

# Promoting your video game through social media

Hello, I am Katre from the University of Tartu and I am doing academic research about indie game marketing. I am interested in whether indie game developers market their games and what social media platforms they use and find useful. This survey is anonymous but in the end, you can add a link to your game or contact details if you wish to do so.

---

\* Required

If you have worked on multiple games, choose the one that you want to share the marketing experiences about.

1. Is your game already released? \*

*Mark only one oval.*

- ☐ Yes
- ☐ No
- ☐ Other: \_\_\_\_\_

2. What platform is that game meant for? \*

*Check all that apply.*

- ☐ PC
- ☐ Mobile
- ☐ VR
- ☐ Nintendo's Switch
- ☐ PS4
- ☐ Xbox One
- ☐ Mac
- ☐ Other: \_\_\_\_\_

## 3. What genre is that game? \*

*Check all that apply.*

- ☐ Platformer
- ☐ Action
- ☐ Adventure
- ☐ Strategy
- ☐ RPG
- ☐ Horror
- ☐ Visual Novel
- ☐ Simulation
- ☐ Puzzle
- ☐ Roguelike/Roguelite
- ☐ FPS
- ☐ Other: \_\_\_\_\_

Used platforms

## 4. Have you ever used Twitter to post about your game? \*

*Mark only one oval.*

- ☐ Yes      *Skip to question 14*
- ☐ No
- ☐ Planning to      *Skip to question 5*

Used platforms

## 5. Have you ever used TikTok to post about your game? \*

*Mark only one oval.*

- ☐ Yes      *Skip to question 44*
- ☐ No
- ☐ Planning to      *Skip to question 6*

## Used platforms

6. Have you ever used Reddit to post about your game? \*

*Mark only one oval.*

- ☐ Yes      *Skip to question 64*
- ☐ No
- ☐ Planning to      *Skip to question 7*

## Used platforms

7. Have you ever used YouTube to post about your game? \*

*Mark only one oval.*

- ☐ Yes      *Skip to question 54*
- ☐ No
- ☐ Planning to      *Skip to question 8*

## Used platforms

8. Have you ever used Instagram to post about your game? \*

*Mark only one oval.*

- ☐ Yes      *Skip to question 24*
- ☐ No      *Skip to question 9*
- ☐ Planning to      *Skip to question 9*

## Used platforms

9. Have you ever used Facebook to post about you game? \*

*Mark only one oval.*

- ☐ Yes      *Skip to question 34*
- ☐ No
- ☐ Planning to      *Skip to question 10*

### Used platforms

10. What other platforms do you use or have used to post about you game? \*

*Check all that apply.*

- ☐ Twitch
- ☐ 9GAG
- ☐ Imgur
- ☐ Giphy
- ☐ Discord server dedicated for your game
- ☐ Other Discord servers
- ☐ Not using any other platforms
- ☐ Other: \_\_\_\_\_

11. What have you found useful posting on those other platforms?

---

---

---

---

---

12. How long have you been using those other platforms to post about your game?

*Mark only one oval.*

- ☐ Less than a month
- ☐ 1-3 months
- ☐ 3-6 months
- ☐ 6-12 months
- ☐ More than a year
- ☐ Other: \_\_\_\_\_

13. Any other comments about promoting your game on social media platforms?

---

---

---

---

---

*Skip to question 75*

Twitter

14. What type of account do you use for posting?

*Mark only one oval.*

- ☐ Personal account
- ☐ Account dedicated to your game
- ☐ Account dedicated to your company
- ☐ Other: \_\_\_\_\_

15. How often do you post?

*Mark only one oval.*

- ☐ Daily
- ☐ Couple times a week
- ☐ Couple times a month
- ☐ Couple times in a year
- ☐ Other: \_\_\_\_\_

16. How long have you been posting about your game on Twitter?

*Mark only one oval.*

- ☐ Less than a month
- ☐ 1-3 months
- ☐ 3-6 months
- ☐ 6-12 months
- ☐ More than a year

17. How many followers do you have?

*Mark only one oval.*

- ☐ Less than 100
- ☐ 100 - 500
- ☐ 500 - 1000
- ☐ 1000 - 10 000
- ☐ 10 000 - 50 000
- ☐ 50 000 - 100 000
- ☐ More than 100 000
- ☐ Other: \_\_\_\_\_

18. What kind of content do you post?

*Check all that apply.*

- ☐ Short videos
- ☐ Gifs
- ☐ Images
- ☐ Devblogs
- ☐ Updates & announcements about the game
- ☐ Other: \_\_\_\_\_

