

Discord User Guide

Community Manager's
Handbook



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1.1 Introduction to Discord

Every quest starts somewhere!

You're reading this document, which means you've at least heard of Discord and what it can offer to Community Managers. As a Community Manager, you're all about giving your community the very best environment to be themselves. Whether that's letting them draw silly doodles of your game's main characters or talk trash about a rival esports team, you're wanting to give them that virtual space that lets their sense of community flourish and thrive.

Discord is the app to do just that. Designed for gamers from the very beginning, Discord has always been about fostering that community, and as we've grown we've been embraced by that community. The app you have before you will allow you to create any shade of community you might need. We offer text chat, voice chats, separate roles, bans, admin and moderating, and so much more. Powerful tools for community managers, intuitive setup processes, and a household name for many gamers, Discord is the place to be for video game and adjacent community's to be.

How do we do that? We offer a server creation where you're in complete control of exactly what happens.

-Want a text channel just to scream into the void? We got that.

-A voice channel for watching movies? Sure thing.

-A text channel to discuss the finer aesthetic qualities of frogs? Uhh, sure.

Whatever your needs, Discord lets you create the space you and your fans crave.

With more control than other popular community social medias, Discord allows you the power to create a custom community that your fans will love. This document will be your guide to crafting the perfect, hand-made, group space for whatever your needs are as a Community Manager. By the end of it, you'll be a Discord wiz and make Wumpus proud, we're sure.

Welcome to Discord and we can't wait to show you why so many Community Managers use our services!



1.2 About this Guide

What to expect from our Handbook!

What's in the document then? Consider us the wise sage you've met to start off your heroic journey! We're the Obi Wan Kenobi to your Luke Skywalker, the Merlin to your Arthur, the weird old man that gives away swords to your Link.

This User Guide will walk you through every aspect of creating your first server, with a deep dive into the customization and features you can utilize. From start to finish this User Guide will help you to utilize the dynamic community space that Discord brings. Whether you're already an avid Discord user or just getting started, you'll be able to make yourself the best community you've ever created, with more customization than any other community-based software on the market!

The guide starts off with a quick walk-through of creating your account in our section **It's Dangerous to Go Alone – Getting Started on your Adventure**. This section will walk you through downloading the app from Google Store or the App Store, and getting a handle on the UI for Desktop.

After that, in **The Nuts and Bolts of Servers**, we do a deep dive into every aspect of server creation and all the tools at your disposal to create a community that's just the right fit for your organization and fans needs. This is the meat of our guide, so it's a doozy, but some things we'll cover are: creating a server, creating text/voice channels, creating and managing server roles, adding custom emojis, inviting your fans/employees to the server.

Once you've got your account set up and server made, we move into **Customizing the Server to Your Community's Needs** where we open up a discussion on Community Management in the unique space that Discord offers you, as Community Managers. We give some tips, tools, suggestions, and thoughtful pieces of advice on your journey with Discord.

And our final section, **Resources and References** is a final bit of information for you. Some resources to look into and a glossary of terms to keep up with some of the more technical words we'll be using throughout the document as well as some links to different parts of our website for further information!





1.3 Audience

Who we think will be reading this guide (you!)

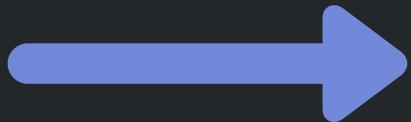
For this document, we assume that you're likely a Community Manager hoping to get a thorough understanding of Discord to bring the best out of your community. We have designed the document as such, hoping to allow those whose very jobs might depend on understand Discord a quick and easy guide to some of the basics of creating a server.

We recognize the possibility of another user, of course, one we might call a Casual Discorder. While we're not thinking one is more important than the other, we do focus more on Community Managers. A Casual Discorder will get just as much good information out of this document to create their servers, but they are not our primary audience. If you're a Casual Discorder though, please sit and peruse our fine document. There's plenty that can assist you in making the best Discord server too!

