



COMMUNITY  
MANAGEMENT  
SUMMIT

# Knowing Your Niche: Using Facebook to Foster Positive Communities

Lisa Blakie  
Community Manager, Runaway

GDC

GAME DEVELOPERS CONFERENCE® | FEB 27-MAR 3, 2017 | EXPO: MAR 1-3, 2017 #GDC17





# Runaway







### Flutter: Butterfly Sanctuary

Published by Lisa Blakie [?] · 5 February 2016 ·

Did you know? A fully fused butterfly has a higher chance of completing a mission than an unfused butterfly!



### Flutter: Butterfly Sanctuary

Published by Lisa Blakie [?] · 9 February 2016 ·

The Amore set is here at last! Collect this special set over the next 13 days and earn exclusive decorations. Send gifts to your friends everyday to help reach those community goals!



### Flutter: Butterfly Sanctuary

Published by Lisa Blakie [?] · 27 January 2016 ·

Serving as crampons, harness, and tether, the many different types of slime a Tree Snail squeezes out provides plenty of grip for scaling even the tallest trees.





# Know Your Audience

- Demographic
- Interests
- Personalities





# Flutter Player Base

- Mothers
- Arts and crafts
- Stress and anxiety





# LESSON

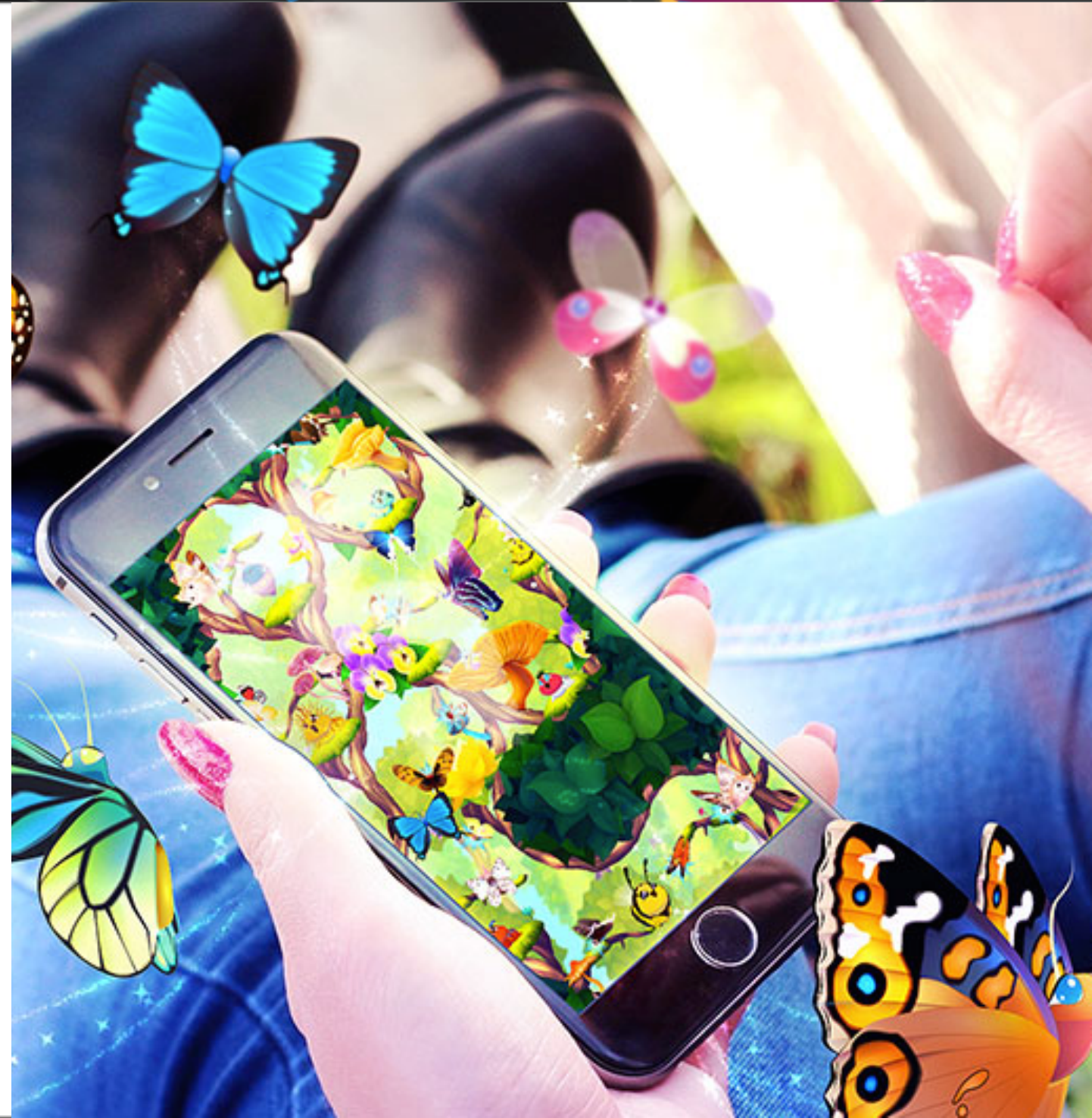
## Know Your Audience

It will help establish the tone when communicating with them



# What Matters?


- Content beyond the game
- What are your audience sharing?
- What are they sharing with you?






# Butterfly Capes

- 100 shares
- 450+ reactions
- 26,000+ reach






**Flutter: Butterfly Sanctuary**  
 Published by Lisa Blakie (?) · 11 April · 🌐




Some lovely Flutter fans have shared these amazing butterfly inspired capes with us, what a cool idea! Is anyone going to try this out for a costume idea? - Lisa



**Gorgeously Realistic Hand-Crafted Butterfly Wing Scarves, Capes and Cloaks**  
 A photo posted by Costurero Real (@alassie) on Mar 26, 2016 at 6:48am PDT  
 Spanish costume designer Alassie of Costurero Real has created an absolutely...  
 LAUGHINGSQUID.COM | BY LORI DORN

26,413 people reached
 [Boost Unavailable](#)



 473
 15 Comments 100 Shares


