

Latinx Games Festival
PRMA Capstone Project
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Social Media and ROI
Full Sail University
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Executive Summary

The Latinx Games Festival is a passion project headed by Executive Director Jason Vega out of Long Beach, California. The first festival occurred on September 14, 2019 at the Museum of Latin American Arts (MOLAA). The prime focus of the festival is to build a community of Latinx game professionals and its publics. From publishers to developers, gamers to press, the Latinx Games Festival aims to encourage and create opportunities for the future of Latinx game development.

The aim of the social media strategy is to build brand awareness and encourage visits to the website. Raising brand awareness will help ensure the goal of a larger attendance at the next in-person festival.

SMART Goals

Goals and Objectives

Latinx Games Festival's Executive Director and Founder, Jason Vega aims to accomplish three goals for the upcoming main virtual festival in November 2020. The first goal is to build brand awareness. The first objective to achieve building brand awareness is to increase social media followers and tags by 50 in 90 days.

The second goal is to build an online presence in order to recruit future panelists for the festival. The objective is to increase [website](#) visits by 35 within a 90-day period. The second objective is to expand its [Twitter](#) following by 50 in a 90-day period.

The third goal is to build the Latinx Games Festival reputation within the Long Beach community. The objective will be to engage in community discussions with other local businesses to build its reputation. Each of these goals require frequent monitoring to ensure my

strategies are working. If they are not working, I can make the necessary changes to the strategy or content to ensure I meet my client's goals.

Key Performance Indicators (KPIs)

The following KPIs will be measured in order to monitor campaign strategies efforts are effective and if any changes are needed.

1. Twitter follower count
2. Instagram follower count
3. Facebook follower account
4. Twitch follower account
5. Post likes on Twitter
6. Post likes on Instagram
7. Shares on Twitter
8. Shares on Facebook

Strategies and Tactics

Strategies

Creative strategies are necessary to effectively use social media. The strategy for achieving all of three goals will be to create content and engagement through monthly virtual events. The virtual events will be viewable online via the Latinx Games Festival [Twitch](#) channel and will be free to all viewers. *“The challenge to involve consumers in telling their own stories”* (Ashley & Tuten, 2015, pp. 17). By employing the engagement KPI and using Twitter as a tool, secondary data will be gathered for comparison against SMART goals. The tactics will be to drive engagement with the audience through Live Q&As during the streamed events. Panels will

range in topics of interest to the Latinx community: from diversity in games communications to breaking into Community Dev + PR, to Latinx parenting in a digital world.

This strategy will aide in addressing the second and third goals by creating organic interest in the festival by word of mouth. The second strategy is to invite industry-related local members of the community as participants in the virtual events to generate mutual interest and engagement. The third strategy will be to network with other Latinx game professionals for career-related content to garner interest and further discussion. *“For users, on the one hand, they follow different users based on their social relationships, interest, etc., which builds up the follower network”* (Chen, Lin & Yuan, 2017, pp. 565).

The fourth strategy will be to create social media content on Twitter, [Instagram](#), and [Facebook](#) to increase [YouTube](#) visits. The previously aired virtual panels will be uploaded to YouTube for viewing. A calendar of events will be established for monthly panels aimed towards STEM and career development, and scheduling multiple weekly posts across social media channels. Post virtual main festival 2-day event in November, blog style content will be created to increase website traffic.

Tactics

1. I will share LXGF’s social media campaign launch on The Venisia Agency’s Facebook to promote the campaign and expand audience reach.
2. I will share LXGF’s social media campaign launch on The Venisia Agency’s Instagram to promote the campaign and expand audience reach.
3. I will share LXGF’s social media campaign launch on The Venisia Agency’s LinkedIn to promote the campaign and expand audience reach.

4. I will share LXGF's social media campaign launch on The Venisia Agency's Twitter to promote the campaign and expand audience reach.
5. I will create a virtual panel discussing breaking into the animation with Latinx industry professionals.
6. I will create a virtual panel discussing breaking into Community Dev and PR with Latinx industry professionals.
7. I will create a virtual panel discussing diversity in games communications with Latinx industry professionals.
8. I will create a virtual panel discussing parenting in a digital world with Latinx parents working as industry professionals.
9. I will create a contest on Twitter for a winner to receive free tickets to the next in-person event.

Projected Return on Investment (ROI)

The expected ROI will be to increase social media followers on Twitter to increase panel participants by building brand awareness through engagement. Using data, I can tailor efforts to create social strategies and make necessary improvements. Reviewing overall metrics on a weekly basis will be essential to campaign success. This will allow opportunities to create potential partnerships with influencers and brand ambassadors within the Latinx community.

Social Media Timeline

The following timeline will guide you through the social media activities I will be managing through December 2020.

Date	Task	Medium
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September, Week 1	Launch a social media campaign	Facebook, Twitter, Instagram
September, Week 2	Game jam highlight post	Website and LinkedIn; promote on Facebook, Twitter, Instagram
September, Week 3	Past event highlight post	Website and LinkedIn; promote on Facebook, Twitter, Instagram
September, Week 4	Press release via document * (if date is solidified at this time or will adjust schedule) *	Facebook, Twitter, LinkedIn
October, Week 1	Panel and speaker highlight posts Career event post	Website and LinkedIn; promote on Facebook, Twitter, Instagram
October, Week 2	Panel and speaker highlight posts	Website and LinkedIn; promote on Facebook, Twitter, Instagram
October, Week 3	Panel and speaker highlight posts Career event post	Website and LinkedIn; promote on Facebook, Twitter, Instagram
October, Week 4	Panel and speaker highlight posts	Website and LinkedIn; promote on Facebook, Twitter, Instagram
November, Week 1	Run contest for 2 free tickets to Year 3 in-person festival	Twitter
November Week 2	Career event post	Website and LinkedIn; promote on Facebook, Twitter, Instagram
November, Week 3	Panel and speaker highlight post	Website and LinkedIn; promote on Facebook, Twitter, Instagram
November, Week 4	Thank you post: moderators, panelists, partners, sponsors, co-organizers, etc. Announce winner of contest	Twitter

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