SOCIAL MEDIA STRATEGY

DISCLAIMER:

This project focuses on **Facepunch Studios**, a British game development company best known for creating the popular survival game **Rust**. While the strategy is centered on Facepunch as the brand, **much of their current online presence**—particularly across platforms like TikTok, Instagram, and X (formerly Twitter)—**is dedicated specifically to promoting Rust**. Given the game's massive popularity and consistent community engagement, Rust serves as the company's flagship product and primary driver of brand visibility. Therefore, this social media marketing plan will primarily **analyze** and **build upon** the existing strategies tied to **Rust**, while still keeping Facepunch Studios' broader identity in mind.

01

SWOT ANALYSIS

SWOT ANALYSIS

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	01 Strengths		02 Weaknesses		03 Opportunities		04 Threats

01 Strengths

1. **Established Player Base:** Rust has a large, loyal fanbase, especially within the survival game genre.
2. **Replayability:** Regular server wipes and consistent updates allow for fresh starts, keeping the gameplay dynamic and offering new experiences with every reset.
3. **Studio-Driven Content:** Rust's social media presence is highly curated with high-quality, polished clips showcasing game mechanics, updates, and in-game events.

02 Weaknesses

1. **Toxic Community Reputation:** Rust has developed a widely known reputation for harboring racism, misogyny, and general toxicity among players.
2. **Inconsistent Branding Across Platforms:** Rust's social media presence lacks consistency in branding across platforms.
3. **Limited Use of Memes or Community Clips:** Rust's social media strategy doesn't capitalize on memes, viral trends, or fan-made content, missing opportunities to engage a wider audience and create organic viral moments.

03 Opportunities

1. **Community Engagement and Positive Reputation:** Rust can improve its reputation by showcasing positive player interactions and encouraging a supportive community.
2. **Memes and Trending Content:** Incorporating more player-created clips and engaging in viral trends could boost organic reach and resonate with a larger audience.
3. **Influencer Partnerships:** Partnering with influencers or well-known content creators could help reach a larger audience.

04 Threats

1. **Negative Press or Virality:** Any incidents of toxicity or community backlash could quickly spread across social media, damaging the brand's reputation.
2. **Genre Competition:** Similar survival games like DayZ and The Forest are direct competitors, all vying for the same player base.
3. **Prevalence of Cheaters and Hackers:** Rust frequently struggles with cheating, which negatively impacts the player experience and can lead to distrust in the game's security and moderation efforts.

KEY COMPETITORS

ARK maintains a consistent, multi-platform presence. They rely on influencer and community-driven content to keep engagement high. Like Rust, their community can be very passionate but also prone to toxic behavior. However, they have done a better job at cultivating positive community engagement by collaborating with influencers and leveraging user-generated content.

