SOCIAL MEDIA
IS GOVERNING ITSELF
COMMUNITIES ARE CONVERSATIONS

ARE YOU TALKING OR LISTENING?

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THIS IS A DUMB IDEA
THIS IS A SMART IDEA
SOCIAL ACTIONS ARE SEEDS
PEOPLE ARE IN THE DRIVER’S SEAT

CONTROL IS AN ILLUSION
CROWDFUNDING
WE DON'T NEED YOU FOR EVERYTHING
ATTENTION IS ORGANIC

AND ALWAYS PLUGGED-IN & EVER-INFORMED
DO SOMETHING TO BE LIKE'D

FREE HUGS
CONTENT DRIVES ATTENTION

CREATE, COLLABORATE, OR CULTIVATE
IGNORE IRRELEVANT NUMBERS
FOCUS ON YOUR GOALS, NOT FOLLOWER COUNT
NO RESULTS?

YOU’RE PROBABLY DOING IT INCORRECTLY.
NEED HELP?

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