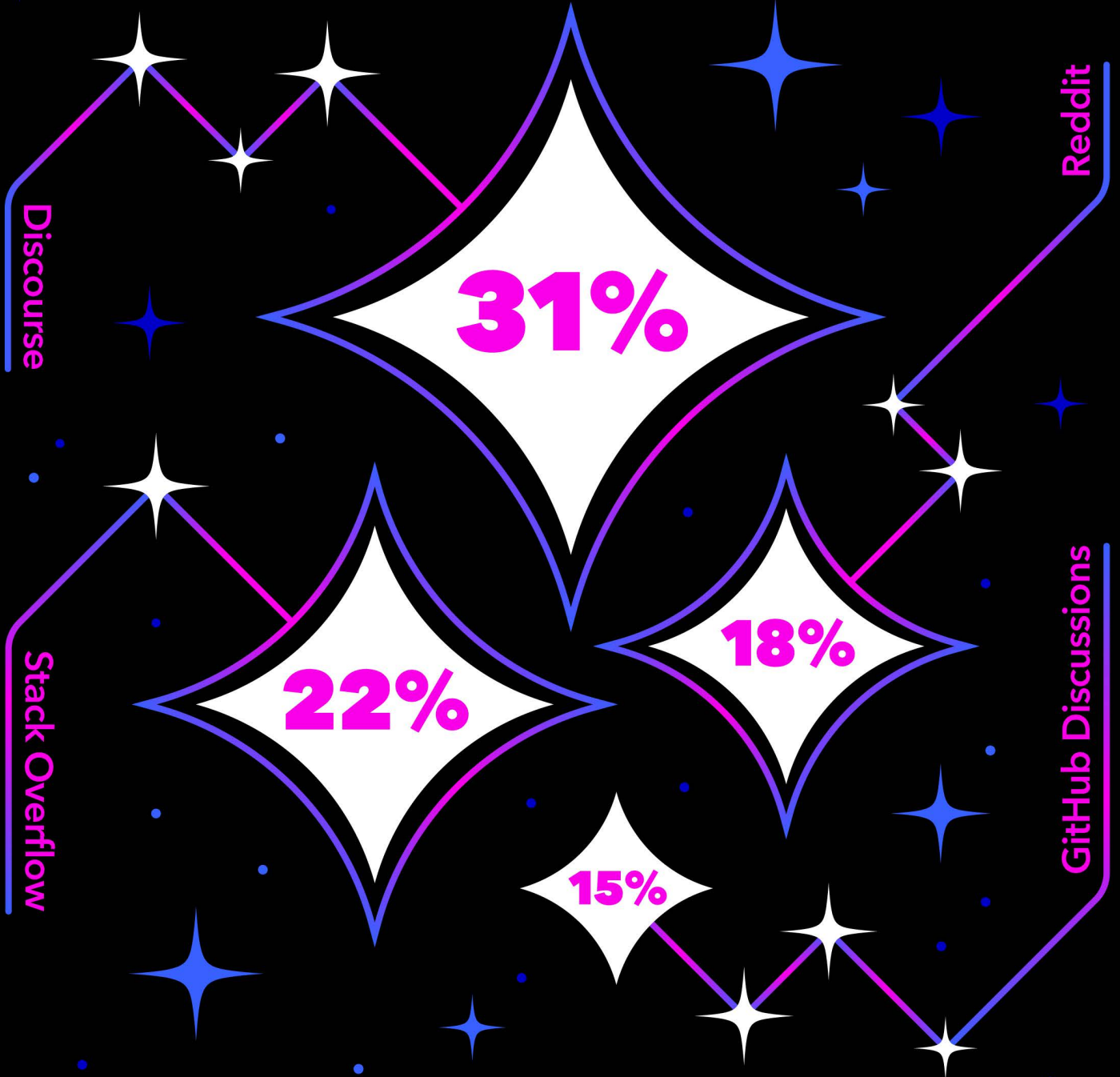
IN-HOUSE

DONUT

Others Used:  
WaterCooler and Meetsy.



