

# Hello, delicious friends:

## In and out of character on social media

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FEATURING APP DEVELOPERS CONFERENCE<sup>™</sup>

LOS ANGELES CONVENTION CENTER · LOS ANGELES, CA

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# A bit about me

**NSPCC**



**TATE**



# A bit about Failbetter



## FALLEN LONDON

HOME OF THE ECHO BAZAAR

### One city. A thousand choices.

Discover a dark and hilarious Gothic underworld where all your actions have consequences. And did we mention it's free?

Welcome. Delicious friend.

"Far and away the best browser game of today. Why? Flavour and story."

-*The New Yorker*

Browser Game of the Year

-*Escapist Awards*

[Reviews of Fallen London](#)

### Log in to your account

Email:

Password:

[Forgotten it? Click here.](#)


LOG IN


☐ Remember Me

### Create a free account

SIGN UP WITH EMAIL

OR

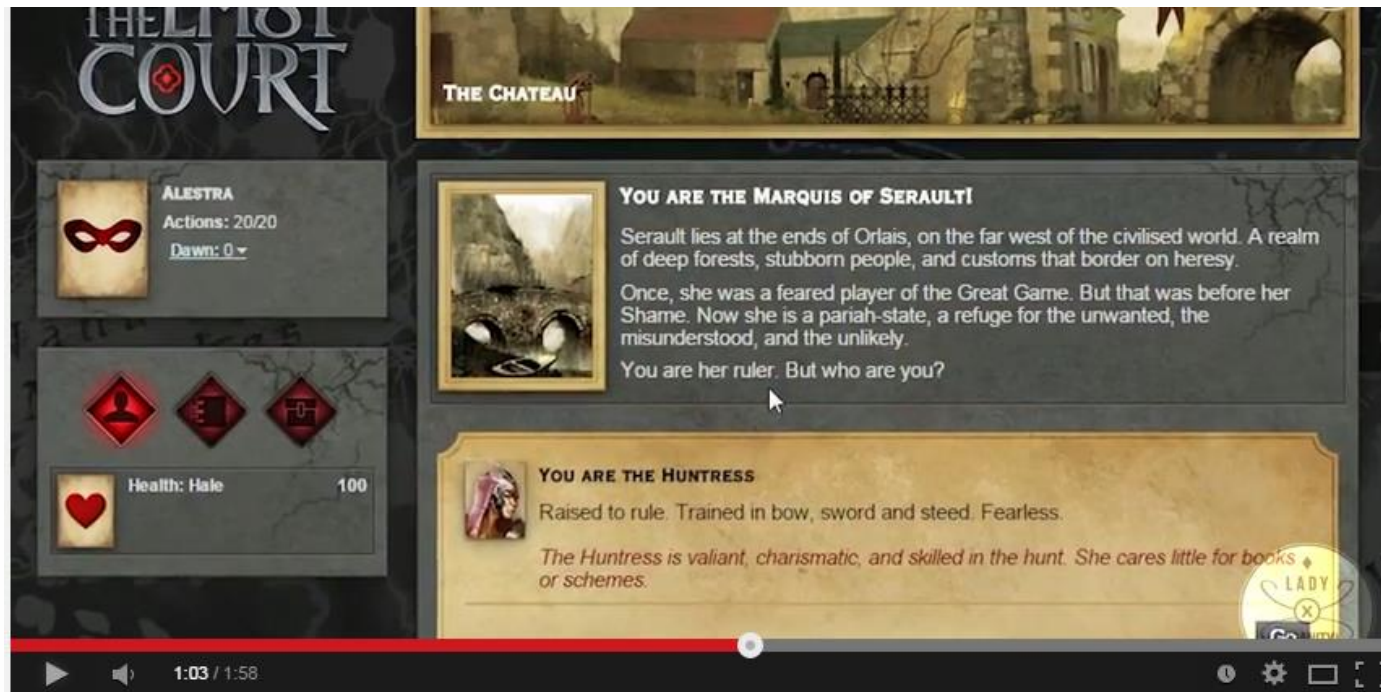
 Sign in with Facebook

 Sign in with Twitter

Read our [civilised social media policy](#)



