

The background is a dark, atmospheric illustration from the game Runescape. It depicts a large, gnarled tree with a face-like hollow in its trunk, glowing with blue light. In the foreground, a player character in a green and red outfit is seen from behind, holding a torch that illuminates the scene. A large, ornate metal sphere with a blue gem is on the ground. The overall tone is mysterious and adventurous.

RUNESCAPE

SOLAK UPDATE

SOCIAL MEDIA PLAN

CONTEXT



SOLAK (THE GROVE GUARDIAN, WALKER)

7-PLAYERS & 2-PLAYERS BOSS ENCOUNTER

CREATURE OF THE ANIMA MUNDI, DEFENDER OF THE LOST GROVE. CORRUPTED BY EREDTHOR DURING THE SECOND AGE.

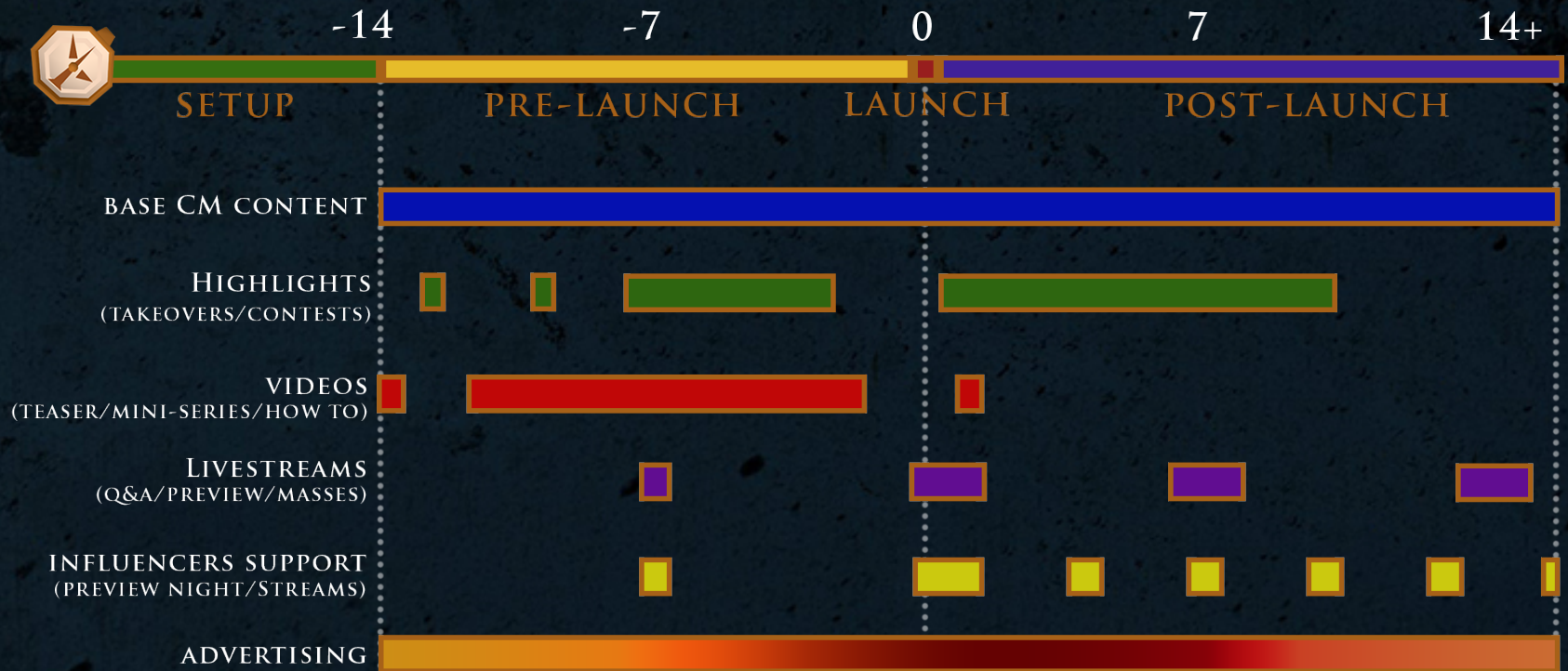
ETA: EARLY SUMMER 2018

SPECS: MULTI-PHASE COMBAT, LOOTS T92 WEAPONS SET, SOLLY PET

OBJECTIVES OF CAMPAIGN

1. [PRE-LAUNCH] HYPE EXISTING PLAYER BASE
2. [POST-LAUNCH] MAX. REACH & ENGAGEMENT ON CROSS-PLATFORM CONTENT
3. MAXIMISE MEMBERSHIP UPLIFT FROM SOCIAL

