

Taldryan Special Forces Design Document - Dromund Kaas

Social Media Campaign

Introduction

Members are the lifeblood of the Brotherhood. Without them, we would literally have nothing. They are our most precious resource, yet it is a resource that we have never truly “mined”. While much of our current efforts have been based around getting those that join the club to become an active participant, we have never truly reached out to the rest of the internet to entice people into the club. It is incumbent upon us to spread the word about what the Dark Jedi Brotherhood is and what it can offer others. There has never been a time where everyone has been so connected, with endless possibilities and venues in which to focus our efforts.

This document shall outline how the Brotherhood can utilize various social media and other forms of communication to reach out to the greater Star Wars community and bring people back to our own website.

Signed,

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The Problem

The DB has never embraced the “outside-world” as it is. We do not, nor have we ever, had a committed plan to spread the word of the Brotherhood to the rest of the internet. We do not have any true recruitment efforts, and as such it is generally only through happenstance, or being recruited by someone directly, that we get new life in this club. We do not interact, as a club, in the wider world of Star Wars. While individuals within the club do utilize various forms of social media and frequent other areas of the online world, we as a whole have not done so.

The “brand” that is the Dark Jedi Brotherhood can offer much, but we don’t sell it; we don’t advertise it; we do nothing with it. We have hundreds of members that can be used to spread the DJB-brand to the rest of the world and interact with it. We have wasted time, but it is never too late to start

The Solution

There are a myriad of directions one can go with how to get their brand out into the open. For the DJB, we need to be focused and utilize areas that are easy-to-use, but also reach a large audience. Our club, as a whole, is strong with years of history behind it. It is finding the right avenues, as well as consistent effort, that will ensure we can get others to see us for what we

are.

Information vs. Interaction

For us, we will follow two routes to get the word out about the DJB.

1. **Information:** While Social Media is the focus of this area, it is called “Information” for a reason; it is about getting the content of the DJB out into the open. Social Media is the vehicle in which we accomplish this. What are those vehicles?
 - a. *Facebook* - A “no-brainer” as it is the largest social media site in the world. A DJB group has already been formed on Facebook, so it’s a matter of expanding its functionality and getting more DJB members into the group (those that don’t mind not being anonymous users)
 - b. *Twitter* - Again, a “no-brainer” due to how many people it reaches, with many people our target audience. This will be the quickest route for the dissemination of content and information. Considering that there is already a twitter account that posts DJB and minor Star Wars related news, this should be an easy pick up to expand upon.
 - c. *Google+* - While not nearly as prevalent as Facebook, many DJB members are already a part of the Google-network, with many of its features being utilized by the club. This will be a natural extension of us as a club, and still be able to reach out to others.
 - d. *Deviantart* - A go-to place for graphical work. We have many talented graphical members, as well as a lot of graphical-work associated with the DB, that it makes sense to utilize this site to show-off what we have created. A group has already been formed, so it is just a matter of posting art and drawing people in, before trafficking them to DJB.com
2. **Interaction:** Talk about getting in touch with the rest of the internet and integrating the DJB into the larger Star Wars community. This would be going into places like the main TOR Forums as well as the other common SW hangouts (forums on theforce.net? Other places...find some?).
 - a. *SW:TOR Forums* - The Old Republic is current the largest Star Wars related online gaming community. With the release of new space PvP coming up, it will hopefully attract more Star Wars fans. It is also a place where fans regularly post fan-art and fanfiction - something the DJB has strong ties to since it’s birth.
 - b. *theforce.net* - Another major community of Star Wars fans. They have sub-boards dedicated to roleplaying, fan fiction/art and many other community

driven projects. Though it is by all means, just a forum, and lacks much of the immersion and options that the DJB offers to its members. The roleplaying on theforce.net focus more on short, "loose" sessions - whereas the DJB has an overarching story

- c. *starwarsforum.co.uk* - Another major hub dedicated to all things Star Wars
- d. *forum.rebelcum.com* - Another major hub dedicated to all things Star Wars, puts a large focus on collector items ranging from toys to legos but also offers fanfiction boards.