DayZ's social media strategy centers around the community. While they have official channels for updates, much of their social media activity comes from user-generated content, which fosters engagement. They also rely heavily on their Reddit community to stay connected with players. While their social presence is not as polished as Rust's, it is deeply rooted in community-driven content.
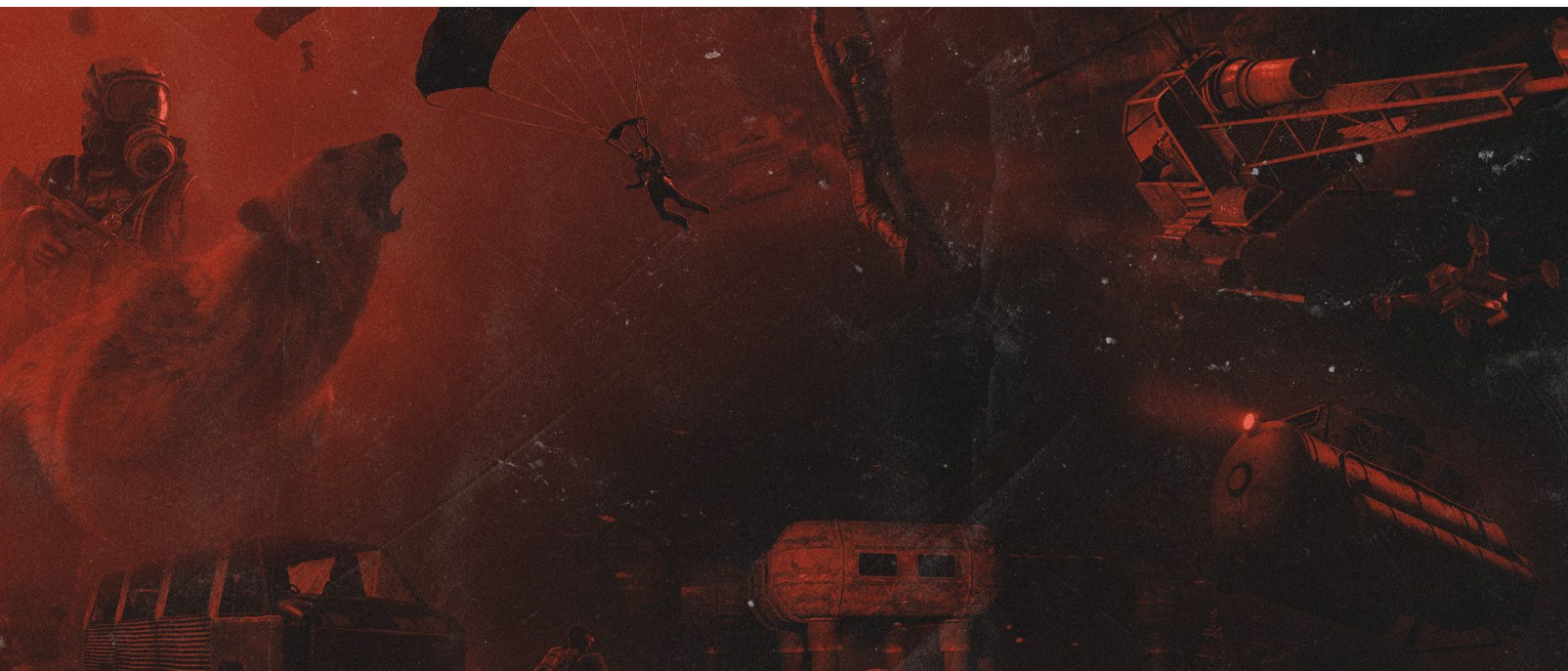
Bohemia Interactive

02

TARGET AUDIENCE

TARGET AUDIENCE

Rust's core target audience is comprised of gamers who enjoy **competitive multiplayer experiences**, **survival mechanics**, and **crafting**. These players are typically drawn to the game's open-world sandbox, where they can **build**, **raid**, and **survive** in a harsh environment.

DEMOGRAPHICS

- **Age Range:** Primarily 18-34 years old
- **Gender:** Predominantly male player base (estimated to be around 80-85%), with an increasing number of female players
- **Geography:** Primarily English-speaking countries such as the United States, Canada, the UK, and Australia, but also a growing player base in Europe and other regions
- **Income Level:** Middle to upper-middle-class

INTERESTS

- **Gaming:** Rust players often interested in survival games, first-person shooters, and sandbox-style open-world games
- **Community Engagement:** Many players enjoy the social aspect of Rust, forming alliances, raiding other players, and engaging in complex team dynamics
- **Content Creation:** Most players involved in streaming or watching gameplay on platforms like Twitch, YouTube, and TikTok

ONLINE PRESENCE

- **Platform Preference:** Twitch, Youtube, TikTok, Reddit, Discord
- **Content Consumption:** Often engage with tutorial videos, gameplays, and highlight reels, with a preference for both comedic and intense gameplay moments
- **Community Interaction:** Engaging in conversations about game mechanics, strategies, and updates, especially on forums like Reddit and Discord

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CONSUMER PERSONA 1: *CHILL GUY MATT*

Name: Matt "CalmRider"

Age: 25

Occupation: Graphic Designer

Location: United Kingdom

Gaming Style:

- Enjoys PvE, base-building, and collaboration
- Plays peacefully, avoids unnecessary PvP, and helps others
- Focuses on the community and building rather than griefing

Online Behavior:

- Shares helpful tips and positive content on Instagram and YouTube.
- Engages with others in Discord and Reddit, focusing on peaceful play

CONSUMER PERSONA 2:
THE UNEMPLOYED TROLL.

