

GAME PROMOTION & MARKETING

COURSE 5 – SOCIAL MEDIA PART 1

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What is social media?

“Social media is the social interaction among people in which they create, share or exchange information and ideas in virtual communities and networks.”*

Here are some types of social media:

- **Social Networks** (Facebook, LinkedIn)
- **Bookmarking Sites** (Delicious, Pinterest)
- **Social News** (Reddit, Digg)
- **Media Sharing** (Youtube, Vine)
- **Microblogging** (Twitter)
- **Blog**
- **Forums**

* Wikipedia

Video: Social Media in Plain English (<http://youtu.be/MpIOCIX1jPE>)

Going social!

Aside from your website and blog, some essential social media sites that you should be using to promote your game online are:

- **Facebook**
- Twitter
- **LinkedIn**
- Tumblr
- Youtube (later when we see trailers)
- **Reddit**
- Forums



Why is social media important?

One word: **Virality!**

Something is **viral** when users are more likely to share and re-share that content to other users.

And remember, when a piece of content from you game goes viral, you need to be ready to provide a place where people can gather to obtain information and buy your game (website, Steam page , etc.) !



The Facebook

Facebook

Facebook is a free **social networks** that allow user to exchange message, video, images, and links and various media to other users as friends.

The founders had initially limited the website's membership to Harvard students, but later expanded it to colleges in the Boston area and eventually the whole internet.



Video: Funny Facebook video (<https://www.youtube.com/watch?v=fIRg9Q1d3kY>)

Facebook

Facebook is the most popular social media site!

And **is likely to be your biggest source of traffic after the press.**

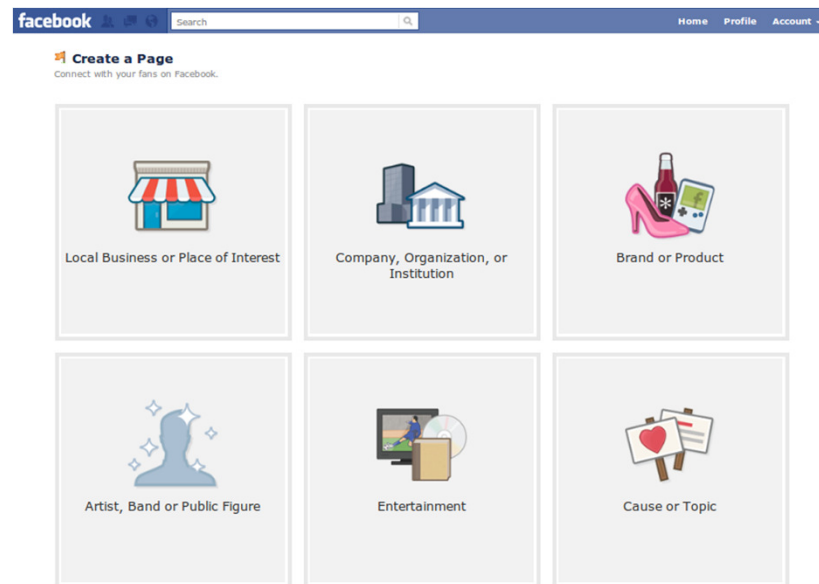
The **Facebook news feed** is where Facebook user will see content about your game.

So how do you get on that news feed?

Facebook for us Indies

You can start using Facebook to show off your progress to your friends at first.

But later on, you will want to create a **Facebook Page** for your studio and/or your game to reach an even wider audience.



Link: Facebook for business (<https://www.facebook.com/business>)

Facebook for us Indies

With a Facebook page of your studio, you can:

- Share **news** and **updates** to your fans (can be linked to your blog)
- Start a **discussion** with your fans
- Answer **questions**
- Respond to concerns and do **customer service**
- Do **contests** and **give away**

Some examples:

Double Stallion: <https://www.facebook.com/DoubleStallion>

Kitfox Games: <https://www.facebook.com/kitfoxgames>

Flying Carpets Games: <https://www.facebook.com/FlyingCarpetsGames>

How does Facebook work?

What is the difference between the **Like** button and the **Share** button?

