

LOVE INDIES WEEK 2018!

Thank you for taking part!

If you have any stats or feedback, please let me know via replies@failbettergames.com

Stay tuned for a retrospective

And look out for #loveindies2019!

Hannah [@itshannahflynn](https://twitter.com/itshannahflynn)

Hello and welcome! This has taken off even more than we'd hoped, which is so exciting. I've had one particular question come up a couple of times, so I want to highlight it here at the top - all will become clear as you read on:

PLEASE NOTE AND CONSIDER IN YOUR MESSAGING: This is a celebration, not an exchange of swag, freebies etc for reviews!

The ask should never be: when we have X reviews we will release this free thing, or review our game to enter this competition. Any giveaways should be open to all, regardless of whether they leave a review or not. Any new content should be available to all. The message should always be: this is a week for us all to celebrate indie games and their amazing communities, here's some free stuff, we love you!

There are example tweets at the end of the doc, feel free to use those.

Thank you and pass it on!

[@itshannahflynn](#)

And

[@absintheuse](#)

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What's all this then?

#loveindies Week 2018 is a community campaign, celebrating indie developers and their communities. For developers, it's designed to help us increase our reviews, ratings and word of mouth.

For players, the message is: show your love for your favourite indie games by taking a moment to RATE, REVIEW and RECOMMEND.

For influencers, it's a great time to engage your community, try some new games and connect with developers directly.

It is **not** about:

- Paid reviews - there's no payment or exchange here.
- Writing a review in order to enter a competition - all supporting activity should be open to everyone, whether they've left you a review or not.
- Demanding positive reviews - if people want to leave negative reviews that's ok. It's their opinion. We suggest that if people jokingly ask about this, be honest: we learn from negative reviews, so we welcome them.
- Selling copies *now* - it's about good practice that will help all of us sell copies later! More reviews means more conversation and better visibility on your games.

Why are we doing this?

Failbetter Games were looking for a way to entice our (fantastic) community to leave more reviews on our games ([Sunless Sea](#), [Zubmariner](#) and [Sunless Skies](#)), in order to improve their visibility on stores and build customer trust by (hopefully!) boosting positive review percentages. We knew we had thousands of players who hadn't left reviews but who might take a moment to do so if they felt they were part of something bigger, and something that would make a real difference for our team.

It became obvious that the best way to do this would be a campaign for all indies to get involved with, something fun that brings a bit of positivity to the online games discourse and raises all of us up.

When is it happening?

16th-20th July, 2018 (nominally kicking off at 0930 BST on the Monday, but there's no embargo).

Where is it happening?

Exclusively online, across our individual owned platforms: social media, email, whatever you want to bring to it.

Who can get involved?

Any indie developer or influencer! Please pass this along to fellow devs and industry figures who you think would like to be involved.

How do developers get involved?

- 1) Note how many reviews you have and the ratings you have before the campaign period starts.
- 2) Share the call to action with your community, using either our resources or your own (see Resources, below).
- 3) Give something back to your community with no strings attached.

Ideas for what you could do:

- a) A sale
- b) Swag giveaway
- c) Free codes to give to a friend
- d) New content
- e) Fanart, writing or photography competition
- f) Sharing community memories
- g) Have your team review other indie games, and share those

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- 4) At the end of the week, check in on your totals, and if you want to be mega helpful, email replies@failbettergames.com with your numbers and feedback on how the event was for you.

How do influencers or streamers get involved?

The campaign looks a little different for influencers and I'm certain that you'll have better ideas for how it could go than we do!

A few ideas for what you could do:

- a) Approach the developers of your favourite indie games to see if they would stream with you or provide codes for a viewer giveaway
- b) Ask your viewers to recommend their favourite new indie games that you could try during the week
- c) Give calls to action for your followers to review indie games that have been stream favourites, or that they bought because you introduced them
- d) Tweet your personal reviews of indie games to encourage others to do the same

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Resources

[Here's the Dropbox folder](#) which includes:

- Example uses
- Gif of our heart logo for stream overlays
- Campaign logo .psd
- Campaign logo .jpg
- Social assets for Twitter and Facebook

[Here's a heartbeat animation for stream overlays](#), made by [@gamehubler](#) (thanks!!)

Feel free to make assets of your own using the campaign logo and your own branding.

Example tweets for developers

Note: A few people have mentioned that they don't know how to message the campaign. Feel free to use these exact tweets, and if you want to modify them, please remember the main point is celebration of indies and their communities.

Day One Tweet Thread

1. We're celebrating #loveindies week! All week, we'll be sharing reviews of our favourite indie games.
[insert rate/review/recommend image]

2. You might not know how much a simple review or rating can mean to an indie development team. They make a huge difference to us: to our morale, visibility and sales. #loveindies
3. This week we're going to review games from other studios that we love, and we hope you'll take the time to rate, review and recommend indie games that you've loved. #loveindies

Example Tweets

We're celebrating our community and the indie game community all week as part of #loveindies week!
[attach image of a favourite review]

As part of #loveindies week, we're giving away a [t-shirt or whatever you have]. Thank you for supporting indie games, we wouldn't be able to do what we love without you! RT to enter, comp closes on Friday at [time, incl time zone].
[attach love indies image]

What's your favourite indie game? We're looking for recommendations this week as part of the #loveindies celebration!

Example tweets for influencers

I'm supporting #loveindies week! Indie games are amazing because of the community that surrounds them. Give something back to the devs who make your favourite games this week - rate, review or recommend an indie game!

What's your favourite indie game? We're looking for recommendations this week as part of the #loveindies celebration!

Here's my review of [game] for #loveindies week. I'll be doing a special stream with the developers [at/on].
[attach image of steam review]

You will have much better ideas than I do for more!

Questions?

Email replies@failbettergames.com

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