GAME PROMOTION & MARKETING COURSE 6 – SOCIAL MEDIA PART 2

Teacher: Salim Larochelle

Email : saru@salimnoatelier.com

Twitter: @FlyingCarpetsG

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

Twitter

Twitter

Twitter is an online **microblogging** service that enables users to send and read short 140-character messages called "**tweets**".

Users can tweet from various devices such as a PC (web browser), smart phone or tablet.

Other users can read tweets of users they follow on their **notification** page.

So the more user following you the more people will see your tweets!

Twitter: https://twitter.com/

Twitter features

Follow: You can follow someone to get notification of all their latest tweet

Post: Posting a tweet enable you to send a short message to all your followers. A tweet can include a picture or a link.

Favorite: Favoriting a Tweet can let the original poster know that you liked their Tweet, or you can save the Tweet for later.

Retweet: A retweet is someone else's Tweet that you chose to share with all of your followers.

Twitter features (cont.)

Hashtags: People use the hashtag symbol # before a relevant keyword or phrase (no spaces) in their Tweet to categorize those Tweets and help them show more easily in Twitter Search.

Mention: A mention is any Twitter update that contains "@username" anywhere in the body of the Tweet. The user mentioned will see the tweet in their notifications feed.

Reply: A reply is any update posted by clicking the Reply button on a Tweet. A reply is considered a mention since it puts "@username" at the start of the tweet.

Twitter for us Indies

Twitter can be useful for indies to:

- Stay in touch with key **press** people
- Share your progress with **fellow developers** (#ScreenshotSaturday)
- Make key **announcements** to all your followers
- **Promote yourself** and your work
- **Share relevant content** with your followers
- Answer **questions** from fans
- **Follow** user that tweets about useful things (Unity, Steam, etc.)
- **Praise** others and be praised (#FollowFriday)

Link: List of Indie devs on Twitter (https://twitter.com/PixelProspector/lists/indie-developers-8)

#ScreenshotSaturday & #FollowFriday

#ScreenshotSaturday is an hashtag used by game developers every saturday to showoff a pictures anything related to the progress of their game under development.

#FollowFriday (#FF) is an hashtag used to recommend other users to your followers (note: don't over use it)

Other useful hastags:

- #gamedev
- #indiedev
- #gameart
- #indiegame
- #madewithunity

Tips on Twitter

- **Follow people that interest you** and that are relevant to the gaming industry. Following people with the same interest as you is a good way to get new followers because they get a notification when you follow them
- **Tweet about things relevant to your game** or studio and that you think can be interesting to your followers (it can be funny or just informative)
- **Retweet cool stuff** from your team members or friends developers
- **Retweet** from fans that talk about your game
- **Tweet when you need help** during your crowdfunding and remember to do the same when fellow developers are in need
- Be active. Comment on tweets from fellow devs and press members
- Unfollow those who don't follow back or that are not active on twitter

Forums

Forums

An Internet forum, is an **online discussion site** where people can hold conversations in the form of posted messages on a specific topic.

Forums are great to get information about something specific or to start a discussion.

Forums for us indies

For indies developers, forums are **not a place to start a massive promotional campaign**; instead use it as a place to talk topics that useful to you and is relevant to your game.

This will help you **build up a community from a small dedicated fan base** (usually other fellow developers at first).

You can start posting on forums that are:

- Specific to **indie game development**
- Specific to **game art**
- Specific to a **game engine**
- Specific to game **AI and programming**

Some essential forums

Indie game development:

- TIG Forums

- IndieDB (not really a forum)

Game Engine:

- Unity Forum

Game Art:

- Polycount

- Game Artisans

Game in general:

- NeoGAF

Your forum

Also don't forget that you can also **create your own forum** on your website.

This might not get you new fans, but it is certainly a good way to **retain fans** by letting them be more involve in the development of your games

Some topics category for your forum:

- Questions
- Suggestions
- Bug reports
- Fan Art section

Tip for indies on forums

- After posting about your game, also **contribute** to the forum by commenting on other people's posts.
- **Post often** and **post quality** content
- Follow up on comments made about your post. (say thank you, ask for more info, etc.)
- Post in the **right category**
- **Follow the rules** specific to the forum (often the top post)
- At the end of a post make sure you include a **link to your site** to let other know where they can get more information about your game
- Be **respectful** and polite

Witch hunt on social media

Witch hunt on Social Media

Each time you post something online...

It an opportunity to get more followers.

It a risk to be made a **target**.

"Sorry, I don't get the drama around having an "always on" console. Every device now is "always on". That's the world we live in. #dealwithit"

- Ex-Microsoft creative director Adam Orth

Link: funny video (http://youtu.be/Gqrm2po4vdk)

Witch Hunt on Social Media

To avoid to be made the target of a witch hunt:

- Avoid touchy subjects, **focus on your game**

- Be **constructive** in your comments

- Stay **patient** and ask for more information

- **Avoid** making blunt **promises**

- Read your post 2-3 times before pressing that post button; if you are not sure, give it a few hours before deciding to post.

Article: Quit Twitter before you're hard, quit Instagram before you're soft

Homework

- Work on assignments from other courses
- Enjoy the weekend!

Bibliographies

Dropbox link to course presentations:

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