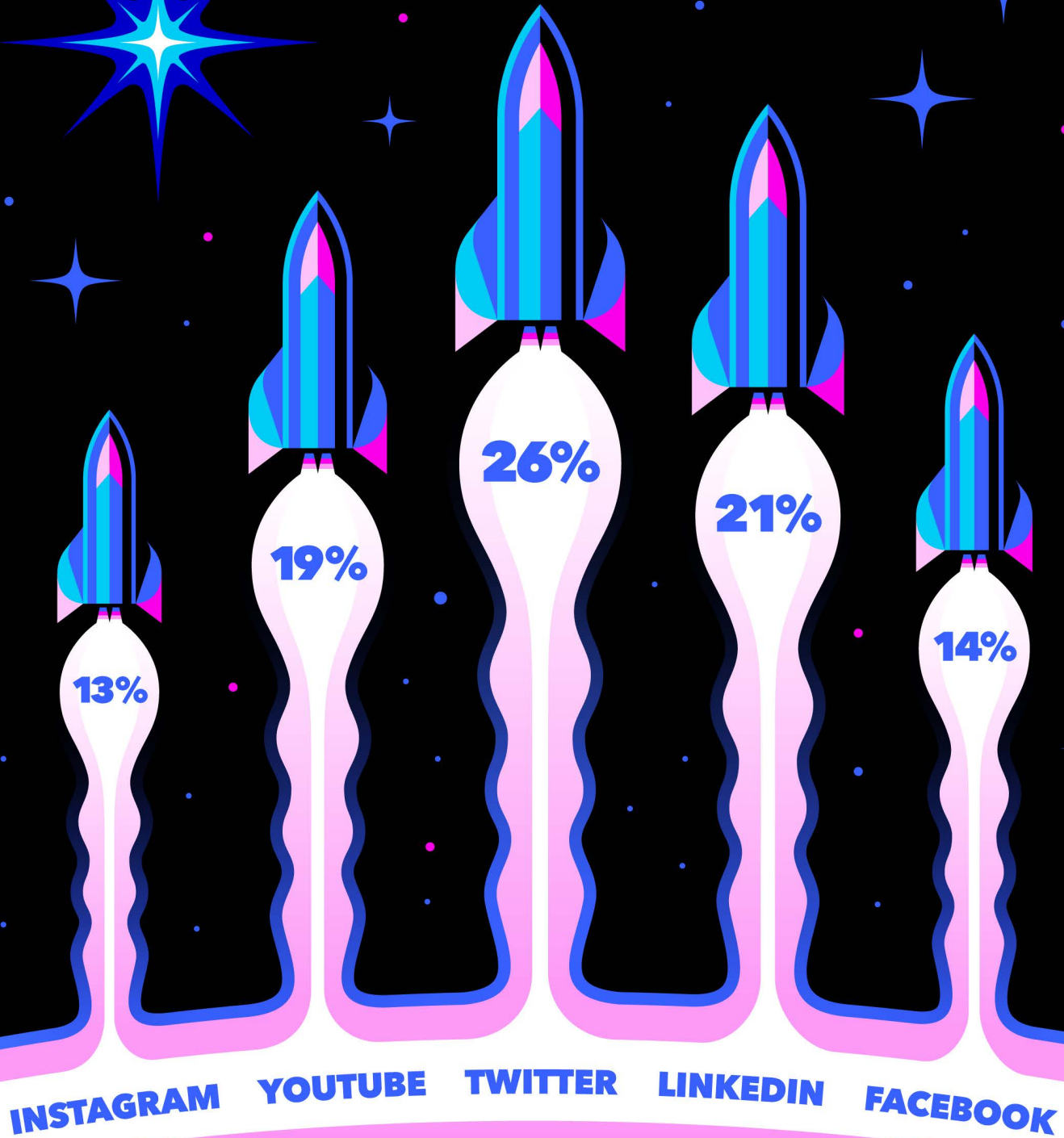
# FORUM



**Others Used:**

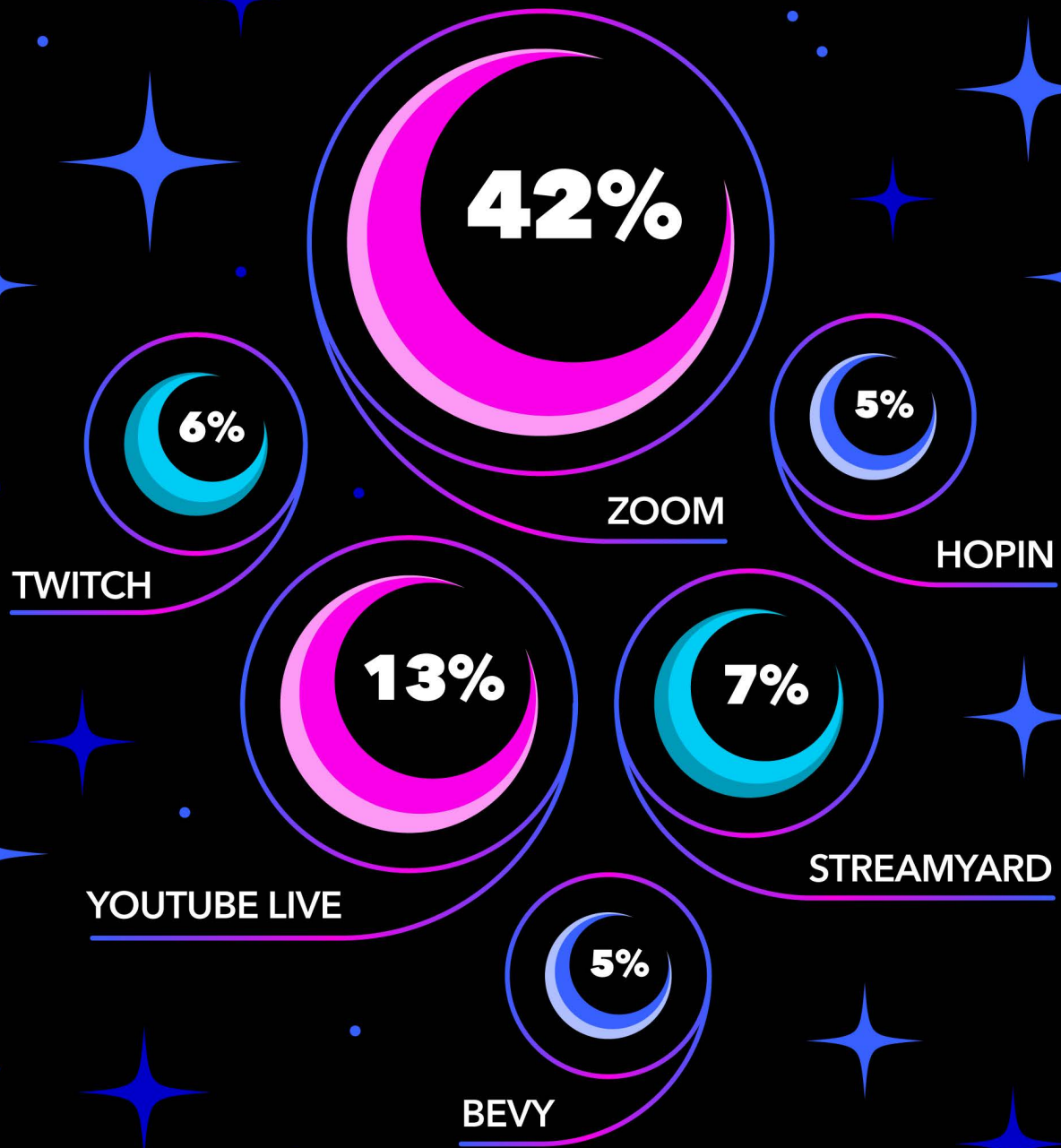
Inside, Flarum, Salesforce Community and Tribe.

# SOCIAL MEDIA



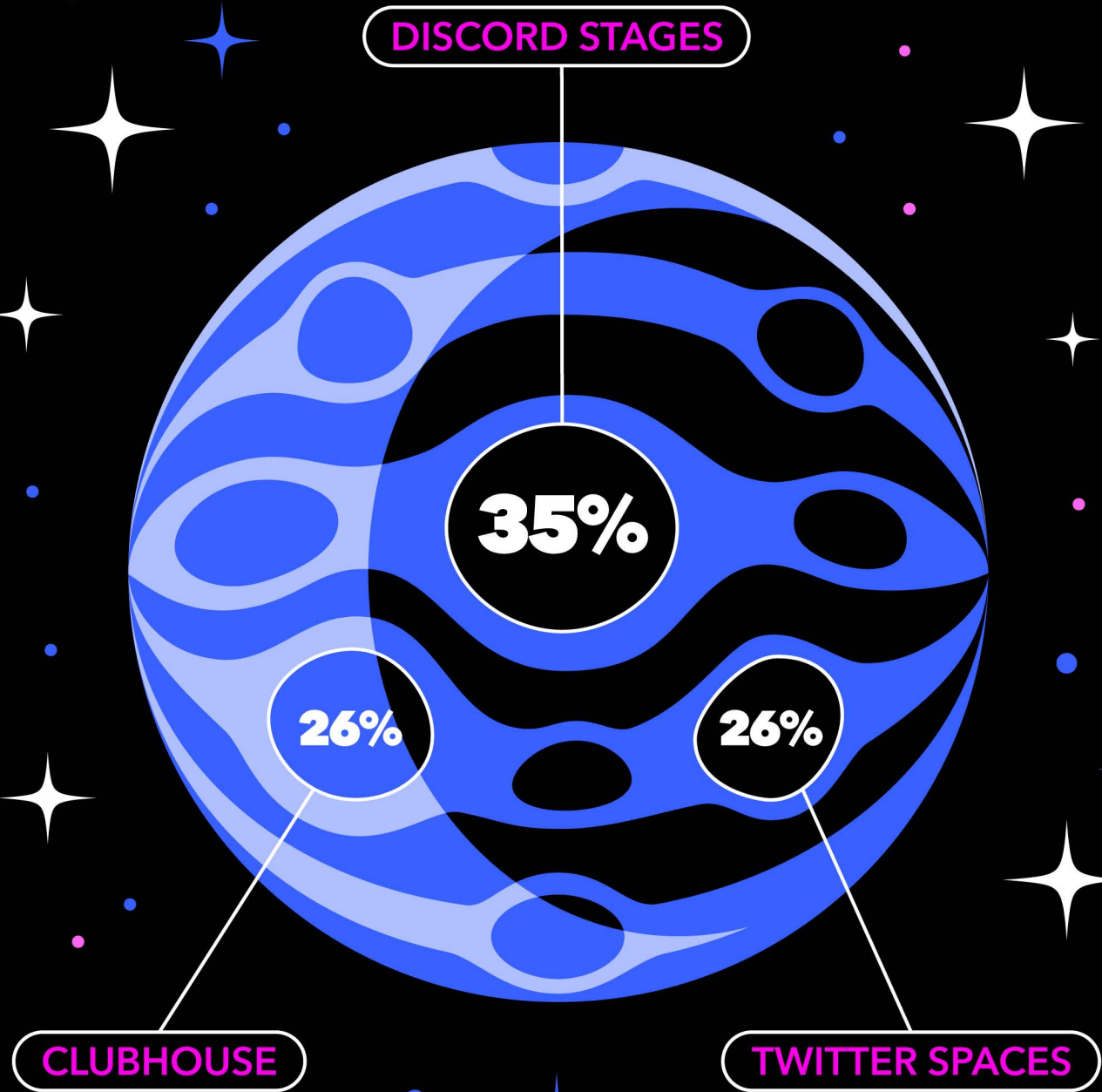
Others Used:  
TikTok, Pinterest and Snapchat.

