

The logo features the text 'RDC' in a large, bold, black sans-serif font. To the right of 'RDC' is a smaller '18' in a blue sans-serif font. The entire text is enclosed within a thick, bright blue square border that is slightly rotated clockwise. The background is white with faint, light gray geometric patterns consisting of squares and lines.

RDC¹⁸

ROBLOX DEVELOPER CONFERENCE



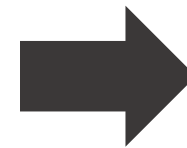
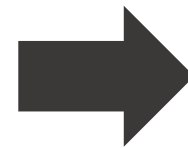
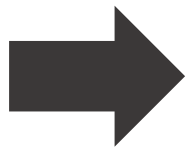
Making Your Game More Social

Kelly Mayes

Who I Am



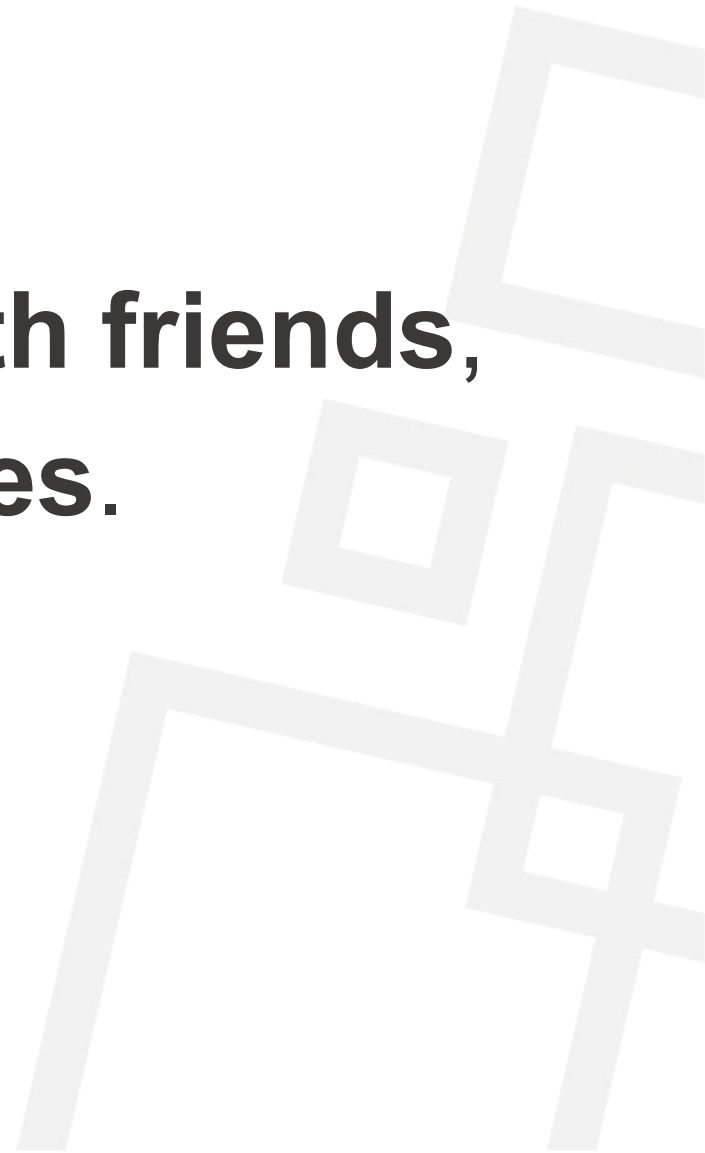
Kelly Mayes
sisteralligator



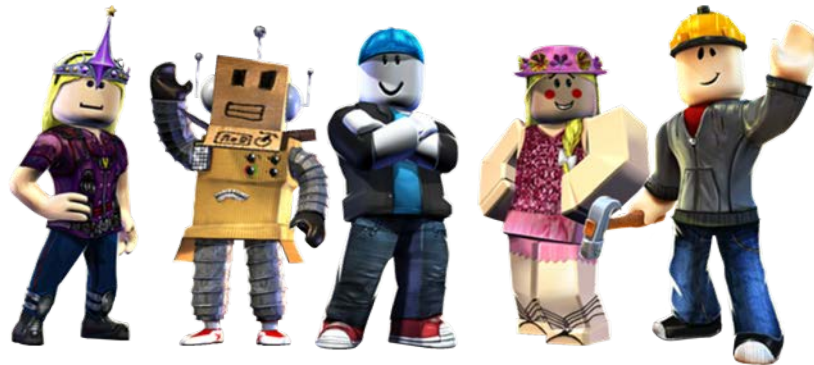
“Social” on Roblox



Make it easy for people to **play with friends,**
and **share their virtual lives.**