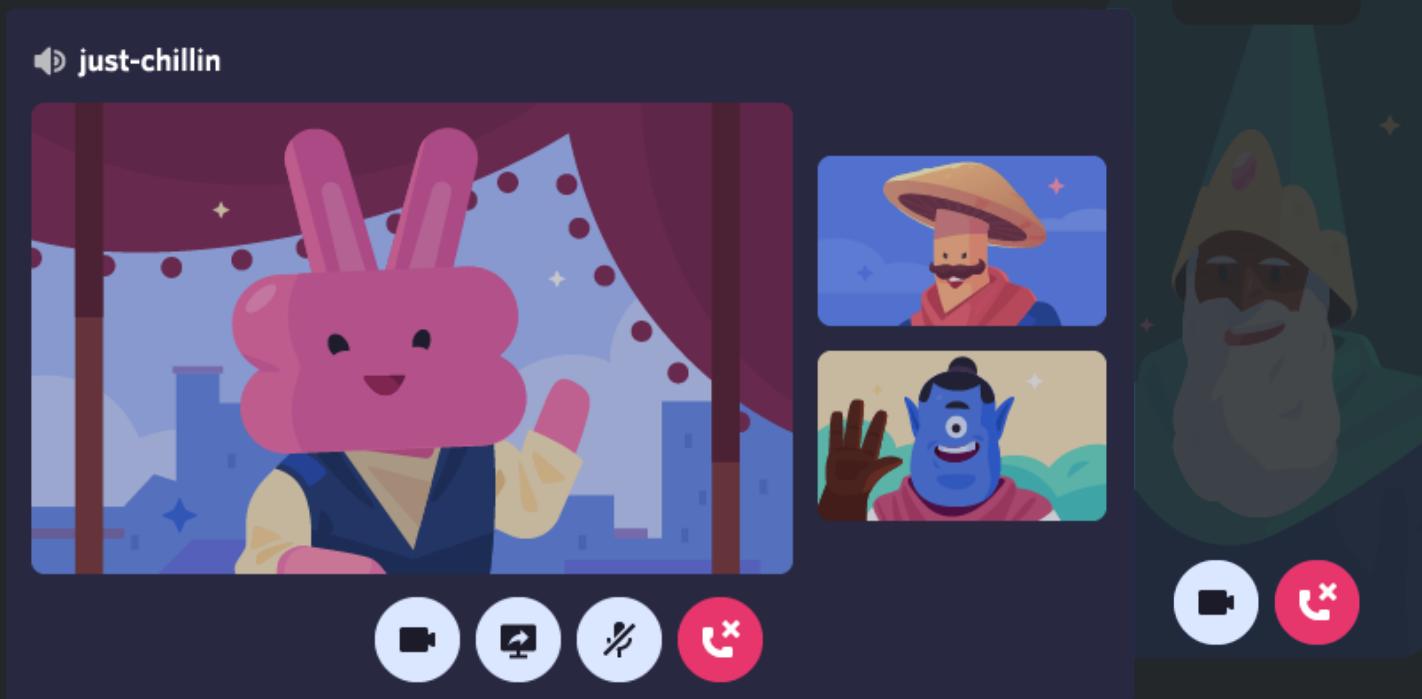


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Section 2



*Starting your adventure
with Discord*



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2.1 Creating a Discord Account

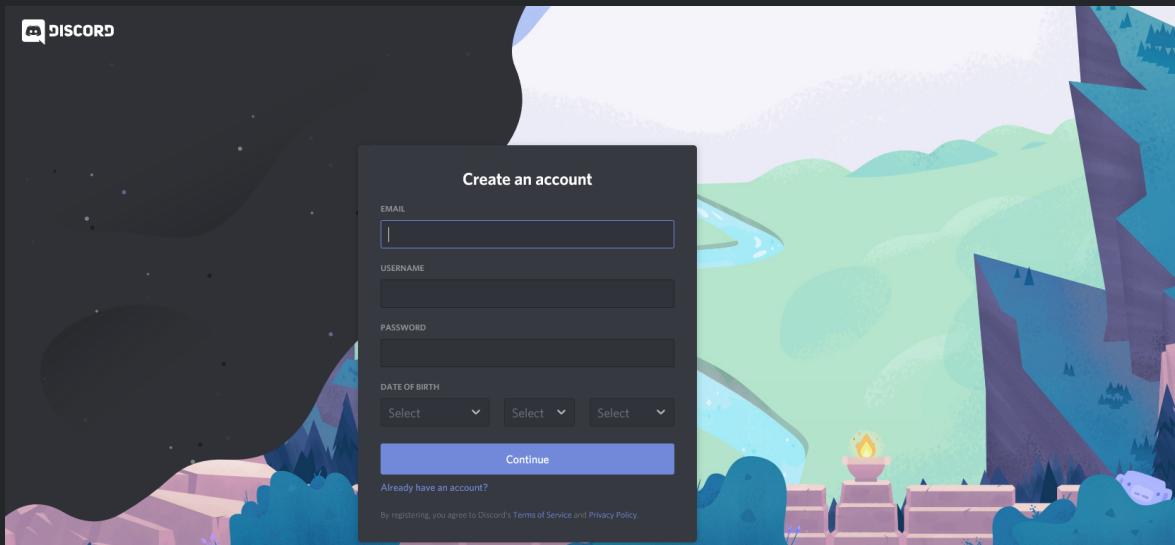
Creating your very own Discord Account!

You won't get very far if you don't have a Discord Account! So, let's get that done and out of the way, shall we? It's quick and easy, and once you've got one, you're ready to begin your quest to creating the community of your dreams!

Create a Discord Account

1. Go to discord.com
2. Click the **Login** button
3. Click the **Register** button
4. Fill in your information
5. Click Continue

Smell that snazzy, brand-new account scent? No? Well, anyways, you've done it! You should have your very own Discord Account! Be sure to go to your email you registered with to **Verify** your account, and then you're good to move on!





2.2 Downloading Discord

Getting our app onto your device!

If you want to make a Discord server, you're going to want the easiest way to do so, and that's with our Desktop or Mobile app. Let's walk through how to get those onto your devices before we start!

Downloaded Discord on your computer?

1. Go to **Discord.com**
2. **Click** the Download for Windows button
3. **Save File**
4. Install Discord by following the Installation Wizard
5. Log in and get creating!

Using a phone? (Android)

1. **Open** the Play Store.
2. Search Discord in the search bar.
3. **Click** Discord
4. **Click** the Install Button.
5. Once your download is done, **Click Open**.
6. Sign In and enjoy Discord on your mobile!

Using a phone? (Apple)

1. **Open** the App Store.
2. Search Discord in the search bar.
3. **Click** Discord
4. **Click** the Install Button.
5. Once your download is done, **Click Open**.
6. Sign In and enjoy Discord on your mobile!