TIMELINE – CAMPAIGN OVERVIEW



PHASE 1 - SETUP



-14

COORDINATE WITH INTERNAL TEAMS ON PLANNING (VIDEOS, TAKEOVERS, Q&AS, PR, MAIL)

COMMUNITY MANAGEMENT

- PREPARE CAMPAIGN SOCIAL ASSETS (FACEBOOK/TWITTER COVERS, ETC)
- DEFINE CAMPAIGN # AND SHARE TO INTERNAL COMMS/PR TEAMS & INFLUENCERS
- CREATE/SCHEDULE BASE CM CONTENT
- SHOOT/EDIT/SCHEDULE VIDEO CONTENT (AT LEAST 1 WEEK PRIOR TO PRE-LAUNCH)

OUTREACH

- IDENTIFY PAID/ORGANIC MICRO-INFLUENCERS (LIAISE WITH PRs)
- CONTACT & ARRANGE PARTNERSHIPS FOR PREVIEWS, LAUNCH/POST-LAUNCH STREAMS

INSIGHTS & MONITORING

- SET MONITORING TOOLS ON KEYWORDS TO FOLLOW (EX. SOLAK, LOST GROVE, T92, SOLLY, RS3)
- CREATE FB CUSTOM & LOOKALIKE AUDIENCES (LESS-THAN-3-MONTH MAILING LIST OPENERS)
- CREATE SNAP CUSTOM & LOOKALIKE (ALLTIME MAILING LIST OPENERS)
- CREATE FB CUSTOM (3-SEC VIDEO VIEWERS ON GAMEBLAST HIGHLIGHTS & MONTH AHEAD)
- CREATE YT AUDIENCE (ALLTIME VIDEO VIEWERS, VIEWERS ON Q&A + MARCH MONTH AHEAD)
- VERIFY FB PIXELS. IF GOOD, CREATE FB CUSTOM & LOOKALIKE
- DEFINE KPIS TO FOLLOW DURING THE CAMPAIGN

PHASE 1 - SETUP



-14

WHAT KPIs TO FOLLOW?

FACEBOOK/INSTAGRAM (METRICS BEING REMOVED IN JULY = FOCUS ON THE ESSENTIAL)

- PAGE NET LIKES/SOURCES
- TOTAL REACH TIMELINE (IDENTIFY SUCCESS OF ORGANIC/PAID CAMPAIGNS)
- POSTS RECEPTIVENESS TIMELINE (SEE WHEN FANS ARE MOST LIKELY ONLINE)
- ORGANIC/PAID REACH, ENGAGEMENT, CLICKS (MOST IMPORTANT METRICS FOR ROI)
- PIXEL : CUSTOM CONVERSION (TRACK MEMBERSHIPS)

- VIDEO 10-SEC VIEWS + VIDEO AVERAGE WATCH TIME (IDENTIFY OPTIMAL VIDEO LENGTH, WHAT VIDEOS RETAINED INTEREST, CHECK WHEN THEY WERE PUBLISHED)
- CANVAS VIEW TIME (SEE IF COMMUNITY IS INTERESTED BY THIS FORMAT)

- IG STORIES REACH (IDENTIFY IF CONTENT/TIME STRATEGY ON STORIES IS ADAPTED TO USERS)
- IG STORIES TAPS FORWARDS (IDENTIFY UNINTERESTING CONTENT)
- IG WEBSITE CLICKS (SEE IF USERS TEND TO CONVERT OR IF THEY CONSUME CONTENT AS "SCROLLERS")

PHASE 1 - SETUP



-14

WHAT KPIs TO FOLLOW?

TWITTER

- LIKE/RTs (TRACK OVERALL EVOLUTION + IDENTIFY MOST ENGAGING CONTENT)
- IMPRESSIONS PEAKS (IDENTIFY TRENDS IN THE COMMUNITY, EDITORIAL FOCUS POINTS)
- LINK CLICKS ON SELECTED TWEETS (SEE PERFORMANCE OF TAILORED CONTENT)
- TAG: CUSTOM CONVERSION (TRACK MEMBERSHIPS)

YOUTUBE

- VIEW PEAKS & PER VIDEO VIEWS (IDENTIFY CONTENT FIT FOR COMMUNITY)
- ABSOLUTE AUDIENCE RETENTION ON SELECTED VIDEOS (IDENTIFY POTENTIAL DROPS + OPTIMAL VIDEO LENGTH)
- TRAFFIC SOURCES + DEVICES + AVERAGE % VIEWED PER DEVICE (IDENTIFY FOCUS POINTS FOR CONTENT SPREAD AND ADS CAMPAIGNS)
- TOP YOUTUBE SEARCH TERMS (IDENTIFY KEYWORDS TO IMPROVE SEO STRATEGY)

