

Gameguyz Review

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General Feedback

- Companies use social media platforms to engage with and retain their users.
- Further engagement: ask players more questions and have them engage with the post or tweet (ex.: SHARE this, LIKE this, RT if, etc.)
- Because social media platforms post on behalf of the company, appropriate language, grammar and punctuation should be used (ex. do not use “lol” or “~” in posts.)



Consistency



Consistency (cont.)

- Each social media platform should have “LoLDB” in the background image.
- The Win Rate/KDA/etc image should be either be added to all the images or displayed on none of them.
- Labeling the Twitter page as “League of Legends” will confuse players. It should be changed to “League of Legends – LOLDB” to keep it uniformed.



Twitter



Twitter Feedback

- The Twitter account has very little engagement with its fans and it needs to display more pictures within its feed.
- Ways to engage: RT interesting League of Legends related tweets and reply to @replies.
- Create Twitter only contests.
- Useful tools: Favstar, Hootsuite, and Google Analytics.



Twitter Feedback (cont.)

	@lolgameguyzen	@LeagueOfLegends
Tweets	2,906 tweets	1,904 tweets
Follows	1,570 users	69 users
Followers	2,269 followers	505,243 followers

- Conclusion: the @lolgameguyzen account should follow less users and tweet less often.
- Frequency of tweets should be 2-5x a day (excluding RTs and @replies.)



Twitter Following

- When you follow a user, they can DM you and this leads to a lot of unnecessary spam.
- When you follow less users, you can measure your user growth better. Most users will automatically “follow back.” Unfortunately, these are not considered your “loyal” fan base.



Shorter Tweets



League of Legends @lolgameguyzen

13h

Uzi Is Expected to Attend LCS

Do you still remember Uzi, Royal's ADC who broke into the opponent's rear and... fb.me/1cLCBARYI

Expand

← Reply ↻ Retweet ★ Favorite ⋮ More

- Tweets can only be <140 characters. The rule of thumb is to write a tweet that is <120 characters so users can comment and RT. The tweet above should be shortened to: “Exciting news! Uzi is likely to attend LCS. Read more about Royal's ADC here:”



Shorter Tweets (cont.)

- Keep links consistent. “fb.me” links should not redirect to the homepage (example: fb.me/1cLCBARYI).
- Tweets should not have a “...” in them.
- Tweets should contain information from the article but the tweet itself should be unique.



Consistency in Tweets



- The 2nd tweet has an extra line between the tweet and links. It should be removed. If the 1st tweet has a link to loldb.gameguyz.com, it should be referenced.



Cleaner Tweets



League of Legends @lolgameguyzen

14m

League of Legends 12/18 PBE Patch

Let's take a look at yesterday's patch notes... fb.me/12fibSnlg

Expand

← Reply ↻ Retweet ★ Favorite ⋮ More

- Since it's a League of Legends channel, don't say "League of Legends" in the tweet.
- Information about patch updates should be posted the same day the patch comes out.
- Tweet should read: "Patch update! Take a look at the patch notes here:"



Cleaner Tweets



League of Legends @lolgameguyzen
adc support otp~ fb.me/2V1ey39hu

10h

Expand

← Reply ↻ Retweet ★ Favorite ... More



League of Legends @lolgameguyzen
draveeeeeeeeeeen, lol~ fb.me/3hGFSuE1O

17h

Expand

← Reply ↻ Retweet ★ Favorite ... More

- 1st tweet: Not everyone is familiar with acronyms. Should read “ADC Support Love:” or “ADC Support One True Pairing:”
- 2nd tweet: Should read “What do you think of this Draven fan art? RT if you like it.”



Twitter Lingo

- Certain acronyms are not commonly used and game content should “touch all levels of gamers”. The acronym “PBE” (or “Public Beta Environment”) is a term used specifically for internal development. Instead, posts should use the more common term: “Beta”.



Facebook



FB Feedback

- People on Facebook do not read notes. “LOLDB FAQ” should be a blog post and then linked in posts/tweets.
- Facebook posts can hold more text than tweets so the posts can be longer. They also need more user participation (ex. SHARE this if you like the most recent patch update, LIKE this if you're a fan of Teemo or COMMENT if you think he should be nerfed).



