



VALORANT

SOCIAL
MEDIA
STRATEGY

#PlayTogether
#InclusiVAL

JUNE 2023

PROPOSAL OUTLINE

- Who We Are
- Our Mission and Values
- Where We Stand
- Campaign Purpose
- Our Player base
- Campaign Goals
- Current Social Media
- Competitive Analysis
- Rollout
- Posts
- Success

WHO WE ARE



As the most player-focused game company in the world, Riot Games was founded in 2006 to develop and publish games with the community in mind. The 5v5 tactical shooter Valorant is at the forefront of the esports and gaming industries, supporting and encouraging a diverse, vibrant player base.

**PLAYER EXPERIENCE
IS OUR PRIORITY.
ALWAYS.**

OUR VALUES

- Dare to Dream
- Players First
- Thrive Together
- Diversity
- Inclusion
- Make a Positive Impact



THE SITUATION

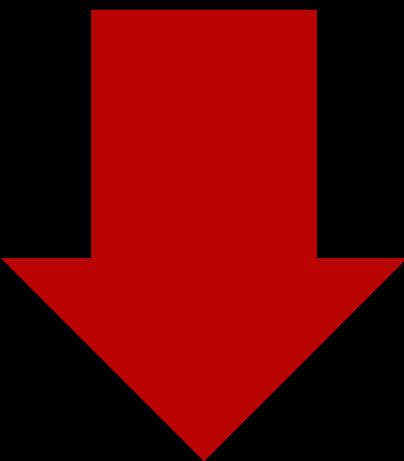
While Valorant strives to be at the forefront of diversity and inclusion in the gaming industry, the player base remains 60-70% male.

Internally, Riot recently agreed to settle a 2018 gender discrimination lawsuit by paying \$100 million on account of the harassment and inequality women faced in the workplace. In 2022 51.2% of Riot employees were white while only 3% were Black, 7% were Hispanic, and other identities were represented even less. Lastly, the top pro teams in Valorant consist of only male players.

Valorant hopes to diversify its community and encourage **ALL** interested individuals to join its player base and professional offices while improving Riot's public image

CAMPAIN PURPOSE

Riot Games will execute an inclusion campaign to inform players of the actions we are taking both within and outside the company to include and engage women and minorities in Valorant. We aspire to increase the game's appeal for a wider audience, creating an accessible, friendly community around Valorant, in contrast with the infamous racist, sexist, and homophobic communities in similar FPS games. The campaign will also highlight the opportunities Riot is offering women and minorities to increase representation in gaming, esports, and tech jobs.



Ex. RIGs (Riot Inclusion Groups) such as Rainbow Rioters, Riot Alliance of Diverse Genders, and Riot Women APAC

OUR CURRENT PLAYER BASE

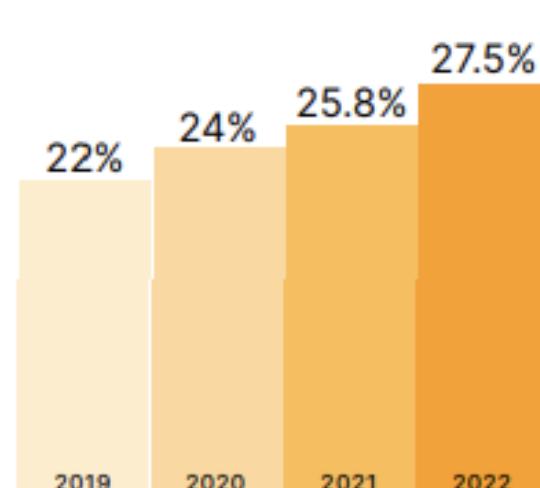
60-70% Male
Experienced FPS players
Ages 13-28
Most players are US-based (23.5%)
71% of American gamers are white