# The Last Court



## Dragon Age: The Last Court - An Introduction



Ashe | Lady Insanity



42,461

24,662



Add to



Share



More



268



6



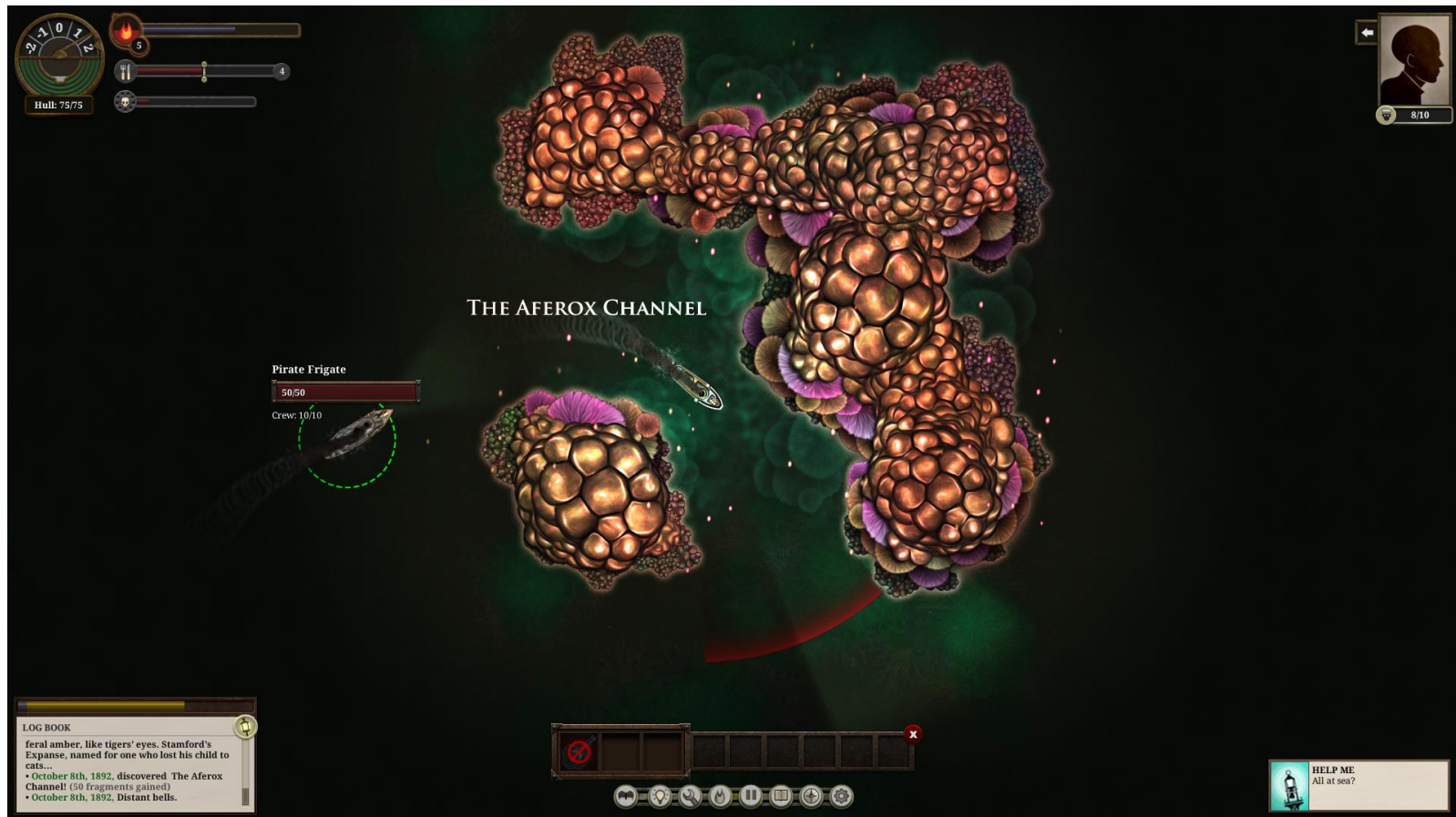


# Fallen London





# Sunless Sea













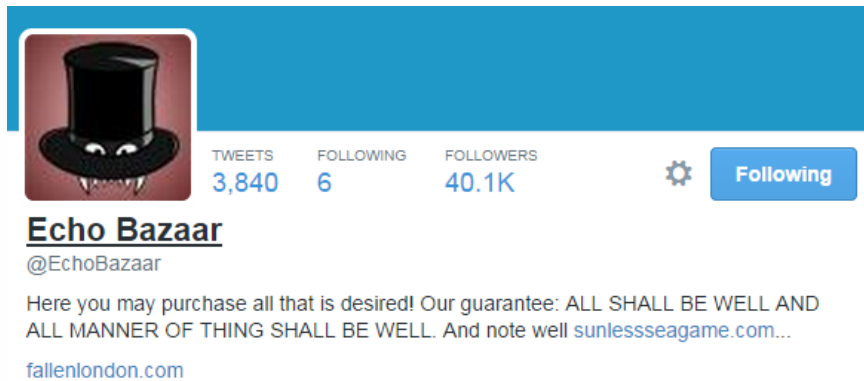
# Know Yourself



- Mission
- Vision
- Values



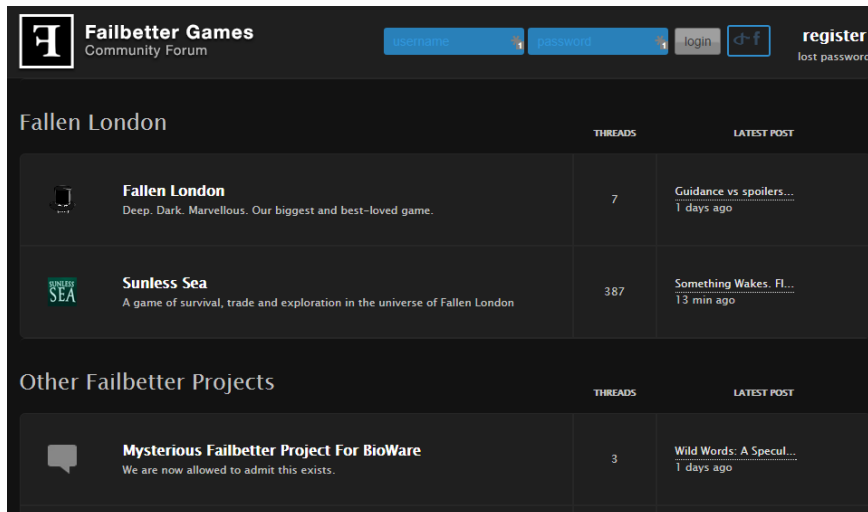
# Really Listen



- Listen

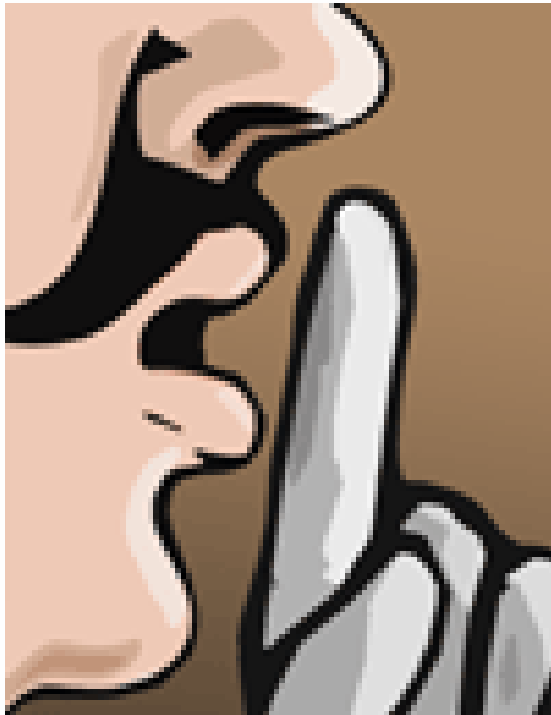
- Act

- Feed back





# Know your channels



- Think
- Feel
- Do



# Bring something to the party

## Follow Forever for Hallowmas

The Feast of Masks will soon be upon us! Hallowmas returns to [Fallen London](#). Uncommon visitors are abroad. Find your Destiny. Confess your errors, and keep - or betray! - the confessions of others!

You will need new contacts to ask for confessions... so it's time to start making some new friends.

Reblog and add your username to find a soul to confess to, and to take confession from.

In the parlance of Tumblr, it'll be spooky.