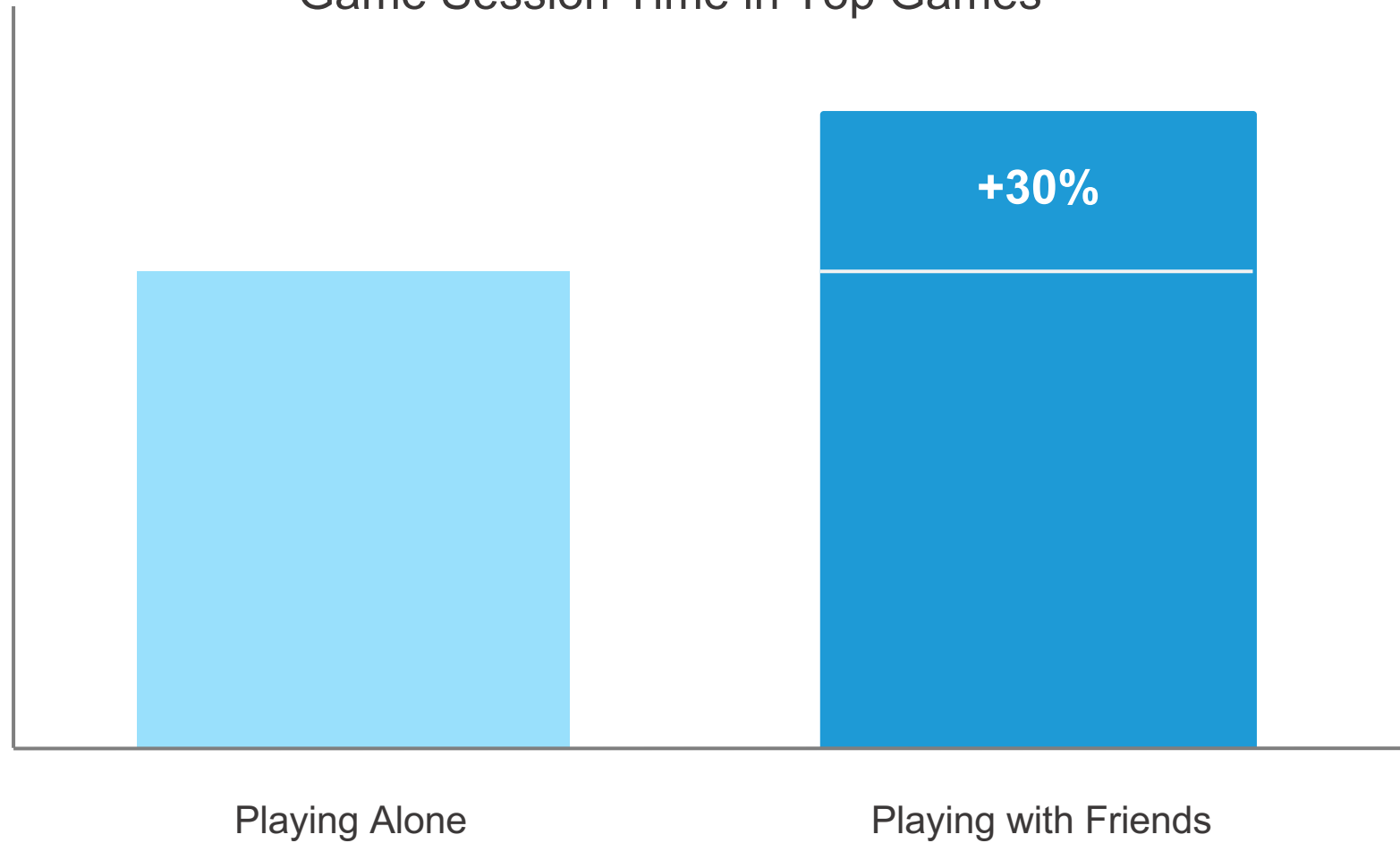
Why is playing with friends important?