OUR POTENTIAL PLAYER BASE

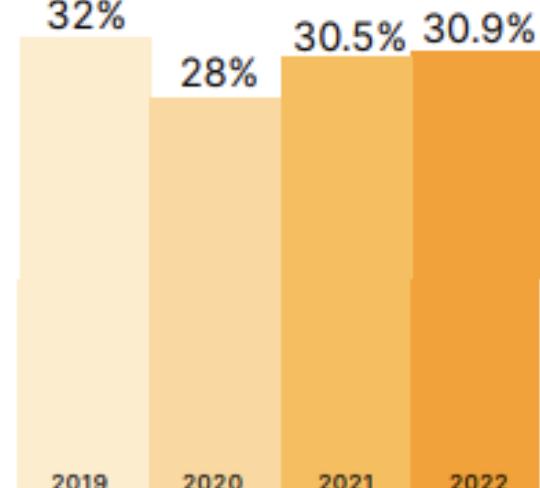
Women and gender-nonconforming individuals
Members of marginalized communities
Young students interested in careers in tech and gaming
New, inexperienced gamers

RIOTER DEMOGRAPHICS

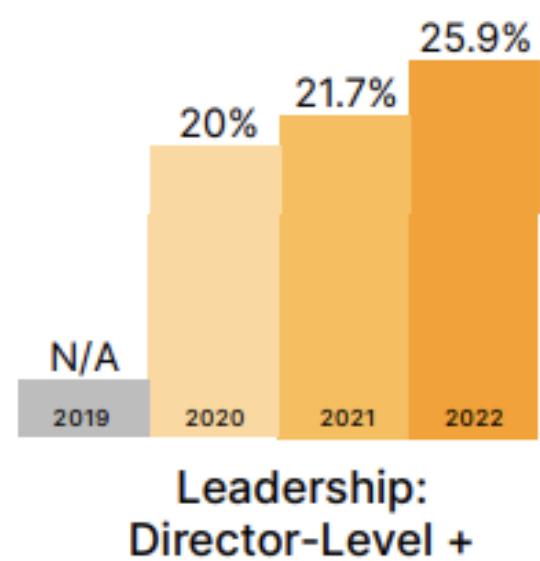
Women Rioters



Representation

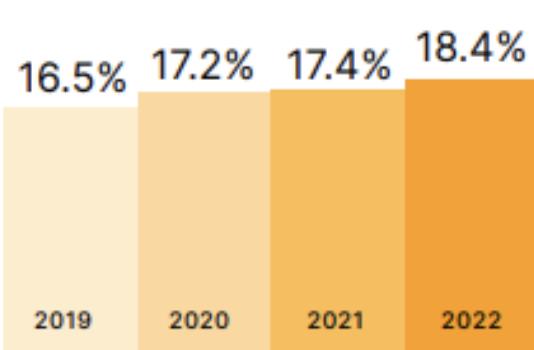


New Hires

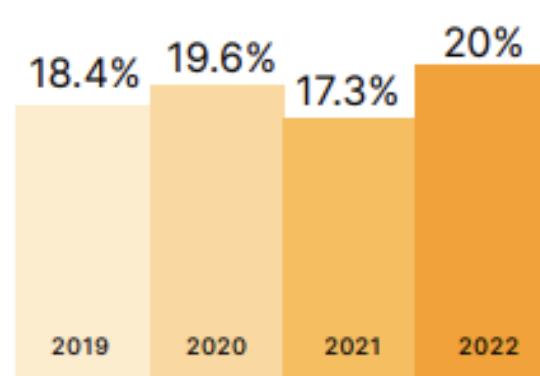


Leadership:
Director-Level +

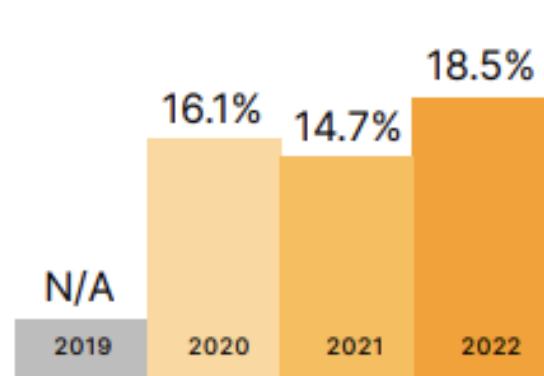
Underrepresented Minorities in the U.S.