SNAPCHAT

- STORY VIEWS / VIEW TIME / REACH (REQUIRES SNAPCHAT OFFICIAL STORIES VERIFICATION)
- SWAPS / DEMOGRAPHICS / TOTAL IMPRESSIONS (ONLY ON ADVERTISING)

PHASE 2 - PRE-LAUNCH: "BRINGING SOLAK BACK TO LIFE"



-14

-7

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BASE CM CONTENT

FACEBOOK + TWITTER:

- LAUNCH CAMPAIGN WITH A VIDEO GAMEPLAY TEASER
- ORIGINS AND STORY OF SOLAK (INGAME + PRODUCTION)
- REVEAL OF TECH INFO TO HELP PREPARE (EX. MULTI-PHASE, STRATEGY TO DOWN IT)
- OVERHAULED RUNEPOLLS (FB PHOTO POLLS, TW GIFs)

INSTAGRAM

- ARTWORK + FAN ART OF SOLAK + TEASING
- QUESTIONS ON SOLAK AND HIS STORY, HOW PLAYERS WILL PREPARE FOR IT
- BACKSTAGE CONTENT HIGHLIGHTING PRODUCTION STEPS OF SOLAK UPDATE
- POSSIBILITY OF FILTER (DEPENDS ON INTERNAL RESOURCES)

SNAPCHAT

- TAKEOVERS BY JAGEX MEMBERS (GIVE FANS THE OPPORTUNITY TO DISCOVER HOW THEY WORK)
- POSSIBILITY OF LENS (DEPENDS ON INTERNAL RESOURCES)

REDDIT

- AMA SESSION WITH JAGEX TEAMS
- SOURCE FUN CONTENT FOR OTHER NETWORKS

PHASE 2 - PRE-LAUNCH: "BRINGING SOLAK BACK TO LIFE"