# VIRTUAL EVENTS



Others Used: Airmeet, Gatheround, MeetButter, Brella and Gather.

# VOICE



**Others Used:**  
Space and Chalk.

# WEBINAR



**Others Used:**  
ON24 and Vimeo Livestream.

## EXPERT OBSERVATION



Meeting our community on the platforms they use and prefer requires a continuous effort and overhead. No single platform meets all requirements and new community channels emerge all the time.

*Vladiza Stevanovic*

*Sr. Customer Success Manager, Prisma*



# CHAPTER 3



## The Tools Making Community Happen

*The challenge of managing community is growing. On average, 7 apps are used to help organize, communicate with, and understand community members.*

# CATEGORY WINNERS

The most used app within each category.

Analytics

 **Google Analytics**

Event Management

**eventbrite**

Data Mgmt. & Enrichment

 **Google Sheets**

Documentation Mgmt.

**Git**Hub

Email & Marketing Automation

 **mailchimp**

CRM

 **Orbit**<sup>®</sup>

Help Desk

**Git**Hub

Membership

**PATREON**

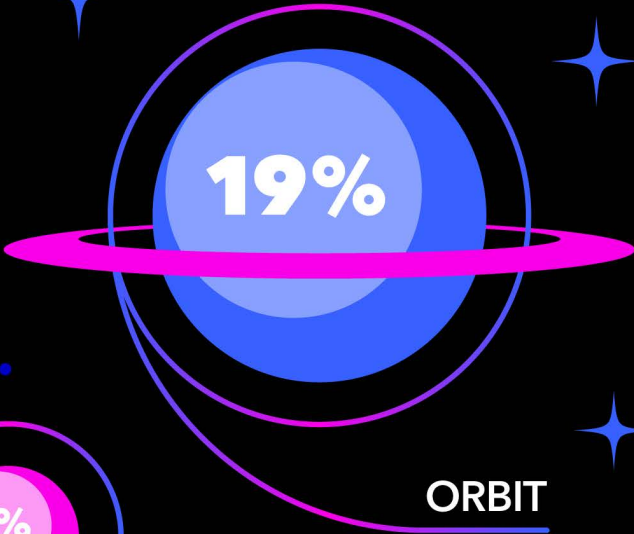
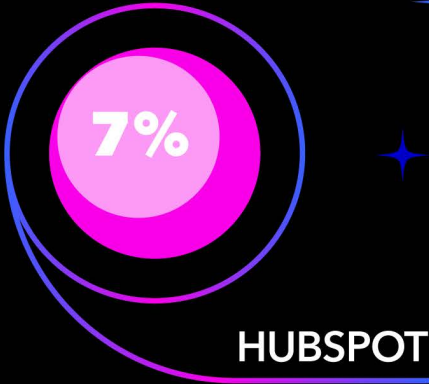
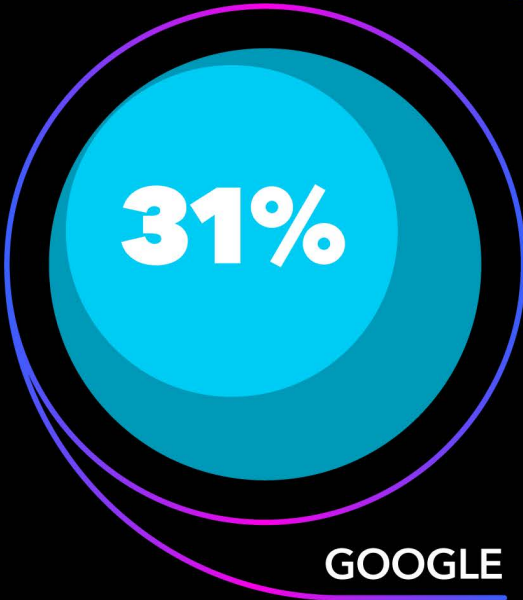
Social Media Monitoring

