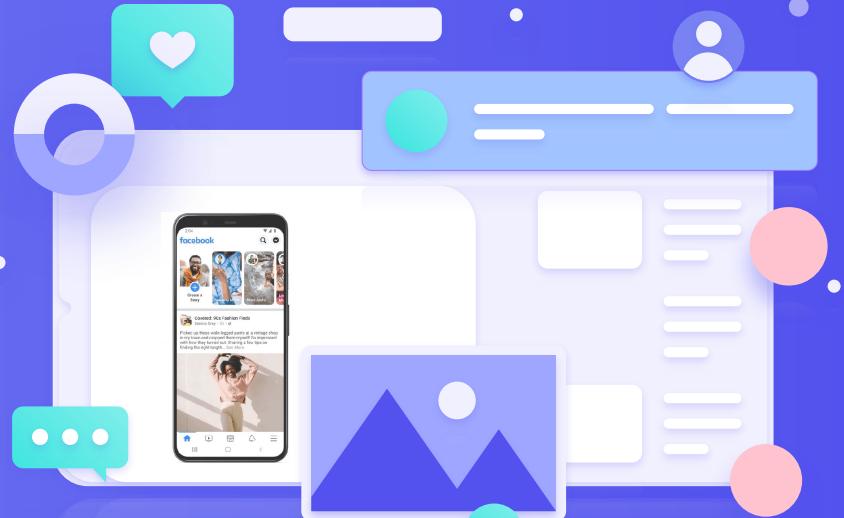# ∞ Meta

Metamorphic:
Insync Potential for Facebook Groups

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Team 4

Kriti

Raymond A. Mason School of Business — WILLIAM & MARY

- Product Manager & Co-Founder: Krinam Creations
- Marketing Specialist
- Amazon Global Ops Leader, AWS Streaming Cert
- Loves travelling the world and hot chocolate!

amazon · aws

Tejaswa

USC Marshall — School of Business

- Sr Associate, FinTech Innovation, Credit Suisse
- Computer Engineering
- Love long walks on the beach and siberian cats. Also likes hot chocolate!

CREDIT SUISSE · KPMG

Luke

GRAND CANYON UNIVERSITY

- Navy Officer & BBB & Empower by GoDaddy Manager; UX/UI Certs
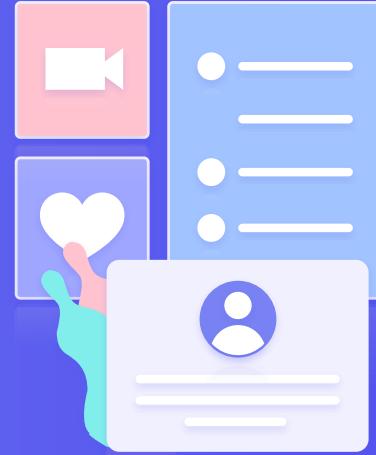- Wife is cooler than him but has won less startup awards; likes hot chocolate!

AMERICA'S NAVY · BBB · In partnership with Empower By GoDaddy

Agenda

⚠️ <u>Quick Preface</u>⚠️

- **Introductions**
- **Methodology**
- **Trends + Features**
  - Community platform trends
  - Competitive landscape insights
  - Recommendations for Facebook Groups
- **Mockups**
- **Conclusion Q&A**

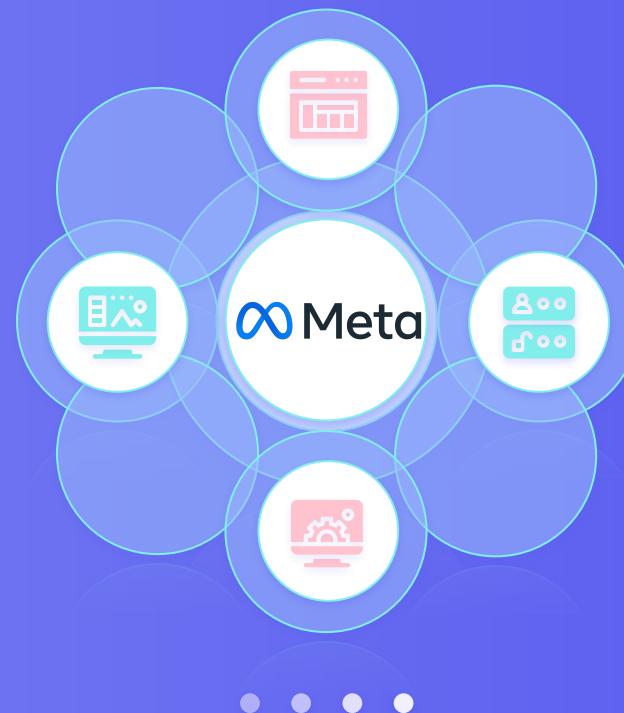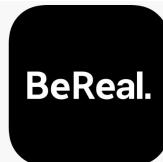# All Trends are about being "insync"

Be more connected

Be an ideal "you"

Be more meaningful

Be more _insync_

Meta

Sync

All Trends are about being "insync"
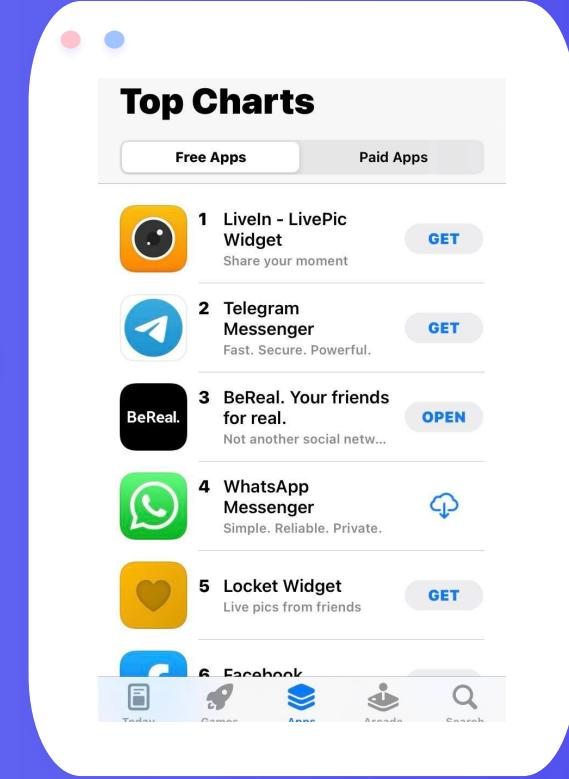
Be more connected

Be an ideal "you"