Representation

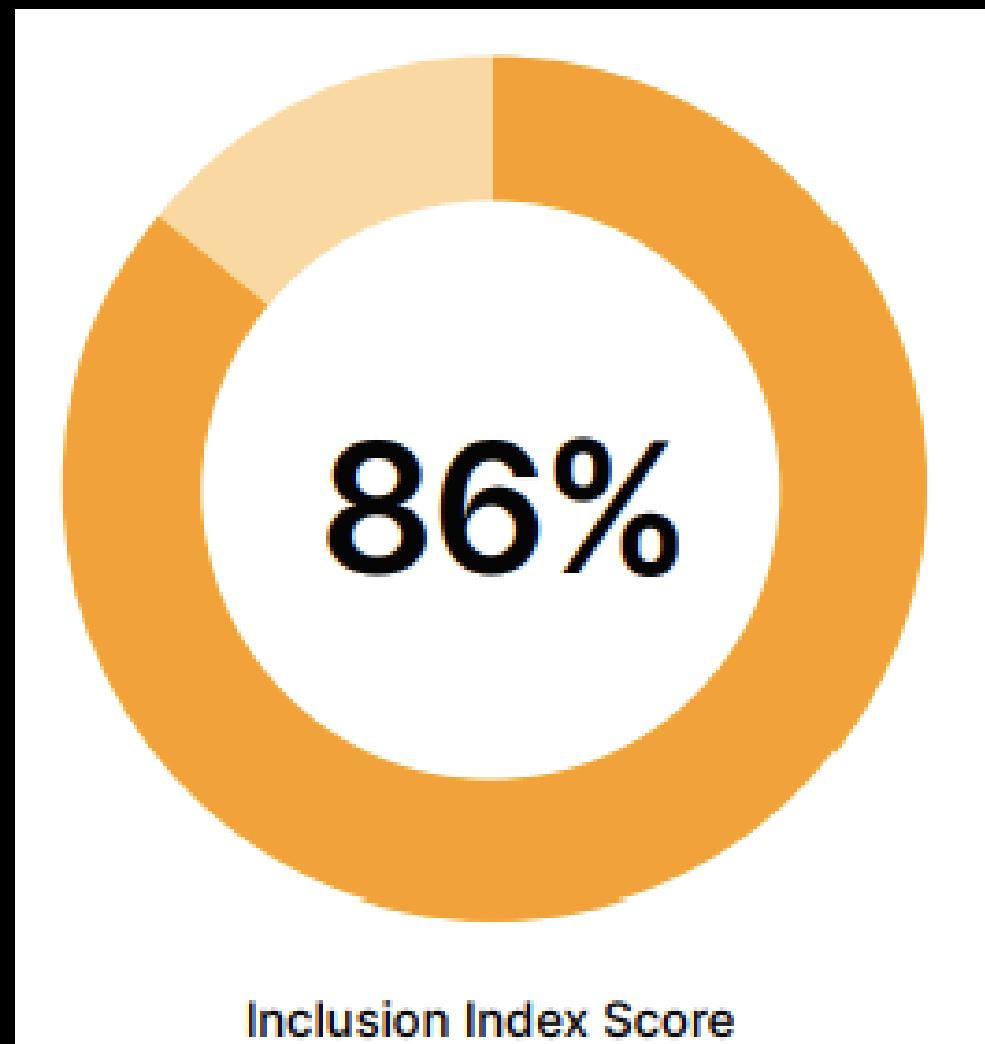


New Hires



Leadership:
Director-Level +

OUR WORK PLACE



Goal: Improve Inclusion Index Score to 90% in the next year

CAMPAGN GOALS

- **INFORM** players of the increase in female representation at Riot Games and the groups available for Riot employees to find community and representation in the workplace
- **ENGAGE** women and minorities in Valorant after many feel that games are not “for them”
- **CONNECT** esports fans with up-and-coming female Valorant teams, create hype around their games
- **INSPIRE** young minds to pursue careers in gaming technologies and entertainment through diverse representation
- **ENLIGHTEN** Valorant fans on the inner happenings of Riot Games and their values
- **STRENGTHEN** the Valorant community

LONG TERM GOAL

TRANSFORM the
FPS player base
and industry from
an exclusionary
community to one
that welcomes
new, diverse
players and
professionals

OUR CURRENT SOCIALS

Facebook 1.5 Million, TikTok 1.3 Million, Instagram 1.3 Million, Twitter 2.8 Million

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Follow Message ...

