



wikia 2016 COMMUNITY CONNECT

How Social Media Can Help Your Community

A discussion about social media best practices





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Start Date @ Wikia: April 2010 as staff, December 2006 as a user

FANDOMS:

- Star Wars
- Star Trek
- Marvel and DC
- Full House





Presenter's Name: Sharon Tomasik

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Job Title: Marketing Communications Specialist

Start Date @ Wikia: May 2014

FANDOMS:

- Harry Potter
- Friends
- Parks and Recreation
- Britney Spears
- Full House

Who uses social media?

And why?

- What's your favorite social media platform?
- Do you use social media for your community?
- Why do you think social media is important for your community?



Social media is important

And it's a great tool for communities

- You can engage with a wider audience
- You can develop a stronger voice for your community
- You can participate in and shape the fan conversation



Effective Social Media Platforms

And what Wikia uses

- Facebook
 - /wikia_de (DE)
 - /wikia_fr (FR)
 - /ChineseWikia (ZH)
- Twitter
 - @wikia_de (DE)
 - @Wikia_fr (FR)
- Country specific
 - weibo.com/Wikia (HZ)
 - vk.com/ru_wikia (RU)
- Twitter
 - @getfandom (EN)
 - @Wikia (EN)
- Facebook
 - /getfandom (EN)
- Instagram
 - /getfandom (EN)



Engaging with a wider audience

Why it's important

- **Engagement:** Talking to your fans gives them a deeper and more intimate way of engaging with your community
- **Variety:** Reach reader beyond the encyclopedia topic while keeping fan knowledge at the center of it
- **Feedback:** Engaging with fans means they'll often engage with you
- **Expansion:** Even followers without a Wikia account will feel like part of your community



Engaging with a wider audience

How do I do that? A few “hints”:

- **What?** Post diverse content - not just community links
- **How?** Like, retweet, and reply to people as subtle but effective self-promotion - fans enjoy when their voices are heard. Don't fear butting into conversations!
- **How often?** Post consistently - activity generates interest!
- **When?** Post when people are most likely to be online

→ Special hint for Facebook: The more followers you get, the better your content is rated, and the easier it will be to get more followers




Engaging with a wider audience

A few examples:

Wikia Deutschland hat 4 neue Fotos hinzugefügt.
Gepostet von Julia Katharina Christelsohn [?] · 29. Mai · 🌐

Herrliches Wetterchen auf der 10. RPC hier in Köln! Wir tümmeln uns zwischen Brettspielen, Cosplayern und Live-Musik! #RPC2016



355 erreichte Personen

Beitrag bewerten

👍 Gefällt mir 🗨 Kommentieren ➦ Teilen

Fallout
25. August 2015 · 🌐

Unsere Nuka Cola hat immer noch die Chance auf den Sieg beim Wikia "Battle of the Fantasy Foods". Stimmt jetzt ab 🗳 bit.ly/1KgZ1Zj

2015 Battle of the Fantasy Foods - Round FOUR

We have our top 8 fantasy foods after a HEATED Round 3, where foods like Poké Puffs and Slurm lost. Now the question is...which foods will make it to the Final Four? The winner in each of the following polls will move on to Round Five on August 26. P.S. Don't forget that this round will determine wh...

RECIPES.WIKIA.COM

👍 Gefällt mir 🗨 Kommentieren ➦ Teilen

248 Top-Kommentare

11 Mai geteilt 28 Kommentare

Kommentieren ...

Wikia Deutschland Die Nuka-Cola Quantum war bei unserem vorherigen Fantasy Food Fight 2013 auch schon Sieger der Herzen im deutschsprachigen Raum 🗳

http://de.fallout.wikia.com/wiki/Nuka-Cola_Quantum



Gefällt mir · Antworten · 🗳 30 · Kommentiert von Beamer Nota [?] · 25. August 2015 um 10:29

Animanga Wiki hat 2 neue Fotos hinzugefügt.
Gepostet von Julia Katharina Christelsohn [?] · 12. Juni um 19:19 · 🌐

Heißer TV-Tipp für alle, die keine Lust auf Fußball, sondern auf Anime haben! Ab 20:15 auf Arte: Erst der Ghiblifilm "Wie der Wind sich hebt" dann der Klassiker "Akira". Einschaltpflicht!



Animanga Wiki
Gepostet von Julia Katharina Christelsohn [?] · 20. Mai · 🌐

WOCHENENDE! Ihr braucht noch einen Anime für den Feierabend! Dann legen wir euch One Punch Man ans Herz... äh, an die Faust! <https://www.youtube.com/watch?v=7zJwDGTglAc>

Alle Infos dazu gibts natürlich bei uns im Wiki: bit.ly/OnePunchAnime



One Punch Man, Episode 01, OmU, FSK 12

Die ganze Serie könnt ihr kostenlos auf anime-on-demand.de schauen.

YOUTUBE.COM

Clash of Clans Wiki
14. Juni um 19:51 · 🌐

Die neueste Ausgabe der Clash-Neuigkeiten.



Clash-Neuigkeiten - 13. Juni 2016

Im Augenblick ist wohl Flaute. Auch diese Woche gibt es aus Clash kaum etwas zu berichten. Der psychische Oktopus hat mal wieder durchgeschlagen. Weitere Spieler wurden für 2 Wochen gesperrt, einige sogar permanent. Erfahrt mehr: Für... DE.CLASHOFCCLANS.WIKIA.COM

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Engaging with a wider audience

Don't be afraid to join the conversation

- People want to talk on social media - don't be afraid to jump in a conversation you weren't originally part of
- Use the platform's search feature to find brand- and community-related keywords to see what other people are saying
- Joining into conversations lets people know you're on the platform, and they are likely to follow you and engage with you further
- Even if you don't reply, you can retweet or like their post to let them know that you enjoyed what they said



What makes a good post?

The basics

- Much different, **shorter** than longform content on Wikia, especially for Tweets
- Place a **clear** message
- Often include hashtags or @mentions to draw **attention** of other accounts
- If you're **highlighting** content, tease it without saying too much.
- Pictures and GIFs are **eye candy**. Use them when you can



What makes a good post?

Tone matters

- **Individuality:** When you're just starting out on social media, you need to find your account's voice and tone
- **Authenticity:** Differentiate yourself from the core brand (i.e. Marvel vs Marvel Database) by focusing on fan-related topics
- **Attitude:** Stay positive whenever possible - negativity gets clicks, but positivity appeals to the widest audience
- **Representative:** Talk casually, but professionally



What's your voice?



Breakout Session: A Deeper Dive

Let's find some successful accounts!

- Break into groups (3-4 people) for smaller discussion, and appoint a speaker from that group
- **Find brands or communities you like to follow or might like to follow on Social Media.**
 - Why do you like to follow them?
 - What kinds of content do they post?
 - What do you notice about their voice?
 - How do they engage with fans?
- Finally: Share what you found!



Final Thoughts

In 140 characters or less (not really though)

- Success is never guaranteed on social media. There are no objective criteria.
- Success takes time and experimentation. Find what works for you
- As long as you're staying positive, don't be afraid to take risks with new ideas
- Remember
 - Engage with your followers and potential followers
 - Post often and at the right times
 - Find your tone and then stick with it





The End!

Any final questions?

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