Be more meaningful

Be more insync

Meta

Top Charts

Free Apps	Paid Apps

1 LiveIn - LivePic Widget
Share your moment — GET

2 Telegram Messenger
Fast. Secure. Powerful. — GET

3 BeReal. Your friends for real.
Not another social netw... — OPEN

4 WhatsApp Messenger
Simple. Reliable. Private.

5 Locket Widget
Live pics from friends — GET

6 Facebook

Today Games Apps Arcade Search

All Trends are about being "insync"

Be more connected

Be an ideal "you"

Be more meaningful

Be more ★NSYNC

NSYNC fans forever 💖
Public group · 6.1K members
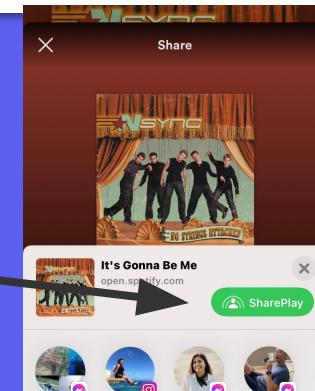
About   Discussion   Topics   Media

Share

It's Gonna Be Me
open.spotify.com

SharePlay

All Trends are about being "insync"

Be more connected

Be an ideal "you"

Be more meaningful

Be more <u>insync</u>

Methodology + Research

Arrived at Top-10 recommendations
Re-mapped top features from each category to get overall priority

5

Eliminated the features already implemented by Facebook

4

Mapped features in each category according to our framework
1. Admin
2. Forums
3. Live
4. Audio
5. ~~Messaging~~
6. ~~Miscellaneous~~

3

2

Category-wise feature scoring
- ❏ Converted our observations into 50 features across 6 categories
- ❏ Scored them across platforms.
- ❏ Eliminated categories where Facebook scored better than competitors (posting, messaging)

1

Researched 15 competitors
- ❏ SWOT analysis
- ❏ Synchronous communication features
- ❏ Admin features
- ❏ User archetype
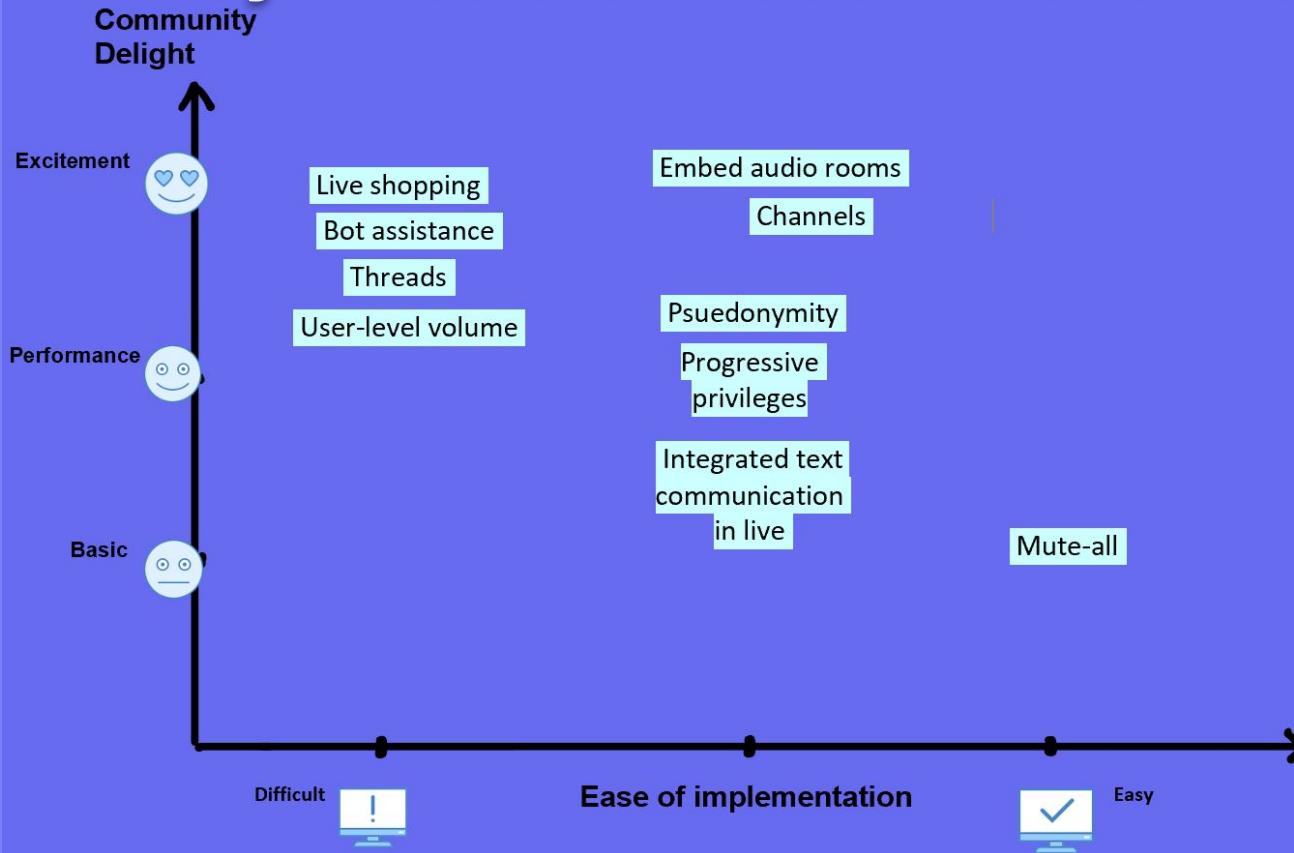
Methodology + Research

Feature	FB	Clubhouse
Forums		
Channels	1	3
Threads	1	3
Polls	3	3
Pin messages	3	2
Limit replies	3	3
Searchable	3	2
Album view images	3	2
Private channels	2	3
Total	8	11
Live		
Live video/audio	3	3
Screen sharing	2	1
Watch party	3	3
Shopping	1	1
Virtual background	3	1
Total	12	7

Synthesis of Recommendations

Community Delight

Ease of implementation

Excitement

Performance

Basic

Live shopping

Bot assistance

Threads

User-level volume

Embed audio rooms

Channels

Psuedonymity

Progressive privileges

Integrated text communication in live

Mute-all

Difficult

Easy

Prioritized features:

1. Mute-all
2. Integrated text communication in live
3. Progressive privileges
4. Pseudonymity
5. Channels
6. Integrated audio rooms
7. Live shopping
8. Bot assistance
9. User-level volume
10. Threads

Feature Analysis ADMIN

📋 Admin User Statistics

TRENDS
- **Moderation tools focus on "carrots" and "sticks" philosophy (badges / banning)**
- **Moderation needs more robust tools due bad-actors**