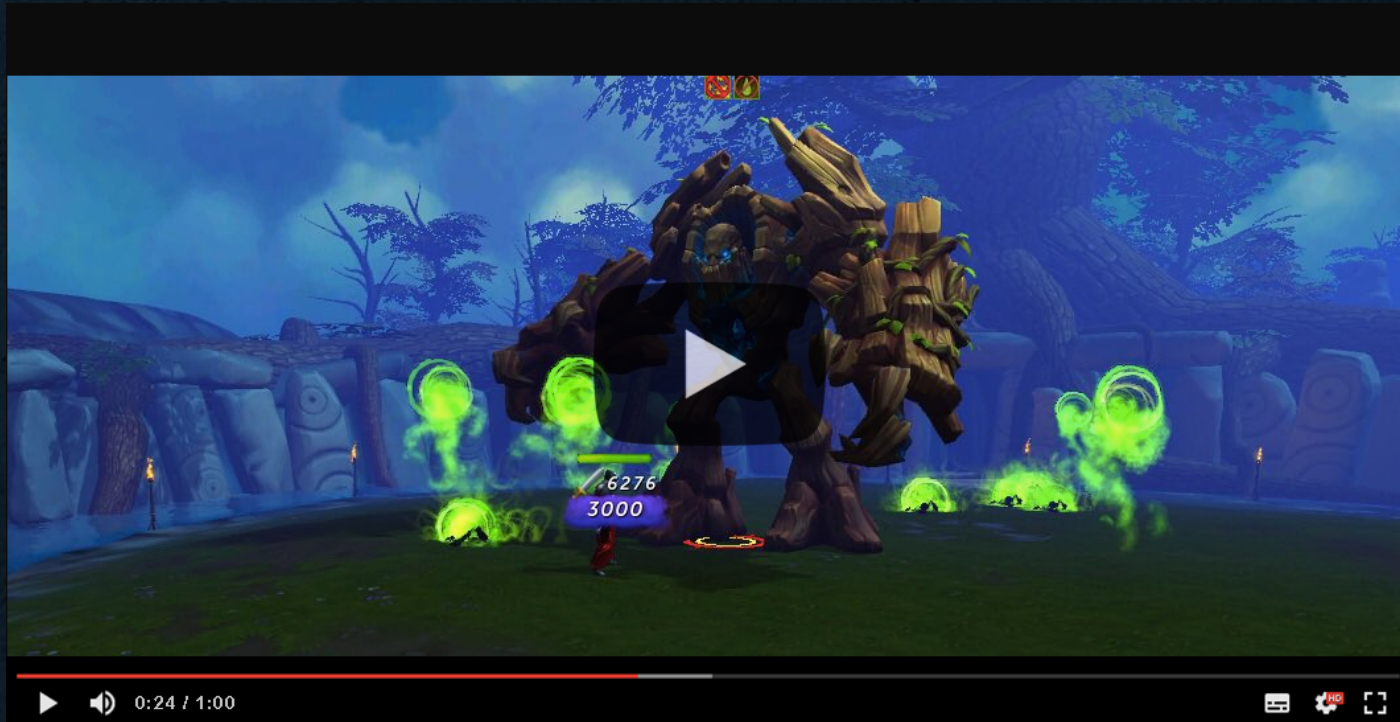


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VIDEO GAMEPLAY TEASER



- 60 SEC VIDEO, CALL-TO-ACTION OVERLAY LEADING TO WEBSITE/MEMBERSHIP
- YOUTUBE / FACEBOOK / TWITTER PARALLEL HOSTING
- CUT TO 6-SEC VIDEO FOR ADVERTISING

PHASE 2 - PRE-LAUNCH: "BRINGING SOLAK BACK TO LIFE"

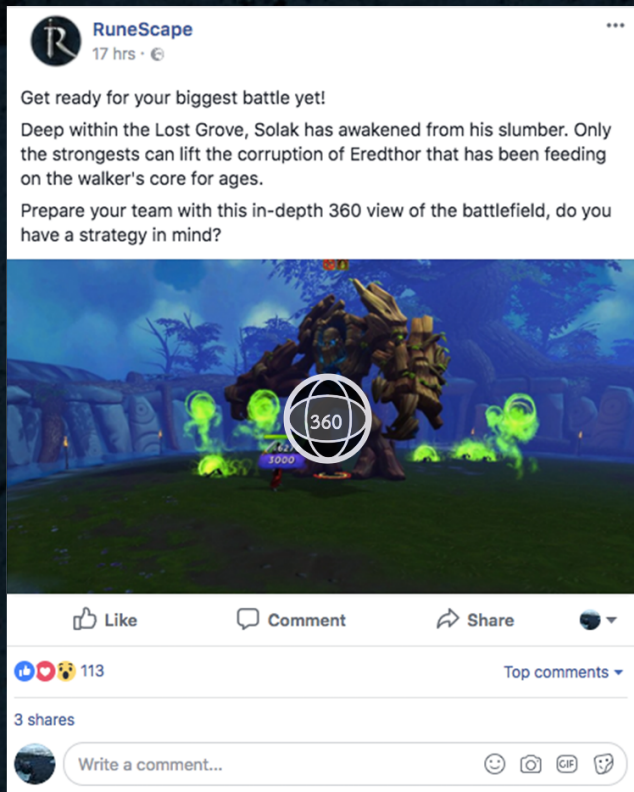


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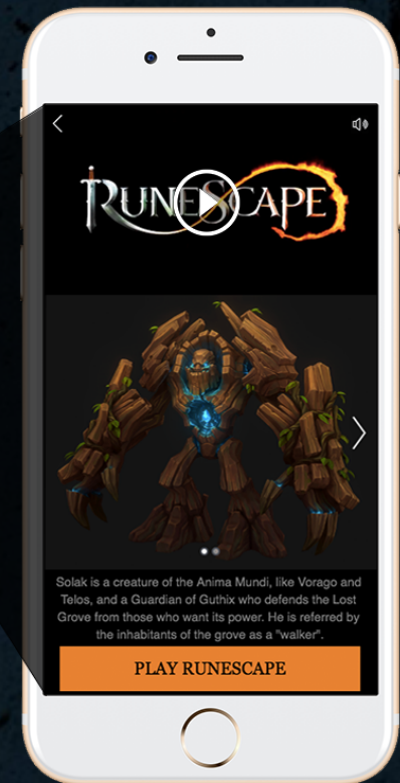
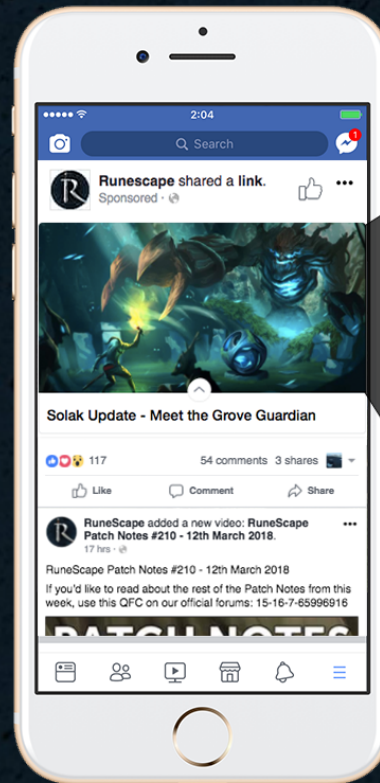
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FB 360° PHOTO
(SOLAK BATTLEGROUND)



