

Title: Is it just me or could GameStop be more slick on the Instagram and social media generally?

Author: drfunkson

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I follow GameStop across all of their social media channels and I think they could do so much more to showcase their pioneering work with their NFT market (particularly on Instagram).

I follow them closely and it frustrates me to see them not promoting their NFT side of the business on Instagram, where they have 2.1 million followers. Most of their posts relate to a new game coming out (e.g. God of War) or a new Pop toy they have in stock. That's all fine. But imo, they should do much more around their NFT market project, promote partnerships with Immutable X, the new games that are coming out, various NFT creators, contributors and communities on their platform, etc.