Name: Kyle "TrollMaster5000"

Age: 20

Occupation: Unemployed, full-time gamer

Location: United States

Gaming Style:

- Focuses on PvP and griefing, thrives on trolling and ruining others' experiences
- Loves raiding, stealing, and killing other players for fun, without caring about objectives
- Active in toxic gaming communities and posts gameplay highlights of trolling

Online Behavior:

- Active on Discord, Twitch, and Reddit, sharing toxic clips
- Enjoys getting reactions from other players

03

S.M.A.R.T. GOALS

S.M.A.R.T. SOCIAL MEDIA GOALS

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01

Increase TikTok Engagement

Within 3 months, Rust aims to increase average engagement (likes, comments, and shares) on TikTok by 25% by posting more frequently using trending sounds, player-submitted clips, and community-relevant content, which is both achievable with current resources and relevant to growing the game's visibility among younger audiences.

02

Improve Community Perception

Over the next 4 months, Rust will improve overall community sentiment by consistently highlighting positive, cooperative player interactions and showcasing inclusive community content, with progress measured by comment sentiment, poll responses and DMs, a relevant strategy to help counteract Rust's reputation for toxicity and attract a broader player base.

03

Increase Website Traffic from Social Media

Rust will increase website referral traffic by 20% within 3 months by incorporating clear calls-to-action in TikTok captions and bio links that direct viewers to patch notes, dev blogs, and downloads, while also using YouTube long-form content to guide engaged viewers to the website—leveraging both platforms' reach and content depth to drive measurable, relevant conversions.

S.M.A.R.T. SOCIAL MEDIA GOALS

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01

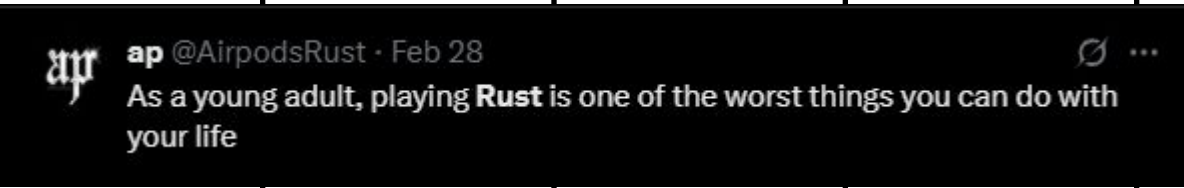**Increase TikTok Engagement**

Total Engagement Rates

✴ **12.05%**
Overall Engagement

♥ **8.57%**
Likes Rate

02

Improve Community Perception

jadid.tez 🇲🇦 @JadidAmine1 · Mar 13
Rust community is **toxic** af

r/playrust · 1 yr. ago
Zachaweed
why is this community so toxic

Jyrone Parker ✔ @mastashake08 · Feb 21
I hate the **rust** community yall **toxic**
💬   🔁   ♥ 1

ap @AirpodsRust · Feb 28
As a young adult, playing **Rust** is one of the worst things you can do with your life