509 posts 1.3M followers 14 following

VALORANT
Video Game
A 5v5 character-based tactical shooter from Riot Games. Available worldwide.
linktr.ee/playvalorant

Crush the Cli... IG // Stickers TAGGED

POSTS REELS TAGGED

325 325 / 1,000 AP TO LEVEL

MATCH RESULTS

Rounds Played: 19 +1,000 XP (+ 270)

Rounds Won: 5 +4,500 XP (+ 265)

DAILY BONUS

3 4

WEEKLY MISSIONS

USE YOUR ULTIMATE 300 / 200 +1,000 XP

KILL ENEMIES 50 / 100

COMPETITOR ANALYSIS

- Blizzard Entertainment Inc.
 - Instagram: 904K: images of conventions/events, in-game screenshots, profiles of employees
 - Twitter: 1.4 Million: mainly Instagram reposts
- Valve Corporation, CS:GO
 - Instagram: 243K: in-game content, clips, and screenshots
 - Twitter: 1.7 Million: announcements, esports updates, and retweets of pro players
- Epic Games
 - Instagram: 5.8 Million: matching graphics theme, game promotions, and announcements
 - Twitter: 4.8 Million: game screenshots and announcements of upcoming releases

BOOSTING OUR SOCIALS

- Increase in posts highlighting workplace happenings and inclusivity, similar to Blizzard's mini employee profiles
- Use of hashtags **#PlayTogether** and **#InclusiVAL** to increase awareness of the campaign
- Engaging graphics and captions to draw in new players
- Diversify content from mostly in-game screenshots to a wide range of content

ROLL OUT

After the inclusivity campaign announcement post, there will be a daily post for 5 days. Each will either highlight a measure Riot is taking to increase diversity in the workplace and in-game or act as an encouragement for new diverse groups to engage with Valorant.

There will also be one day with a promotional code in the caption for players to receive an exclusive female-oriented gun skin, increasing post views and engagement

The last post will highlight upcoming intern and career opportunities at Riot, especially encouraging POC and female candidates to apply

