Twitter Thread by Aaron Shanks ■■■■■■■■



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Paizoverse, I starting a series of posts re: our marketing and media priorities and resources. Seeking to be more transparent and to strategize alongside the community.

First of all it looks like we have at least 160 Pathfinder, Starfinder, and Paizo Organized play products to promote in 2021. So simply building awareness is our first priority for social media.

Second, we have 30-ish, and growing, licensed partner relationships to promote including their products, shows, and crowdfunding campaigns. Once again that's about awareness.

Thirdly we have Pathfinder and Starfinder Compatible publishing partners who sell on Paizo dot com. We've updated our store landing page to make them easier to find and I've started a monthly blog.

I'd say fourthly there are charitable nonprofits I'd like to start shedding the light on. I think they are something we can all build community around.

Additionally there are events like Cons and Humble Bundles of course, that are also top-tier.

There are also PR posts like our press releases, interviews, and reviewer's.

New this year, I've been given the greenlight to promote more of the best tutorial and how-to videos from YouTube.

Of course we also have our live-plays we are producing, even more in 2021, if pandemic conditions allow. These will involve Paizo staff less Staff and outsourced talent more.

It's within this framework that all the rest of the community podcasts and live-play shows exist. We've created the Community Use Policy so that you can innovate and have fun, non-commercially. https://t.co/rwfkYIzFCz

We have a small, but growing list of producers who have taken the step beyond non-commercial production and signed licensing agreements with us. Promoting them is a priority.

That is why community rallying points like @whatdoyoudopods are so valuable, allowing me to promote the paizoverse community as a whole. I hope to do more of that this year.

Lastly in regard to resources, we don't have a Social Media Producer at this time. I'll know the timeline of the hiring process soon, but I am the only FTE resource at this time. Of course I report to the V P of Marketing and Licensing who is the mastermind behind me.

So that's the state of things at the moment and I wanted you all to know the intricacies and hierarchies, so that we can all support each other in amplifying this incredibly diverse and growing community. Adventures Ahead!

Sorry about the typos, obviously I wrote this rather spontaneously, but you get the drift. ;)

P.S. I've scheduled a series of Lore, Rules, and Art auto-posts on the weekends which are less product-focused and meant to be more inviting. I'm looking forward to showcasing Pathfinder and Starfinder basics to new players and celebrating them with veterans.