 Like
  Comment
  Share

**26,413** People Reached

**802** Reactions, comments & shares

<b>569</b> Like	<b>418</b> On post	<b>151</b> On shares
<b>52</b> Love	<b>43</b> On post	<b>9</b> On shares
<b>2</b> Haha	<b>0</b> On post	<b>2</b> On shares
<b>15</b> Wow	<b>12</b> On post	<b>3</b> On shares
<b>1</b> Sad	<b>0</b> On post	<b>1</b> On shares
<b>64</b> Comments	<b>32</b> On Post	<b>32</b> On Shares
<b>100</b> Shares	<b>100</b> On Post	<b>0</b> On Shares

**919** Post Clicks































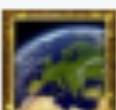




<b>1</b> Photo views	<b>507</b> Link clicks	<b>411</b> Other Clicks ⓘ
-------------------------	---------------------------	------------------------------

**NEGATIVE FEEDBACK**

<b>12</b> Hide Post	<b>18</b> Hide All Posts
<b>0</b> Report as Spam	<b>0</b> Unlike Page





15/04/2016 11:40		The scientific name for the Paradise Phantom is <i>Cithaerias phan</i>			2.1K		165 119	
14/04/2016 09:29		Time for a fan shoutout! Mary Staples Chaviers shared this fanta			1.4K		186 140	
13/04/2016 09:37		Jonas knows the scientific name for this Mayan Star set butterfly,			3.4K		725 797	
12/04/2016 09:18		Body-double! Teardrops on a swallowtail's wings distract predators			6.1K		290 199	
11/04/2016 11:00		Some lovely Flutter fans have shared these amazing butterfly ins			26.4K		919 802	
09/04/2016 14:14		This weekend we're celebrating with DOUBLE rewards from the			2K		301 168	
08/04/2016 09:16		Hey everyone, Jonas here. If you are in the UK and want to mak			1.7K		203 78	



# Butterfly Nebula

- 29 shares
- 200+ reactions
- 9,000+ reach



**Flutter: Butterfly Sanctuary**  
Published by Lisa Blakie [?] · 3 May 2016 ·

Butterflies in space! How cool are these beautiful images of the butterfly nebula? - Lisa



**Mostly Mute Monday: The Butterfly Nebula — Starts With A Bang!**  
The death throes of a Sun-like star announce its funeral to the whole galaxy.  
MEDIUM.COM | BY ETHAN SIEGEL

Get more likes, comments and shares  
Boost this post for \$750 to reach up to 130,000 people.