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2.3 User Interface 1

Getting Used to Our User Interface

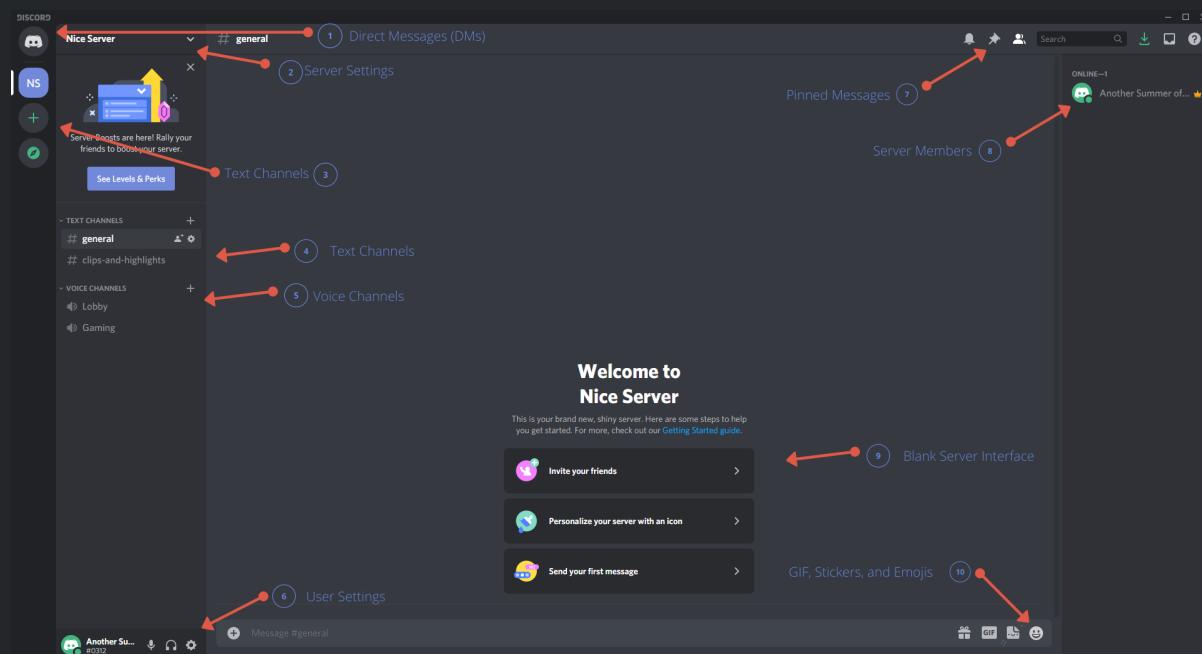
Now that you've got your shiny new software on your device of choice, it's time to take it for a spin! Below is a quick cheat sheet to some of the most commonly used aspects of our UI, especially for Community Managers. Feel free to familiarize yourself with it, but it may be helpful to keep this section handy in case you're struggling to find where the Server Settings are!

One: **Direct Messages**. These are where users can communicate directly and privately with one another.

Two: Clicking this small chevron will open up a list of options for your server. One is the Server Setting, a highly useful thing for team leaders and managers to adjust their servers to their teams needs.

Three: This plus sign is where it all starts. Clicking here will let you **add your own server** and start the creating a server process.

Four: **Text channels**. These are where you and your team members can type messages to each other that'll last. It's a good space for general chats, project specific discussions, memes, etc.





2.3 User Interface 2

Getting Used to Our User Interface

Five: No more setting up Zoom calls just to chat for a few minutes with **Voice Channels**. It's as simple as clicking a Voice Channel and you can start chatting away. These are great for meetings, impromptu co-working sessions, and even Friday Night Socials.

Six: **User Settings**. This is where you can go to edit different aspects of your account. It's also where you can mute/deafen (mute your mic/stop audio from the server in a Voice Channel) yourself.

Seven: **Pinned Messages** – Have something your team will need access to again and again? Pin the Message, and then it can be accessed forever from the Pinned Messages for that Text channel. Things like important work documents, team members emails, upcoming due dates etc. can be great Pinned Messages.

Eight: **Server Members**. See who's online, adjust nicknames, see what Roles users have, and more on this tab.

Nine: When you start off a server and it's empty, this will appear. It gives some helpful tips for populating your server but disappears once your Text Channels are populated.

Ten: **Gifs, Stickers, and Emojis** oh my! Here is where the real social aspect of Discord comes to life. No more having to copy and past gifs from the internet to react to your team members. Create custom emojis for your teams easily and quickly. Stickers are a paid, animated little emoji through Discord that can be a fun reward for employees.



Section 3



The Nuts and Bolts of Server Creation and Managing



pet-photos

study-group

games

cooking



study-group



Graggle Today at 9:18 AM
Who's got notes from history today?



Cap Today at 9:19 AM
I need them too!



Peppe Today at 9:22 AM
send please



Phibi Today at 9:30 AM
me too!



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3.1 Creating a Server

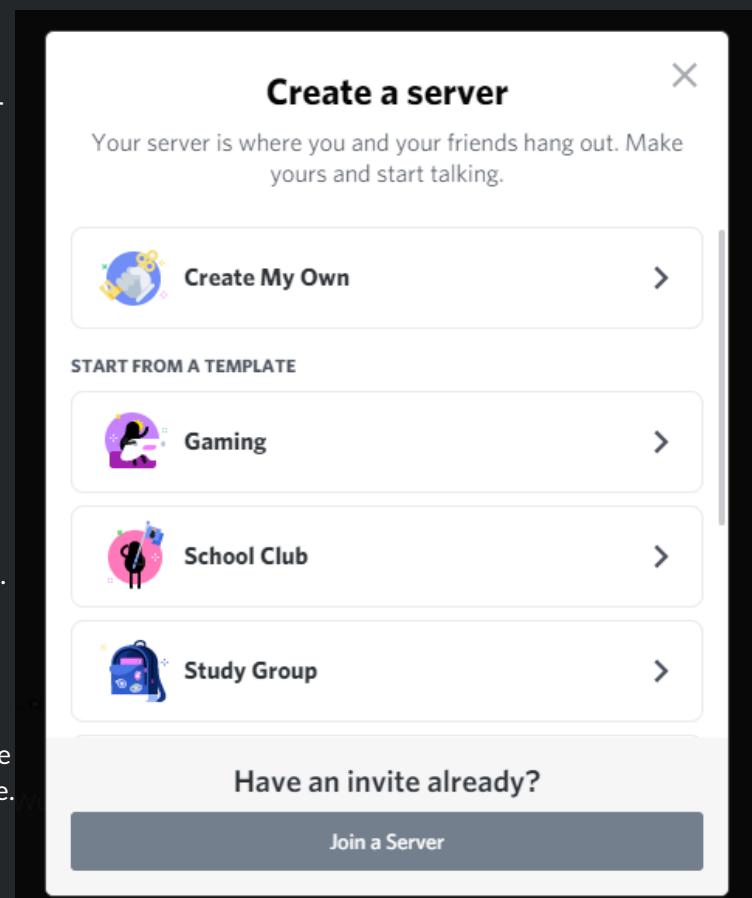
Navigating the Server Interface -- Create My Own