The **Like** button allow users to **express their appreciation** of the content to everyone that can see the post.

The **Share** button allow you to **re-post** the same content on your timeline to be seen on your friend's news feed.

So, **it is best that fans share our content** because it will increase the number of people that sees it.

Note: How come we sometime see a friend liking a content on our news feed even if it was not shared?

Promoting your page

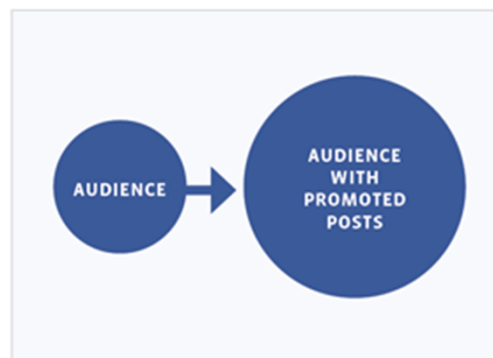
If a fan likes your page, they will get notification each time you make a new post.

To get more people to like your page, you can:

- **Promote your page outside of Facebook** (Facebook icon on your site)
- Create **Facebook ads** for your page with money
- **Boost your posts** with money

Note: I recommend only boosting your posts for major announcements

Video: <https://www.facebook.com/help/347839548598012>



Tip for indies on Facebook

Keep calm and

- Designate one member of your team as the **community manager** (in charge of the Facebook page)
- **Post often** and **post quality** content
- **Let fan post** on your page and **promote discussion** and communication
- Always **respond** to questions
- Be **respectful** and professional

LinkedIn

LinkedIn

LinkedIn is a **business oriented social-networking site** which allow people to connect to other user that represent real-world professional relation.



Linked for us indies

LinkedIn is very useful for:

- **Finding** and recruiting potential team mates
- **Post job** opening
- **Promote your company** to other in the industry (company page)
- **Interact** with groups

Note:

Use the proper social network for different needs

Some examples:

Flying Carpets Games: <https://www.linkedin.com/company/flying-carpets-games>

Reddit

Reddit

Reddit is a **social news site** where user can submit news items that be voted up or down by other users to determine their position on the site's page.

Reddit IS NOT:

- A social networking site like Facebook
- A place to do advertise bluntly

So if we can't advertise our indie game there, what good is it to us?

Reddit for us indies

You can still **promote your game indirectly**, if you provide the users with content that matters to them.

For example:

- Write about the progress of your game on Screenshot Saturday sub reddit
- Submit an article about a topic that matters other developers but that refers to your game as well (<http://www.reddit.com/r/gamedev/>)
- After doing a submission, **participate in the discussion** and provide feedback
- Do **AMA** (ask me anything) sessions
- Only bluntly self-promote yourself if you find a sub-reddit section for that

The power of social medias

Discussion: #GamerGate

Social Media and Information

With the rise of social medias, the world is exposed to information that is not limited to the press, information that is generate by anybody and that can't be controlled by a third party.



#Gamegame

What is gamergate?

How did it start?

Why is it important?

Why do you think?

Reference:

Article: 'Gamers' don't have to be your audience. 'Gamers' are over

Article: The End of Gamers

Tweets: #GamerGate

First Assignment

Create a fake website that includes:

- a fake **landing page** for a game that you did in the past
 - Include a fake video
 - Include screenshots
- **3 fake blog posts** about that game
 - One about the revelation of a new element in the game
 - One about a news announcement (gaming event, console port, etc.)
 - One about a development method used or challenge encountered

The website needs to respect the rules of good design cover during this course.

You will be graded on the **content** and **design** of your page and not the esthetic.

First Assignment (cont.)

Other info:

- This is due in 2 weeks (September 25)
- - 10% per late days
- Send me the link of your website to my email (saru@salimnoatelier.com)
- You are free to use any means to create your website, including free options like:
 - Wordpress
 - Wix

GOOD LUCK!

Bibliographies

Dropbox link to course presentations:

<https://www.dropbox.com/sh/3zhrwn6nxrr5ywh/AACKUZSxAv30yzCH9qopVmlia>