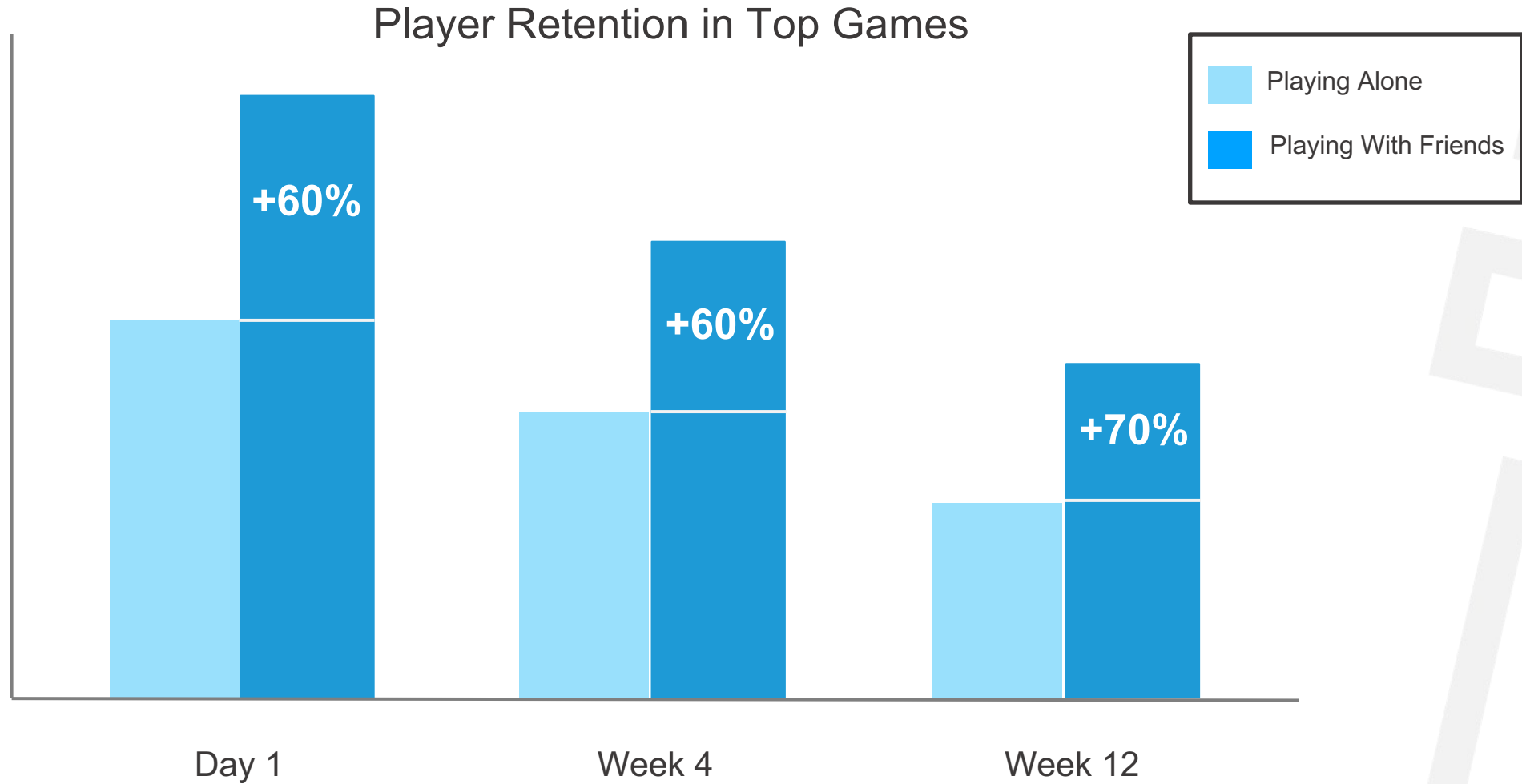
Playing with friends = Playing longer



Game Session Time in Top Games



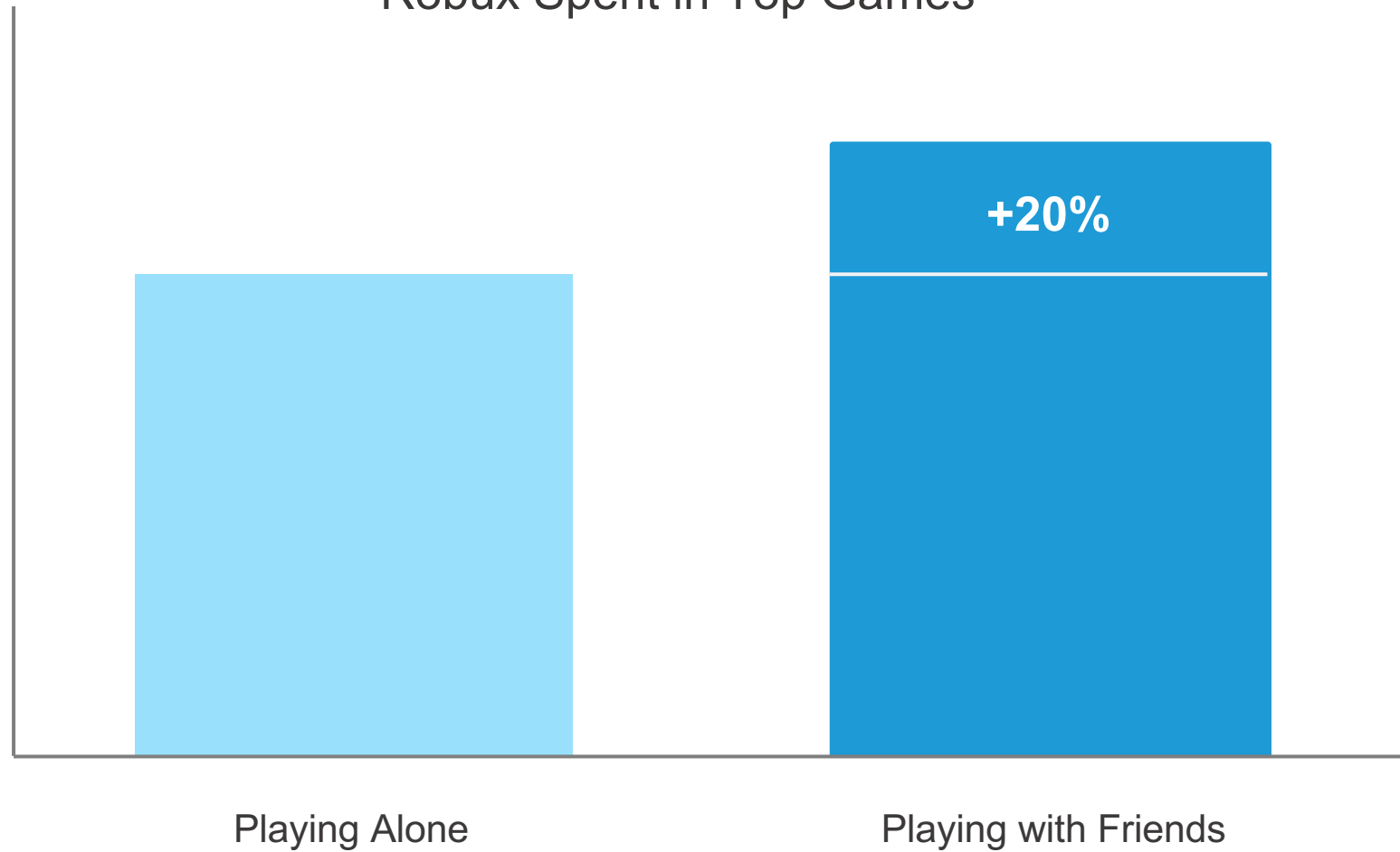