19. What has it been useful for?

*Check all that apply.*

- ☐ Getting wishlists
- ☐ Getting traffic on your store page
- ☐ Connecting with other developers
- ☐ Connecting with the community
- ☐ Hasn't been very useful for anything
- ☐ Other: \_\_\_\_\_

20. Does it take a lot of effort to make successful posts?

*Mark only one oval.*

- ☐ Yes
- ☐ No
- ☐ Other: \_\_\_\_\_

21. Do you feel it is worth the effort?

*Mark only one oval.*

- ☐ Yes
- ☐ No

22. Any useful tips for gamedevs planning to use Twitter?

---

---

---

---

---

23. Any other comments about Twitter?

---

---

---

---

---

*Skip to question 5*

## Instagram

24. What type of account do you use for posting?

*Mark only one oval.*

- ☐ Personal account
- ☐ Account dedicated to your game
- ☐ Account dedicated to your company
- ☐ Other: \_\_\_\_\_



25. How often do you post?

*Mark only one oval.*

- ☐ Daily
- ☐ Couple times a week
- ☐ Couple times a month
- ☐ Couple times in a year
- ☐ Other: \_\_\_\_\_

26. How long have you been posting about your game on Instagram?

*Mark only one oval.*

- ☐ Less than a month
- ☐ 1-3 months
- ☐ 3-6 months
- ☐ 6-12 months
- ☐ More than a year

27. How many followers do you have?

*Mark only one oval.*

- ☐ Less than 100
- ☐ 100 - 500
- ☐ 500 - 1000
- ☐ 1000 - 10 000
- ☐ 10 000 - 50 000
- ☐ 50 000 - 100 000
- ☐ More than 100 000
- ☐ Other: \_\_\_\_\_

28. What kind of content do you post?

*Check all that apply.*

- ☐ Short videos
- ☐ Gifs
- ☐ Images
- ☐ Devblogs
- ☐ Updates & announcements about the game
- ☐ Other: \_\_\_\_\_

29. What has it been useful for?

*Check all that apply.*

- ☐ Getting wishlists
- ☐ Getting traffic on your store page
- ☐ Connecting with other developers
- ☐ Connecting with the community
- ☐ Hasn't been very useful for anything
- ☐ Other: \_\_\_\_\_

30. Does it take a lot of effort to make successful posts?

*Mark only one oval.*

- ☐ Yes
- ☐ No
- ☐ Other: \_\_\_\_\_

31. Do you feel it is worth the effort?

*Mark only one oval.*

- ☐ Yes
- ☐ No

32. Any useful tips for gamedevs planning to use Instagram?

---

---

---

---

---

33. Any other comments about Instagram?

---

---

---

---

---

*Skip to question 9*

## Facebook

34. What type of account do you use for posting?

*Mark only one oval.*

- ☐ Personal account
- ☐ Account dedicated to your game
- ☐ Account dedicated to your company
- ☐ Facebook page dedicated to your game
- ☐ Facebook page dedicated to your company
- ☐ Other: \_\_\_\_\_

35. How often do you post?

*Mark only one oval.*

- ☐ Daily
- ☐ Couple times a week
- ☐ Couple times a month
- ☐ Couple times in a year
- ☐ Other: \_\_\_\_\_

36. How long have you been posting about your game on Facebook?

*Mark only one oval.*

- ☐ Less than a month
- ☐ 1-3 months
- ☐ 3-6 months
- ☐ 6-12 months
- ☐ More than a year

37. How many followers do you have?

*Mark only one oval.*

- ☐ Less than 100
- ☐ 100 - 500
- ☐ 500 - 1000
- ☐ 1000 - 10 000
- ☐ 10 000 - 50 000
- ☐ 50 000 - 100 000
- ☐ More than 100 000
- ☐ Other: \_\_\_\_\_

38. What kind of content do you post?

*Check all that apply.*

- ☐ Devblogs
- ☐ Updates & announcements about the game
- ☐ Sharing posts from other social platforms (e.g. YouTube videos, TikTok posts)
- ☐ Gameplay/Developer streams
- ☐ Other: \_\_\_\_\_

39. What has it been useful for?

*Check all that apply.*

- ☐ Getting wishlists
- ☐ Getting traffic on your store page
- ☐ Connecting with other developers
- ☐ Connecting with the community
- ☐ Hasn't been very useful for anything
- ☐ Other: \_\_\_\_\_

