

Sure, we've all seen it. Each and every young and able-bodied Jedi sits on their own platform of social media excellence. Pop open Twitter or Facebook (or really any other social media platform) and instantly, as though it was sent from The Force gods, some well-thought out post about why it's important that the Lego Company itself develops a 7,500 piece set to represent the Millennium Falcon shoots to the top of your feed. Instantly you're caught up in the awe and wonder of such an inclusive and vast franchise, where the Internet breaks whenever a new trailer is released (okay, so that only just happened recently but you catch my drift). As you sit pouring over millions of posts about Star Wars, you wonder what Darth Vader would think if the whole world revealed his patriarchy before he did (did you know Vader in Dutch and German means father?).

As we ponder that, let's jump into how incredibly important it was for the Star Wars Franchise to use social media to pump the entire world up on the new film. On October 18th, 2015 our whole internet world stopped as the first full length Star Wars Trailer filled the feeds of every social media platform out there after first appearing on Monday Night Football. Quickly climbing to the #1 trend on both Twitter and Facebook, the Star Wars verified twitter account added to the excitement by retweeting fans and releasing new Star Wars avatars. Twitter, itself, joined in the fun creating add-on Star Wars emoji's that automatically populate as soon as you #Hashtag the correct words (#StarWars is my favorite). Thus, as the initial wave of excitement passed, the new wave of eagerness came to be.

Advanced Ticket Sales sored quickly past any poor soul not at one with the Force, and theaters sold out quickly as kids and adults alike prepared their minds, hearts, and costumes for this long-awaited moment. As the December 19th release date inched closer, grumbles came from across the globe at the possibility of this next movie being terrible. The main fear was a badly executed plot line combined with the overuse of lens flares (we're looking at you J.J.). Fear quickly subsided as the day came and went. The social media hype well outweighed the nay-sayers and allowed Star Wars to break more records in the box office that we thought possible. As the digital age moves deeper into the social media dark side, we see a light with this fan base and their connection not only with the story but also to the actors/actresses that make up our beloved characters.

If nothing else, social media helped a dying Star Wars fan see the movie just before he passed. It helped connect a father and son to explore both of their youths together and separately. Finally, it connected a group so diverse to one solid fact, Star Wars is back and we* can't wait for more.

*We does not include myself because I have actually never seen the Star Wars movies (working on it!), yet I am fascinated by the fandom that surrounds it.