#halloween #spooky #hallowmas #failbetter games #fallen london #echo bazaar

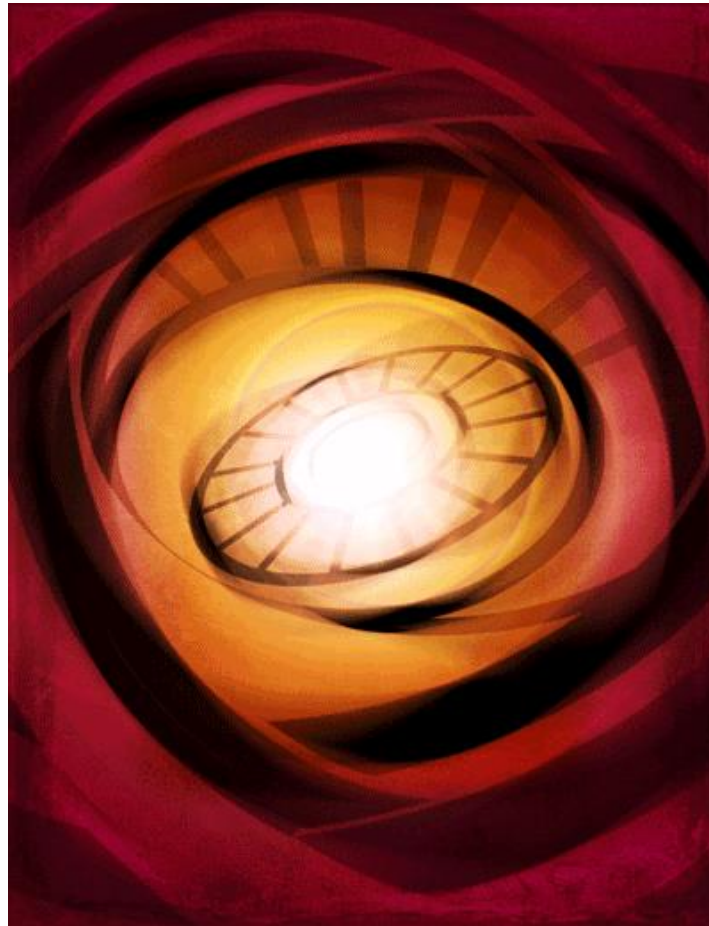
197 notes

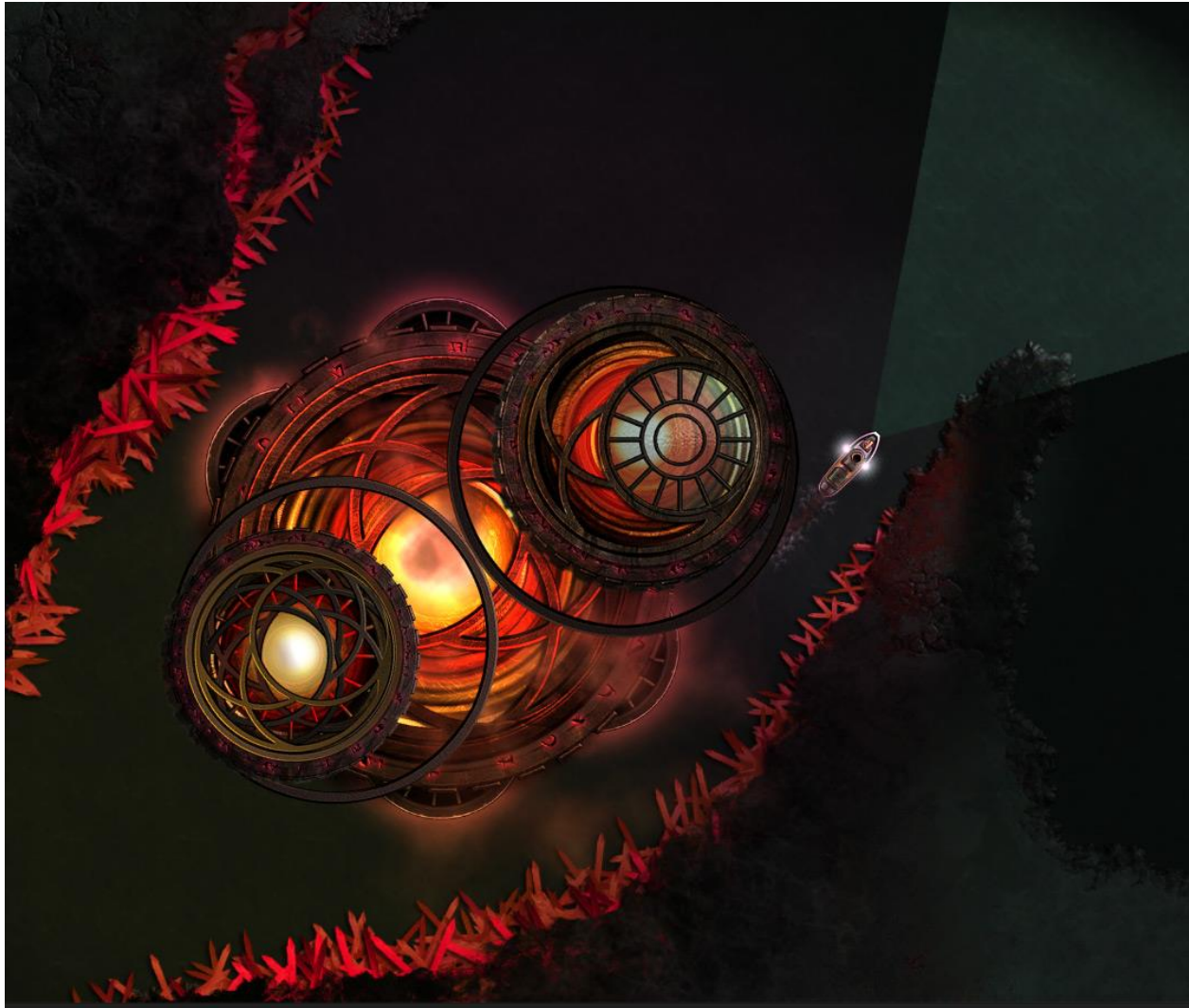






# The Dawn Machine







THE DAWN MACHINE

LOG BOOK

- October 19th, 1911, discovered The Dawn Machine (a large, glowing, red, and orange mechanical structure).
- October 20th, 1911, some part of the machine has started your search of the machine. It suggests an immediate investigation.
- October 21st, 1911, find the crew.

0:07 / 10:00

## REJECT THE DAWN MACHINE

Failbetter Games

✓ Subscribed

357 views



# Listen and reflect







# Make a communications role





# Five things we've learnt

- Know yourselves
- Really listen
- Know your channels
- Bring something to the party
- Make a comms role



# A last word





# Thank you

Hannah Flynn  
@h4nchan

[www.fallenlondon.com](http://www.fallenlondon.com)  
[www.failbettergames.com](http://www.failbettergames.com)

Remember to fill in your evaluations!

See you in the wrap-up room: 505