"34 % of Facebook experiences collected involved feeling safe because of a community-building experience"
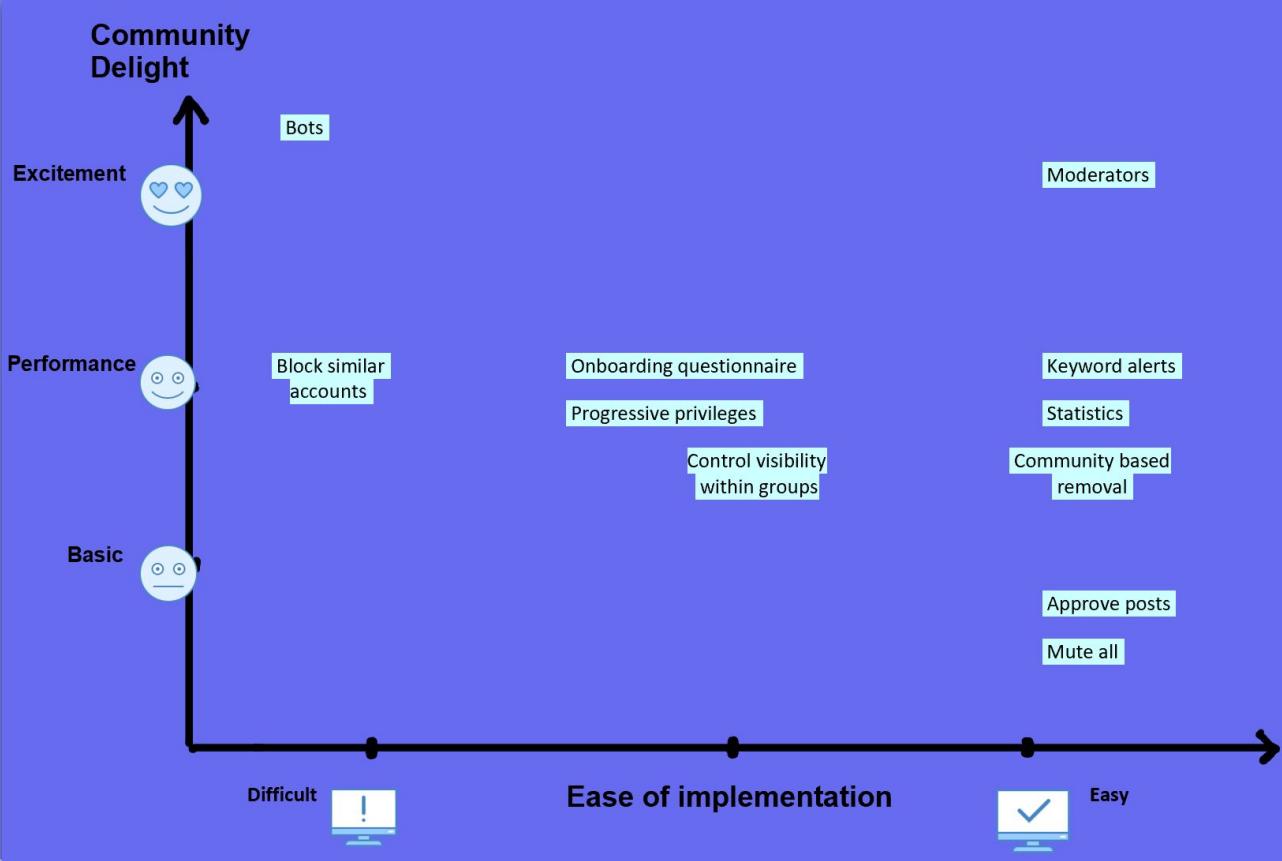
"There are more than 70 million admins and moderators running active Facebook groups."

"More than one in three adults (38%) see social media use as harmful. Only 5% think that it's only positive.."

Summary: Companies of scale must rely on users to "carrot" (gamify) and "stick" (moderate) the online experience

Admin Priorities Matrix

Community Delight

Excitement

Bots

Moderators

Performance

Block similar accounts

Onboarding questionnaire

Keyword alerts

Progressive privileges

Statistics

Control visibility within groups

Community based removal

Basic

Approve posts

Mute all

Difficult

Easy

Ease of implementation

3 prioritized features

to implement:

1. Bots

2. Progressive privileges

3. Mute all

🔴ADMIN — Recommendations

Progressive roles and permissions

❤️

EDIT ROLE — TEST ROLE

Display   **Permissions**   Manage Members (1)

🔍 Search permissions

GENERAL SERVER PERMISSIONS   Clear permissions

View Channels ✅
Allows members to view channels by default (excluding private channels).

Manage Channels ⊗
Allows members to create, edit, or delete channels.
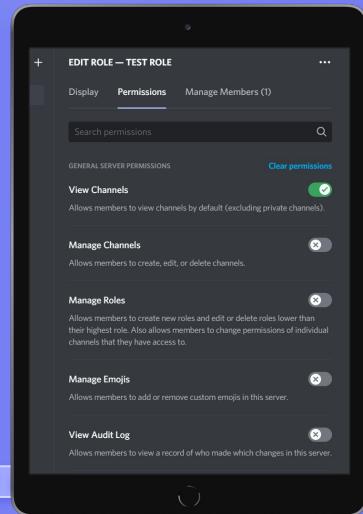
Manage Roles ⊗
Allows members to create new roles and edit or delete roles lower than their highest role. Also allows members to change permissions of individual channels that they have access to.

Manage Emojis ⊗
Allows members to add or remove custom emojis in this server.

View Audit Log ⊗
Allows members to view a record of who made which changes in this server.

Welcome messages 🤗

[beeps provocatively]

Monitor messages and take action -
- **Warn ⚠️**
- **Mute 🔇**
- **Kick 🦵**
- **Ban ⛔**
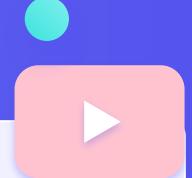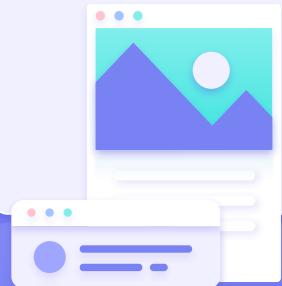
Set custom spam filtering

Control visibility within a group too

Feature Analysis ●LIVE

🔴 Live Stats

TRENDS
- **Live content "human"**
- **Live is more interactive**
- **Live advertising is more organic**