9,883 people reached [Boost post](#)

Like
 Love
 Wow
 Comments
 Shares

Jason Morris, Isha Mahfuz and 216 others · 28 Comments · 29 Shares

**9,883** People Reached

**314** Reactions, comments & shares

<b>206</b> Like	<b>183</b> On post	<b>23</b> On shares
<b>26</b> Love	<b>25</b> On post	<b>1</b> On shares
<b>10</b> Wow	<b>10</b> On post	<b>0</b> On shares
<b>43</b> Comments	<b>40</b> On Post	<b>3</b> On Shares
<b>29</b> Shares	<b>29</b> On Post	<b>0</b> On Shares

**239** Post Clicks











































<b>0</b> Photo views	<b>78</b> Link clicks	<b>161</b> Other Clicks
-------------------------	--------------------------	----------------------------

**NEGATIVE FEEDBACK**

<b>6</b> Hide Post	<b>7</b> Hide All Posts
<b>0</b> Report as Spam	<b>0</b> Unlike Page





10/05/2016 10:00		With past events and core sets, there are over 200 species that h			2.4K		527 335	 
09/05/2016 11:00		Monarchs aren't the only migrating butterflies in the world, with D			1.6K		151 107	 
07/05/2016 13:22		Weekend bonus time!! Expand and populate your forest with HAL			1.7K		227 159	 
06/05/2016 10:48		It was the Penelope Shouldered Brown! Congratulations to Haley			3.4K		165 103	 
05/05/2016 09:00		If you've never gazed deep into a butterfly's eyes, it's worth a loo			4.1K		209 160	 
04/05/2016 09:00		What butterfly from the Odyssey set is this? Guess correctly in th			2.6K		735 895	 
03/05/2016 09:09		Butterflies in space! How cool are these beautiful images of the b			9.9K		239 314	 



# LESSON

## Think Beyond the Game

Content you share does not have to be directly related to gameplay



# What's Unique?

- Our connection to nature
- Games *and* real world





# Meaningful Content


- What are players doing?
- How can you celebrate it?
- Researcher collaboration





# Scientific Articles


- 130+ shares
- 600+ reactions
- 25,000+ reach



**Flutter: Butterfly Sanctuary**  
Published by Lisa Blakie [?] · 22 May 2016 ·

Have you ever seen a bird or butterfly with different colored wings? If not, take a close look at this Archduke from the [LiveScience](#) article.

Like many butterflies, Archduke males and females have different wing patterns. Yet this individual is showing both. While "gynandromorphs" may be uncommon, they are natural and are most often observed in bird and insect species.



**Rare Butterfly is Half Male, Half Female**  
A volunteer at the Academy of Natural Sciences of Drexel University discovered a butterfly that is half male and half female.  
[LIVESCIENCE.COM](#)

Get more likes, comments and shares  
Boost this post for \$750 to reach up to 130,000 people.

25,115 people reached

Boost post

603

33 Comments 137 Shares

**25,115** People Reached

**928** Reactions, comments & shares

<b>610</b> Like	<b>505</b> On post	<b>105</b> On shares
<b>46</b> Love	<b>36</b> On post	<b>10</b> On shares
<b>64</b> Wow	<b>61</b> On post	<b>3</b> On shares
<b>1</b> Sad	<b>1</b> On post	<b>0</b> On shares
<b>72</b> Comments	<b>45</b> On Post	<b>27</b> On Shares
<b>138</b> Shares	<b>137</b> On Post	<b>1</b> On Shares

**1,120** Post Clicks

<b>1</b> Photo views	<b>274</b> Link clicks	<b>845</b> Other Clicks
-------------------------	---------------------------	----------------------------


**NEGATIVE FEEDBACK**

<b>25</b> Hide Post	<b>8</b> Hide All Posts
<b>0</b> Report as Spam	<b>0</b> Unlike Page




# Inspiring Stories

- 100+ shares
- 700+ reactions
- 29,000+ reach



**Flutter: Butterfly Sanctuary**  
Published by Lisa Blakie (?) · 13 July 2016 ·

Do you recognise this butterfly from the Amigo set? Thanks to our lovely Flutter fans, Thaís Gualberto, Lynn Krynicki Bayer, Amanda Lower and Judi Parten Grady for sharing this article with us!