POSTS



playvalorantofficial • Jun 14, 06:03 PM

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LEVEL UP

CELEBRATING PRIDE

PRIDE MONTH

WITH
RAINBOW
RIOTERS

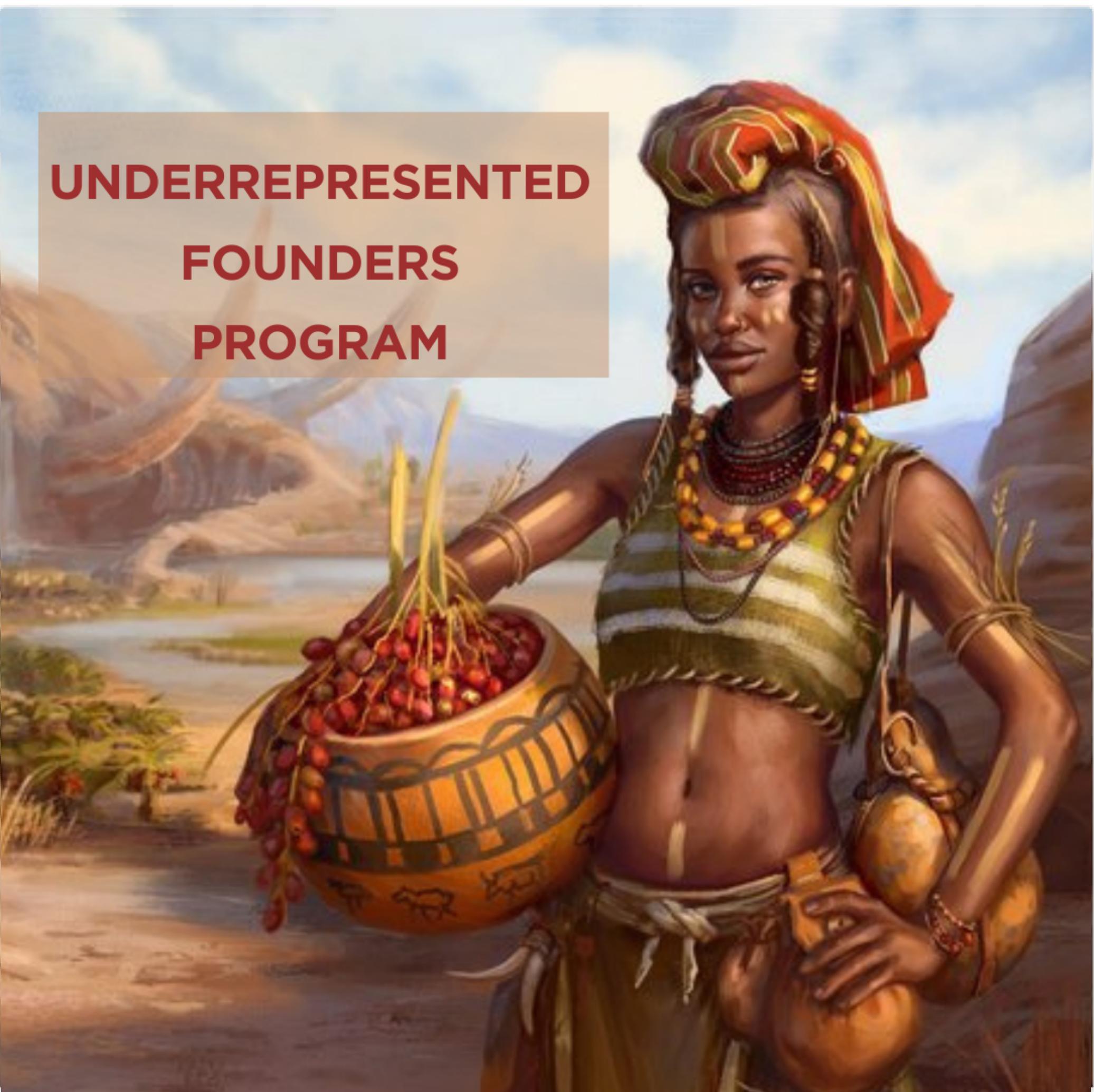
At Riot, there's an inclusion group for everyone! This year, Rainbow Rioters took on Pride Month together, celebrating their vibrant identities through community-building events and activities in the office. #InclusiVAL 🌈



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UNDERREPRESENTED FOUNDERS PROGRAM

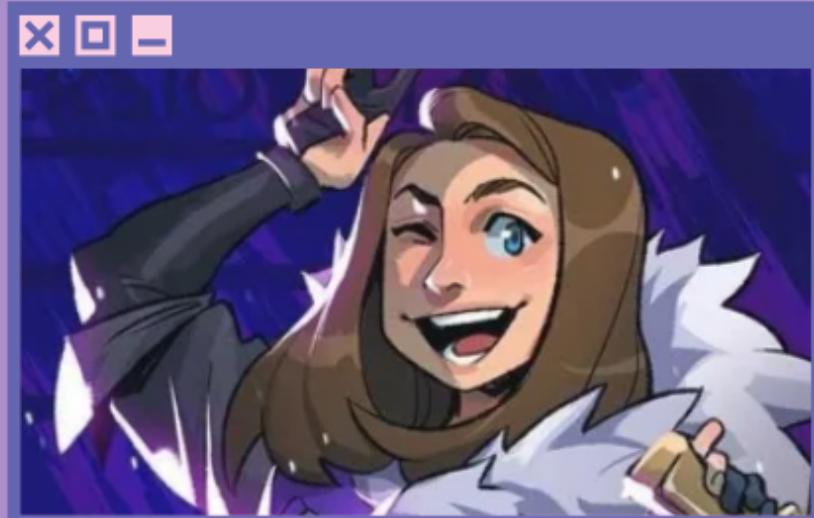


Meet Twin Drums, an indie game developer and the first partner of the Riot Underrepresented Founders Program! \$10 million dollars have been pledged to support URM in the gaming industry to access the knowledge and funds to make their games a reality. Twin Drums is currently working on Wagadu, an African fantasy role-playing experience. ✨ #InclusiVAL #PlayTogether