"**Live content is watched <u>129% longer</u> on mobile vs desktop**"
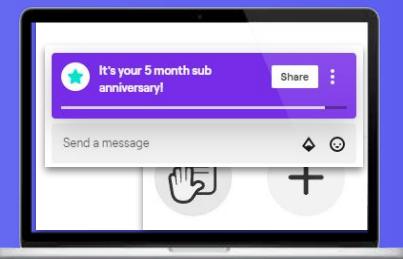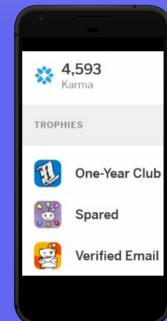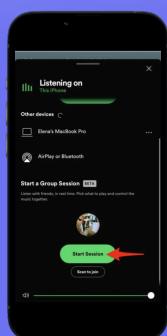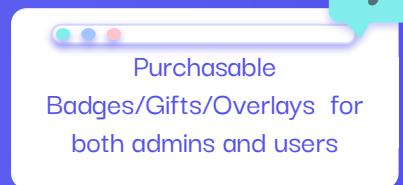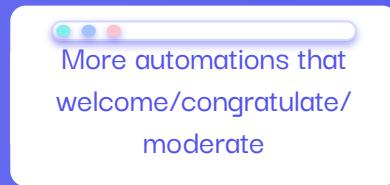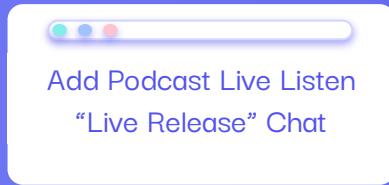
"**With over 9.3 billion hours watched, Twitch is now the biggest live streaming platform worldwide**"
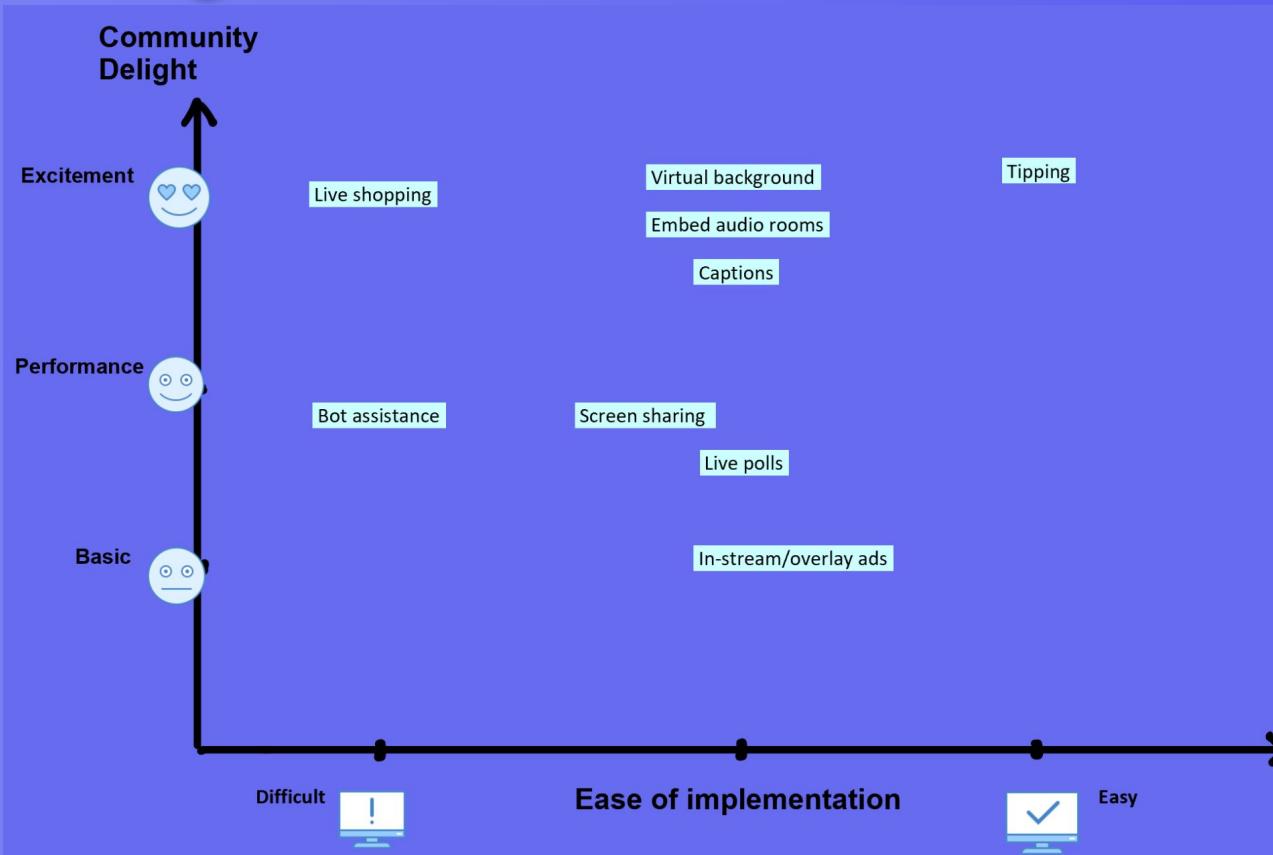
"**5g is predicted to increase org revenue by 85% in 5 years**"

Summary: Live content can be added to nearly every function - and can go beyond being "One sided social media"

🔴Live — Use Cases from Other Platforms

Live Video Reactions - "Real Emojis" / Memojis

Add Podcast Live Listen "Live Release" Chat

More automations that welcome/congratulate/moderate

Purchasable Badges/Gifts/Overlays for both admins and users

Live Priorities Matrix

Community Delight

Excitement

Live shopping

Virtual background

Tipping

Embed audio rooms

Captions

Performance

Bot assistance

Screen sharing

Live polls

Basic

In-stream/overlay ads

Difficult

Ease of implementation

Easy

3 prioritized features

to implement:

1. Live shopping

2. Embed audio rooms

3. Screen sharing

🔴 Live — Recommendation

Avatars + Live Content:

-Groups Livestream turns people into avatars

-Reactions can be customized and mimic avatars

-Badges can be work on livestream or show in chat

*Pseudo-anonymity

Potential:

Pay for Facebook Group Nitro/Plus, unlocking costumes, avatar overlays, and unique badges, gifts and interactive addons for an individualized feel for live content.

Feature Analysis AUDIO

📢 Audio – User Statistics

TRENDS
- **Audio is growing**
- **People want to "listen" together**
- **Streaming audio is key for commuters**

"[Average listen] 16 hours and 14 minutes, a significant increase from the 2020s of 15 hours and 12 minutes."

"162 million or 57% of 12+ listened to a podcast at least once"

"An estimated 193 million or 68% of the 12+ population listens every month, which is 1 million more than in 2020."