Creating a server is the first step in your journey to bringing your community into the space that is Discord. This will be the guide should you want to use the **Create My Own** server, which will give you complete control over every aspect of the server from the ground up. We recommend this for Community Managers as it gives you complete control over the entire process.

Create a Server (Create my Own)

1. Click the plus sign to **Add a Server**.
2. **Create a Server** interface will appear.
3. Choose **Create My Own** server
4. Choose either “For a club or community” or “For me and my friends.”
5. **Customize your server** will appear.
6. You can **Upload** a server picture.
7. You can also write a **Server Name** for your new server.
8. Once you are satisfied, click **Create**.

Congratulations, you are the proud owner of your very own Discord Server! If you’re wanting to work from a template, go to the next page. If you’re wanting to start the customization of your server, move ahead to the next page.



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3.2 Creating a Server

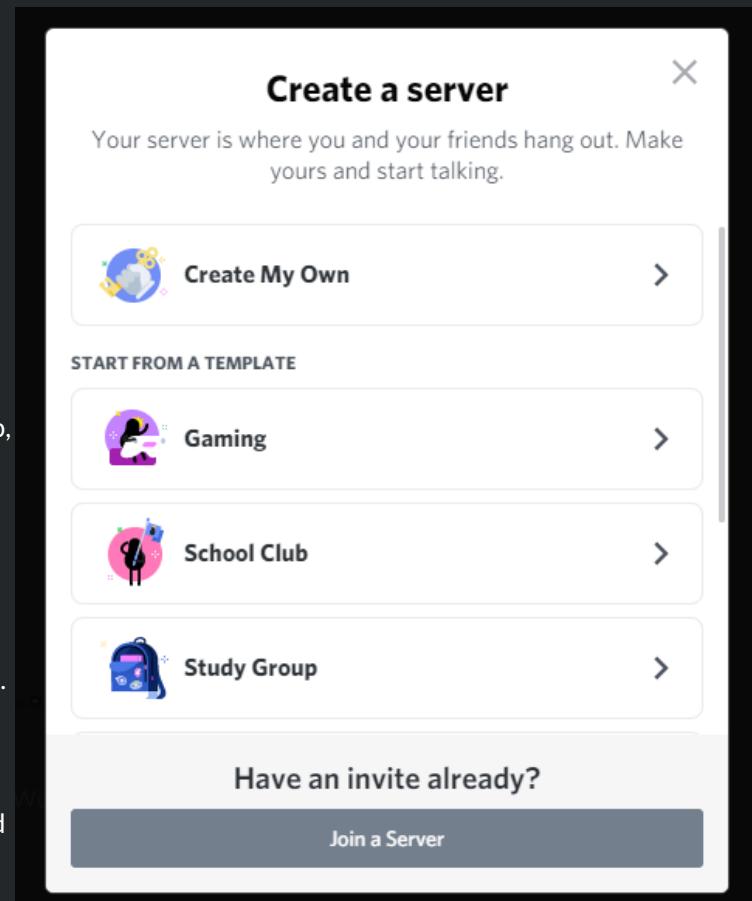
Navigating the Server Interface -- Start From a Template

Creating a server is the first step in your journey to bringing your community into the space that is Discord. This will be the guide should you want to **Start From a Template** for your server. Templates offer you a foundation to build off of, as you're always able to customize your Discord Server. We suggest this should you need something ready right out of the box and have a keen idea of the type of community you have.

Create a Server (Create my Own)

1. Click the plus sign to **Add a Server**.
2. **Create a Server** interface will appear.
3. Choose one of the templates, like Gaming, School Club, Study Group, Friends, Artists & Creators, or Local Community.
4. Choose either “For a club or community” or “For me and my friends.”
5. **Customize your server** will appear.
6. You can **Upload** a server picture.
7. You can also write a **Server Name** for your new server.
8. Once you are satisfied, click **Create**.

Congratulations, you are the proud owner of your very own Discord Server! You've got a solid foundation to build off and create something truly yours! Get out there and get building.



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3.3 Creating a Text Channel

Keeping the (Text) Conversation Going

Text Channels represent the meat and potatoes of your community's engagement. It's where they can chat casually about your games amazing characters, your teams latest strategy, or their favourite flavour of ice cream.