Playing with friends = Staying longer



Playing with friends = \$\$



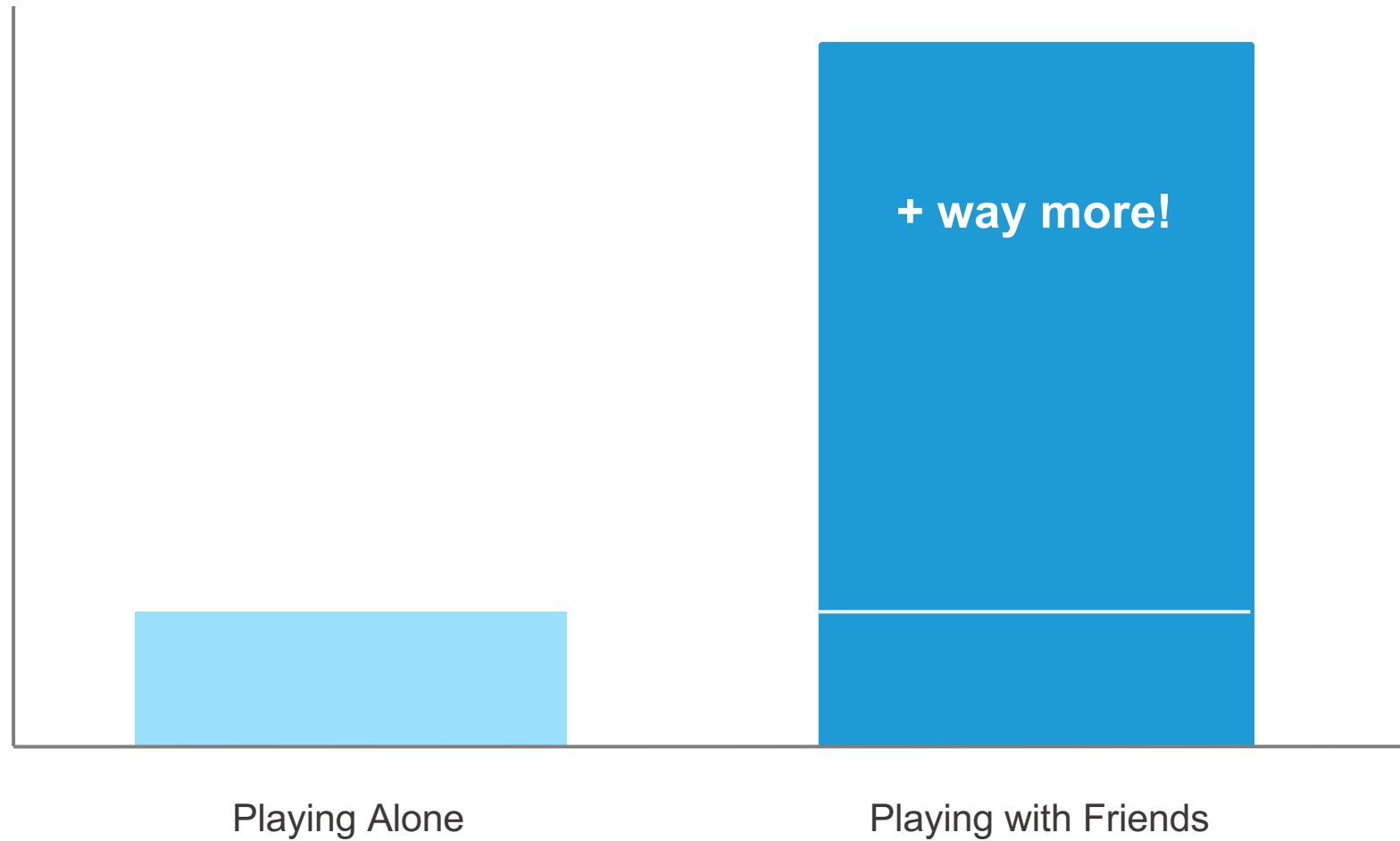
Robux Spent in Top Games



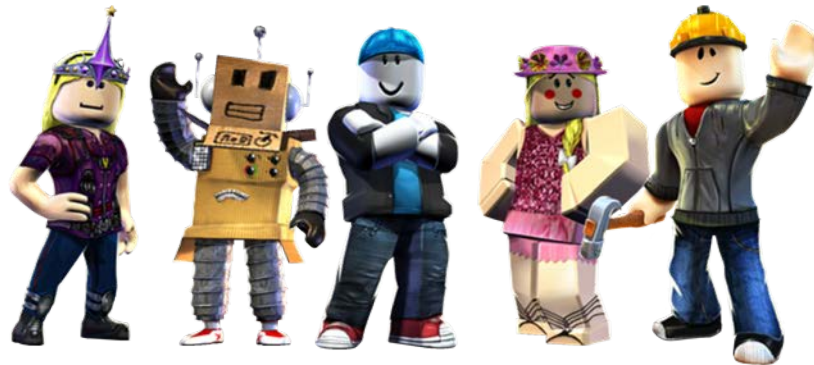
Playing with friends = More fun!



Totally Fake Chart



So how is Roblox helping people play with friends?