**How one man repopulated a rare butterfly species in his backyard**  
We can all contribute to conservation efforts — sometimes even from our own backyards.  
VOX.COM | BY ZACHARY CROCKETT

Get more likes, comments and shares  
Boost this post for \$750 to reach up to 130,000 people.

29,279 people reached

Boost post

703

21 Comments 103 Shares

**29,279** People Reached

**959** Reactions, comments & shares

<b>666</b> Like	<b>573</b> On post	<b>93</b> On shares
<b>103</b> Love	<b>95</b> On post	<b>8</b> On shares
<b>1</b> Haha	<b>0</b> On post	<b>1</b> On shares
<b>41</b> Wow	<b>35</b> On post	<b>6</b> On shares
<b>43</b> Comments	<b>33</b> On Post	<b>10</b> On Shares
<b>105</b> Shares	<b>103</b> On Post	<b>2</b> On Shares

**1,267** Post Clicks

<b>0</b> Photo views	<b>701</b> Link clicks	<b>566</b> Other Clicks
-------------------------	---------------------------	----------------------------


**NEGATIVE FEEDBACK**

<b>28</b> Hide Post	<b>21</b> Hide All Posts
<b>0</b> Report as Spam	<b>0</b> Unlike Page



# Koala Video


- 650+ reactions
- 20,000+ reach



**Flutter: Butterfly Sanctuary** shared Symbio Wildlife Park's video.

Published by Lisa Blakie [?] · 3 October 2016 ·

Can a moment be cute and still be about licking snot and tears off a koala?  
-Jonas




Butterfly takes over Koala joey's photoshoot





10,215,321 Views

**Symbio Wildlife Park**  
3 October 2016 ·

This butterfly taking over Willow's photoshoot is the cutest thing you will ever see!

 **Get more likes, comments and shares**  
Boost this post for \$750 to reach up to 120,000 people.





20,454 people reached [Boost post](#)

   Debbie Ricketson, Bonnie Bruneau and 650 others 24 Comments 


**20,454** People reached from share

**6,224** Video views from share

**660** Reactions, comments and shares from share

<b>442</b>  Like	<b>442</b> On post	<b>0</b> On shares
<b>172</b>  Love	<b>172</b> On post	<b>0</b> On shares
<b>32</b>  Haha	<b>32</b> On post	<b>0</b> On shares
<b>6</b>  Wow	<b>6</b> On post	<b>0</b> On shares
<b>27</b> Comments	<b>27</b> On Post	<b>0</b> On Shares
<b>0</b> Shares	<b>0</b> On Post	<b>0</b> On Shares

**1,117** Post clicks from share

<b>0</b> Photo views	<b>1</b> Link clicks	<b>1,116</b> Other Clicks 
-------------------------	-------------------------	--

**NEGATIVE FEEDBACK**

**7** Hide Post **7** Hide All Posts

**0** Report as Spam **0** Unlike Page






04/10/2016 09:00	 Unsure of what butterfly you need to complete a mission? Check			2.6K		150 61		Boost post
03/10/2016 13:34	 Can a moment be cute and still be about licking snout and tears o			20.5K		1.1K 658		Boost post
02/10/2016 09:00	 THIS IS SO CUTE - Lisa			8.4K		355 203		Boost post
01/10/2016 09:00	 This weekend eggs will be ready in HALF the time plus a huge 5			2.2K		140 64		Boost post
30/09/2016 09:00	 Check out this slow motion shot of the beautiful Blue Morpho!			5.4K		297 127		Boost post
29/09/2016 12:03	 Hey Flutter fans! Jonas and I are here to answer your questions! -			8.1K		826 491		Boost post
29/09/2016 09:55	 EVERYONE! Live stream Q&A of Jonas' overseas butterfly escap			2.1K		187 53		Boost post


# Caimen Dude

- 29 shares
- 390+ reactions
- 11,000+ reach



**Flutter: Butterfly Sanctuary**  
Published by Lisa Blakie [?] · 16 September 2016 ·

Cute! Who thinks this could be a new character for Flutter? 😊 - Lisa



**A Caiman Wearing a Crown of Butterflies Photographed by Mark Cowan**  
While traveling through the Amazon to study reptile and amphibian diversity with the Herpetology Division at the University of Michigan, photographer Mark Cowan...  
THISISCOLOSSAL.COM

Get more likes, comments and shares  
Boost this post for \$750 to reach up to 120,000 people.