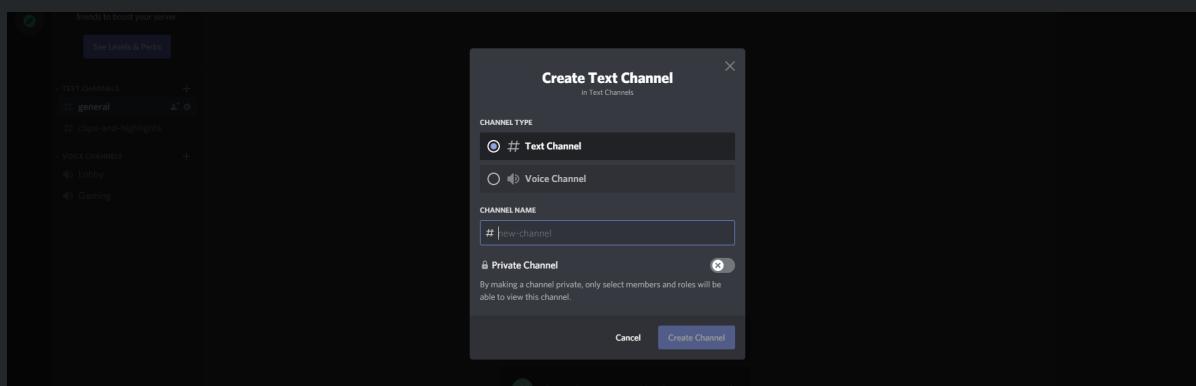
It also lets your community keep the conversation going without picking up their mics. Text channels are flexible and diverse and can be used for dozens of ways to keep the conversation going all night (and day).

Creating a Text Channel

1. Click the Plus Sign beside **Text Channels**.
2. **Create Text Channel** will appear.
3. Enter a **Channel Name**.
4. If you want a **Private Channel**, press the slider.
5. Once you are satisfied, Click the **Create Channel** button.

Congratulations! You've done it again and made yourself something real nice! Populating your server with a diverse range of Text Channels is a good way to keep the conversation going and let your community tap into whatever area of interest they have. This could mean having a section for particular games, teams, or even a section just to scream into the void.

You can also use Private Channels to create exclusive Text Channels for certain roles and groups of your community. More on that later!





3.4 Creating a Voice Channel

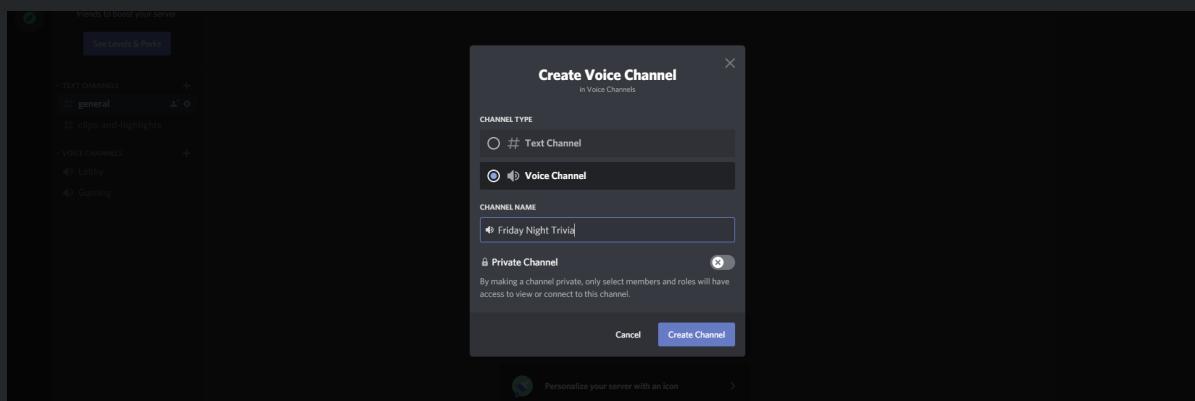
The Voice of your Community

Voice Channels are great for game nights, watch sessions of your esport teams games, or rolling out a campaign in *Dungeons & Dragons*. They're the (literal) voice of your community, so let's make one, shall we?

Creating a Voice Channel

1. Click the plus sign next to **Text or Voice Channels**.
2. Click on the **Voice Channel** option.
3. Enter a **Channel Name**.
4. Choose whether this Voice Channel will be a **Private Channel** or not.
5. Click the **Create Channel** button once you're satisfied.

Congratulations! You can now let you (and your community's) voices be heard crystal clear! We can't wait to see all the ways you'll bring your community closer together with Voice Channels.