Roblox's Social Platform



- Share games
- See where friends are
- Join friends

The screenshot displays the Roblox social platform interface. At the top, there is a navigation bar with a search bar, a user profile icon for 'gruffalotus: 13+', and navigation options for 'Games', 'Catalog', 'Create', and 'Robux'. Below the navigation bar, the user's profile is shown with a circular avatar of a grey robot head and the text 'Hello, gruffalotus!'. A 'Friends(5)' section follows, featuring a row of five friend avatars with their usernames: jus4show, abma16, iseeflowers, sisteralligator, and soshalkid. Below the friends list, there are two sections: 'Recently Played' and 'Friend Activity'. The 'Recently Played' section shows a grid of six game cards with their titles and player counts: Mining Simulator (21,823 Playing), [KITCHEN!] Mee... (55,845 Playing), Bee Swarm Simulat... (9,293 Playing), Royale High (18,655 Playing), [FREE] Island Ro... (9,392 Playing), and Lumber Tycoon 2 (4,476 Playing). The 'Friend Activity' section shows a grid of six game cards, including [KITCHEN!] Mee..., Mining Simulator, Bee Swarm Simulat..., NEW! JAILBREAK, HUGE UPDATE, and REGIS BETA. A 'Chat & Party' button is visible at the bottom right of the 'Friend Activity' section.

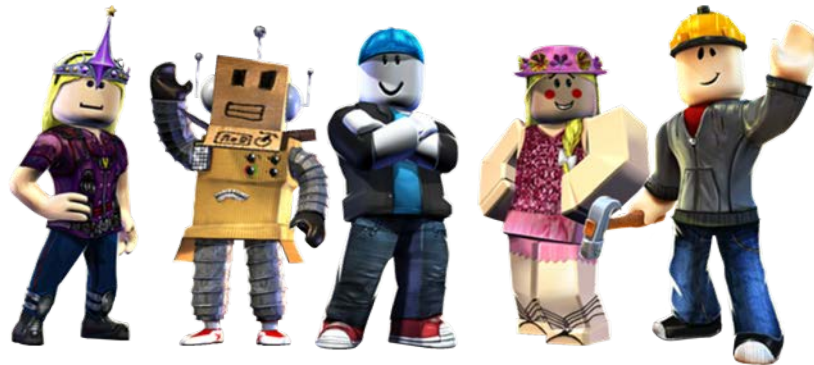
Roblox's Social Platform



- Share games
- See where friends are
- Join friends
- Invite friends



Any game can be social.



Pro Tip: Teleport to Friend (Meep City)



Pro Tip: Invite to Team (Island Royale)



Pro Tip: Save room for friends



Pro Tip: Save room for friends



Configure Place

Basic Settings

Game Icon

Thumbnails

Access

Permissions

Version History

Developer Products

Games

Access

Playable devices:

- Computer
- Phone
- Tablet
- Console

Game Access:

- Sell access to this game

Maximum Player Count:

10 ?

Server Fill:

- Roblox optimizes server fill for me ?
- Fill each server as full as possible
- Customize how many server slots to reserve ?

Access:

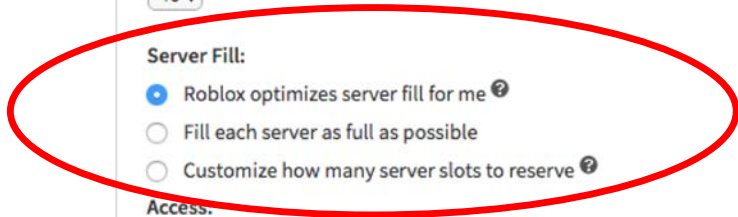
Everyone ?

VIP Servers:

- Allow VIP Servers ?

Save

Cancel



Pro Tip: Integrate Groups (Mining Simulator)



Pro Tip: Integrate Groups (Tales from the Valley)



Pro Tip: Spectate Mode (Murder Mystery 2)



Pro Tip: Trading (Mining Simulator)



0 Blocks
Version 1.5.5

| | | | | |
|----------------------|-----------|---|-----------|----|
| pwdrpig | 8,666,820 | 4 | 2,420,702 | 80 |
| fin232454 | 5,381,015 | 0 | 6,243,135 | 0 |
| Travis0345 | 542,845 | 0 | 53,145 | 0 |
| hjsx103 | 67,955 | 0 | 193,235 | 0 |
| shinymegalucario9999 | 17,072 | 0 | 72,075 | 0 |
| ohnootofusernames | 67 | 0 | 43 | 0 |
| gruffalotus | 0 | 0 | 0 | 0 |

ohnootofusernames: I broke
ohnootofusernames: Can somebody give dominus
ohnootofusernames: Plz
ohnootofusernames: Dominus
ohnootofusernames: Plz
ohnootofusernames: Dominus plz
ohnootofusernames: U have one right
ohnootofusernames: Lol
ohnootofusernames: Bye
Chat '?' or '/help' for a list of chat commands.

