

# VR Tech Social Media Strategy

Over the years Virtual Reality has evolved from being an experimental technology, to a tool that has a wide variety of applications including professional training, healthcare, education, and entertainment. The goal of this social media campaign is to showcase how VR transforms these different industries.

## Audiences

Because there are so many different applications for this technology, I have decided on a variety of different audiences that I will try to boil down into three core groups.

### Group 1: Young People

- Gen Z, ages 18 - 30
- Interested in entertainment, and socializing in a virtual environment. Possibly interested in education applications as well.

### Group 2: Business Owners

- Ages 30-60
- Interested in the applications of the technology in various professional fields such as healthcare, education, professional training and industrial environments.

### Group 3: Elderly People

- Ages 60+
- Potentially interested in using the tech for remote healthcare, and to socialize with others.

## Platforms

Based on these audience groups, the platforms I will be using are TikTok, Twitter, and Facebook.

My choices are loosely based on these demographics:

<https://www.pewresearch.org/internet/fact-sheet/social-media/>

### Facebook

- Has the largest percentages of users from all age demographics. For this reason I will use it to market to groups 2 and 3.

### Instagram

- Has the second largest percentages of users from all demographics, and has higher percentages of younger people than older. For this reason I will use it to market to groups 1 and 2.

### Twitter / X

- This platform has a significantly lower percentage of users compared to Instagram and Facebook, however from my personal experience, this is where people interested in video games and emerging technology tend to congregate, and for that reason I will be using this platform to market to groups 1 and 2.

## Content Plan

Instagram posts:

- VR concert
  - Footage from an online concert that people attended with VR
  - Shows how people connected with others through this
- VR games showcase
  - Shows how VR can transform gaming experiences
  - Reactions from people playing the game(s) (a horror game would be ideal)
- VR personal experience
  - Post from some popular content creator sharing their experience with VR entertainment
  - Encourage users to share their experiences too
- VR chat
  - Post showcasing how communities connect with each other in VR chat

Twitter / X posts:

- VR Industries showcase
  - Shows videos of VR use cases. Ex: virtual training for different trades, work/educational meetings, remote work in dangerous environments, tele-health, etc.
  - This could be multiple different posts
- Poll
  - Which industry benefits the most from VR?
  - Gets conversations started, as people will have varying opinions they'd like to share.
- Game Development post
  - Shows the 'behind the scenes' of a game being developed in VR

Facebook posts (mostly all for Group 3):

- A "What is VR?" post
  - Explains the technology and how it works in simple terms.
- Healthcare applications
  - Tell a story about how someone's life was transformed because of VR healthcare.
- Socialization
  - Show how VR can be used to connect with friends and family from afar.
- Virtual Tourism
  - Shows how world wide tourist attractions can be experienced with VR.

## Sample Posts

**Instagram:**



The future of live music is here, and it's all about connecting with fans no matter the distance. What's your dream VR concert experience? Let us know in the comments! #VRevolution  
#ConcertInVR #FutureOfEntertainment

**Twitter:**





Which industry do you think benefits most from virtual reality? Vote below! #VRImpact  
#InnovationInTech #FutureOfWork

Poll options:

- Healthcare
- Industrial Design
- Manufacturing
- Education
- Other

**Facebook:**



# WHAT IS VR?

Have you ever wondered what Virtual Reality is and how it could help you? VR is a technology that creates an immersive 3D experience where you can interact with a virtual world. Using a special headset, you can:

- Travel the World
- Keep your mind sharp with memory and cognitive activities
- Stay Connected with Loved Ones
- Consult your Doctor in a virtual environment

All from the comfort of your own home! Any questions? Let us know in the comments!

## Engagement Strategy

- Polls about VR related topics
  - Which industry benefits most from VR?
    - Healthcare, Education, Industrial Design, etc
  - What sounds most fun to you in VR?
    - Gaming, Concerts, Tourism, Chat Rooms
- Livestream Q&A and development showcase
  - Show the development of a game or some other kind of entertainment for VR
  - Let users ask questions about the content or technology
- Hashtags
  - Promote hashtags for people to share their VR experiences
  - Maybe pose questions, or different ideas for people to make content with