40. Does it take a lot of effort to make successful posts?

*Mark only one oval.*

- ☐ Yes
- ☐ No
- ☐ Other: \_\_\_\_\_

41. Do you feel it is worth the effort?

*Mark only one oval.*

- ☐ Yes
- ☐ No

42. Any useful tips for gamedevs planning to use Facebook?

---

---

---

---

---

43. Any other comments about Facebook?

---

---

---

---

---

*Skip to question 10*

Tiktok

44. What type of account do you use for posting?

*Mark only one oval.*

- ☐ Personal account
- ☐ Account dedicated to your game
- ☐ Account dedicated to your company
- ☐ Other: \_\_\_\_\_

45. How often do you post?

*Mark only one oval.*

- ☐ Daily
- ☐ Couple times a week
- ☐ Couple times a month
- ☐ Couple times in a year
- ☐ Other: \_\_\_\_\_

46. How long have you been posting about your game on TikTok?

*Mark only one oval.*

- ☐ Less than a month
- ☐ 1-3 months
- ☐ 3-6 months
- ☐ 6-12 months
- ☐ More than a year

47. How many followers do you have?

*Mark only one oval.*

- ☐ Less than 100
- ☐ 100 - 500
- ☐ 500 - 1000
- ☐ 1000 - 10 000
- ☐ 10 000 - 50 000
- ☐ 50 000 - 100 000
- ☐ More than 100 000
- ☐ Other: \_\_\_\_\_

48. What kind of videos do you post?

*Check all that apply.*

- ☐ Short clips of gameplay
- ☐ Gameplay clips with commentary
- ☐ Comedic videos of your game
- ☐ Other: \_\_\_\_\_

49. What has it been useful for?

*Check all that apply.*

- ☐ Getting wishlists
- ☐ Getting visits on your store page
- ☐ Connecting with other developers
- ☐ Connecting with the community
- ☐ Hasn't been very useful for anything
- ☐ Other: \_\_\_\_\_

50. Does it take a lot of effort to make successful posts?

*Mark only one oval.*

- ☐ Yes
- ☐ No
- ☐ Other: \_\_\_\_\_

51. Do you feel it is worth the effort?

*Mark only one oval.*

- ☐ Yes
- ☐ No



52. Any useful tips for gamedevs planning to use TikTok?

---

---

---

---

---

53. Any other comments about TikTok?

---

---

---

---

---

*Skip to question 6*

YouTube

54. What type of account do you use for posting?

*Mark only one oval.*

- ☐ Personal account
- ☐ Account dedicated to your game
- ☐ Account dedicated to your company
- ☐ Other: \_\_\_\_\_

55. How often do you post?

*Mark only one oval.*

- ☐ Daily
- ☐ Couple times a week
- ☐ Couple times a month
- ☐ Couple times in a year
- ☐ Other: \_\_\_\_\_

56. How long have you been posting about your game on YouTube?

*Mark only one oval.*

- ☐ Less than a month
- ☐ 1-3 months
- ☐ 3-6 months
- ☐ 6-12 months
- ☐ More than a year

57. How many subscribers do you have?

*Mark only one oval.*

- ☐ Less than 100
- ☐ 100 - 500
- ☐ 500 - 1000
- ☐ 1000 - 10 000
- ☐ 10 000 - 50 000
- ☐ 50 000 - 100 000
- ☐ More than 100 000
- ☐ Other: \_\_\_\_\_

58. What kind of videos do you post?

*Check all that apply.*

- ☐ Game trailers/teasers
- ☐ Raw gameplay videos
- ☐ Gameplay videos with commentary
- ☐ Devblogs
- ☐ Short clips for YouTube Shorts
- ☐ Other: \_\_\_\_\_

59. What has it been useful for?

*Check all that apply.*

- ☐ Getting wishlists
- ☐ Getting visits on your store page
- ☐ Connecting with other developers
- ☐ Connecting with the community
- ☐ Hasn't been very useful for anything
- ☐ Other: \_\_\_\_\_

60. Does it take a lot of effort to make successful posts?

*Mark only one oval.*

- ☐ Yes
- ☐ No
- ☐ Other: \_\_\_\_\_

61. Do you feel it is worth the effort?

*Mark only one oval.*

- ☐ Yes
- ☐ No

62. Any useful tips for gamedevs planning to use Youtube?

---

---

---

---

---

63. Any other comments about Youtube?

---

---

---

---

---

*Skip to question 8*

Reddit

64. What type of account do you use for posting?

*Mark only one oval.*

- ☐ Personal account
- ☐ Account dedicated to your game
- ☐ Account dedicated to your company
- ☐ Alternative account (Alt account)
- ☐ Different accounts
- ☐ Other: \_\_\_\_\_