Summary: Audio is growing and companies should embed audio content into their platforms naturally
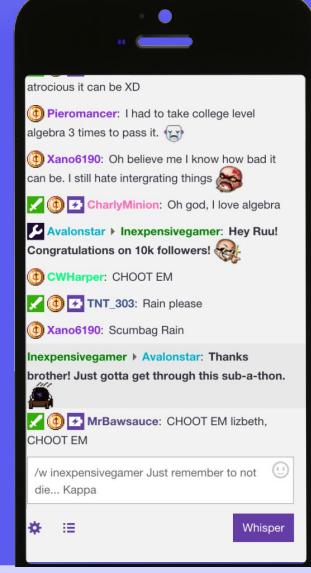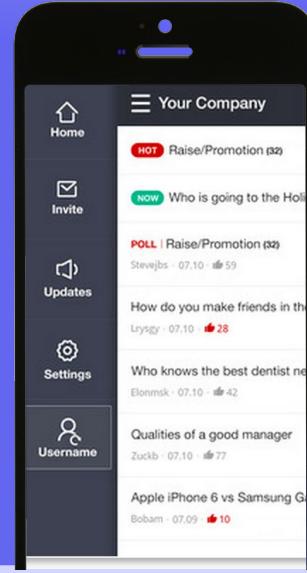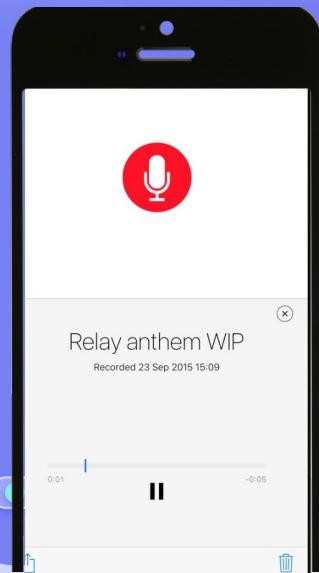
📣Audio — Use Cases from Other Platforms

Recordings

Audio Rooms
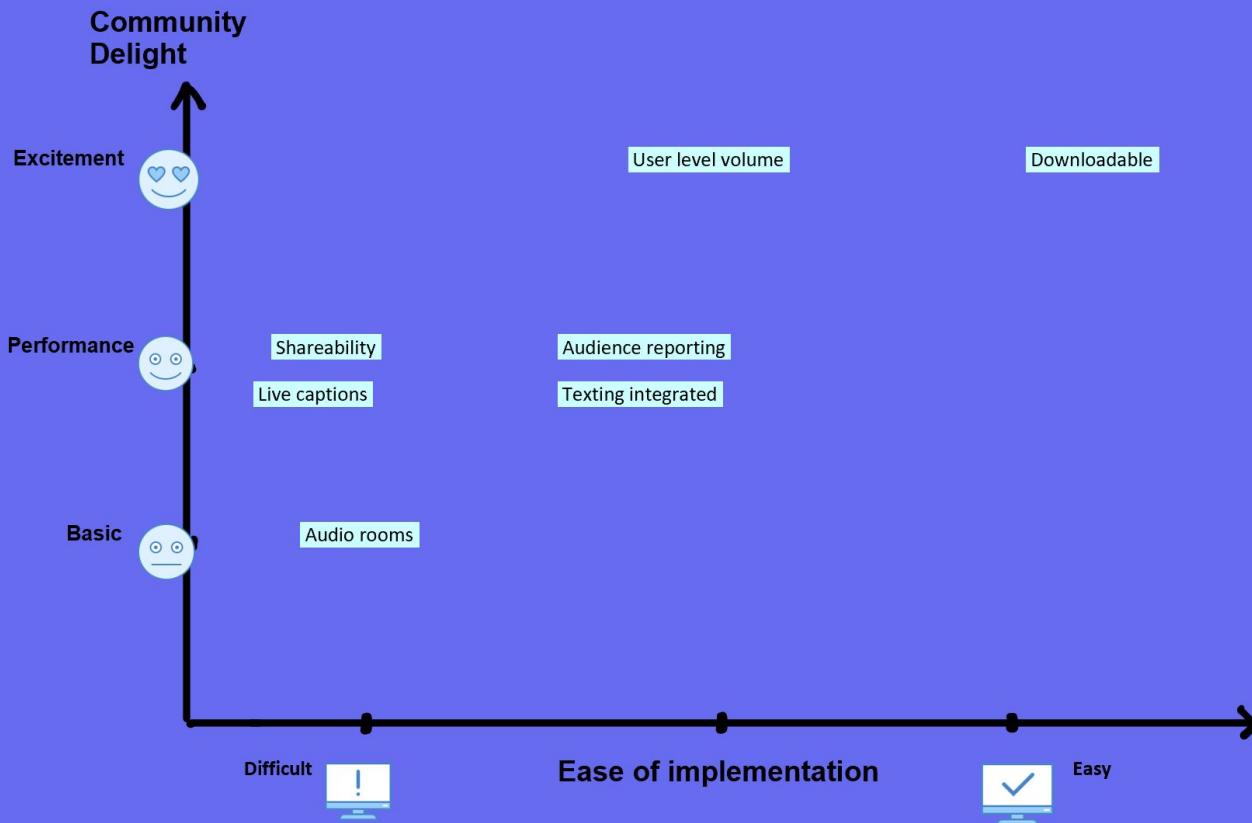
Anonymous Chat rooms

Group Chats

📣Audio Priorities Matrix

Community Delight

Excitement 😍

User level volume   Downloadable

Performance 🙂

Shareability   Audience reporting

Live captions   Texting integrated

Basic 😐

Audio rooms

Difficult 🖥️!   **Ease of implementation**   ✓🖥️ Easy

3 prioritized features

to implement:

1. Downloadable

2. User level volume

3. Texting integrated

📣 Audio Feature: Competitor Analysis

Meta

★ Live Captions

Text Integrated

Group Moderators

Downloadable

Clubhouse
👋

Twitter

Discord

Reddit

Audio Rooms

Shareable Clips
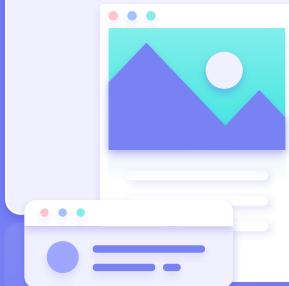
Audience Reporting
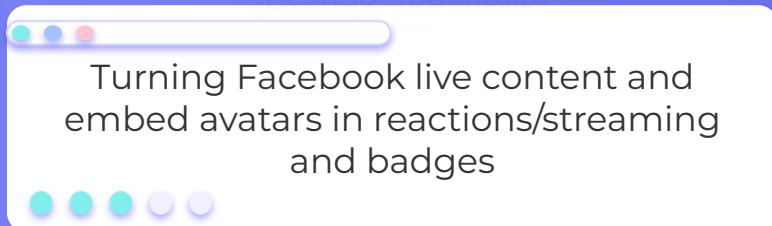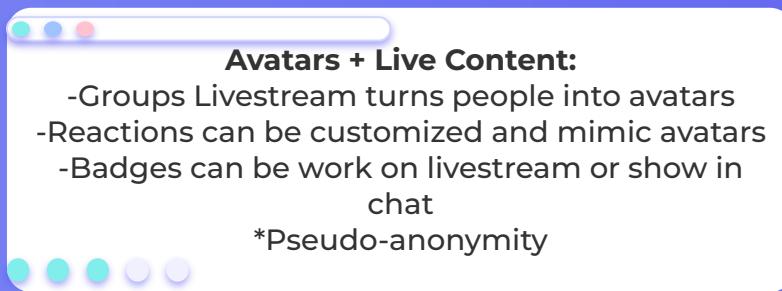
User Volume