 **TweetDeck**

Workflow Automation

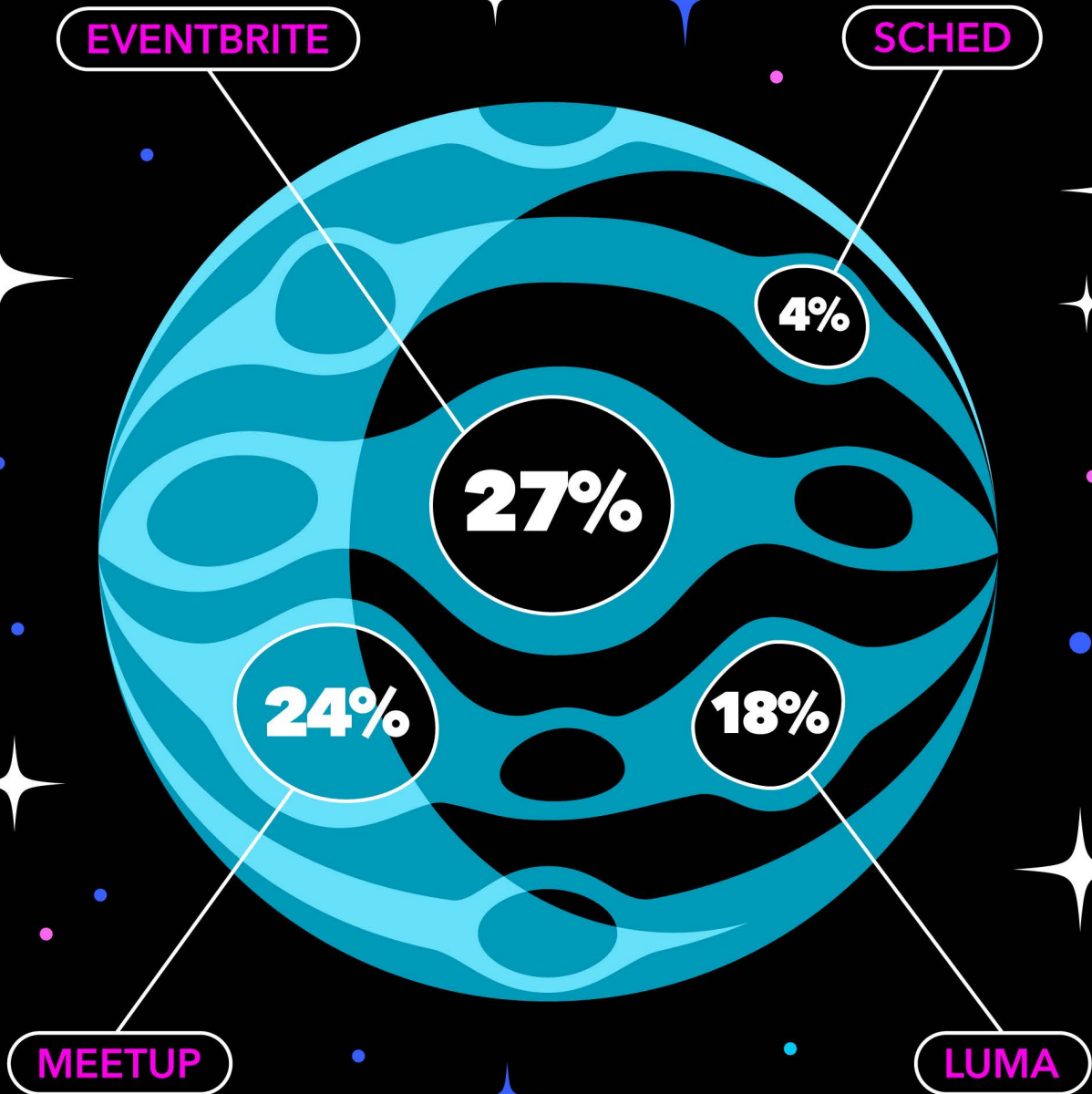
 **zapier**

# ANALYTICS



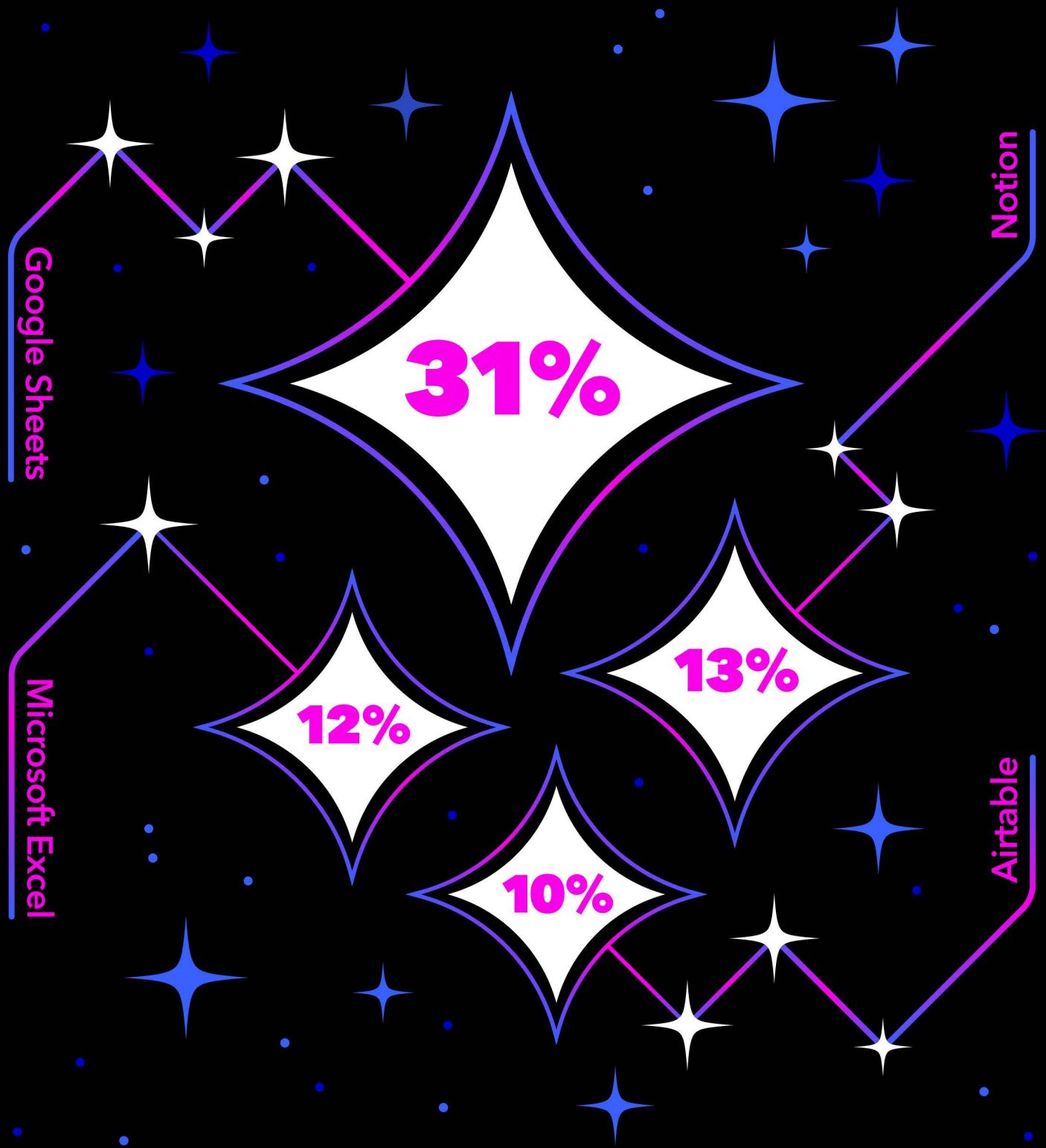
Others Used: Amplitude, Tableau, Looker, Adobe Analytics, GoodData and Redash.