[D-7] FACEBOOK CANVAS
(STORY + VIDEO TEASER + PUSH-TO-MEMBERSHIP)



PHASE 2 - PRE-LAUNCH: "BRINGING SOLAK BACK TO LIFE"



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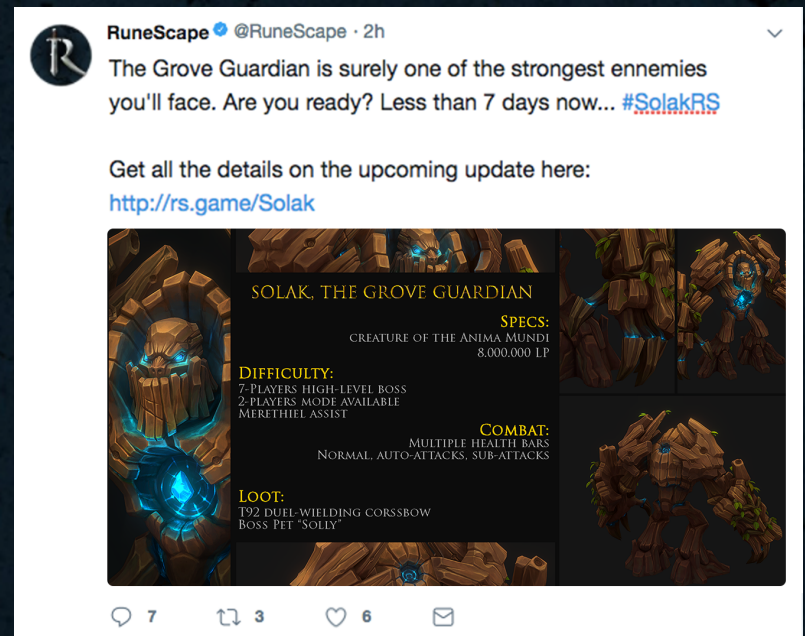
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TWITTER IN-STREAM VIDEO (MAKING OF)



TWITTER CONVERSION (TECH INFO + CTA)



PHASE 2 - PRE-LAUNCH: "BRINGING SOLAK BACK TO LIFE"



-14

-7

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TWITTER REMINDER (CAPTURE INTEREST + RETARGET)



PHASE 2 - PRE-LAUNCH: "BRINGING SOLAK BACK TO LIFE"

