

Social Media Content

If you are running an event or trying to get your information out to the masses the Marketing Team is here to help you do just that. If you're reading this document, you've probably been asked to provide us with some content that we can use to help engage your potential attendees and get more attention to your event. Here is a list of many varieties of content that we use, this list is not comprehensive, if you have an idea please feel free to use it. Social Media Marketing is an ever-evolving field and this list will never be complete.

Usually we will give you a suggested number of pieces of content. That number is usually approximately 6 (six) per month. Most of the time the Marketing team will take your content and update the event information or page for you. That way we can ensure it will reach the widest audience possible. Please reach out to the team if you have any trouble with gathering content.

Articles:

- Who is on staff, tell us about them
- Info on the plot you'll be running
- Tell us about the location the game will be held at
- What is in the area that people might enjoy while in town
- If at a convention, what else is there
 - History of the convention
 - How long has OWbN been involved
 - Other games to check out
- Stories about the city the event is in
- Who is your player base, what do they have to say
- Numbered lists (Example: 10 best things about Vampires)
- Good items to pack for the weather, or location

Photos:

- Props for site decorations
- Site the game will be held at
- Staff
- Players at the game that is hosting
- DeviantArt gallery
- Edited photos of your game (Canva is a super easy alternative to photoshop, and its free!)
- Memes relevant to the event

How-To's:

- Play a type of creature in your genre
- Make a costume piece
- Make a site decoration
- Make a prop
- Make the STs coffee just the way they like it

Spoilers:

- NPCs that might appear
- Who the antagonist might be
- Plot tips or secrets
- Loot that is findable

Contests:

The catching with contests is to acquire maximum engagement, you have to be active and responsive on the thread. Its also best to have a prize at the end. It can be anything from a cheap trinket or printed certificate to free site fee or shelter cost.

- Photo Captions

- Draw your favorite NPC

- Guess the NPC

- What's in the STs bag/purse

- Ask readers to post a photo to match a quote, most likes wins!

Miscellaneous:

- Ask us anything or a Q&A session

- 'Go Live' and talk to the viewers directly

- YouTube Videos created by others

- Videos created by you

- Etsy collections