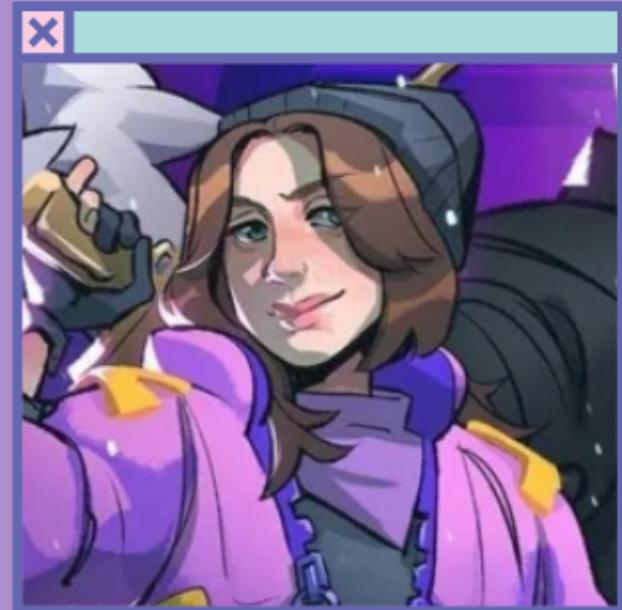


playvalorantofficial • Jun 16, 08:35 AM

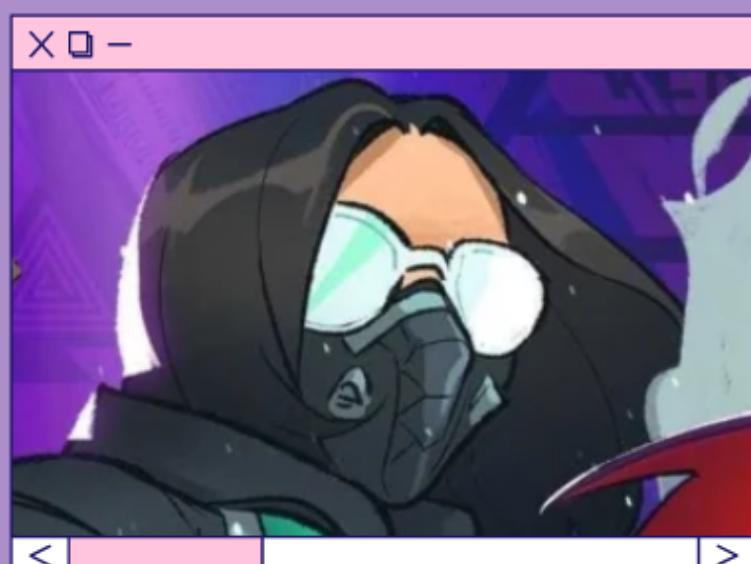
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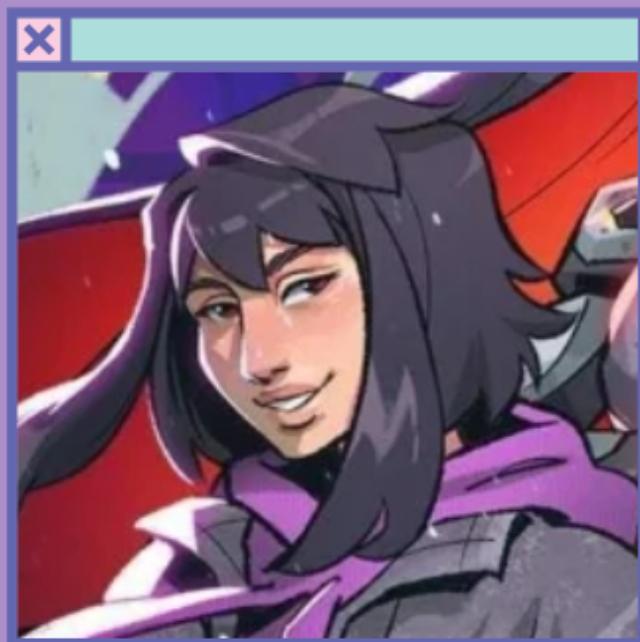
SARAH