03

Numbers of Rust Players for the Last Year

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Find related content

RUST

PREMIUM

ACCESS PREMIUM SERVERS TODAY

00:04/00:09
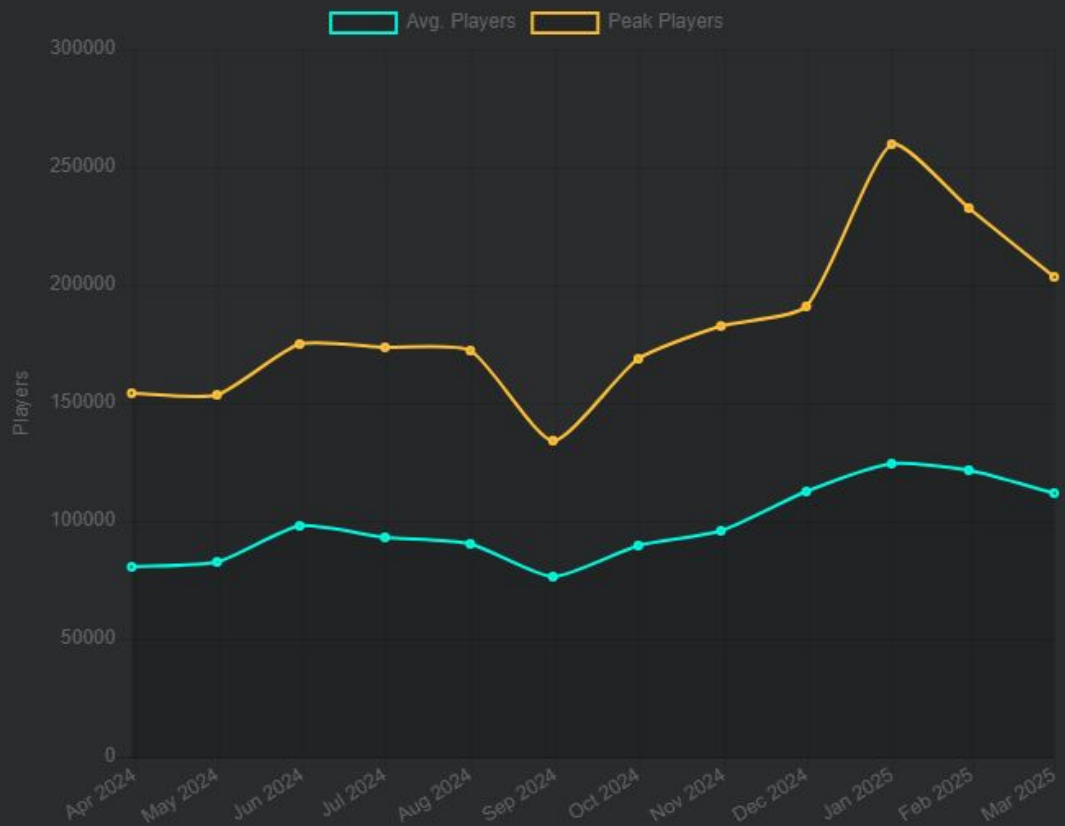
TikTok Strategy (Short-Form Content)

Purpose:

Boost brand awareness, showcase the fun/chaotic nature of Rust, and

engage younger players

Content Types:

Bite-sized PvP clips and funny moments

Trend-based memes using in-game audio

Player reaction duets and in-game skits

Dev Q&A teasers or "dev reacts to gameplay"

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THE ART OF **RUST**

YouTube Strategy (Long-Form Content)

Purpose:

Deepen community loyalty, drive traffic to patch notes and dev blogs, and

expand the game's narrative through immersive storytelling

Content Types:

"Rust Movies" and cinematic story compilations

Rust Lore Videos — exploring the backstory of monuments, the game world

Developer diaries & update explainers

Tutorials (base-building, PvP, survival)

CONTENT STRATEGY FOR FACEPUNCH

Date	Content Type	Caption	Hashtags
Oct 1 (Tues)	Promotion	Wipe day is coming. You Ready 🧓	#RustGame #WipeDay
Oct 3 (Thurs)	Engagement	"Duet with streamer rage-quitting" "Been there" 👴	#RustTips #GamerFails
Oct 5 (Sat)	Education	How to bait a team with a rock and some guts 🧓	#RustTips #SoloRust
Oct 7 (Mon)	Engagement	Patch 1.68 just dropped! Check the full notes here ‼️	#RustMeme #ToxicBaseBuilders
Oct 11 (Fri)	Education	Lore drop: What's really going on at Oil Rig? 🥷	#RustMeme #RustStories
Oct 15 (Tues)	Engagement	Flash sale on Rust merch! 48 hours only	#RustGear #GameMerch
Oct 17 (Thurs)	Engagement	What's the worst backstab you've ever had in Rust?	#RustChaos #StoryTime
Oct 24 (Thurs)	Education	Base Building 101 for solo noobs 🏠	#RustTikTok #GamerHumor
Oct 29 (Tues)	Promotion	Stitch popular meme audio to a Rust raid moment	#RustTips #SurvivalGame
Oct 31 (Thurs)	Education	Top 3 traps to defend your loot 🧓	#RustTips #SurvivalGame

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Posting Frequency:

