



SOCIAL MEDIA

IS GOVERNING ITSELF

COMMUNITIES ARE CONVERSATIONS



ARE YOU TALKING OR LISTENING?



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


A close-up photograph of a man with a beard and mustache, wearing a dark suit jacket. He is covering his eyes with both hands, and his mouth is wide open in a shout or cry of frustration. The background is plain white.

SO MANY OPTIONS

SO LITTLE TIME

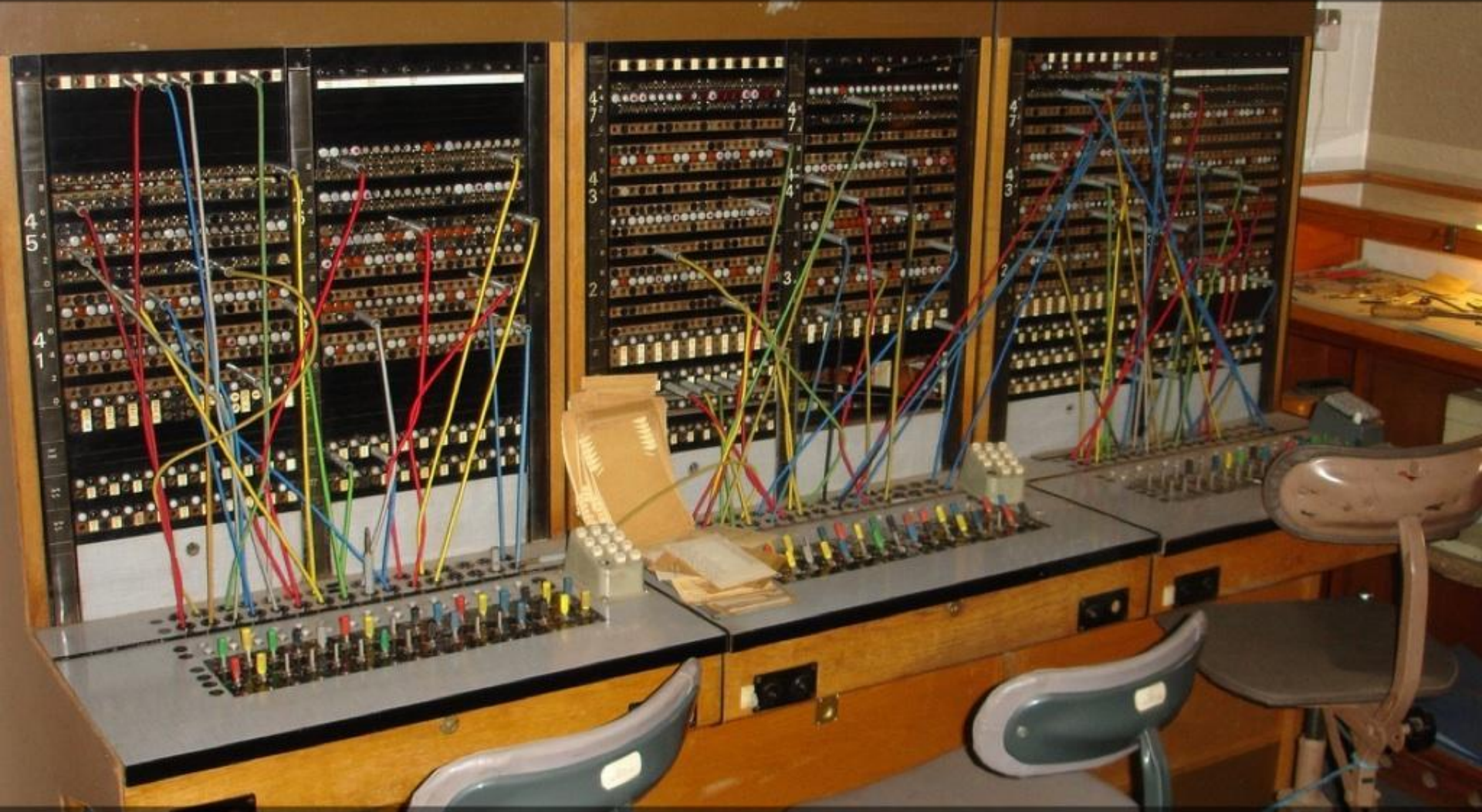


FIND YOUR EVANGELISTS

A photograph of a man in a dark jacket hugging a woman with long, wavy brown hair from behind. The man is smiling and looking towards the camera. He is holding a large, rectangular cardboard sign that says "FREE HUGS" in large, bold, black letters. The sign is tilted and has some smaller text and logos on its edges. The background is a light-colored, textured wall. A semi-transparent dark grey banner is overlaid across the middle of the image, containing the text "DO SOMETHING TO BE LIKE'D" in white, bold, sans-serif capital letters.

DO SOMETHING TO BE LIKE'D

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?

A close-up photograph of a man with dark hair and glasses, looking intently at a smartphone held in his hand. He has a slightly confused or questioning expression on his face. The background is a blurred, light-colored wall.

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