NOIA

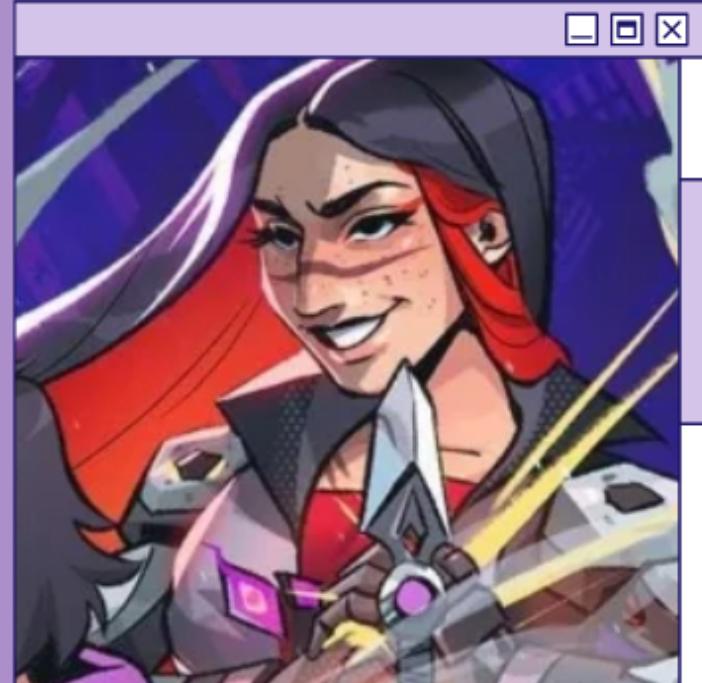


MEL



FLORESCENT

VERSION1 VALORANT



ALEXIS

Get ready to witness Version1, the fierce all-female team, showdown in Valorant! These barrier-breaking players are paving the way for female representation in esports. Don't miss out on the action! Version1 and other teams composed of marginalized gamers will face off in Game Changers. Show your support and watch them compete on July 13 at [#InclusiVAL](https://Twitch.tv/Valorant)





playvalorantofficial • Jun 17, 06:59 PM

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Change doesn't happen overnight... But we're getting pretty close! The number of female-identifying Rioters in our office has increased by over 5% since 2019 and the number of women in leadership positions has grown by 26%. We hope to increase these numbers in the coming years and encourage people of all gender identities to #PlayTogether

Download or log on to Valorant today to receive the exclusive Flower Power gunskin, in honor of all our female Rioters.

<https://playvalorant.com/en-us/>



playvalorantofficial • Jun 18, 07:52 PM

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DEVELOP YOUR SKILLS



AT RIOT

<https://www.riotgames.com/en/work-with-us>

Did you know women are unlikely to apply to jobs unless they meet 100% of the listed qualifications? As Riot continues its 2023 hiring cycle, we want to encourage everyone to consider applying with us, even if you don't meet all the requirements. From character design to coding, we have jobs and internships in a diverse range of fields and would love to welcome you, your skills, and your passion for gaming to the Riot family. #InclusiVAL #PlayTogether

MEASURING SUCCESS

- Comment sentiment
- Like count of campaign posts vs regular posts
- Amount of Valorant downloads from link under post #4 >2000
- Number of retweets and quote retweets on Twitter
- Long-term: user insight data on Valorant demographic shifts looking at gender and race statistics
- Riot Games yearly impact report indicating an increase of women and minorities in the workplace
- Game Changers 2023 viewership

