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Design: Jarod Octon | Copy: Gareth Wilson | Research: Subramanian Veerappan
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.
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 most commonly used apps.

- Slack
- Discord
- Google Analytics
- LinkedIn
- Google Sheets
- Zoom
- YouTube
- Facebook
- Zapier
- Twitter
A typical community team uses 7 categories of apps.

- Analytics: 51%
- Social Media: 59%
- Help Desk: 72%
- CRM: 32%
- Workflow Automation: 63%
- Email & Marketing Automation: 45%
- Virtual Events: 45%
- Chat: 45%
- Data Management: 80%
The community tools stack is large and ever-evolving.

CURRENTLY USING: 13

PREVIOUSLY TRIED: 5

PLANNING to TRY: 3
The browser is where most community work happens.

- Tools by Type:
  - 82% Browser-Based Apps
  - 6% Terminal / CLI
  - 52% Desktop Apps
  - 30% Browser Extension
  - 8% Mobile Apps
84% of teams use content, newsletters, or events to drive community.

- Content Creation: 57%
- Newsletters: 57%
- Conferences or Meetups: 53%
- Webinars: 46%
- Member Spotlights: 44%
- Workshops or Training: 42%
- New Member Welcome: 37%
- Live Streams: 36%
- Virtual Chats: 30%
- Early Access: 29%
- AMAs: 28%
- Mentorship: 26%
- Advocacy Program: 25%
- Question of the Day: 20%
- Affiliates: 8%
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
- slack

Community Management
- mighty networks

Engagement
- donut

Forum
- Discourse

Social Media
- twitter

Virtual Events
- zoom

Voice
- Discord

Webinar
- zoom
Others Used:
Guild, Mattermost, Element and Geneva.
COMMUNITY MANAGEMENT

Facebook Groups: 19%
In-House: 19%
Circle: 19%
Mighty Networks: 24%

Others Used: Geneva and Zapnito.
ENGAGEMENT

Others Used:
WaterCooler and Meetsy.
31%

22%

18%

15%

Others Used: Insided, Flarum, Salesforce Community and Tribe.
SOCIAL MEDIA

Others Used:
TikTok, Pinterest and Snapchat.
VIRTUAL EVENTS

42% ZOOM
13% YOUTUBE LIVE
6% TWITCH
7% STREAMYARD
5% HOPIN
5% BEVY

Others Used: Airmeeet, Gatheround, MeetButter, Brella and Gather.
VOICE

DISCORD STAGES: 35%

CLUBHOUSE: 26%
TWITTER SPACES: 26%

Others Used: Space and Chalk.
WEBINAR

Others Used:
ON24 and Vimeo Livestream.
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
The challenge of managing community is growing. On average, 7 apps are used to help organize, communicate with, and understand community members.
The most used app within each category.

- Analytics: Google Analytics
- Event Management: eventbrite
- Data Mgmt. & Enrichment: Google Sheets
- Documentation Mgmt.: GitHub
- Email & Marketing Automation: mailchimp
- CRM: Orbit
- Help Desk: GitHub
- Membership: Patreon
- Social Media Monitoring: TweetDeck
- Workflow Automation: zapier
ANALYTICS

31% GOOGLE
7% HUBSPOT
19% ORBIT
6% IN-HOUSE
4% MIXPANEL

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

EVENTBRITE: 27%
SCHED: 4%
MEETUP: 24%
LUMA: 18%

Others Used:
Tito, Cvent, Splash and In-house.
DATA MANAGEMENT & ENRICHMENT

Others Used: Clearbit, ZoomInfo, Apple Numbers, BuiltWith and Stackshare.
Others Used: Swagger, Postman, ReadMe.
EMAIL & MARKETING AUTOMATION

Others Used: Campaign Monitor, Constant Contact, Pardot, Sendinblue and ActiveCampaign.
Others Used: Monday, Freshworks CRM, Microsoft Dynamics 365 and Zoho CRM.
HELP DESK

- 31% GitHub Issues
- 8% JIRA
- 25% Zendesk
- 8% Hubspot
- 4% Freshdesk

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

Others Used:
Laylo, MemberSpace, Memberstack and Podia.
Others Used: Tray, n8n, Automate.
“

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
Apps which the most teams are planning to try.

luma
Discord
GENEVA
hopin
Orbit
TikTok
twitter
Instagram
IN-HOUSE TOOLS
Categories where teams most often seek custom solutions.

- **Analytics**: 17%
- **Webinar**: 10%
- **Chat**: 7%
- **Workflow Automation**: 15%
- **Data Management**: 10%

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

Build relationships, not spreadsheets at orbit.love
Orbit®
Mission Control for Your Community
orbit.love