

Karina Brockelman

Prof. Lance Oversole

COM 247: Writing for Communication

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### **343 Industries: Social Media Style Guide**

#### **Mission Statement**

- We must inspire hope, heroism, wonder, and community across the Halo franchise from our studio to our media to our fans. We're on social media to connect with them and let them know that we're all in this together.

#### **Audience Summary**

- Our audience, first and foremost, must be our fans. This will include our casual players, lore fans, Halo esports players, Forge creators, and so many more, including our own staff. They're coming to us to have fun and share the joy of Halo. Let's make them feel heard.

#### **Brand Voice**

- We're here to be casual and relaxed, so we can all have a good time loving Halo. Think, "gamer next door". We're all old friends here.

#### **Tone**

- Our audience is coming to have fun. Don't be afraid to joke, make Halo references, and show your excitement for upcoming Halo events, media, ect. Chances are that the fans will be just as eager to share their excitement and passion. *Interact with them!*

## Branding

- “Halo” is *always* capitalized. Always use “The Master Chief” the first time, not “John” or “John-117”; The Master Chief is more universally recognizable.
- Any acronyms are written in all capitals, no punctuation. Ex: DMR, UNSC, ONI
- Numbers like serial codes, variants, and the like are never written out. Use either numbers (1,2,3,4) or roman numerals (I, II, III, IV). Ex: John-117, GEN II.
- Be aware that some terminology is going to be more familiar to the fans than the actual name. Ex: DMR as opposed to Designated Marksman Rifle.
- Careful of your spelling and be specific! “Mister Chief” and “The Master Chief” are two different characters with very different meanings to the community.

## Message Types

- Twitter has multiple facets, but our main “Halo” account should be used for announcements, community interactions, and news. Employee interactions and tagging should be most prevalent on this platform.
- Facebook will be very similar to Twitter, but especially don’t forget to post our latest videos and blogs to this channel as well.
- Instagram is the most community interaction-based hub. There should be memes, jokes, fan art, interesting fan news, and more on this channel.

## 343 Industries: Social Media Posts

### Twitter

Text	Media
Come play #Halo5Guardians with @joestaten on February 25 <sup>th</sup> ! Don't forget to #XboxShare your best moments! 🎮	This would be a digital poster for the event. Time, date, how to get involved. Pictures of the 343 developers who will be joining the fans. Have assets on the poster animated for extra effect.
🚨 Warning! 🚨 #HaloInfinte news incoming! Join @ske7ch for #InsideInfinte as we discuss the campaign! Prepare to drop!	This would be the same picture used for the article art on Halo Waypoint. "news" will be hyper linked so fans can go click directly to the page.

### Facebook

Text	Media
Read all about Joseph Staten, Halo veteran and Creative Director at 343 Industries.  Welcome home Spartan!	Hyperlink to the blog about Staten, which will be on 343's official website under "Employee Spotlight". There will also be a nice photo of Staten, probably in some Halo gear or standing next to some Halo 3 and/or Halo Infinite memorabilia. "Joseph Staten" would be hyperlinked.

<p>Halo Infinite news! It's time for Inside Infinite again! Join ske7ch as we discuss the campaign! Prepare to drop!</p>	<p>This would be the same picture used for the article art on Halo Waypoint. "news" will be hyper linked so fans can go click directly to the page.</p>
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## Instagram

Text	Media	Hashtags
<p>Halo 5: Guardians Playdate time everyone! Come join Joseph Staten, Creative Director, and the Squad on February 25<sup>th</sup>! Don't forget to share your best moments!</p>	<p>This would be a digital poster for the event. Time, date, how to get involved. Pictures of the 343 developers who will be joining the fans. Have assets on the poster animated for extra effect.</p>	<p>#Halo5Guardians, #Halo, #343Devs, #Xbox, #Xboxshare, #Matchmaking, #Gamer, #Squad, #Spartan, #Play</p>
<p>Halo is turning 20 this year! Use #HaloIs20 to celebrate! We're already getting ready at 343 Industries headquarters.</p>	<p>Either a picture or video of the studio decorated in Halo 20<sup>th</sup> birthday decorations. Potentially several employees with party hats and the like.</p>	<p>#Halo, #HaloInfinte, #Xbox, #Birthday, #HaloIs20, #Gamer, #Spartan, #MasterCheif, #Celebrate, #Party, #HaloMCC, #Halo5Guardians,</p>

		#HaloODST, #HaloReach, #HaloWars, #HaloWars2
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