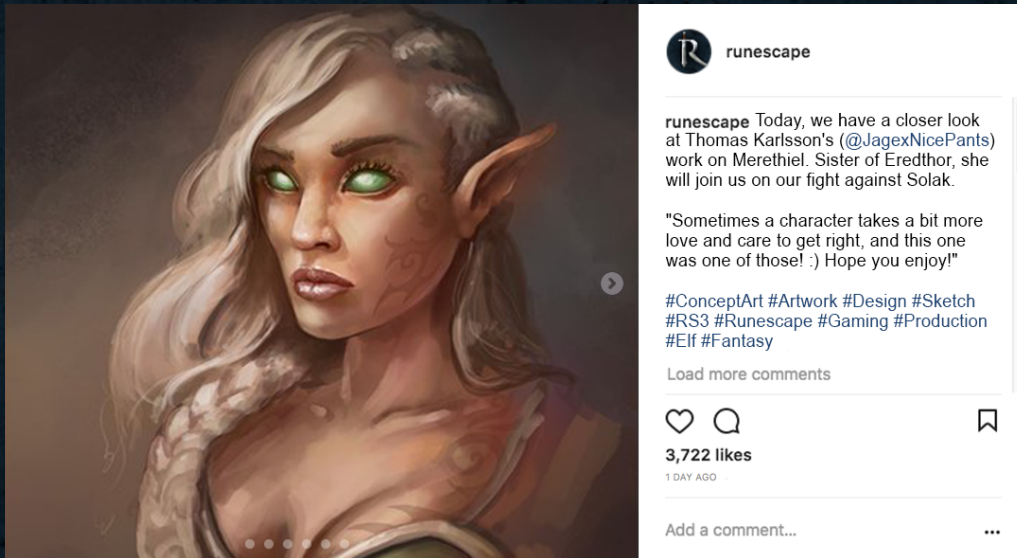


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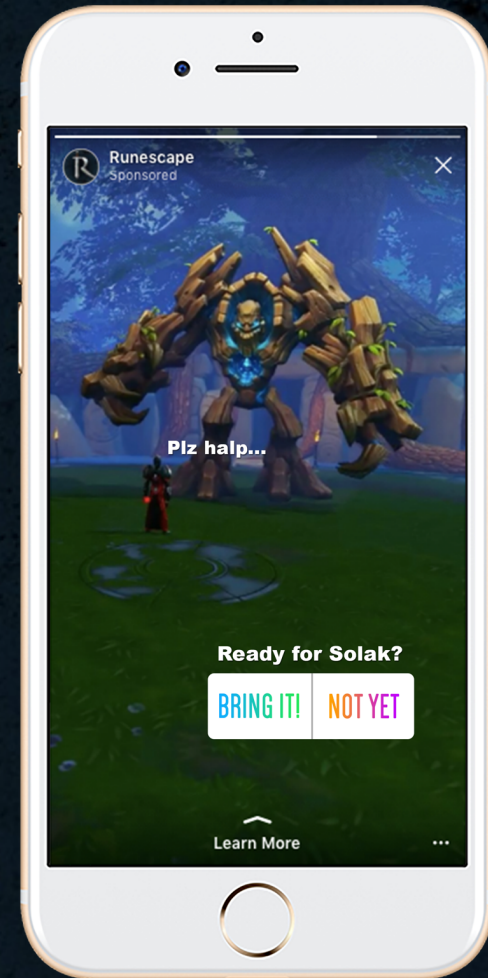
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INSTAGRAM SLIDESHOW (CONCEPT ART FROM DESIGNERS)



INSTAGRAM STORY (TEASING + POLL)



PHASE 2 - PRE-LAUNCH: "BRINGING SOLAK BACK TO LIFE"



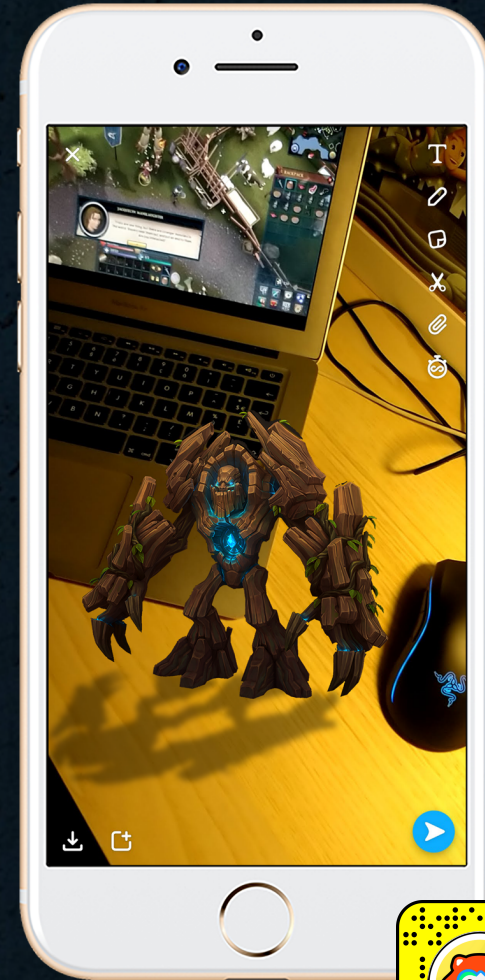
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SNAPCHAT 3D SOLAK LENS (FREE WITH LENS STUDIO)

RAISE VISIBILITY AMONG YOUNG AUDIENCE,
GRAB FIRST-TIME PLAYERS



PHASE 2 - PRE-LAUNCH: "BRINGING SOLAK BACK TO LIFE"



-14

-7

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MINI-SERIES OF 6 YOUTUBE VIDEOS

INTERVIEWS OF CONTENT DEVELOPERS, DESIGNERS AND OTHERS INVOLVED IN THE MAKING OF THE UPDATE



EP.1 « BIRTH OF THE PROJECT »

EP.2 « A STORY-DRIVEN CHALLENGE »

EP.3 « GIVING A FACE TO THE CORRUPTED »

EP.4 « SOUND DESIGN OF A GUARDIAN »

EP.5 « FIRST STEPS, ANIMATE! »

EP.6 « VINES OF CODE »

- 3-5MIN VIDEOS, SUBTITLED FOR MOBILE VIEWERS
- OUTBOUND ACTIONS ENHANCED WITH LINK CARD
- LAUNCH AT D-12, FREQUENCY OF A POST EVERY 2 DAYS
- CENTRAL HOSTING ON YOUTUBE (DEDICATED CHANNEL)
- CUT TO 60-SEC VIDEOS FOR ADVERTISING

PHASE 2 - PRE-LAUNCH: "BRINGING SOLAK BACK TO LIFE"



-14

-7

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[D-14] FACEBOOK + TWITTER CONTEST

KICK-START THE SOCIAL MEDIA CAMPAIGN WITH A VIRAL EVENT, THAT ALSO GENERATES EARNED MEDIA

CONTEST

"SOLAK UPDATE PREVIEW NIGHT"

1. Create a drawing (or other piece of artwork) of the ennemy you fear the most in RuneScape
2. Share it on Facebook / Twitter with a mention to our accounts (@RuneScape) and #SolakRS
3. Winners picked next monday at 10am!

