

House Odan-Urr

Recruitment Drive (Special Forces)

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Twitter Feed

Contributed by A'lori Kituri

Overview

Over the years, Twitter has quickly taken over as a primary newsfeed of constant information. Alongside Facebook, it has become the dominant supplier of information sent via Twitter Feeds based on a variety of subjects (dependant on the person responsible for keeping said Twitter Feeds updated with new or old information.)

Dissemination

Not unlike Facebook's 'Like' and 'Share' features, through Twitter, information is spread quickly by 'Followers' who often attach links called 'Hashtags' to all of their replies. More than often, these Hashtags may be followed by another user of Twitter who is not familiar with the linked Twitter Feed. By following these Hashtags, users or Twitter are introduced to new Feeds they may have never found otherwise.

Ultimately, the one responsible for keeping the Twitter Feed updated will be visiting other Star Wars related Feeds and posting comments on them every so often with the Hashtag link leading to the Dark Jedi Brotherhood Feed. Where appropriate, these comments will mention the Brotherhood in some form, though this is not required of every comment. For example, comments can be an answer to a riddle or trivia question found on another Star Wars related Feed.

These are merely examples pertaining to how our Twitter Feed can be shared indirectly through the Twitter network. Directly, we can link the Brotherhood site to our Twitter Feed to allow interested individuals to quickly delve in and look over our website. Should we also create a Facebook page, all three websites (once the Brotherhood's coding is updated with the necessary stuff) can link to one another, creating a web of interlinked information that will ultimately draw some attention to the Brotherhood.

Facebook

Contributed by A'lori Kituri

Overview

Alongside the social media monster of Twitter, Facebook is a leading supplier of information on a variety of topics ranging from Star Wars news to lighthearted jokes and memes.

Tabletop Gaming Forums/Sites

Contributed by Ryan Neale

Overview

Many message boards and sites are devoted to the tabletop games taking place in the Star Wars universe, e.g. Saga Edition, WEG Star Wars RPG, Attack Wing Miniatures Game, etc. These communities are likely populated by at least a few individuals who would be interested in the fiction and roleplaying aspects of the Dark Brotherhood.

Dissemination

Produce forum-suitable signatures for non-DB websites advertising the Dark Brotherhood (forum rules allowing). Said signatures would play up the roleplaying and fictional aspects of Dark Brotherhood membership.

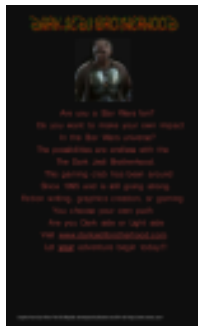
Recruitment Handouts

Contributed by A'lori Kituri and Valkish Ebonvar

Overview

Recruitment flyers, while rather low-tech, are another great example of something you can give out at your next Comic Con convention. Having an area on the Brotherhood where you can download handouts to print would be helpful to those willing to do such a thing. Examples of things that may be created include:

- Brochures
- Flyers
- Cards



Recruitment Flyer submitted by Valkish Ebonvar

Advertising Banner for Websites & Apps

Contributed by Liam Torun and A'lori Kituri

Overview

While social media is an ideal form of advertising the website, it's limited to those who peruse social media. However, people use smartphone applications every day, and browse many websites and Wikis utilizing advertising spaces to display content. Using the donations of members willing to contribute, the site would craft a small advertising banner to feature on smartphone applications and websites, ideally including Wookieepedia.

Having these advertisements featured within other websites in relation to the Star Wars franchise, it will attract the attention of fans to the Star Wars universe. Including these on roleplaying websites or forums will attract people who may be slightly less familiar to the Star Wars universe, but will be drawn in by its roleplaying aspects. Including these advertisements on gaming websites or guild hosting websites for the Old Republic will also attract new members to our gaming aspects.

The cost for this kind of advertising ranges based on the number of "impressions," or ads, and how specific the target audience is. At minimum, all that it would require would be to contact the webmaster of a specific website and ask them to insert a specific ad for the Brotherhood, possibly in exchange for an ad placed on the Brotherhood site. Advertising companies charge based on CPM or "cost per thousand" impressions. CPM prices can range anywhere from \$15 - \$65. CPM usually decreases with the more impressions purchased at a time.