The Team

Specific and dedicated individuals will be required to both oversee, as well as be heavily involved, in the various aspects detailed above. This will be very time intensive, on par with Herald and Seneschal, if done properly. Along with this group, there will be two other groups that will play a part.

1. **Recruitment Tribune** - A position has already been created that is tailor-made for this. This entire project however is all-encompassing, due to the vast amount of effort required to ensure daily information is disseminated. The Tribune will oversee each aspect of the Information and Interaction teams, as well as be hands-on themselves in the various activities. They will need to wear a lot of hats to ensure everything is being done, and done properly
 - a. *Information Team* - One person will be in charge of each of the Social Media Groups, if possible. While each member can, and should, be interacting in more than one area, their focus should be on a single area.
 - b. *Interaction Team* - They will function in much the same manner as the Information Team. One person will dedicate themselves to a particular forum, although all team members would be more than welcome to go around to more than one area.
2. **DJB Members** - No matter how well the main team does their job, or how active they are, we must have the rest of the club participate in this design. Social media requires a critical mass to spread itself, and that will not occur without having the membership onside and spreading information through their own groups and communities
3. **Dark Council** - To be successful, the entire Dark Council must be both committed to this idea as well as play an active part. For others to take part they must see their leadership also play an active role. Where the Dark Council goes, so to does the club. The membership must play a role in all areas of this design, and as such it is the Dark

Council who will show them and drive them into it.

The Content

An area the DJB does not lack in is content. We have had over a decade of content being created. Now is the time for others outside of the organization to see what we have done over the years. We will utilize all aspects of the DJB and spread it through the internet.

- Newposts made on the DJB main site will be linked and posted across the social media websites.
- Custom Lightsabers
- Robes
- Warbanners
- Wiki Articles
- Character designs made by DJB Members
- Past fiction submissions
- Links to “good” ACC Battles
- Content creation specifically for social media (ie. Fiction created specifically to be read by people outside the DJB)
- Re-tweet or send out our own links to various SW-related news items (books, movies, tv, media outlets)
- Reviews of various SW items by DJB members

The above is just a selection of what we can begin to utilize on Day One. We will not only be generating more content over time, but we already have a vast wealth to use instantly.

The Implementation

Having everything required and planned out ahead of time is extremely important, so that you can be up-and-running from Day One. This design document is meant to be implemented in a very short time-frame, with content being immediately sent out the moment all aspects have been set-up. Everything should be set-up at the same time. All lead time will relate to ensure various aspects have been accounted for.

Pre-Release to Public

1. Create Facebook Group, Google+ Community, Twitter Account and Deviantart Group
 - a. There is currently a Twitter Account and Facebook Group with the Dark Jedi Brotherhood name. If they cannot be brought under current leadership control then new accounts must be created
 - b. All accounts should be fully controlled by a long-standing (and upstanding) member of the club. Preferably a current or former Grand Master that will be around for a long time still. Posting access to these accounts must also be given

to the Recruitment Tribune as well as the specific people charged with looking after the content on these accounts