11,368 people reached

Boost post

392

34 Comments 29 Shares

**11,368** People Reached

**511** Reactions, comments & shares

<b>354</b> Like	<b>320</b> On post	<b>34</b> On shares
<b>56</b> Love	<b>51</b> On post	<b>5</b> On shares
<b>6</b> Haha	<b>5</b> On post	<b>1</b> On shares
<b>17</b> Wow	<b>16</b> On post	<b>1</b> On shares
<b>49</b> Comments	<b>37</b> On Post	<b>12</b> On Shares
<b>29</b> Shares	<b>29</b> On Post	<b>0</b> On Shares

**461** Post Clicks

<b>3</b> Photo views	<b>159</b> Link clicks	<b>299</b> Other Clicks
-------------------------	---------------------------	----------------------------

**NEGATIVE FEEDBACK**

<b>5</b> Hide Post	<b>6</b> Hide All Posts
<b>0</b> Report as Spam	<b>0</b> Unlike Page



21/09/2016 09:00	 This is a cute project! Has anyone e crafted butterfly wings like thes			3.2K		58 74		Boost post
20/09/2016 09:00	 What species from the Senja ev ent is this? Guess correctly in th			4.6K		625 509		Boost post
19/09/2016 09:00	 Time is almost up to complete th e Senja event! Remember that a			3.5K		362 128		Boost post
18/09/2016 09:00	 If you perfect the Senja event be fore time is up your Pale Green			3.4K		441 182		Boost post
17/09/2016 09:00	 Perfect the Senja event at any ti me to earn the Deluxe Fishtail P			3.8K		428 233		Boost post
16/09/2016 11:52	 Cute! Who thinks this could be a new character for Flutter? :P - Li			11.4K		461 511		Boost post
16/09/2016 09:00	 The Pale Green Awlet has the a bility to chop an expansion foliag			3.7K		481 207		Boost post
15/09/2016 10:34	 Tim and Lisa and going to be sh aring some of the exciting new u			2.6K		115 45		Boost post

# Jonas Q&A

- Strong start
- Lots of engagement but...
- Grew stale





# LESSON

## Find What is Unique to Your Game

And learn how it translates to your community





# The Meme Brand

- Do you want your brand to be defined by memes?



medium-rare pepe

#dennys #medium-rare #pepe #steak

1 month ago / 145,483 notes





# No One Cared!

- Similar to boring game stuff
- One comment “fighbird meme”
- Yup...

Flutter: Butterfly Sanctuary added a new photo.  
Published by Lisa Blakie [?] · 9 September 2016 · 🌐



Is this a pigeon?

Get more likes, comments and shares  
Boost this post for \$380 to reach up to 72,000 people.

3,660 people reached

Boost post

2 Comments 1 Share

3,660 People Reached

121 Reactions, comments & shares

82 Like	58 On post	24 On shares
1 Love	0 On post	1 On shares
22 Haha	20 On post	2 On shares
3 Wow	2 On post	1 On shares
7 Comments	2 On Post	5 On Shares
7 Shares	3 On Post	4 On Shares

214 Post Clicks


140 Photo views	0 Link clicks	74 Other Clicks
-----------------	---------------	-----------------

NEGATIVE FEEDBACK

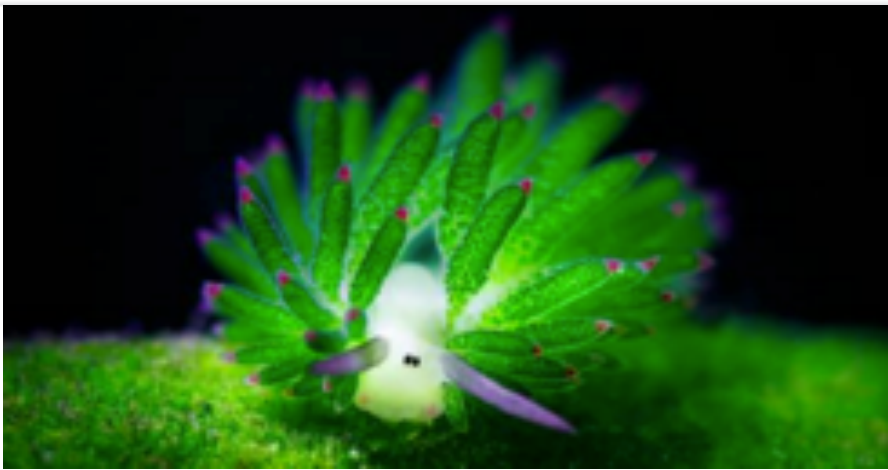
1 Hide Post	3 Hide All Posts
0 Report as Spam	0 Unlike Page

# Sea Sheep


- 200+ Reactions
- Still going today!
- People care about sea sheep...
- Not memes!