# EVENT MANAGEMENT



**Others Used:**  
Tito, Cvent, Splash and In-house.

# DATA MANAGEMENT & ENRICHMENT



**Others Used:** Clearbit, ZoomInfo, Apple Numbers, BuiltWith and Stackshare.

# DOCUMENTATION MANAGEMENT

26%

GITHUB

11%

GITBOOK

15%

DOCUSAURUS

11%

CONFLUENCE

Others Used: **Swagger, Postman, ReadMe.**

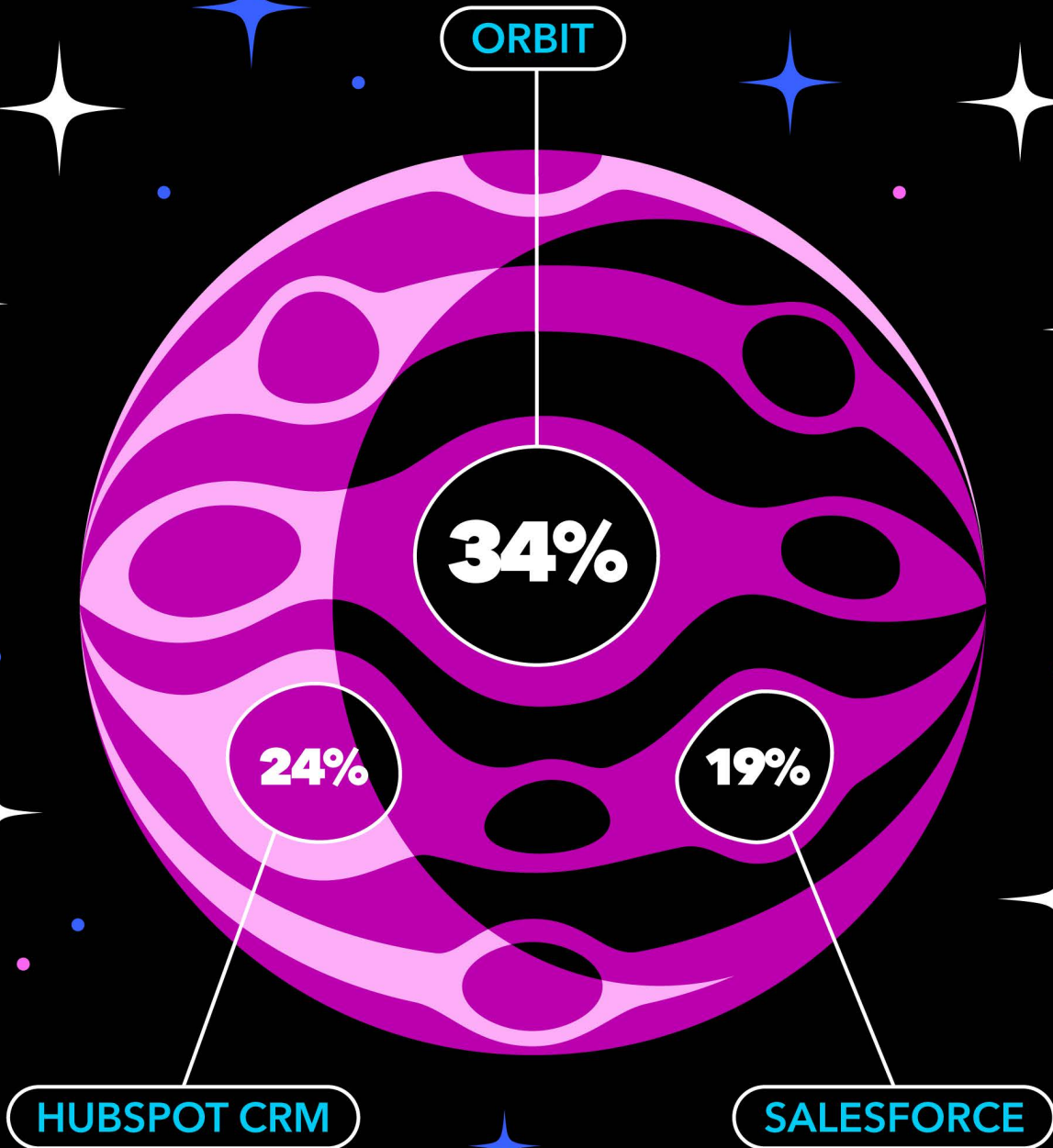
# EMAIL & MARKETING AUTOMATION



Others Used: Campaign Monitor, Constant Contact, Pardot, Sendinblue and ActiveCampaign.

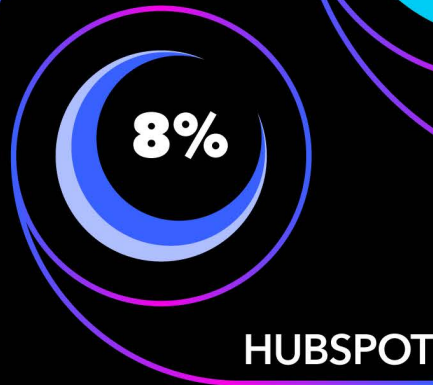
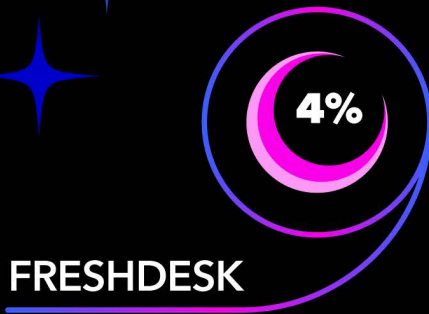
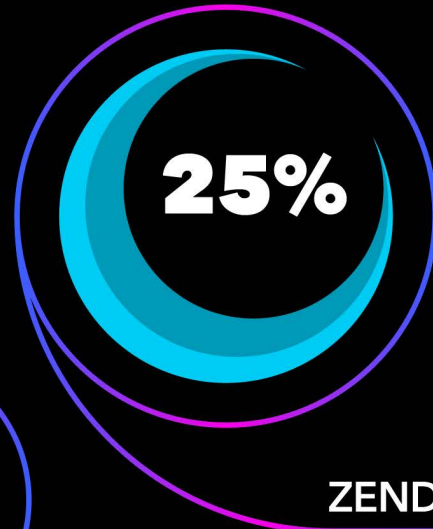
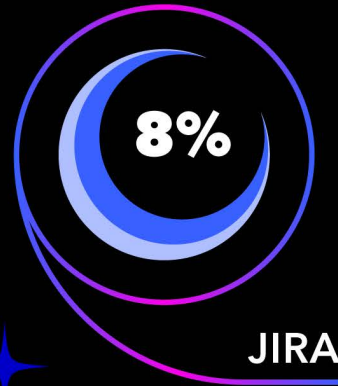
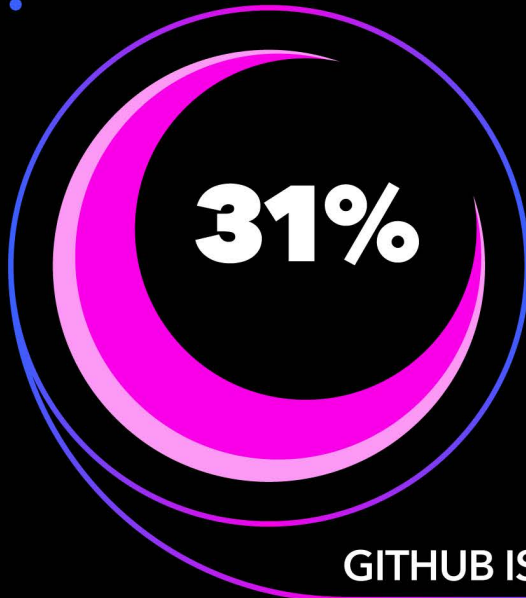


# CRM



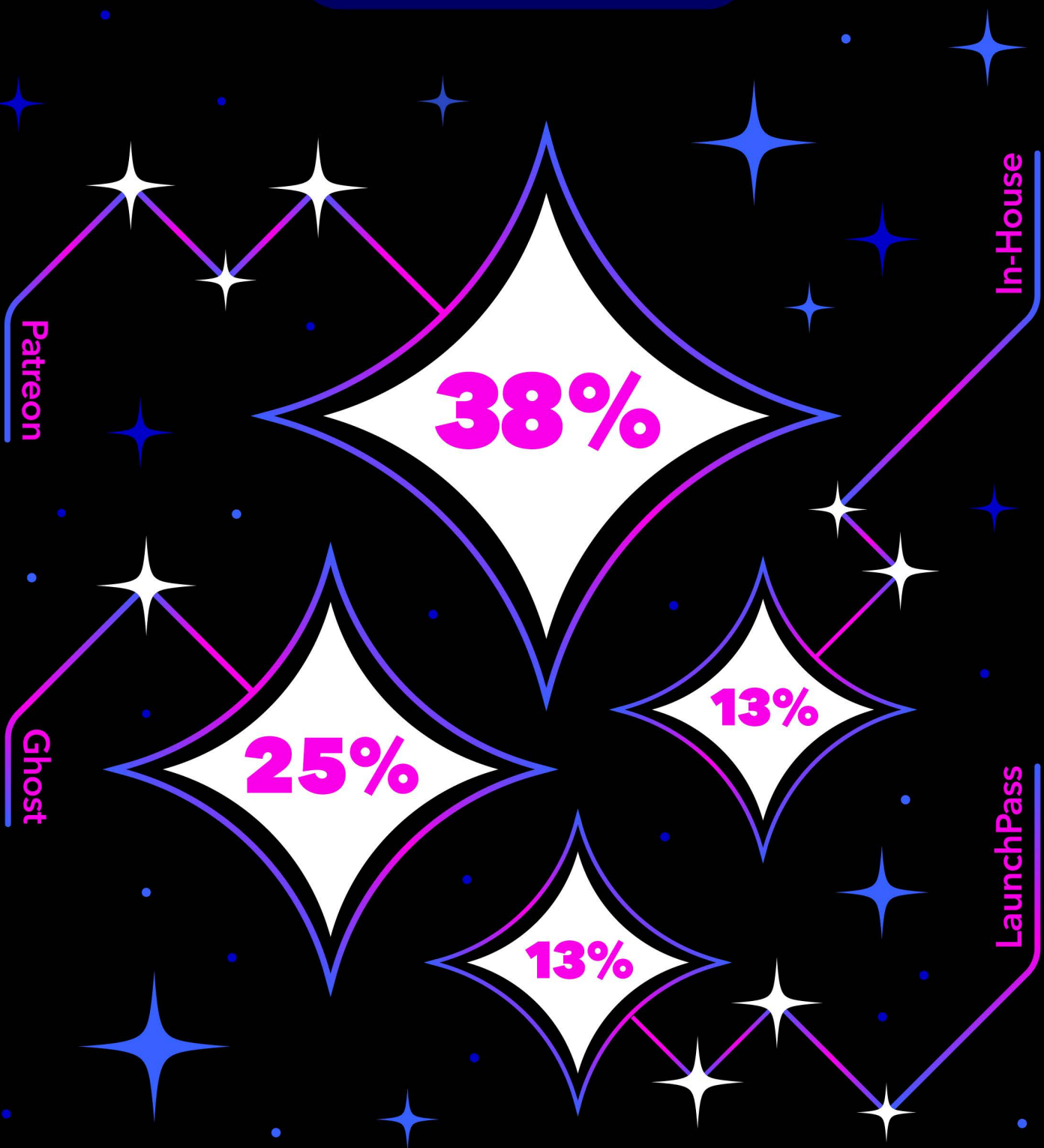
**Others Used:** Monday, Freshworks CRM, Microsoft Dynamics 365 and Zoho CRM.