PRIZES

5x Tickets to our VIP preview of the Solak update
2x Bonds
In-game event cards



PHASE 2 - PRE-LAUNCH: "BRINGING SOLAK BACK TO LIFE"



-14

-7

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[D-7] FACEBOOK LIVE: SOLAK Q&A



PRIOR QUESTIONS SOURCED ON
SOCIALS + LIVE QUESTIONS FROM
COMMENTS

AFTER LIVE: CUT EACH QUESTION AND USE
AS NATIVE IN-STREAM VIDEOS ON TW/FB

WHY ON FB LIVE AND NOT TWITCH?

- FB: 1.1M LIKES / AVG OF 25.7K VIEWS (GAMEBLAST '18)
- TWITCH: 173.4K FOLLOWERS / MAX 5K VIEWS (GAMEBLAST '18)

PHASE 2 - PRE-LAUNCH: "BRINGING SOLAK BACK TO LIFE"



-14

-7

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[D-7] PRESS + INFLUENCERS PREVIEW NIGHT

INVITE PRESS, PAID/MICRO INFLUENCERS, 5 CONTEST WINNERS AND SELECTED FANS TO MEASURE THEMSELVES TO SOLAK FOR THE FIRST TIME.



COVER WITH LIVE TWEET, MENTION INFLUENCERS ACCOUNTS, SHARE EARNED MEDIA.
USE @JAGEX_PRESS AS AN OUTREACH POINT + POSSIBILITY OF WHITELISTED ADVERTISING.

PHASE 3 - LAUNCH DAY: "AN AWAKENING IN THE LOST GROVE"



-14



-7

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[LAUNCH NIGHT] SPECIAL SOLAK MASS LIVESTREAM

TWITCH + TWITTER EMBED - 2 JMODS & 5 SELECTED INFLUENCERS - LOOTSCAPE ENABLED


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Tweets **Following** **Followers** **Likes** **Lists** **Moments**




64.9K **1,403** **326K** **2,044** **19** **1**

Following


RuneScape 
@RuneScape
The official Twitter for RuneScape, the world's most popular free MMORPG - and it's coming to mobile devices in 2018. Your game, anywhere 
[Gielinor](#)
[rs.game/RSMobileTW](#)
7.93M Vine Loops
Joined November 2009
[Tweet to RuneScape](#)
12 Followers you know

13.4K Photos and videos


Tweets **Tweets & replies** **Media**

**RuneScape**  @RuneScape
[SPECIAL LIVESTREAM - SOLAK UPDATE]
[@JagexLee](#) is taking a tour in the Lost Grove to take down Solak!
Follow our Twitch live directly down here 📢
See all details on the Solak update on our website 📢 <http://rs.game/Solak>

RuneScape  **3357**


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**Mod Mat K** @JagexMatK
[Follow](#)

**Mod Osborne** @JagexOs...
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**RuneScape Wiki** @RSWiki
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Paris trends • Change

#bump2018
#HarryStylesLiveonTourParis
18.9K Tweets
#SocialDrinkUp
#CongresPS
2,080 Tweets
#MUNSEV
12.5K Tweets
Gina Haspel
163K Tweets

PHASE 4 - POST-LAUNCH: "THE RESTORATION OF THE GROVE GUARDIAN"



-14

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BASE CM CONTENT

FACEBOOK + TWITTER:

- OPEN « ASK THE DEVS » FB GROUP: RECEIVE FEEDBACK FROM COMMUNITY FOR DEVS
- SHARE UGC (EX. VIDEOS OF BEST RUNS, FAILS/FUNNY RUNS)
- REVEAL MORE TECHNICAL INFO ON SOLAK TO HELP PLAYERS (PHASES, STRATEGY)
- WEEKLY #GUESSMYSCREEN MINI-GAMES
- RUNEPOLLS TO GET FEEDBACK ON UPDATE (LIAISE WITH TECH TEAMS + CX SUPPORT)

INSTAGRAM + SNAPCHAT:

- ARTWORK + FAN ART (FROM MONITORING & UGC CONTEST)
- CONTENT FROM PR NIGHT
- RUNEPOLLS (EX. WHAT IS YOUR TEAM CONFIGURATION? EQUIPMENT CHOSEN? STRATEGY/TIPS?)
- FEEDBACK ON FANS RECEPTION AND QUESTIONS

YOUTUBE

- « HOW TO PLAY », « HOW TO WIN »
- [D+14] SUM UP VIDEO ON LAUNCH MILESTONES, NUMBERS, TESTIMONIALS FROM INFLUENCERS/PRESS

REDDIT

- AMA SESSION WITH JAGEX TEAMS
- MINI GUIDE TO HELP PLAYERS

PHASE 4 - POST-LAUNCH: "THE RESTORATION OF THE GROVE GUARDIAN"



-14

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"THE RESTORATION OF THE GROVE GUARDIAN" COMPETITION

LAUNCH A GLOBAL COMP WITH ONE GOAL: DOWN SOLAK!