**Splash: Underwater Sanctuary**  
 Published by Lisa Blakie [?] · 21 April 2016 ·





One of our awesome fans, Kim Gonzales, told us that she would love to see Sea sheep in Splash. I had no idea these little guys even existed and quickly fell in love! Who else would like to see one of these hanging out on the Sea Turtle's back? - Lisa



**These Cute Sea Slugs Are The Sheep Of The Sea**  
 Remember the cute slugs that looked like bunnies earlier this month? Well, prepare to immediately forget about them as you're overwhelmed by the cuteness of these sea slugs that look like sheep.  
 IFLSCIENCE.COM






**Get more likes, comments and shares**  
 Boost this post for \$380 to reach up to 73,000 people.

5,260 people reached [Boost post](#)




 219
 63 Comments 2 Shares 

**5,260** People Reached

**340** Reactions, comments & shares

<b>209</b>  Like	<b>182</b> On post	<b>27</b> On shares
<b>39</b>  Love	<b>35</b> On post	<b>4</b> On shares
<b>1</b>  Wow	<b>1</b> On post	<b>0</b> On shares
<b>1</b>  Sad	<b>1</b> On post	<b>0</b> On shares
<b>83</b> Comments	<b>75</b> On Post	<b>8</b> On Shares
<b>9</b> Shares	<b>2</b> On Post	<b>7</b> On Shares

**258** Post Clicks

<b>1</b> Photo views	<b>76</b> Link clicks	<b>181</b> Other Clicks 
-------------------------	--------------------------	--