Dissemination

The Herald's Office, and/or members drafted for projects by House leaders or entering competitions relevant to this topic, would use their editing tools to create animated ad banners. These would ideally feature such artwork as member's characters, lightsabers, and starships overtop of Brotherhood planets. These would feature text that encourages members to "Master the Force, Choose Darkness or Light, Meet thousands of other Force users, Wage war across the Galaxy."

Following these ideas, the Dark Council could organize donations from anyone willing to give via services such as Paypal. These donations would be entrusted to the Recruitment Tribune, overseen by the Dark Council, for the purposes of acquiring temporary usage of ad space on websites such as Wookieepedia, and on Smartphone apps. If successful, these ads would link to the site, bringing in an influx of new members and being well worth the cost.

“The interview”, a Youtube campaign

Contributed by V'yr Vorsa

Overview

As the world's leading video-hosting network, Youtube hosts millions of videos, and is able to handle millions of views per day. The feature of Youtube channels also brings up a great outlet we can maintain to advertise the Brotherhood.

The DB has had the capacity to create audio and video content to a degree since Second Darkness and the excellent trailer that the Council at the time created for that event. This idea consists of a scripted audio/video interview with a prominent member of the Brotherhood which will include questions related to the club; how do we operate, what is our function, etc.

- Audio: A typical interview like someone would do on a radio station or on TV, with the host asking questions and the guest answering them.
- Video (optional): It can either be a fully acted out interview with all persons involved, an animated version of an interview or a comic book style video with rotating pictures and overlaid audio.

Note: I haven't developed any type of script because this idea is still in the Alpha phase, so to speak.

Dissemination

The cost of the project is variable, depending on the version. The audio part and, maybe, the live video interview can all be done free of charge if it's all made “in house”. We all have computers and most of the audio/video editing software is accessible. Most of us also have either cameras or any similar devices to record video on so that's not a big issue. If the comic or animated video versions are chosen, then I believe they will cost us. Every year when we commission a comic for a vendetta, it costs (not sure how much, but I'm guessing - a lot) and animation is a bit more expensive unless you “know a guy who knows a guy”.

Youtube would be a perfect medium for this type of advertising. If we make it interesting and link it on many other Star Wars groups and media sites, it could invite members to join. This ad works best in conjunction with other social media-related ad campaigns (Facebook, Twitter, etc).

Star Wars The Old Republic In-game Recruitment

Contributed by Kaayn Salis

Overview

Star Wars The Old Republic is one of the hottest games on the market. With free-to-play

launched and free digital expansions released often, SWTOR is a ripe field to recruit new members to the Dark Jedi Brotherhood. The styles of gameplay (PvP, PvE, and RP) would bring in members of every caliber; those that would want to participate in the gaming aspects, roleplaying aspects, or both. We would bring in quality members that have a working knowledge of one of our main platforms, which would bring in more potential members.

Dissemination

A couple of times a week, the various Brotherhood guilds (on both the Sith and Republic factions) should have “gatherings”. In these gatherings the members should behave in a “professional” manner. One of the best recruitment events I have witnessed involved a group of 10 “initiates” being briefed by one of the officers in the guild. It brought a lot of attention to the guild from non-guild members and brought a lot of new recruits into the guild as well.

Secondly, guild members should be trying to help out non-guild members whenever possible. This shows that the Dark Jedi Brotherhood is a group that strives to help others excel in their gameplay. A handful of those members will be grateful for the help and will be willing to investigate the Dark Jedi Brotherhood further. A percentage of them will ultimately join the Brotherhood.

Web-based Presentations

Contributed by Nathan De'ciarus

Overview

Utilizing a mixture of comics, images, audio and overlay text, one can construct a presentation in PowerPoint (or another similar piece of software) and broadcast this to individuals via “Web-casting” the presentation. This should operate similar to a movie trailer, and include mention of the Brotherhood’s main activities and attractions. An interesting presentation could generate targeted interest in specific individuals, though a larger distribution method would be required for this idea to truly take hold.

Dissemination

While many would consider Skype a first port of call for web-based presentations, given its popularity and low cost, it suffers from problems with latency and transmission which can cause significant delays in what the prospect is viewing. The AnyMeeting software has the ability to overcome this by not transmitting the presentation at all - AnyMeeting allows you to store a presentation on their servers, and create a download link that allows people to view the presentation itself remotely. This provides us with a means of hosting appealing presentations tailored to specific requirements, which can all be accessed by URLs provided over social media and roleplaying forums (see above contributions). AnyMeeting includes built-in support for social media, and a host of other useful features to provide an ideal web conferencing option.