Platform Ideas UI concepts
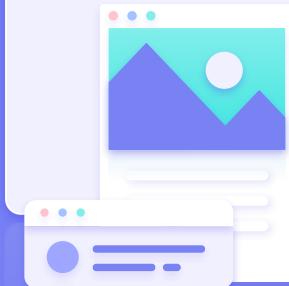
Recommendations for Facebook Groups

Product Markup: Facebook Groups Rooms

Avatars + Live Content:
-Groups Livestream turns people into avatars
-Reactions can be customized and mimic avatars
-Badges can be work on livestream or show in chat
*Pseudo-anonymity

Turning Facebook live content and embed avatars in reactions/streaming and badges

Platform Ideas UI concepts

Recommendations for Facebook Groups

Product Markup: Facebook Groups Rooms

Avatars + Live Content:
-Groups Livestream turns people into avatars
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*Pseudo-anonymity

Turning Facebook live content and embed avatars in reactions/streaming and badges

Recommendations for Facebook Groups

Product Markup: Facebook Groups Rooms

Bot assistance for Rooms

Add enhanced Recordings feature within Group Rooms

Smoother text integration, Live Polls within Group events

William & Mary Badminton Club

🌐 Public · 181 members

- 🏠 Home
- Rooms
- Events
- Albums

Recommendations for Facebook Communities

Product Mockup: Live Audio Rooms

Add clipping tool so viewers can share snippets of live content

Add bots that can reply to real time questions/queries on comments
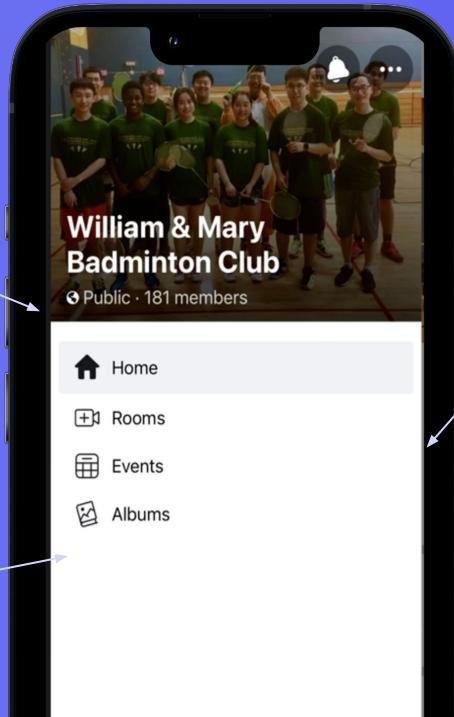
Enhance live voting for the best comments

Recommendations for Facebook Groups
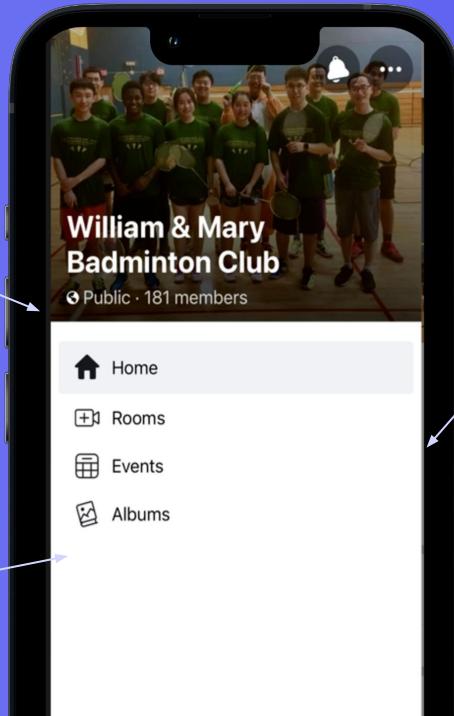
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Home

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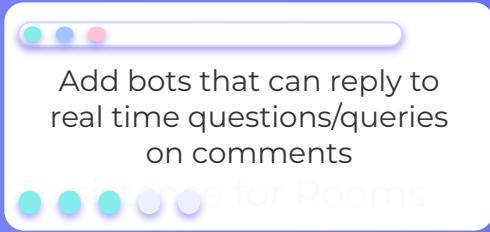
Enhance live voting for the best comments

Team 4 Conclusion

Meta Synced Up

Synchronous content helps platforms become **more connected, human, and in-the-moment**.

Having the tools to allow users to focus on being in-sync with others is key for the longevity & growth of Facebook Groups.

