

How Roblox Corp. Turns Community Into Its Biggest PR Asset

By: Alyssa Richey

When most people think of public relations, they picture press releases, media briefings and crisis damage control. But for Roblox Corp., the gaming and virtual-experience platform with more than 88 million daily active users, PR is something far more participatory, and far more personal.

For Roblox, community outreach is not a side initiative — it is central to the company's communications strategy. The platform's user base skews young; about 59 percent of its active



Figure 1: Roblox executives lean over a computer to collaborate.

users are under 16, according to company disclosures. That demographic reality makes trust-building a legal, ethical and reputational imperative all at once.

The company's outreach efforts operate on several fronts. Its [Roblox Education program](#) partners with schools and nonprofits to offer coding and game-design curriculum, framing the platform as a learning environment rather than just entertainment.

The [Developer Exchange Program](#), known as DevEx, allows creators to convert in-platform earnings to real currency; a move that positions

Roblox as an economic partner to its community, not

just a gatekeeper.

In 2023, the company launched a [Digital Civility Initiative](#), a structured effort to reduce harassment and toxic behavior on the platform. Announcements were communicated directly to developers through blog posts and livestreams by passing traditional media

in favor of first-person, unmediated outreach. That choice reflects a broader PR philosophy: speak to your community as directly as you can, as often as you can.

Critics argue that Roblox's outreach, however robust, has not always kept pace with its scale. Concerns around child safety, data privacy and underage labor practices have drawn scrutiny from regulators and journalists alike. Responding to those pressures requires more than a goodwill campaign; it demands transparency, accountability and policy change.



Figure 2: Roblox Corp. logo is pictured.

Still, Roblox's model offers a replicable lesson for communicators: community outreach is not charity work. When executed consistently, it builds the reservoir of public trust that every organization will eventually need to draw from.

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About the author:



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