Feeling included in your favorite TV show that you wait all week to watch makes watching TV that much more enjoyable.  As articulated in this article, an open channel between creatives and fans allow for stars and fans to collaborate, as well as allow fans to for a community and given the option to forge lifelong friendships. Social media has allowed for viewers to see what is also going on behind the scenes of a show, as well as bloopers from the cast and crew. Social media accounts are just as crucial when shows are off the air. Social media accounts allow for fans to still interact with their favorite actors/actress. TV show social media accounts keep active as well when shows are off the air to keep their audience still engaged and to keep their excitement for the upcoming seasons.

A show that demonstrates active social media accounts during off/on seasons is American Horror Story. American Horror Story stays very active on social media accounts when the show is on air, as well as off air. When on air, American Horror Story includes the hashtag #AHS, as well as the season that is on air currently, for example, season 8 is currently on air Thursdays at 10pm. When on TV, the hashtag that appears is #AHSApocalypse; this allows for viewers to tweet in opinions of the show, as well as comments and love for AHS. When off the air, AHS allows for their fans to play a guessing game as to what the next season of AHS is going to be about. This keeps the viewers active on off-time from the show and keeps their interest up for what the next season is going to entail. A creative outlet that AHS director, Ryan Murphy, demonstrates to his fans in an interactive sense is before a season is released of AHS, Murphy will post a photo on his Instagram account of a hint as to what the next season of AHS is going to entail. Murphy will send fans on a scavenger hunt for clues on all Murphys social media platforms over the course of a week for fans to guess what the next season will entail. An interactive community makes fans feel involved and builds a strong community around a show.