FB Feedback (cont.)

- Create Facebook contests. The user can receive additional votes if they: like the listed social media pages and share the pre-written post on their FB page.
- Useful tools: Facebook Analytics.



Cleaner FB Description

Entertainment Website

Offer the best information about League of Legends.

All data from: <http://lolddb.gameguyz.com/>

- Description can be written better:

“We provide the best guides, reviews, patch updates and posts about League of Legends: <http://lolddb.gameguyz.com/>”



Cleaner FB Events

📅 Friday, October 4, 2013

☰ As the Riot announce the plan about the S3. We are always concern on this focus. From September 16, all top teams around the world will converge in LA for a one-month intense competition. The Semifinals are being held at the Galen Center where the last World Championship had been taken place. The qualifying teams will compete for the winner of World Championship in Staples Center as a famous and professional e-sports venue. The final match will be held on October 4 the World Championship will come out. From now on we will update the news about S3 here for you!!! Come to join us!!!!
The match live address: <http://loldb.gameguyz.com/topic/09102013/index.php>

- If this was translated, it should be proofread before posted: “Riot Games will be announcing their S3 plan. Starting September 16, top teams around the world will converge in LA for a month long competition.”



Google Plus



Consistency



League of Legends-LOLDB

Community Discussion - 2:28 AM

Wickd: why I equipped Trinity Force on Malphite

<http://loldb.gameguyz.com/news/wickd--why-i-equipped-trinity-force-on-malphite.html>

I saw a post on Reddit asking why I equipped t Trinity Force on Malphite and I also thought it would be interesting to share my experience with you guys.



League of Legends-LOLDB

Community Discussion - 12:18 AM

How to play the new champion Yasuo in League of Legends?

<http://loldb.gameguyz.com/news/how-to-play-the-new-champion-yasuo-in-league-of-legends-.html>

[Read more](#)

- The 1st post has the link in the middle of the article and the link is black. The 2nd post has the link at the end of the article and the link is blue.



Cleaner Google Plus Posts



League of Legends-LOLDB

Community Discussion - Dec 16, 2013

Patch 3.15: When Riot Can Stop Nerfing the Hot Champions?

<http://lolldb.gameguyz.com/news/tsm-to-dominate-north-american-lol-field-in-early-s4.html>

Read more

- It should read: “Patch 3.15: When Will Riot Stop Nerfing the Popular Champions?”
- All previous feedback applies to Google Plus posts as well.



New Channels



Youtube Ideas

- If Gameguyz has a dedicated art department, a Youtube channel would be a great social media platform to reach out to even more players.
- Weekly content: Similar to League of Legends, an announcer can do a quick 2 minute video briefing players on the latest exciting news (tournaments, sales, etc.)



Youtube Ideas (cont.)

- Weekly contests: Players submit their best videos. Rules will be posted on the Gameguyz homepage and announced on all social media platforms. The video with the most views will be the video of the week!
- Commentary for LCS games.
- Company holiday videos (to thank users).



Reddit Ideas

- Reddit is generally used by companies for AMAs (or “Ask Me Anything” discussions.)
- AMAs with the developers.
- AMAs with upper management.
- AMAs with your favorite editor (favorite editor will be decided by a poll posted on the homepage/forums).



Tumblr/Other Ideas

- Interviews with players about their opinion on the latest patch update, their favorite champions, their gaming style, etc.
- Create player gatherings and/or sponsor League of Legends related events within the Bay Area.
- Shout outs to awesome League of Legends streams, fan art and amazing videos.



What Else Can I Bring?

- I have negotiated sponsorship deals and set up venue arrangements. I'd love to set up player gatherings and manage event logistics. I've attended Barcraft events during my free time.
- My bubbly and laid back personality makes it easy for everyone to get along with me.
- I play a pretty mean Lulu and I love playing with new, friendly people on ARAM. Feel free to add me on LoL: "bread14".



GL HF!

