

GOALS:

- Build *some* hype, but not too much hype
- Gently introduce the community to Cryptid Creek prior to launch
- Support awareness of the new RRO post-launch using community content

Date	Social Post Concept	Post Copy	Post Type / Media Type	Platform posted
Fri 6/7	<b>Teaser Image</b> - Showing off a cute little monster as a way to signal to the community that launch will be coming soon	Just hanging with this little goober today. 🍀	Square Image	Twitter, Instagram, YT Community
Mon 6/10	<b>Teaser Image</b> - Postcards from Cryptid Creek showing off the town	A postcard from Coach?! Where'd she go? 😬  (That's a rhetorical question, the postcard clearly says she's in Cryptid Creek.)	Square image showing front & back of postcard	Twitter, Instagram, YT Community
Wed 6/12	<b>Teaser Image</b> - Key Art	Something new is coming really really Soon™ ... we can't wait for you to join in the fun!	Landscape image	Twitter, Instagram, Facebook, YT Community
Thu 6/13	<b>Launch Trailer</b>	Welcome to the world of ^MyLittleMonsters!  Will you choose a Sasquatch, Mothman, or Chupacabra to adventure with and care for?  Play now in Rec Room! <a href="https://rec.net/play/MyLittleMonsters">https://rec.net/play/MyLittleMonsters</a>	Horizontal Video	Twitter, Facebook, YouTube, Discord
Launch window	<b>Social Replies from @RecRoom done by Tamara</b>	TBD	Comment replies	YouTube, Twitter, Instagram, TikTok comments
Fri 6/14	<b>Engagement</b> - Show us your monsters!	Have you visited Cryptid Creek yet? We want to see your	Horizontal image of a	Twitter, Instagram

		<p>babies, your buddies, your just-a-little-guys!</p> <p>Tag us with your best monster shots and we'll share some next week.</p> <p>If you don't have a pet monster yet, what are you waiting for?! Check out ^MyLittleMonsters to get your spooky sidekick!</p>	<p>person with their monster (cropped to square for Insta)</p>	
Mon 6/17	MLM BTS - Full vid	<p>Check out the new tools we used to make ^MyLittleMonsters! We've leveled up creation with Rooms 2.0, the Pathfinder tool, the Replicator, a new Room Inventory system, and more!</p>	Horizontal Video	Youtube
Mon 6/17	MLM BTS - Links	<p>Check out the new tools we used to make ^MyLittleMonsters! We've leveled up creation with Rooms 2.0, the Pathfinder tool, the Replicator, a new Room Inventory system, and more! {link to Youtube vid}</p>	Vertical video	Twitter, Instagram
Tue 6/18	Engagement - Sharing great photos we've been tagged in our social media	<p>The amount of Awwwwww 🥰 in our inbox is off the charts! Here's some of our favorites so far. 💕</p> <p>Find your own spooky friend in ^MyLittleMonsters!</p>	Player-submitted images	Twitter (tag submitters), Instagram stories
Tue 6/18	BTS minis - Why do we make RROs?	<p>Why do we make Rec Room Originals? It's all about making new tools to improve your creation experience!</p> <p>Check out the full vid {linked / at the link in bio}! <a href="https://www.youtube.com/watch?v=PZya2Crq72k">https://www.youtube.com/watch?v=PZya2Crq72k</a></p>	Vertical video	Instagram reels, YT Shorts

<p><b>Wed 6/19</b></p>	<p><b>BTS minis - Rooms 2.0 &amp; Inventory</b></p>	<p>Quickly &amp; effectively manage room inventories with Rooms 2.0 and the new inventory tools!</p> <p>Check out {the linked vid / the link in bio} for more info!  <a href="https://www.youtube.com/watch?v=PZya2Crq72k">https://www.youtube.com/watch?v=PZya2Crq72k</a></p>	<p>Vertical video</p>	<p>Instagram reels, YT Shorts</p>
<p><b>Thurs 6/20</b></p>	<p><b>BTS minis - Pathfinder</b></p>	<p>Get those AIs up &amp; about with the new Pathfinder tool! What are you going to make?</p> <p>Check out {the linked vid / the link in bio} for more info!  <a href="https://www.youtube.com/watch?v=PZya2Crq72k">https://www.youtube.com/watch?v=PZya2Crq72k</a></p>	<p>Vertical video</p>	<p>Instagram reels, YT Shorts</p>
<p><b>Fri 6/21</b></p>	<p><b>BTS minis - Hierarchical building</b></p>	<p>Rooms 2.0's hierarchical building system lets you create containers with complex compound objects that can be reused quickly and easily.</p> <p>Check out {the linked vid / the link in bio} for more info!  <a href="https://www.youtube.com/watch?v=PZya2Crq72k">https://www.youtube.com/watch?v=PZya2Crq72k</a></p>	<p>Vertical video</p>	<p>Instagram reels, YT Shorts</p>
<p><b>Sat 6/22</b></p>	<p><b>BTS minis - Replicator</b></p>	<p>Using the new replicator tool, you can spawn decorations or monsters (or a million cats...) on demand!</p> <p>Check out {the linked vid / the link in bio} for more info!  <a href="https://www.youtube.com/watch?v=PZya2Crq72k">https://www.youtube.com/watch?v=PZya2Crq72k</a></p>	<p>Vertical video</p>	<p>Instagram reels, YT Shorts</p>
<p><b>Tues 6/25</b></p>	<p><b>Engagement</b> - Release a "field guide" where players can mark off the monsters they're caring for</p>	<p>Did you know there are more than 20 varieties of monsters in ^MyLittleMonsters? Which ones have you found so far?</p>	<p>Images</p>	<p>Twitter, Instagram, YT Community</p>