# HELP DESK



Others Used: Intercom, Help Scout, Salesforce Service Cloud and Crisp.

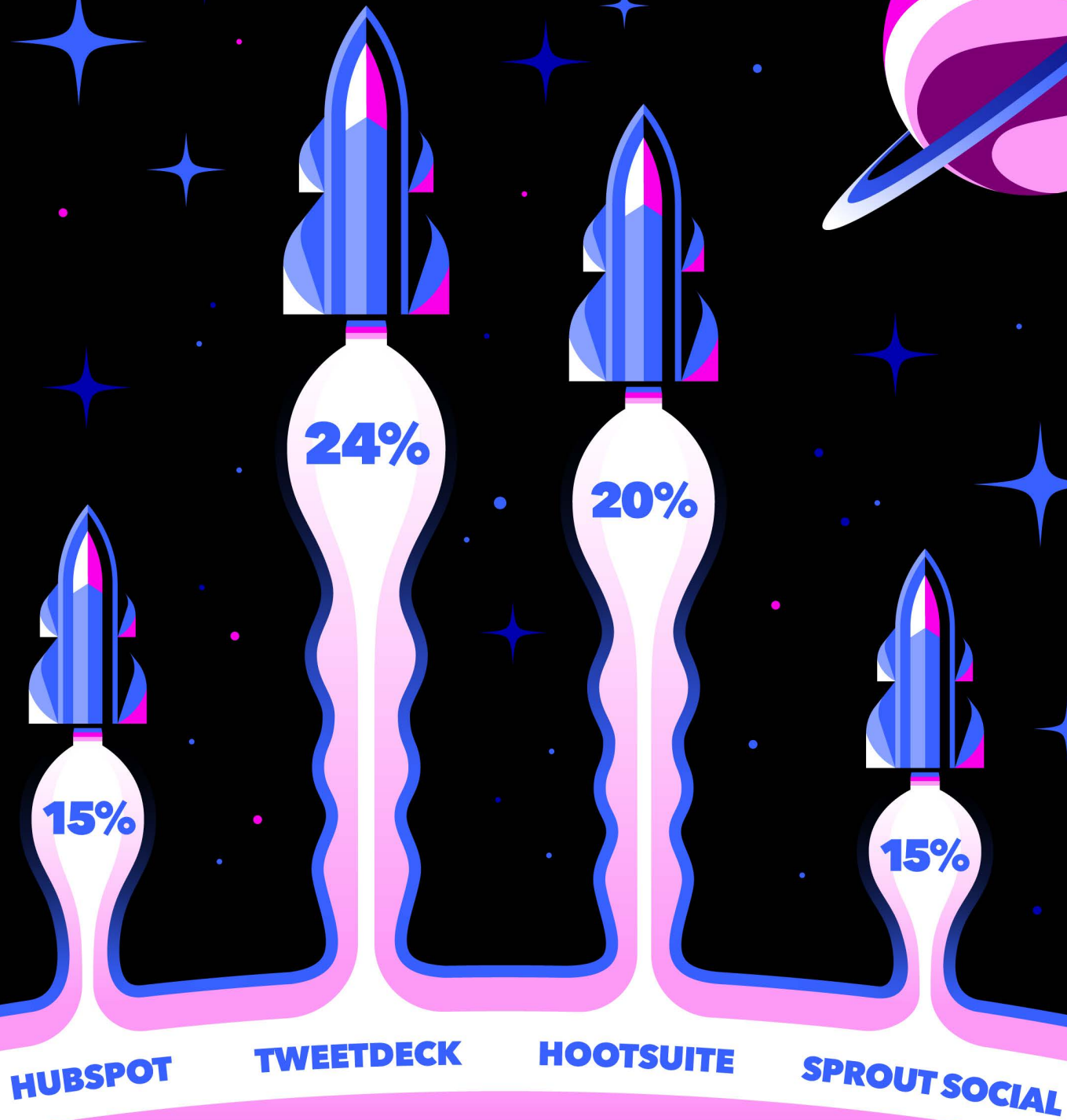
# MEMBERSHIP



**Others Used:**

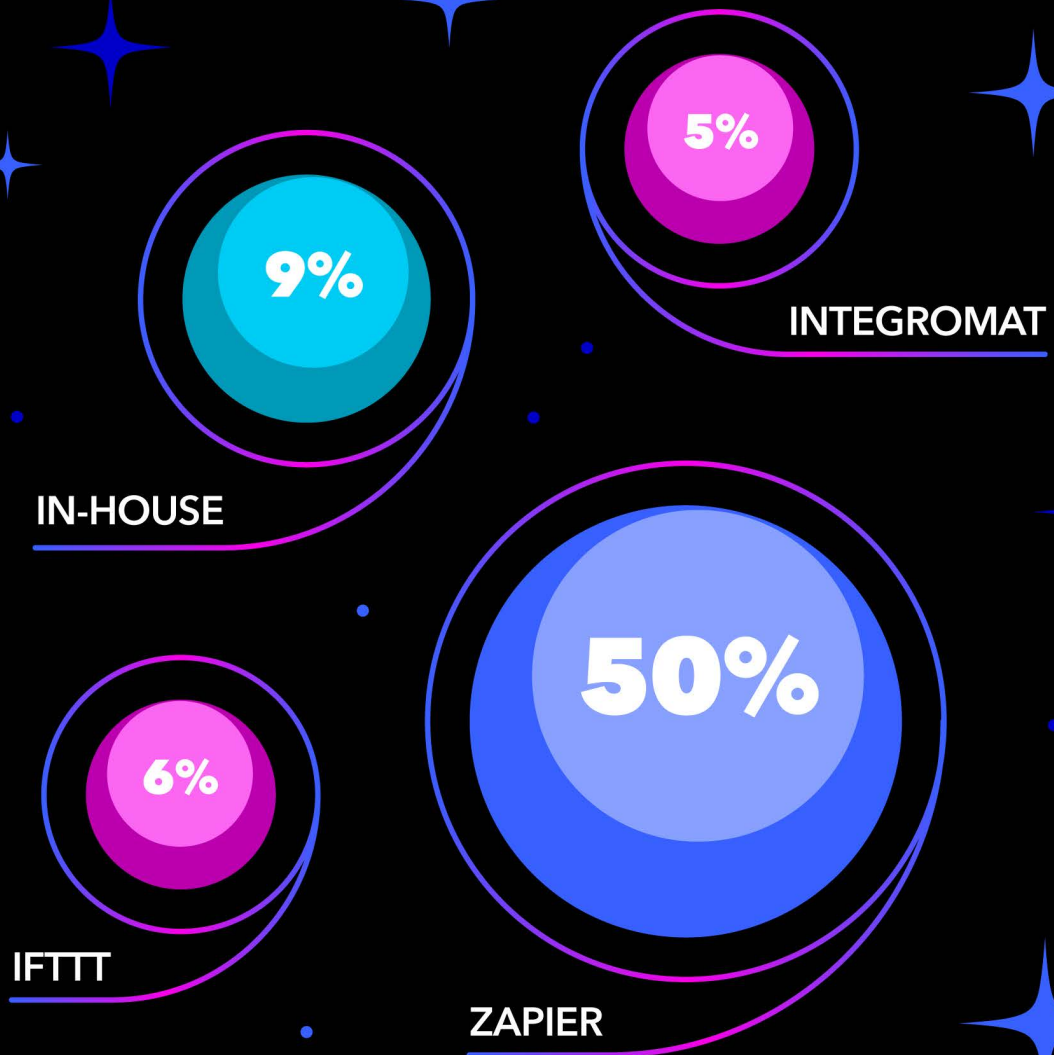
Laylo, MemberSpace, Memberstack and Podia.

# SOCIAL MEDIA MONITORING



Others Used:  
In-House, Brandwatch and Tweetbot.

# WORKFLOW AUTOMATION



Others Used: Tray, n8n, Automate.

## EXPERT OBSERVATION



The proliferation of tooling and platforms for community engagement has been a huge positive in allowing members to interact where they are most comfortable. With that comes the complexity of managing and aggregating all of these together.

*Mark Walkom*

*Community Lead at Elastic*

# CHAPTER 4



## The Future of Community Tools

*Community teams finally have dedicated tooling - new categories of apps are emerging, and there are more options in existing ones too. On average, teams are planning to try 3 new tools in the next year.*



# SUPERNOVAS

The most tried tools teams are no longer using.

 slack

 zapier

facebook

clubhouse

 mailchimp

IFTTT

 Hootsuite

 Google Analytics

# RISING STARS

Apps which the most teams are planning to try.