- c. Set-up these pages with information and images relating to the DJB. Ensure that all information posted is correct and that all of the pages flow with one another. Each page should be easy to navigate, with information pertaining how to join the DJB or access our website prominent
2. Get The Team hired and set-up
 - a. A full Team is required from the get-go. Applications can be taken, but if not enough volunteers then it is imperative that the DC either steps up themselves, or finds people to fill these important roles.
 - b. At this juncture it is finding people willing to push *Interaction* that is more important, as the Recruitment Tribune and a select few can focus on the *Information* portions.
 3. Register to chosen online Forums
 - a. All Team members should register themselves at the Forums chosen in *Interaction*
 - b. Members should register with clear association with the DJB (ie. Use their DJB name and e-mail)
 - c. Signatures must be set-up that clearly links them to the DJB. If graphical banners are allowed, then one should be created by the HRLD staff that states who the member is, where they are from and a link should be embedded into the graphic that takes them to the DJB website. Signatures should not be over-the-top, but instead clear and perfectly legible. All future registrants must follow the same designs as initially conceived
 - d. All initial registrants should familiarize themselves with the rules and general practices of the Forums
 4. Set-up communication between the Team
 - a. Social Media is really about getting information out there quickly. As such, communication between the entire team is key. A google group would be a must, but other avenues of communication can also be key, such as a BBM group for when on a mobile device
 - b. Everyone must be on the same page at all times. While being on IRC is good, not everyone can be online at the same time. As such all information should flow through a common place so that all members know what is happening at all times
 5. Plan-out Content to be released through Information portals
 - a. A pre-set plan on what content to release should be made to ensure that there is always something coming from the various DJB accounts. Examples would be "Wiki Wednesday" where a past Featured article on the wiki is sent out or "Lightsaber Friday" where a lightsaber (custom, or on the selector) is sent out and

- an explanation given as to the design of it
 - b. This portion is where we utilize our archive of content and spread it out over the week and over time. This ensures we always have content being disseminated, but not so quickly that we can't replenish it
 - c. Other new content can supplement this plan (ie. Star Wars news; news from the DJB site), but we should always keep to the plan to keep up our "regular features."
6. Set-up process for non-Team members to submit information
- a. No matter how active you are, there is so much stuff out there that you can't get to it all. As mentioned previously, it is imperative that we used our own members to help us. As such, a simple way for them to get information to the entire Team is key. Something simple like a web-form on the DJB site that forward information to the Team group works perfectly. A single e-mail account (ie. Team@djb.com) can also be set-up and used to forward anything it receives to the google group.
 - b. Information other Team members receive should be forwarded onto the group as well so others can update areas they're responsible for
7. Create a document with all of the above information
- a. Having all of the relevant information in one place is key, so all future members know what is happening
 - b. This document should be up on the wiki as well as linked to on the Policies & Project page

Release to Public

1. Send out a news post relating this new direction.
 - a. Document created above should be linked
 - b. Stress the importance of this project and how it requires everyone to help out
 - c. Allow people to ask to join the main Team, as well as keep an eye out for those who appear to be active themselves and bring them into the fold
 - d. Directly content our graphically-talented members to set-up on Deviantart as well as get connected to the DJB group
2. Release all-the-things
 - a. Begin the release of content, but go by the plan that was detailed above
 - b. For Day One, state what people can expect from the various groups on those groups
3. Begin posting on the Forums
 - a. Do not be obnoxious, but as many people as possible should begin getting themselves active within the various forums themselves
 - b. Get in on the conversation, before starting your own personal topics

Post-release to Public

1. Cross-pollinate
 - a. We will hopefully have a lot of information and content that is new/breaking. This should all be posted on our various groups, rather than just in the first place it was posted on.

2. Continued internal push
 - a. We must continue to advertise these social media aspects internally, to get people to join our groups and get into posting on the other forums
 - b. All leaders should be getting their members involved and it is up to the DC to see that this happens

3. Re-post, re-Tweet, re-Everything
 - a. Stress the importance of members re-posting/tweeting information and content from the main DJB accounts
 - b. The quickest way to reach people is through our own members, so making them a part of the project as quickly as possible is key

Conclusion

Social Media and online Forums are the key to the DJB being successful in advertising itself and getting more recruits. We cannot sit back on our laurels and wait for others to come to us; not if we hope to grow larger and more vibrant. The above document and information is designed to get the DJB started up quickly and efficiently. On DAY ONE of public release we be highly active as we hit the ground running. Pre-planning is also not a long process, and should be accomplished within a week. Going forward, it is key that all leaders continue to push these aspects so that we keep the momentum. There will be an eventual critical mass where the bulk of our membership is helping to sustain these aspects and it will become a part of daily fabric of the DJB

The club cannot remain stagnant. We must be bold and we must be active on external fronts.