



## **The Use of Digital Tools as A Form of Social and Interactive Adaptation Between the Game Industry and Users: The Community Management**

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### **Abstract**

Amid a transforming reality in the digital world and the growing need for community management on social networks, there is a strong adaptation of video game companies to meet not only the needs of active players within video games for mobile, but also to be able to maintain the continuity use of the same and increase the numbers of accessibility of new players through downloads.

From this context, this study aims to analyze in a transversal way the current marketing strategies and how the community management with fans and players are managed by video game developers for mobile through social media, especially Instagram, obtaining as an object video games: *Hogwarts Mystery* and *Harry Potter: Wizards Unite*, therefore observing user feedback, content stability and diversity, interactivity between users, engagement metrics and returns in results, as well as the continuity of use arising from an interactive reality adaptation between the consumer market and the consumer industry.

**Keywords:** video game, mobile, consumer industry, social media, digital strategy.