3.5 Creating a Server Roles

The Identities of your Community Members

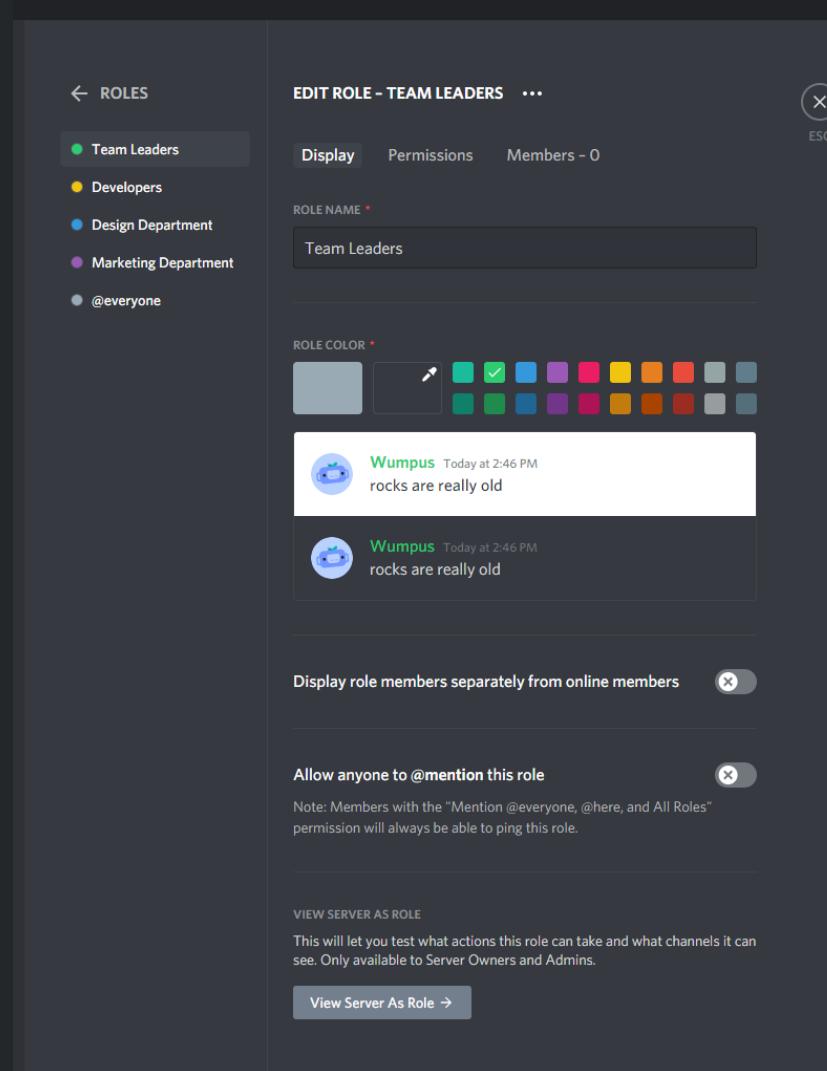
Creating Server Roles is one of the most unique features of Discord, especially for Community Managers. This simple, but powerful, tool allows you to create different Server Roles for different kinds of members of your community. Whether that means allowing users to self-assign which of your games they are interested in hearing about (and having access to those Text Channels) or allowing your Mod team to have unique permissions that others don't, Server Roles allow you to a robust tool to give various users different levels of access.

So, let's make some Server Roles!

Creating Server Roles

1. **Click Server Title** in the top left/the Chevron.
2. **Click on the Server Settings**. The symbol looks like a Gear.
3. This will bring you to the **Server Overview** page.
4. **Click the Roles** on the left side of the screen.
5. This will bring you to the **Roles** page.
6. **Click the Create Role** button.

Well done! Now you know the basics of creating different roles for your users. There are more complex guides to these in our Advanced Server Roles Guide, but feel free to tinker around and find all the powerful permissions and restrictions you can use to craft the perfect and inclusive space for your users.



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3.6 Managing Server Roles

Keeping The Who's Who In Order

Now you've got some Server Roles, you'll probably be spending a lot of time managing those roles. This is a vital aspect of Community Management for Discord and should not be taken lightly. There's nothing worse than creating a new Server Role for your latest game, only to accidentally give 500 people the ability to delete Text Channels...

Let's dive right into the nuanced ways you can create Server Roles that fit the right niche and needs of your unique community!

Managing Server Roles

1. **Click Server Title** in the top left/the Chevron.
2. **Click on the Server Settings**. The symbol looks like all Gear.
3. This will bring you to the **Server Overview** page.
4. **Click the Roles** on the left side of the screen.
5. **Select one of your Server's Roles**.
6. This will bring you to the **Edit Role**.
7. You can change anything in the **Display** selection here, such as **Role Name**, **Role Color**, whether **Role Members display separately from Online Members**, whether anyone can @ this role, and last you can test what the Role can see and do with **View Server as Role**.
8. **Click Permissions Tab**.
9. In **Permission** you can adjust the different Permissions a role has, like **View Channels**, **Kick Members**, or **Manage Nicknames** and many more.

Your community is only as strong as your Server Roles! They form the backbone of crafting a community that gets what it wants and needs, when and where it wants and needs it.





3.7 Creating Custom Emojis

Charm your Community with Emojis

One of our most beloved features for community's is the Custom Emojis feature. There's nothing more special to a community than having their own set of emojis, and we've heard whispers that some people join servers just for the emojis! Don't overlook these tiny (but impactful!) little images to bring that extra bit of charm and uniqueness to your server!

Thankfully for you, adding custom emojis can be done easy as pie!

Creating Custom Emojis

1. **Click Server Title** in the top left/the Chevron.
2. **Click on the Server Settings.**
3. This will bring you to the **Server Overview** page.
4. **Click Emoji.**
5. **Click Upload Emoji.**
6. **Select an image from your device.**

You're on your way to having the best emojis in the world, or so you should tell yourself! Go wild with Emojis but remember you can only have 50 (to start). Make them a special little part of bringing your community and game(s) to life!

The screenshot shows the 'NICE SERVER' sidebar with 'Overview', 'Roles', 'Emoji' (which is selected and highlighted in grey), 'Moderation', 'Audit Log', 'Integrations', 'Widget', and 'Server Template'. The main content area is titled 'SERVER EMOJI' and contains the following text: 'Add up to 50 custom emoji that anyone can use in this server. Animated GIF emoji may be used by members with Discord Nitro. Emoji names must be at least 2 characters long and can only contain alphanumeric characters and underscores. Emoji must be under 256kb in size.' Below this is a table with two columns: 'EMOJI — 49 SLOTS AVAILABLE' and 'ANIMATED EMOJI — 50 SLOTS AVAILABLE'. The table shows one emoji entry: ':Sparrow' (uploaded by 'Another Summer of Sleep'). At the bottom of the table, it says 'None'.



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3.8 Inviting Users

To have a Community you have to invite some friends!