Codes: Rebirth Inventory Trade

0
0 / 10
64:32:53

Travis0345 wants to trade!

Accept Decline

Disable Trading

Trade

Trade

Trade

Trade

Trade

Trade

Trade

Your offer

Ange_Malu's offer

Sombreros Skins Cajas Mascotas

Sombreros Skins Cajas Mascotas

Dominus Rex Dominus Messor Dominus de Fuego Golden Wings

Sombrero de Cocinero Wings of Fire Ice Crown Cyber Dominus

Dominus Emperus Egg Charm Necklace 2015 Como un Troll Weirwood Shades

Electro Dominus Sombrero de reaccion de GOF Blue Sparkle Time Bandido

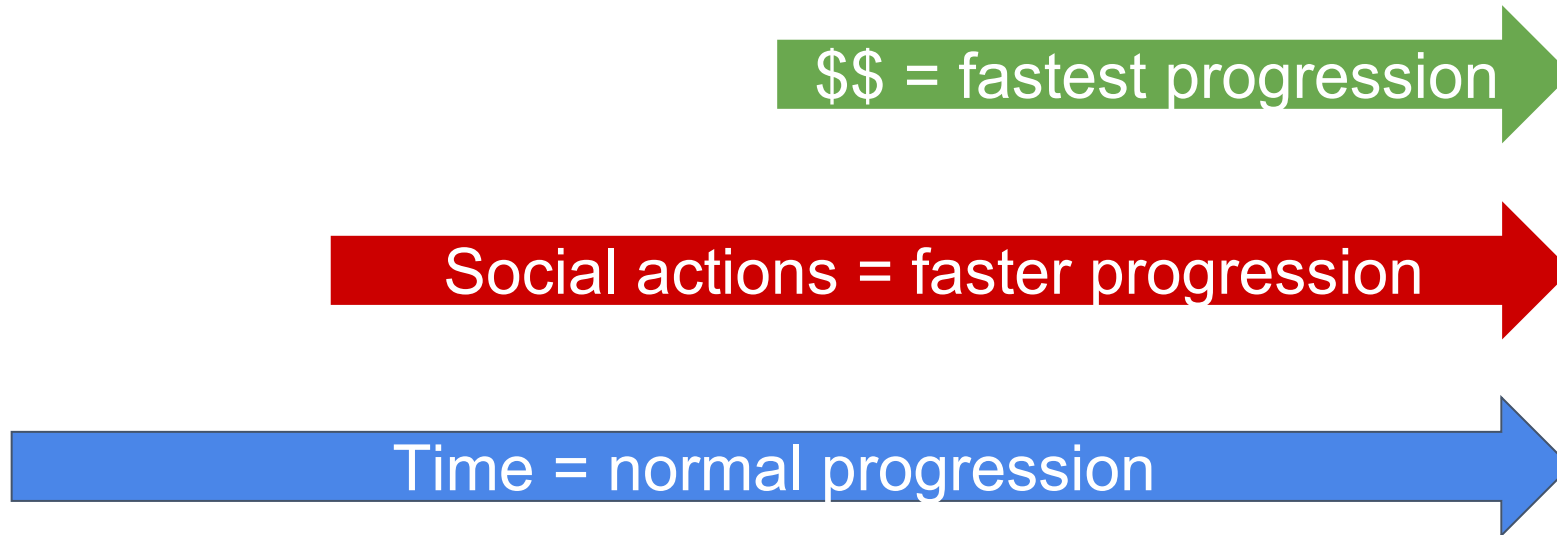
Aceptar

Rechazar

Pro Tips: Social Buffs



How players progress in your game:



The Future: Sharing your virtual life



Everyone has people to play with



“Living room” communication



Share in-game moments



Healthy communities





Q&A