  
luma<sup>★</sup>

 **Discord**

**GENEVA**

 **hopin**

 **Orbit**<sup>®</sup>

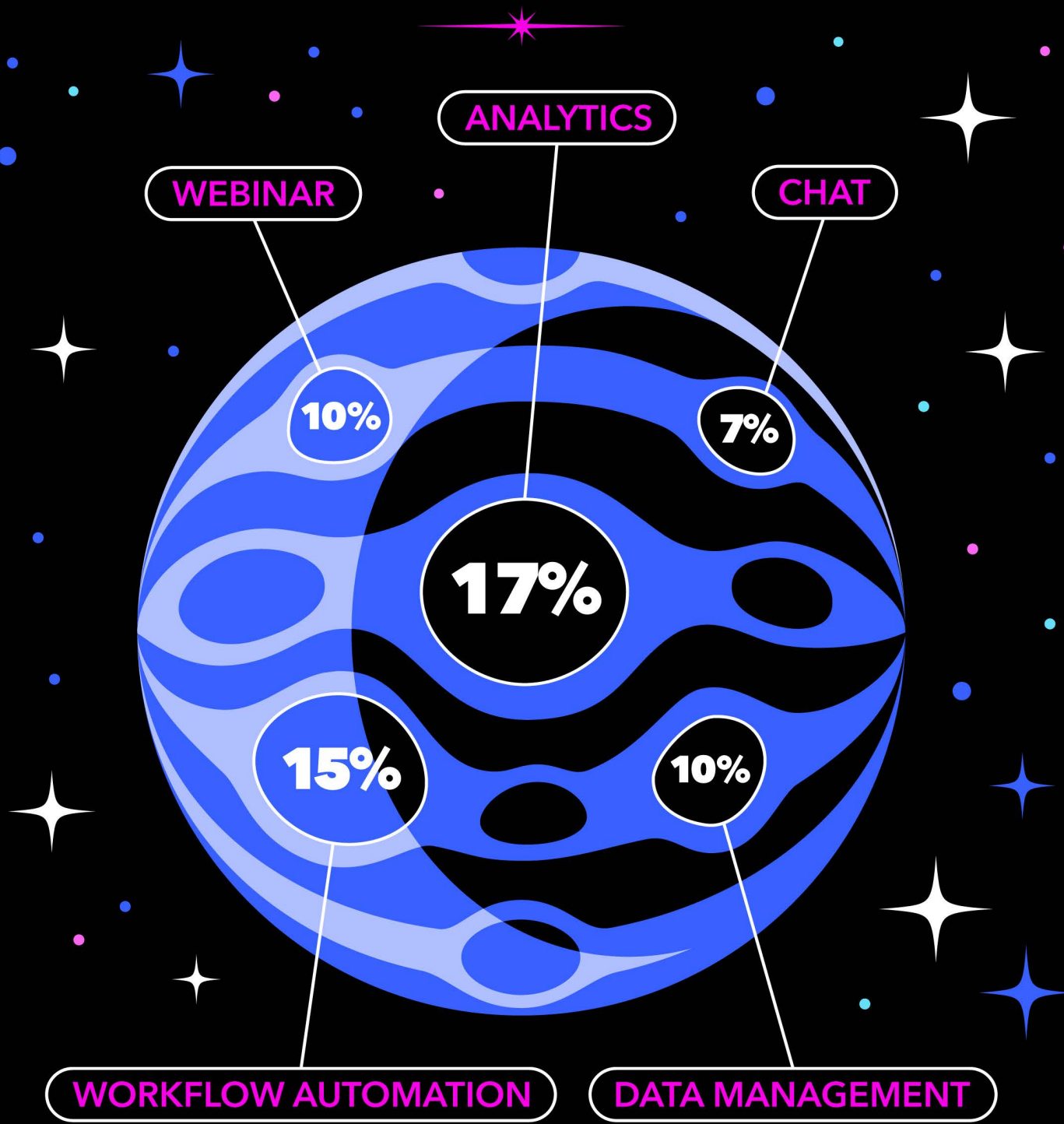
**TikTok**

**twitter**

*Instagram*

# IN-HOUSE TOOLS

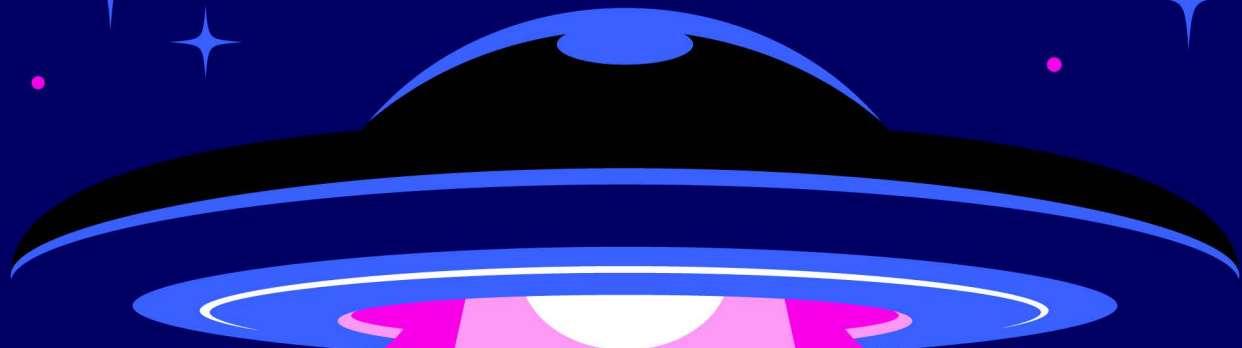
Categories where teams most often seek custom solutions.



**Others Used:** Community Management  
Documentation Management, Virtual Events, Engagement.

# WHAT'S MISSING?

Pain-points community teams are still looking to solve.



- Automation**
- Integrations**
- Data Enrichment**
- Member Tracking**
- GDPR Compliance**
- Sentiment Analysis**
- Cross-Platform Analytics**

## EXPERT OBSERVATION



Getting a complete snapshot of our community is a real challenge. Our community members are spread across different channels - our product, community space, social media. As a community-led company, we're excited about the new wave of dedicated tooling that helps us aggregate these data sources.

*Elizabeth Dlha*

*Product Manager at Deepnote*

*Community is increasingly cross-functional, but only 1 in 5 communities have tools integrated with other teams.*

# INTEGRATION

Most teams lack integration between their tools and data.

INTEGRATION BETWEEN TOOLS: 32%

NO INTEGRATION: 39%

INTEGRATION with OTHER TEAMS: 18%

## EXPERT OBSERVATION



////

The amount of community tools we're working with is out of control... The ability to pull insights out of those in a centralized fashion is challenging.

*Chris Aniszczyk*

*CTO at Cloud Native Computing Foundation*