Thank You
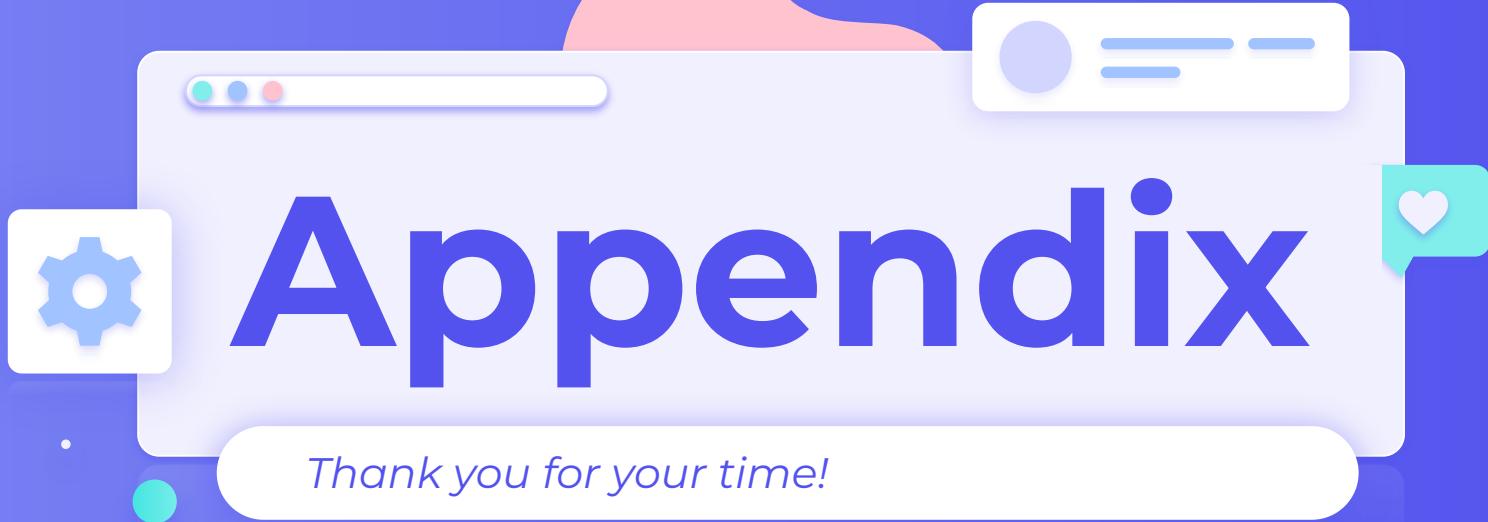
Do you have any questions?

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Luke Amargo | Lukeamargo@gmail.com

Appendix

Thank you for your time!

Appendix 1 - Case Studies

Competitor	Category	Case study
Twitter	Established	Link
Discord	Established	Link
Clubhouse	Established	Link
Reddit	Established	Link
Honk	Emerging	Link
Signal	Emerging	Link
Vimeo	Established	Link
Geneva	Emerging	Link
Dispo	Emerging	Link
Kakao Talk	Emerging	Link
BeReal	Emerging	Link

Appendix 2 - Audio feature matrix

Feature	FB	Clubhouse	Twitter	Reddit	Discord	Geneva	Snapchat	LinkedIn	Telegram	Slack
Audio										
Rooms	2	3	3	3	3	3	2	1	1	3
Live captions	3	3	3	2	2		1	2	1	2
Shareable clips	2	3	2	3	1		1	1	1	1
Mute all	2	3	3	2	3		1	1	1	1
Moderators	3	3	3	3	3		1	2	2	3
Text integrated	3	3	2	3	3		2	1	3	2
Asynchronous	3	3	3	3	1		2	1	3	
Downloadable	3	3	3	3	2		1	1	1	1
Audience reporting	2	2	3	3	3		2	2	2	2
Reactions	3	3	3	3	3		1	2	2	3
Ticketed	3	2	3	3	3		1	1	2	2
Audio posts	3	3	3	2	1		1	1	1	3

Appendix - Forums feature matrix

Feature	FB	Clubhouse	Twitter	Reddit	Discord	Geneva
Forums						
Channels	1	3	1	3	3	3
Threads	1	3	1	3	3	3
Polls	3	3		3	2	3
Pin messages	3	2		3	3	3
Limit replies	3	3	3	3	1	
Searchable	3	2		2	3	
Album view images	3	2		2	1	
Private channels	2	3		2	3	3
Total	8	11	2	12	11	12

Appendix - Live, Messaging features

Feature	FB	Clubhouse	Twitter	Reddit	Discord	Geneva
Live						
Live video/audio	3	3	3	3	3	3
Screen sharing	2	1	1	2	3	3
Watch party	3	3	3	3	3	1
Shopping	1	1	2	1	2	1
Virtual background	3	1	1	2	1	1
Total	12	7	10	8	12	7

Feature	FB	Clubhouse	Twitter	Reddit	Discord	Geneva
Traditional posting						
Posts	3	1	3	3		3
File sharing	3	1	1	3	3	3
Announcements	3	3		3	3	3
Videos	3	1	3	3		
Total	12	6	7		6	

Feature	FB	Clubhouse	Twitter	Reddit	Discord	Geneva
Messaging						
DMs	3	3	3	2	3	3
Group chats	3	3		3	3	3
Calls	2	1				
Dissapearing message	3					
Total	11	7	3	5	6	6
Admin tools						
Block similar accounts	2	1	3	1		1
Admin bots	1	1	1	2	3	1
Joining questionnaire	3	3		3	3	3
Remove posts with too	3					
Fact check filter	3					
Potential spam flag	3					
Specific keywords	3		3			
Account details as mer	2				3	
Total	9	5	4	6	6	5
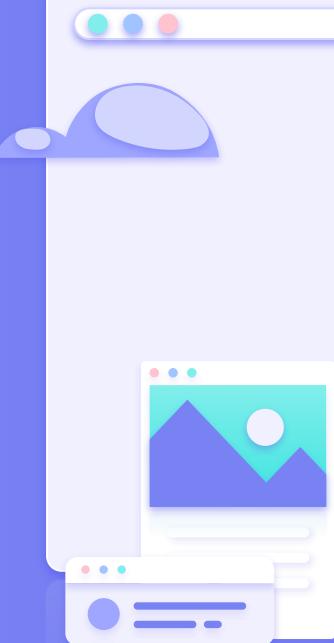
Appendix - Miscellaneous feature matrix

Feature	FB	Clubhouse	Twitter	Reddit	Discord	Geneva
Focus control						
Granular Mute	3	3	3	2	2	
Deep links		A		3		3
Dynamic notifications			2			
Total	3	3	5	5	2	3

Feature	FB	Clubhouse	Twitter	Reddit	Discord	Geneva	Snapchat	LinkedIn	Telegram
Miscellanous									
Desktop compatibility	3	1	3	3	3		1	3	3
Anonymity	1	3	1	3	3		1	1	3
Schedule events	3	3	3	3	3	3			
Total	7	7	7	9	9	3	2	4	