65. How often do you post?

*Mark only one oval.*

- ☐ Daily
- ☐ Couple times a week
- ☐ Couple times a month
- ☐ Couple times in a year
- ☐ Other: \_\_\_\_\_

66. How long have you been posting about your game on Reddit?

*Mark only one oval.*

- ☐ Less than a month
- ☐ 1-3 months
- ☐ 3-6 months
- ☐ 6-12 months
- ☐ More than a year

67. How much karma do you have on Reddit?

*Mark only one oval.*

- ☐ Less than 100
- ☐ 100 - 500
- ☐ 500 - 1000
- ☐ 1000 - 10 000
- ☐ 10 000 - 50 000
- ☐ 50 000 - 100 000
- ☐ More than 100 000
- ☐ Other: \_\_\_\_\_

68. What kind of content do you post?

*Check all that apply.*

- ☐ Game trailers/teasers
- ☐ Gifs of gameplay
- ☐ Images of the game
- ☐ Gameplay videos
- ☐ Devblogs
- ☐ Other: \_\_\_\_\_

69. What has it been useful for?

*Check all that apply.*

- ☐ Getting wishlists
- ☐ Getting visits on your store page
- ☐ Connecting with other developers
- ☐ Connecting with the community
- ☐ Hasn't been very useful for anything
- ☐ Other: \_\_\_\_\_

70. What subreddits do you mostly post on?

*Mark only one oval.*

- ☐ r/gaming
- ☐ r/Games
- ☐ r/pcgaming
- ☐ r/gamedev
- ☐ r/IndieGaming
- ☐ Other: \_\_\_\_\_

71. Does it take a lot of effort to make successful posts?

*Mark only one oval.*

☐ Yes

☐ No

☐ Other: \_\_\_\_\_

72. Do you feel it is worth the effort?

*Mark only one oval.*

☐ Yes

☐ No

73. Any useful tips for gamedevs planning to use Reddit?

---

---

---

---

---

74. Any other comments about Reddit?

---

---

---

---

---

*Skip to question 7*

Used software

75. What software do you use for recording gameplay videos?

*Check all that apply.*

- ☐ OBS Studio
- ☐ ShareX
- ☐ Movavi
- ☐ Bandicam
- ☐ I am not recording any gameplay videos
- ☐ Other: \_\_\_\_\_

76. What do you use to edit/cut your raw gameplay videos?

*Check all that apply.*

- ☐ DaVinci Resolve
- ☐ iMovie
- ☐ Adobe Premiere
- ☐ Lightworks
- ☐ FFmpeg
- ☐ I am not editing any of my gameplay videos
- ☐ Other: \_\_\_\_\_

77. What do you use to make Gifs?

*Check all that apply.*

- ☐ ShareX
- ☐ LICEcap
- ☐ Screen to GIF
- ☐ I am not making Gifs
- ☐ Gyazo
- ☐ VClip
- ☐ Recordit
- ☐ Ezgif
- ☐ Other: \_\_\_\_\_



78. What other tools do you use for promoting your games on social media platforms?

---

---

---

---

---

79. Do you think there is need for extra software tools that would simplify promoting your game online?

*Mark only one oval.*

☐ Yes

☐ No

☐ Other: \_\_\_\_\_

80. If you answered yes, then what kind of software tool would you wish was out there to simply your work?

---

---

---

---

---

*Skip to question 81*

**Additional  
comments**

You have reached the end of the questionnaire, feel free to add any additional comments, drop a link to your game etc. Thank you for participating!

81. How easy do you find marketing your video games through social media platforms? \*

Mark only one oval.

	0	1	2	3	4	5	6	7	
Extremely difficult	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Extremely easy

82. Do you think there is a need for a comprehensive guide for video game marketing on social media platforms? \*

Mark only one oval.

☐ Yes

☐ No

☐ Other: \_\_\_\_\_

83. Additional comments

---

---

---

---

---

84. Optional link to your game

---

85. Add your Discord tag or e-mail if you wouldn't mind getting contacted to talk about your experiences marketing indie game(s) bit more in depth

---

---

This content is neither created nor endorsed by Google.

## Google Forms