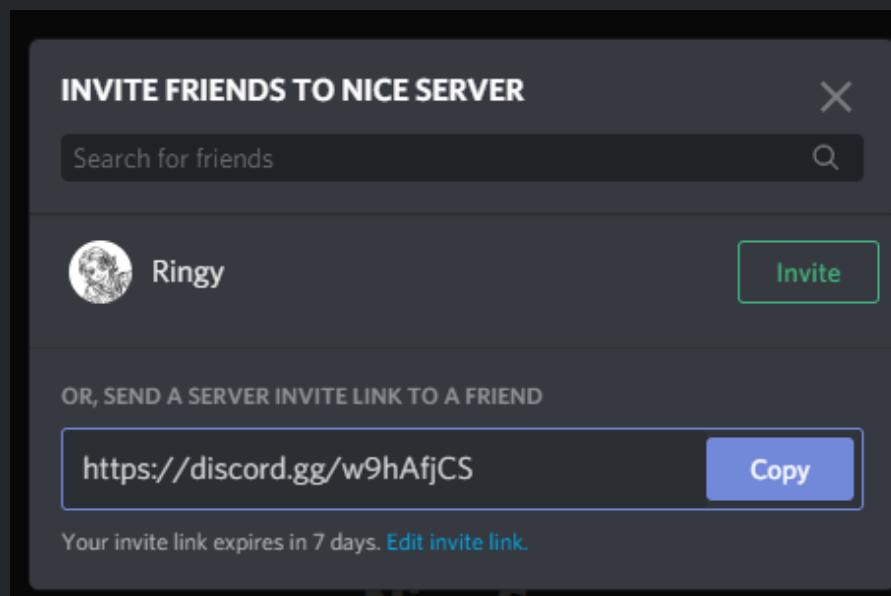
A server without users is a sad server indeed! Inviting new users to join your server is a simple enough process once you get the hang of it, but an ever important one! You can make the best server out there, but if you're not inviting people to it, it'll be a ghost town.

Below are the quick ways in which you can give access to your server in two methods.

Inviting Users to Your Server

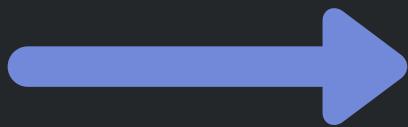
1. **Click Server Title** in the top left/the Chevron.
2. **Click** the purplish **Invite People** button.
3. This will pop the **Invite Friends to Server**.
4. **Click the Invite** button if you have users on your Friends List.
5. If you do not have any users on your Friends List, **Copy an Invite Link** and share it with your friends or community.

Yay! Your community is growing and soon the conversation will be flowing!



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Section 4



*Meeting your Community's
needs using Discord*



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4.1 Community Management with Discord

What's all the buzz about Discord and Community Management?

If you've gotten this far, you're probably already interested in the power that Discord brings to you to bring the best out of your Community. We're all the good stuff about social media without the pains of trying to manage a community on social media. So, what exactly does Community Management with Discord look like? And what are some keyways you can leverage it to foster a community that flourishes?

We'll make a few assumptions here: If you're creating a community on Discord, chances are you're involved in video games or an adjacent industry in some capacity. We'll assume you're either a video game developer, publisher, or an esports team.

Another unique way that Discord engages your community is you're not competing with dozens of other pages and groups on their Facebook or Twitter feed. When they enter your Discord server, it's all about your community. While Reddit offers similar abilities for the savvy Community Manager, Discord just offers you more.

What Discord offers you directly is the fact that, since it's inception, we've been a gamer-first direction. While the app has grown far beyond just being a VoIP service for gamers, it has and always will be the place that was designed from day 1 for gamers and esports fans. It sets it apart from other social media and community-based websites because it's all but a household name to many. With 56 Million gamers every single month using Discord, it's a natural way to catch your community where they live and play.

Discord is a collection of millions of "servers," or online communities with

6.7M
daily active servers

13.5M
weekly active servers



4.2 Key Features for Discord and Community Management

Creating the best community's, together

Still on the fence about Discord? We've highlighted a few of the main ways you can utilize the app to its fullest to bring out the best in your community!

1. Complete control over the community you build. From Roles, Text Channels, and many more, it's all in your command.
2. Multiple video games or esports teams? Don't think your CSGO fans want to hear about your League team? With Discord you can break your community into it's niches and let everyone enjoy what they came for!
3. Invite Codes allow you the control over who gets to interact with your servers, your content, and your users, creating a safer and more inclusive space.
4. Delegate Moderators within your community to handle the day-to-day monitoring of the community, so you don't have to have your eyes on the server 24/7!
5. Creating Roles allows community members to know who shares an interest with them, pronouns they use, and so much more!

The options are endless. With Discord the power and control are in your hands. And, more importantly, the flexibility to meet the needs of your unique community is yours. Because who else would know best exactly what your community needs from their communal gathering place? You, of course!



4.3 Discord Servers as Part of your Marketing Plan

Who says you can't have fun and make sales?

So, why build a thriving community for gamers?

If you're involved in either the video game or esport space, you know that lengthy periods of time between product launches and tournaments can bring a real lull to your community. How can you combat these inevitable stops in the action? Discord is the solution! By keeping an engaging and thriving community chatting away in your well set up Discord server, you can keep those eager fans sated with new updates, chats with players or developers, fun social events, fan art contests, and so much more!

Here are some keyways to utilize Discord as part of your Marketing Funnel:

1. Customer Service is more and more about your online presence and customers trying to speak to you directly. Discord offers a great, safe space for your fans to bring up bugs or disgruntlements directly to you. No more angry customer rants under your post about how you can pet dogs in your latest game!
2. Text Channels and Pinned Messages allow you to showcase and curate the very best of your community's work, whether that's a stellar meme, an amazing piece of fanart, or a raunchy bit of fanfiction.
3. Discord can become an exclusive club for your more hardcore of fans! Give Discord exclusive content, like early access to Dev Logs, heads up about upcoming sales, and even community events like Playing with the Devs or Watch Party's for your team!