- FIRST TEAMS TO DOWN SOLAK (DUO MODE/FULL MODE)
- HARDCORE MONTHLY RUN (EX. LOW STUFF, DUO WITH AN AFK)
- SPEEDRUNS

PHASE 4 - POST-LAUNCH: "THE RESTORATION OF THE GROVE GUARDIAN"



-14

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HEAVY LIVESTREAM COVER

WEEKLY MASSES WITH JMODS & MICRO-INFLUENCERS
GUESTS + LOOTSCAPES

CHALLENGES BASED ON
COMMUNITY REQUESTS (TWITCH POLLS)



Iron Mammal | Streamer spends his time with a group o...
1,262 viewers on Mr_Mammal



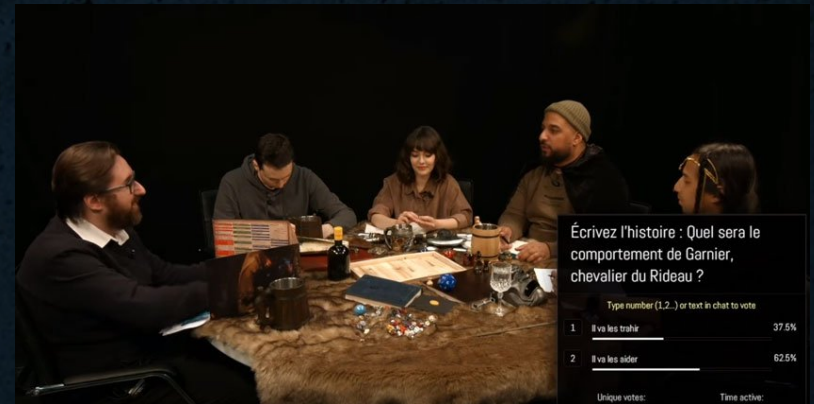
Sparc Mac - Slayer Adventures, Staking Later :)
974 viewers on sparcmaclived



DMM TOURNEY DAY 5
454 viewers on Emilyispro



UIM Raids | lacp | @uimlink | ldiscord
443 viewers on UIM_LINK



ADVERTISING



DAILY CM (REACH/ENG) £60

PLACEMENTS: IN-FEED / STORIES
TARGETING: FANS, GAMING INTERESTS



6-SEC TEASER (CONVERSION) £140

PLACEMENTS: BUMPER / DISCOVERY
TARGETING: GAMING AFFINITIES, TOPICS &
GAMING CHANNELS, SELECTED KEYWORDS



VIDEO MINI SERIES (VIEWS) £200

PLACEMENTS: IN-FEED / AUDIENCE NET.
TARGETING (5 AD SETS): GAMERS
+ CUSTOM & LOOKALIKE (VIDEO VIEWERS)
+ CUSTOM & LOOKALIKE (MAILER)

+£70

+£30



VIDEO MINI-SERIES (CONVERSION) £300

PLACEMENTS: 60-SEC PREROLL
TARGETING: GAMING AFFINITY/TOPICS/KEYWORDS,
GAMING YT CHANNELS, WEB DISPLAY NETWORK



FACEBOOK CANVAS (CONVERSION) £50

PLACEMENTS: IN-FEED, MOBILE ONLY
TARGETING (2 AD SETS): FB PIXEL CUSTOM &
LOOKALIKE



PRESS EVENT VIDEO (VIEWS) £100

PLACEMENTS: WHITELISTED
TARGETING: FOLLOWERS OF INFLUENCERS,
KEYWORD (RUNESCAPE, MMORPG)



INFLUENCER & JMODS SNAPS (CLICK) £50

PLACEMENTS: SNAP ADS
TARGETING: YOUNG AUDIENCE (13-21), CUSTOM &
LOOKALIKE (MAILER)

Congratulations



You have completed this presentation!

You are awarded:

1 Quest Point,
2,000 Smithing XP,
50 coal

An XP tome,
Ability to make and equip elemental body
equipment

Two entries in the Council of Five

Quest points: 138

Continue