TikTok: 4-5x per week (variety of short-form engaging & educational posts)

YouTube: 2x per month (1 update deep dive, 1 lore/Rust Movie style vid)

Tone of Voice:

TikTok: Casual, meme-savvy, edgy but approachable

YouTube: Immersive, cinematic, informative

RULE OF THIRDS

🟥 **1/3 Promotional** (Promoting Rust updates, features, merch)

⚫ **1/3 Engagement** (Memes, player spotlights, comment replies, polls)

⚪ **1/3 Educational/Industry** (Game tips, Rust lore, dev updates, survival guides)

ENGAGEMENT STRATEGIES

User-Generated Content (UGC)

Share fan-made content such as:

- Base builds and traps in Rust
- Funny gameplay clips or "Rust moments"

Launch UGC contests:

- "Best Rust Base Design"
- "Screenshot of the Month"

Real-Time Interactions:

Timely responses to comments and feedback on social platforms (especially Reddit, Discord, and X/Twitter).

Show personality: Use casual, sometimes cheeky language to match the tone of Rust's community.

Influencer Partnerships:

Gaming Influencer Partnerships:

Collaborate with mid-to-large creators known for survival, PvP, or modded gameplay (e.g., Welyn, Blooprint, or Frost).

ADVERTISING AND PROMOTION

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01

Social Media Ads
Focus on YouTube Shorts and TikTok, Raw, fast-paced 15-30 sec chaotic raid clips, funny trap fails, or wipe day moments

02

Steam Store Ads
Run targeted Steam promotions during wipe days, updates, or seasonal events

03

Influencer Sponsorships
Work with mid-to-large Rust YouTubers and streamers on wipe server launches with unique event rules, Creator vs Devs mini tournaments

Category	Estimated Monthly Budget	Notes
Social Media Ads	$10,000 – $15,000	Focus on TikTok, Instagram Reels, YouTube.
Steam Ads/Storefront	$5,000 – $7,000	Target past players with Rust + custom skins.
Influencer Sponsorships	$7,000 – $10,000	Sponsored content, creator challenges.

PERFORMANCE METRICS AND ANALYTICS

Key Performance Indicators (KPIs) to Track Success:

Website Traffic – Track visitors to Facepunch.com and Rust pages, especially during promotions or content drops.

CTR (Click-Through Rate) – Measure how many users clicked on ads/posts compared to how many saw them.

Engagement Rate – Likes, shares, comments, and saves on posts (Instagram, X, TikTok, etc.).

Conversion Rate – How many people take a desired action (buy the game, download a patch, subscribe to a newsletter) after seeing a post/ad.

Follower Growth – Increases on platforms like Instagram, X, YouTube, and Steam community.

Influencer ROI – Track how well influencer campaigns perform: use custom discount codes, UTM links, or unique landing pages.

Purchase Rate / Sales Conversions – The percentage of users who actually buy Rust or other Facepunch titles after seeing a campaign, ad, or visiting the site.

Tools for Monitoring Performance:

Google Analytics – To track website traffic, user behavior, referral sources, and goal completions.

Meta Business Suite – For analyzing post reach, engagement, audience data, and ad performance.

Buffer – For scheduling posts, managing all social accounts, and viewing analytics across platforms.

Steamworks Stats – Steam's developer backend offers performance data for game installs, DLC downloads, player activity, etc.

YouTube Studio – View detailed metrics on video performance, including watch time, CTR, and subscriber growth.

TikTok Analytics (built-in) - Available for Pro and Business accounts, shows engagement, follower growth, top videos, etc.

TikTok Ads Manager - For running and managing paid campaign data.

Exolyt - Tracks competitors, hashtag performance, and influencer engagement.

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CRISIS MANAGEMENT AT facepunch

React Fast—But Keep It Rusty
If the community is burning, "We see you, we hear you, we're fixing it!"

Players want acknowledgment, but they also want it delivered with some Rust spirit—don't just be corporate, be real.

Humor is A Weapon
When things go wrong, Rust fans appreciate humor in a crisis. Responding to angry comments with a touch of light sarcasm can make a huge difference.

Example:
"We know Rust's been more survival horror than multiplayer today. We're on it like a naked man with a rock."