Discord offers unique ways to engage your community where it happens. By giving your fans what they want, you'll make happy fans, and a happy fan is your best advocate – and your best advertiser, too.





Section 5

Resources and References



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5.1 Further Resources

Need a little more help?

There's always more to learn and be inspired by at Discord! Here are a few links to some helpful tips and tricks from our website!

Want to learn of our saga? Find out more about us here: <https://discord.com/company>

Check our frequently updated Blog for special updates and cool posts about how Discord is changing the world (or so we like to think!): <https://blog.discord.com/>

Needing some inspiration for your servers? We got you covered: <https://discord.com/inspiration>

Are you an institution of higher education looking to use Discord? Maybe a student group looking for some help? Look no further then here for some helpful tips: <https://discord.com/college>

An important part of every Discord is Mods! We've got an entire package for your future Mods (and yourself!) to understand how to keep your community safe and inclusive:
<https://discord.com/moderation>

Want an even deeper dive into Community Server Setup?: <https://support.discord.com/hc/en-us/articles/213530048-Advanced-Community-Server-Setup>



5.2 Glossary of Terms 1

Dictionary of Handy Terms

At Discord, we tend to use a lot of words a lot. It comes with having a software. But that doesn't mean we can't make a nice little Glossary of terms for you to use as a quick touchstone to know what the heck a Server or a User is!

Admin: An Admin is a role in a Discord Server. It generally means someone who has complete control over the server, from creating and deleting content, roles, posts, and the server itself! They also can typically kick or ban users, can silence individuals in a Voice Channel, and also have the ability change nicknames of Users (a useful feature for smaller community's).

Casual Discorder: We use the term Casual Discorder to reference to a user who is not using Discord for a job. They're here to enjoy our wonderful software, kick back with some friends to games, and enjoy the worlds premier VoIP service designed for Gamers. They might have a use for this User Guide if they're keen on making a great community server for their friends or community.

Channel (Private): A Private Channel is a channel that is created and only able to be accessed by particular Roles. This can be a convenient way to keep certain content away from the public eyes, allow exclusive access to community members, or just keep a channel for the Dev team within your overall server.

Channel (Text): A Text Channel is a channel that is comprised of text and emojis. These are common spaces to allow the community to discuss things like the latest match of your esport team, Dev Logs, or even put bugs found in your games beta launch.

Channel (Voice): A Voice Channel is a channel that users (with permission) can chat using mics. This is a great space for creating gaming channels where community members can group up to play your game (or other multiplayer ones!) together. You can also use this for community events, like movie nights, watch party's for your teams matches, or watching The Game Awards together.

Community Manager: We use the term Community Manager to refer to a particular job title often found in the video gaming sphere. A Community Manager is (generally) in charge of crafting the perfect community for their games. This role wears many hats, from social media to marketing to, well, maintaining a thriving and active Discord server. In general we call someone a Community Manager if they're in charge of creating and taking care of a large community, whatever that community might be.



5.2 Glossary of Terms 2

Dictionary of Handy Terms

Emoji: An emoji is a tiny image used often to show an emotion. Discord has the ability to make server particular custom emojis, which can be easily uploaded to give your server that Unique feeling.

Esports: Professional video gaming competitions. Popular titles include League of Legends, DOTA 2, CSGO, and Overwatch. Often teams will have a Discord where their fans can come together to cheer on their team and discuss matches.

Mods: A mod (short for Moderator) is a community member, usually volunteer, who steps up to take on a more rule-maintainer role in the community. While the Community Manager has ultimate discretion on things, Mods are expected to handle and defuse situations that become tense between community members and, should the situation arise, escalate it to the Community Manager or Dev team. Often a Community Manager is working on a lot of projects and can't monitor the Discord Server 24/7. That's where the amazing individuals who we call Mods come in.

Pinned Message: A Pinned Message is a message that is considered either really cool or really important and is pinned so it isn't lost in the conversation. Pinned Messages can be accessed (consult the UI Guide) by community members at any time. These often include resources, rules, community artworks, memes, or whatever you and your community might find so vital it cannot be lost to the sands of time.

Role: A Role is a title given to a User that can allow them different permissions within your server. These can be like access to an exclusive Text Channel, ability to join different Voice Channels, or even permission to post freely. Roles are always great ways to customize your Users experience by giving them unique titles and allow themselves to self-assign what game(s) they might be interested in or even what set of pronouns they use!

Server: A Discord Server is, well, what we've been talking about! It is your unique community space where you can create and craft your perfect space for your fans to come together. On a technical level, these are groups of invited users who have access to Text and Voice Channels to communicate with one another.

Sticker: Stickers are animated emojis that the Discord team puts out for User's to use! They do cost money, which helps us bring you all the amazing things that Discord does, but are also a way to show your support in a fun way.

User: A User is anyone who uses Discord, from the Community Manager down to the shy fan looking to learn more about a game's development. These are the people who populate our servers, post their amazing art for the world to see, and keep the conversation going.





Conclusion

Every Saga Comes to an End

And just like that, you've gotten through how to create your very own community using Discord! As with all heroic tales, once you've learned all you can from the Wise Sage, you're sent off to the glorious quest that is before you!

We'd like to sincerely thank you for choosing Discord as a possible landing spot for you and your wonderful community. As Community Managers, you are the heart and soul of Community's. You are the conductor of all things fandom, and you alone keep community's fun, safe, and inclusive. It's sometimes a thankless job, so here's one last Hooray for you and all the amazing work you do to keep our games and esports community's open to all!

Because without community, we'd all just be sad little atoms floating in space.



DISCORD