Feature Analysis FORUMS

ADMIN — Use Cases from Other Platforms

Keyword Autoresponse

Robust Moderator Tools

Onboarding Questions + Human Verification

/u/AutoModerator   AutoModerator notification:

expand all   collapse all

[–] from **/u/AutoModerator**   sent 23 days ago

https://www.reddit.com/r/CreditCards/comments/u08sxl/so_was_added_to_two_of_my_credit_cards_now_has_a/
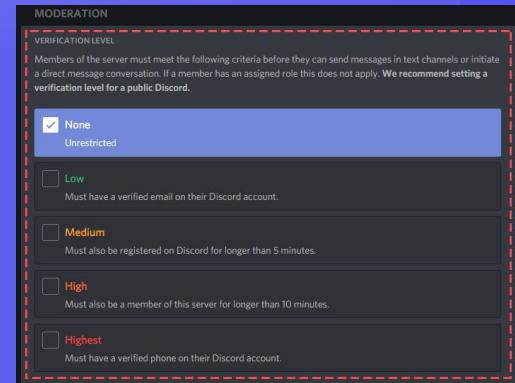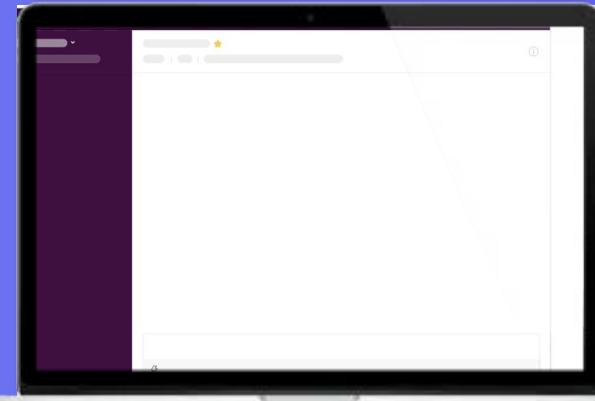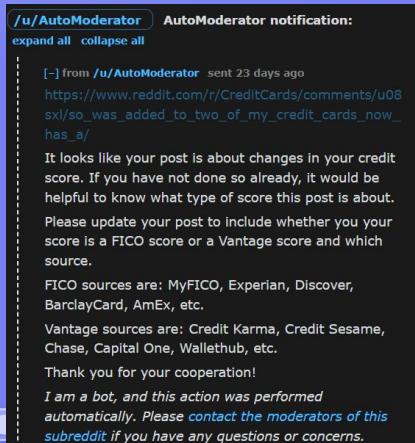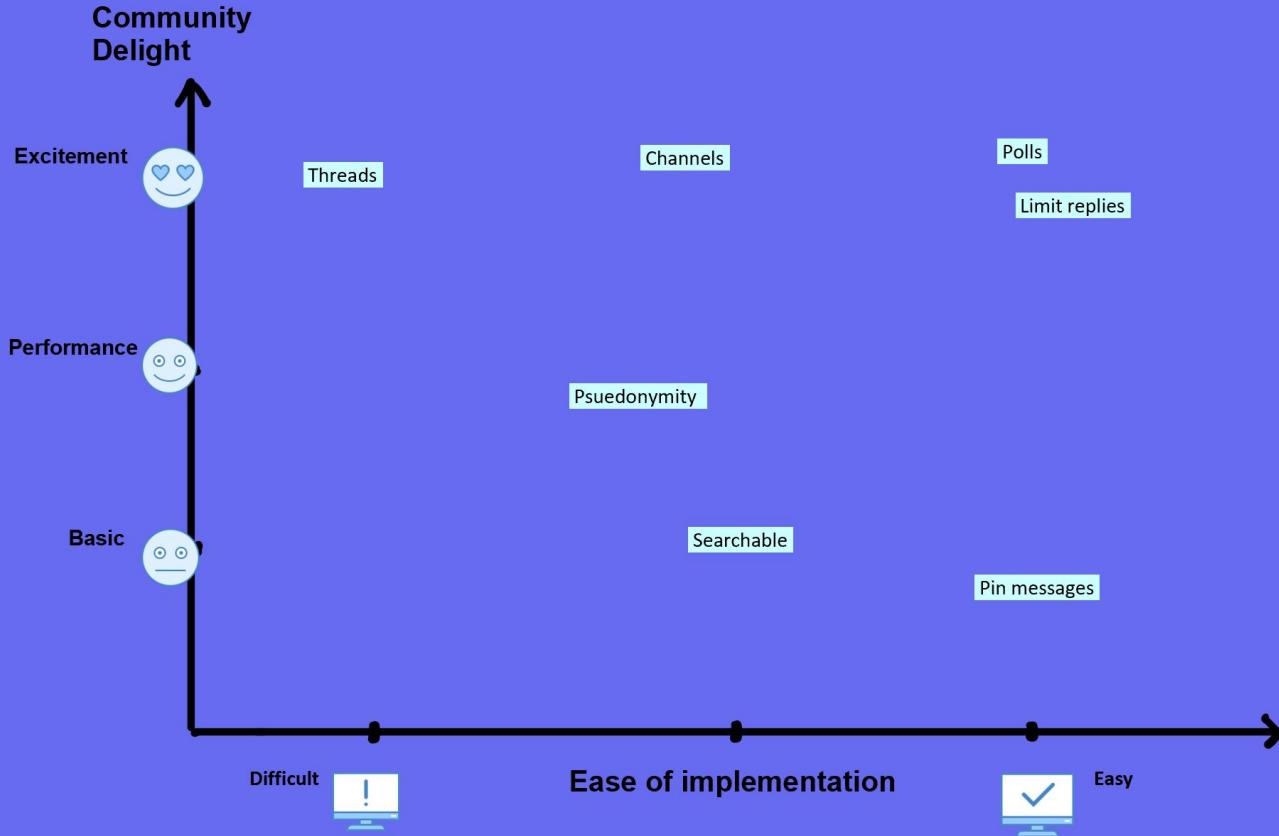
It looks like your post is about changes in your credit score. If you have not done so already, it would be helpful to know what type of score this post is about.

Please update your post to include whether you your score is a FICO score or a Vantage score and which source.

FICO sources are: MyFICO, Experian, Discover, BarclayCard, AmEx, etc.

Vantage sources are: Credit Karma, Credit Sesame, Chase, Capital One, Wallethub, etc.

Thank you for your cooperation!

I am a bot, and this action was performed automatically. Please contact the moderators of this subreddit if you have any questions or concerns.

MODERATION

VERIFICATION LEVEL

Members of the server must meet the following criteria before they can send messages in text channels or initiate a direct message conversation. If a member has an assigned role this does not apply. **We recommend setting a verification level for a public Discord.**

☑ **None**
   Unrestricted

☐ **Low**
   Must have a verified email on their Discord account.

☐ **Medium**
   Must also be registered on Discord for longer than 5 minutes.

☐ **High**
   Must also be a member of this server for longer than 10 minutes.

☐ **Highest**
   Must have a verified phone on their Discord account.

Forum Features

Community Delight

Excitement

Performance

Basic

Difficult

Easy

Ease of implementation

Threads

Channels

Polls

Limit replies

Psuedonymity

Searchable

Pin messages

3 prioritized features

to implement:

1. Channels

2. Pseudonymity

3. Threads

Thank You

Do you have any questions?

Kriti Jain | kriti.jain280@gmail.com

Tejaswa Gavankar | gavankartejaswa@gmail.com

Luke Amargo | Lukeamargo@gmail.com