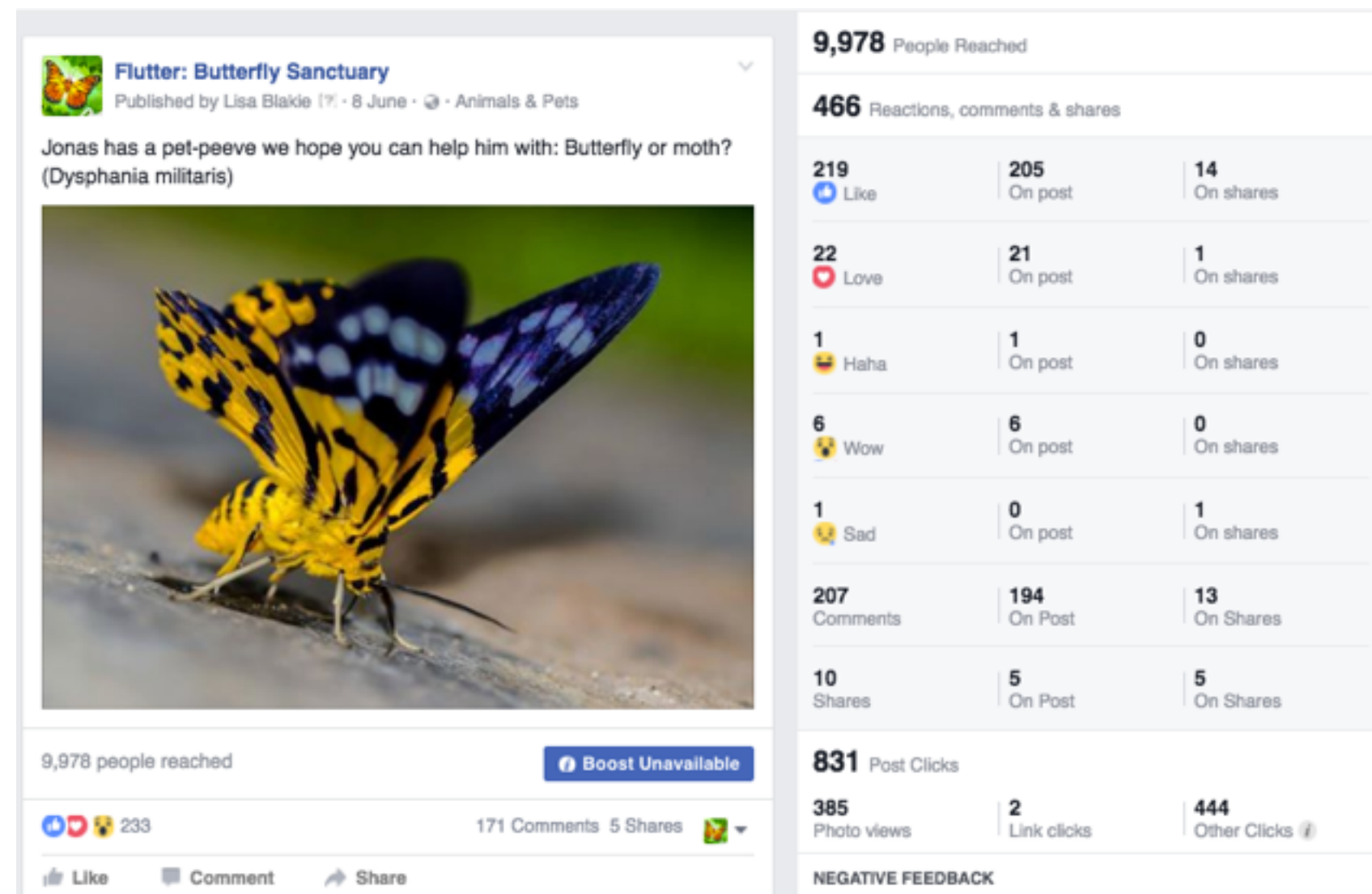
**NEGATIVE FEEDBACK**

<b>2</b> Hide Post	<b>2</b> Hide All Posts
<b>0</b> Report as Spam	<b>0</b> Unlike Page



# What Else?

- Direct questions towards audience engagement
- Moth vs Butterfly







**Pamela Poore** added a new photo to Flutter: Butterfly Sanctuary's Timeline — at 326 Tranquil Spring Drive  
14 August at 11:14 · Boiling Springs, SC, United States · 🌐

I took this picture today . Does anyone know what kind of butterfly it is . so pretty.



Marie Lyles, Jean Radtke and David Williams

4 Comments



**Robyn Michaels** Flutter: Butterfly Sanctuary  
16 hrs · 🌐

any idea what kind this one is?



Amanda Moon-Seiber

Like

Comment

Share

Message



**Kira Lyres** Flutter: Butterfly Sanctuary  
14 August at 08:47 · 🌐

Can someone help me with this? What type of butterfly is It?



1 Comment



# LESSON

## Don't Resort to Memes

Share content that directly relates to your differentiator

# Easy Wins

- Merch
- Facebook Live





 **Melanie Schnieders** ▶ Runaway  
29 December 2016 · 🌐

Just wanted to say thank you for the darling Season's Greetings card I received from you all - ADORABLE!!! And very exciting to receive!!! 😊



 **AuroraNights Nami** ▶ Runaway  
4 January at 04:50 · 🌐

So pretty!!! Thank you!!! ❤️  
Cheers to the Runaway team and Happy 2017!!! 😊



 **Crystal Nicole Lanier** ▶ Runaway  
30 December 2016 · Winnie, TX, United States · 🌐

These are amazing! Thank you!





# Facebook Live

- Museum stream!
- Expert guest
- Real world connection

5,134 People Reached

1,486 Video Views

311 Reactions, comments & shares

102 Like	51 On post	51 On shares
68 Love	23 On post	45 On shares
4 Haha	2 On post	2 On shares
4 Wow	0 On post	4 On shares
125 Comments	114 On Post	11 On Shares
6 Shares	2 On Post	4 On Shares