# KEY TAKEAWAYS



**1**

Community happens across a complex constellation of platforms.



**2**

The challenge of managing and understanding community is growing.



**3**

Integration is an untapped opportunity to gain meaningful insights.

## EXPERT OBSERVATION



Community is less of a place, and more of an act, and the power is in the hands of members to pick and choose where they interact. But for community builders, there's a silver lining. Bringing fragmented data together delivers the understanding needed to build stronger relationships and vibrant communities.

*Patrick Woods*

*CEO at Orbit*

# Orbit<sup>®</sup>

The screenshot displays the 'Member details' page for Al Wilson. The page includes a profile card with a photo, name, and 'Reach: 5' metric. It also features a 'Timeline' section with various community activities such as 'Had a great call with the team', 'Commented on Pull Request', and 'Mentioned @OrbitModel'. An 'Activity' graph shows engagement trends over time, with a callout for '13 activities on May: 7 likes, 6 comments'. The page is titled 'Member details' and 'Workspace'.

 **Al Wilson** AlWilson  
(👤) Reach: 5

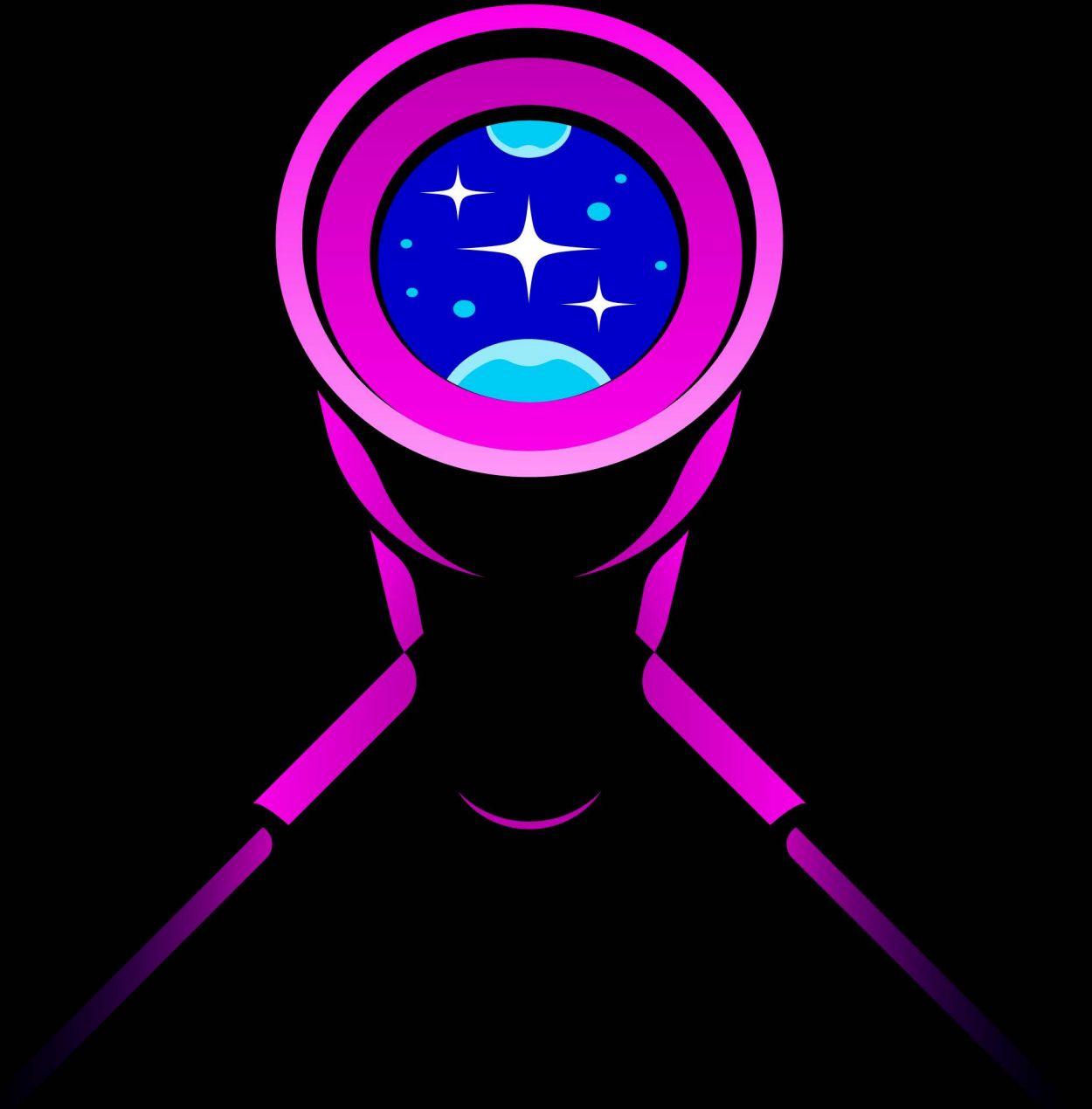
 Followed on Twitter

 Joined our Slack Community

 Submitted first PR

Grow and measure your community across any platform with Orbit, mission control for your community.

Build relationships, not spreadsheets at [orbit.love](https://orbit.love)



Mission Control for Your Community

orbit.love