

THE BEST ONLINE COMMUNITIES 2020

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Welcome to our annual list of top brand communities.

From July 2020 to Sept 2020, FeverBee analysed hundreds of communities in a variety of sectors to put together our list of top communities.

The criteria to compile these rankings is subjective, but based upon several factors. These include quantity of activity, quality of activity and management, value to members, value to the organisation, design, superuser programs, and more.

While this list focuses on traditional, hosted, brand communities, we've also included cult brands and 'community-only' brands which primarily exist only as a community.

NOTE:
We recognise this is not a fully representative list. Non-English speaking communities, private communities, and those on platforms which are less common in the Western world are not represented.

THE BEST COMMUNITIES BY CATEGORY

OVERALL	B2B	B2C	NON-PROFIT
1 Atlassian	Atlassian	Sephora	Mayo Clinic
2 Salesforce: Trailblazers	Salesforce: Trailblazers	Fitbit	Inspire
3 Sephora	Tableau	Apple	Breast Cancer
4 Fitbit	SAP	BT	TuDiabetes
5 SAP	Kronos	Spotify	Reachout
6 Kronos	Digital Ocean	Acer	Macmillian
7 Digital Ocean	Project Management Institute	Etsy	Schizophrenia.com
8 Apple	SAS	Blizzard	Scope.uk
9 Project Management Institute	Service Now	Steam	Sane Australia
10 Mayo Clinic	BMC	eBay	Greenpeace Greenwire

DEVELOPER	COMMUNITY ONLY	BEST DESIGN	MVP PROGRAM
1 Salesforce: Trailblazers	Stack Overflow	Cisco	Microsoft MVPs
2 SAP	TripAdvisor	Sephora	SAP Influencers
3 Google: Developers	WikiMedia	Atlassian	Salesforce: Trailblazers
4 Nvidia	Body Building.com	Qlik	Spotify Rockstars
5 Amazon Web Services	Goodreads	Microsoft Dynamics	Fitbit Council
6 Microsoft	Ravelry	Google Local Guides	Cisco Champions
7 Digital Ocean	Behance	Base Camp (Temenos)	Autodesk Experts Elite
8 Service Now	Cafemom	Etsy	Southwest Champions
9 IBM Developers	Deviantart	Bunnings Workshop	Google: Product Experts
10 Oracle	IGN	Anaplan	Docker Captains

THE BEST COMMUNITIES BY PLATFORM

KHOROS	SALESFORCE	VERINT
1 Atlassian	Salesforce: Trailblazers	Sophos
2 Sephora	Kronos	Sage City
3 Fitbit	Big Commerce	Dynamics
4 Digital Ocean	Activision	Macmillan
5 Spotify	MuleSoft	Nordic Semiconductor
6 SAS	Hive	Titleist
7 Alteryx	Workfront	Appian
8 BT	Tableau	Texas Instruments
9 Google Local Guides	Akamai	ARM
10 eBay	Boomi Technologies (Dell)	England Supporters

INSIDED	VANILLA	DISCOURSE
1 Sonos	Money Saving Expert	Clamour.de
2 hLife	Acer	Nvidia
3 02.de	Gardners World	Babypips
4 Ziggo	Qualtrics	Asana
5 T-Mobile	Digital Spy	GitHub
6 KPN	Tuenti	Schizophrenia
7 Tele2	King	Plex
8 A1Community	Startup Nation	Zoom
9 Deezer	Vertica	Swapd
10 Zapier	Big Green Egg	Nature Photographers

THE BEST MISC. COMMUNITIES

OTHERS	CULT BRANDS
1 SAP	Supreme
2 CiffGaff	IKEA
3 Apple	Lego
4 Project Management Institute	CrossFit
5 Service Now	Nike
6 Steam	Harley Davidson
7 Mayo Clinic	Tesla
8 Element 14	Lululemon
9 Unity Answers	Glossier
10 Inspire	National Geographic