376 Post Clicks

114 Clicks to Play	0 Link clicks	262 Other Clicks
-----------------------	------------------	---------------------

NEGATIVE FEEDBACK

2 Hide Post	3 Hide All Posts
-------------	------------------





# Facebook Live

- A tool to explain
- Helps build trust

9,526 People Reached

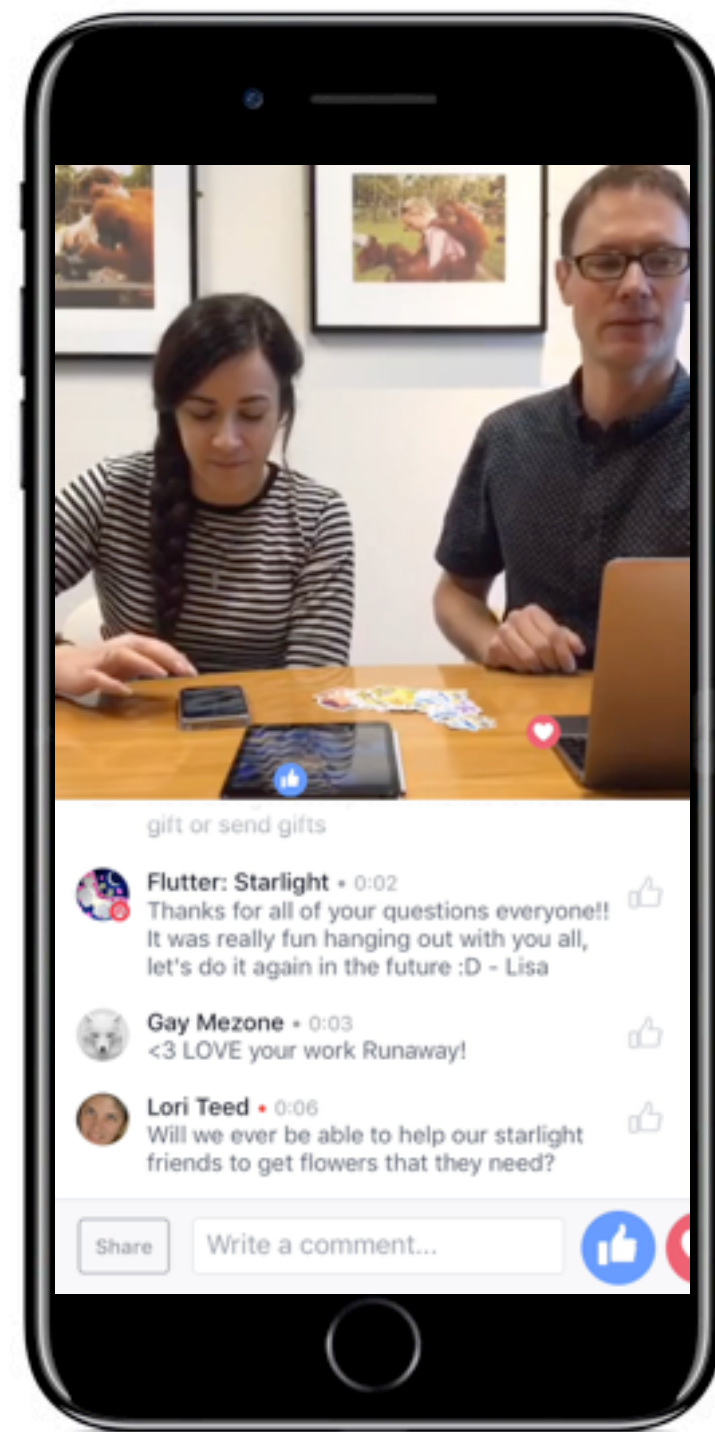
1,320 Video Views

431 Reactions, comments & shares

133 Like	65 On post	68 On shares
93 Love	28 On post	65 On shares
2 Haha	0 On post	2 On shares
3 Wow	1 On post	2 On shares
3 Sad	0 On post	3 On shares
2 Angry	2 On post	0 On shares
194 Comments	189 On Post	5 On Shares
8 Shares	2 On Post	6 On Shares

714 Post Clicks

396 Clicks to Play  0 Link clicks 318 Other Clicks 



# LESSON

## Do Facebook Live!

Quick, easy, and high engagement



# Summary

- Know your demographic
- Share content beyond the game
- Find a unique, core theme
- No memes! (plz)
- Facebook Live & stickers





COMMUNITY  
MANAGEMENT  
SUMMIT

Thank you!

[lisa@runawayplay.com](mailto:lisa@runawayplay.com)

 [@rpglisa](https://twitter.com/rpglisa)

[www.runawayplay.com](http://www.runawayplay.com)

GDC

GAME DEVELOPERS CONFERENCE® | FEB 27-MAR 3, 2017 | EXPO: MAR 1-3, 2017 #GDC17

