

#Debris

Fan Community Strategy & Fandom-First Copywriting

2,534

TOP TWEET IMPRESSIONS

183

TOP TWEET ENGAGEMENTS

Twitter

PRIMARY PLATFORM

Spring 2021

CAMPAIGN WINDOW

THE SITUATION

Managing a Fan Campaign for an NBC Sci-Fi Series

As part of a Social Media Marketing course at Orange Coast College, Anthony Bench joined a six-person team tasked with managing @DebrisFansNBC -- a Twitter and Instagram fan campaign for NBC's sci-fi mystery series Debris. The goal: grow the account's follower base, drive weekly engagement around new episodes, and build enough community momentum to demonstrate the show's passionate fanbase to the network. Anthony served on the Twitter team, writing original copy every Thursday and executing weekly follower-churning strategy using TweetDeck to schedule and manage posts.

THE STRATEGY

Fandom Urgency Over Generic Promotion

Rather than posting neutral episode recaps or promotional copy, Anthony's approach centered on activating the audience's emotional investment in the show. The core insight: when fans are passionate, the most effective copy speaks directly to that passion -- it doesn't describe the show, it rallies the people who already love it. Tweets were crafted as direct calls to action aimed at both the fanbase and NBC itself, using urgency, humor, and fan-shared anxiety over the show's renewal status to generate replies, retweets, and sustained conversation beyond the initial post.

THE EXECUTION

Weekly Copy, Hashtag Strategy & Community Engagement

Wrote and scheduled original tweets weekly targeting Debris fans and NBC directly, using the show's primary hashtags (#Debris, #debrisnbc) and strategic @mentions to maximize reach. Built engagement through renewal urgency framing -- asking fans how they'd celebrate a season two pickup -- generating dozens of passionate replies and organic conversation. Sourced original media (images, YouTube clips, third-party reviews) to add multimedia depth to posts. Executed weekly follower-churning to grow the account's audience and improve algorithmic reach across the campaign.

**DebrisFansNBC** @debrisfansnbc · Apr 2021

#debris is one of the best sci-fi mystery shows to come around in a very long time. We're getting more, right @nbc? WE NEED A SEASON TWO...please

2534 Impressions 183 Engagements 61 Likes 25 Retweets

**DebrisFansNBC** @debrisfansnbc · Apr 2021

Hey #Debris fans, if @nbc gives us that renewal, how are you gonna celebrate it?

2689 Impressions 155 Engagements 42 Likes 5 Retweets

THE RESULTS

Proof of Concept -- The Rallying Cry Works

Anthony's renewal call-out tweet -- "WE NEED A SEASON TWO...please" -- generated 2,534 impressions and 183 total engagements, ranking as the team's top tweet for a significant stretch of the campaign. His fan-activation follow-up pulled 2,689 impressions and 155 engagements, with 13 replies generating active community conversation threads. Both posts demonstrated a consistent strategic instinct: fandom-first copy that gives audiences something to react to outperforms neutral promotion every time. This same approach -- rallying community identity around a high-stakes moment -- would later drive the #SaveFilmThreat Kickstarter to \$56,199 from 1,073 backers.