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Project Sanctuary Twitter Force

*A Guide on How to Support Science
Fiction Television*

June 2011



Overview



Twitter Force Special Project



There has been a rebound in Sanctuary ratings. More may ensure more Sanctuary. Use this guide to support your shows



Sanctuary Season Four / Season Three Finale Support



This project is a replication of previous work accomplished by teams of individuals world-wide. The majority of participants are not to be directly connected with WormholeRiders News Agency (WHR). Nor should they be. This campaign belongs to each person who loves Sanctuary and desires to participate. WHR team members have been acting as guides for their efforts to avoid pitfalls.



Historical Perspective



There is no guarantee of success, but the concept has been previously successful with several television programs including Fringe, Chuck, Star Trek and SGA dating back many years. Some of us were involved in web projects when some SG-1 fans balked in 2006.



Campaigns must be positive in nature, not hostile. However, certain types of entertainment franchise fans have expressed frustration, even hatred, in an attempt to boycott various television networks trying to force the networks and studios to do things “their way”. This is not going to happen. The “targets”? Virtually every network in the USA at one time or another.



What have past malcontent activities in the United States accomplished? They have always ended the same way with series franchises either being cancelled or placed on the shelf for extended periods of time, sometimes never to return.



What is a recent result? The end of the entire Stargate franchise is an example of what a boycott “succeeded in accomplishing”. On June 17 and 18, 2011 everything Stargate will be sold off in a liquidation. ☹



Latest Target



Sanctuary was the latest target of a boycott with huge declines in the live viewership. “Supporters” in the United States encourage:



Boycotters promote “not watching” Sanctuary either live, by DVR, on-line and or via On-Demand (cable / satellite).



Boycotters promote illegal downloading at their web sites providing illegal Internet “streams” of Sanctuary.



Boycotters promote tweet attacks as well as Facebook posts using “arm twisting” in the fandom often providing misleading information such as they did with Stargate Universe (e.g. if we boycott SGU we will get SGA and SG-1 movies). Such tactics are not only misleading, they failed because they are misguided (see above; end of Stargate).



“Is” and “Is Not” Analysis



Sanctuary Twitter Force Special Project “Is”

-  About supporting Sanctuary and demonstrating that fans can act in an adult fashion to encourage TPTB & advertisers to fund a fifth season.
-  Buy the DVD's, legally download, and write positive letters of support or positive tweets to Syfy about you supporting Sanctuary
-  About using logic instead of emotion with regard to supporting Sanctuary to encourage future airing of the program (5th season renewal status)
-  About making each person feel empowered enough to advise malcontents (in a courteous fashion) to stop boycotting and or attacking others
-  About NOT being drawn into bickering and arguments on Twitter, Facebook and or e-mail. Ignore trouble makers
-  About concentrating tweets across international and country boundaries during the 2-3 hour time period before and during Sanctuary USA
-  About encouraging all to watch Sanctuary live (1) or by DVR / On-Demand (2) within 72 hours (since USA advertisers there “pay” for series)
-  About tweeting when Sanctuary airs or is legally available on-line or by DVD in other region countries to support those airing dates and fans
-  About convincing using logic to not boycott television networks and not illegally download under any circumstance to set a good example
 -  Boycotts only causes franchise employees to lose their jobs (actors, creators, directors, support people, contractors and etcetera)



Sanctuary Twitter Force Special Project “Is Not”

-  (Not) About arguing rating system flaws. We are NOT going to “boil that ocean”. Avoid being sucked into such no win arguments or debates
-  (Not) About allowing individuals seeking power over others to take control of YOUR campaign (who say their effort is better than “yours”)
 -  In the end this is what caused the Stargate Universe and other television program campaigns to fail (too many people wanting “control”) Control of what is an appropriate response. Be a team player and tell all your friends to watch Sanctuary LIVE
-  (Not) About being perceived as a United States “better than others” campaign AND not about sharing illegal download links. It is not
-  (Not) About going “negative” once they are announced as cancelled or after the final episode airs. (But do try through all live air dates)
-  (Not) About Syfy, ABC, CBS, NBC, BBC, Sky One, Space Channel or any other TV network. **This effort is about supporting Sanctuary!**



Guidelines

How to make Sanctuary Twitter Force Special Project a Success!

 The theory is well founded being based upon the power of ten (10). Quintupled is the goal.

 Find and encourage 10 other Sanctuary fans to participate (Total 100).

 These 100 individuals each find 10 other Sanctuary fans to participate (Total 1,000).

 These 1,000 individuals each find 10 other Sanctuary fans to participate (Total 10,000).

 These 10,000 individuals each find 10 other Sanctuary fans to participate (Total 100,000)

 The project will take months to build the Twitter Force to sufficient numbers for live tweeting en-mass before Sanctuary season four begins.

 The majority of participants recruited should avoid spoilers and tweet generically about each episode and things they love about Sanctuary.

 Overseas (non USA) Tweepers are encouraged to build the tweet base during the daylight hours before the east coast USA airing.

 If overseas individuals are able, increase the tweet volume during the 30 minutes before the USA east coast airing and through the 60 minutes of the broadcast. Use your secondary Twitter account for mass tweets to avoid spamming your regular followers.

 If (when) the given episode is broadcast in other regions (Canada, UK, and etcetera) join their efforts to tweet with them as well.

 Use Facebook and other social media to notify others of the weekly additional hash tag (always include #Sanctuary).

 Always avoid making hostile or aggressive statements on Twitter, Facebook or elsewhere. Doing so only serves to antagonize. Malcontents seek to generate arguments and therefore controversy to create a negative atmosphere.

Overcome objections and traps set by malcontents

 Remind them of what happened to Stargate and other series that were boycotted (liquidation, place on shelf).

 If hostile individuals are encountered, ignore their attempts to start fights. They are likely seeking attention at your expense.

 If they persist, simply state “we will have to agree to disagree” and leave them be. Deny the malcontents the feedback and their proclivity to create trouble and the unrest they seek to foment.



Who, What, Where, Why, When



Sanctuary Twitter Force Special Project



Who



Everyone you know that loves Sanctuary and wants to see a season five. Each person is an independent agent supporting Sanctuary.



Effective force needs to be 10 to the fourth power (10^4) people minimum (10,000) to achieve an impact. 10^5 or 100K desired.



What



Each supporter should create one additional Twitter account to tweet Sanctuary tweets (so as to not spam your normal followers).



Trend Twitter during east coast airing of #Sanctuary by mid season 4. Attempt same for west coast and Canada.



Use an additional agreed hash tag each week (e.g. #Magnus, #Druitt, #Zimmerman, #Biggie, #Foss, #Frelander and etcetera).



Encourage (politely) simultaneous airings of Sanctuary in regional matrix (like BBC did for Dr. Who, Syfy for Red Faction Origins).



Where



On Twitter with supporting posts on Facebook. However the focus needs to be on Twitter (see next item).



Why



Because Twitter provides instant feedback to the networks and critically to the advertisers who actually pay for Sanctuary in USA.



To trend Twitter during east coast airing of #Sanctuary by mid season 4 with additional agreed hash tag each week (e.g. #Magnus).



When



Initial Activity



Beginning in early June 2011 with focus through June 20, 2011 9 to 11 PM East / 6 to 9 PM Pacific, 2 to 4 AM AM GMT



For Canada, Friday June 24, 2011 9 to 10 PM East / 7 to 8 PM Pacific, 2 to 3AM GMT



Ongoing activity broke the boycott. Increase when season four schedule is announced. Support the shows you love. Thank you