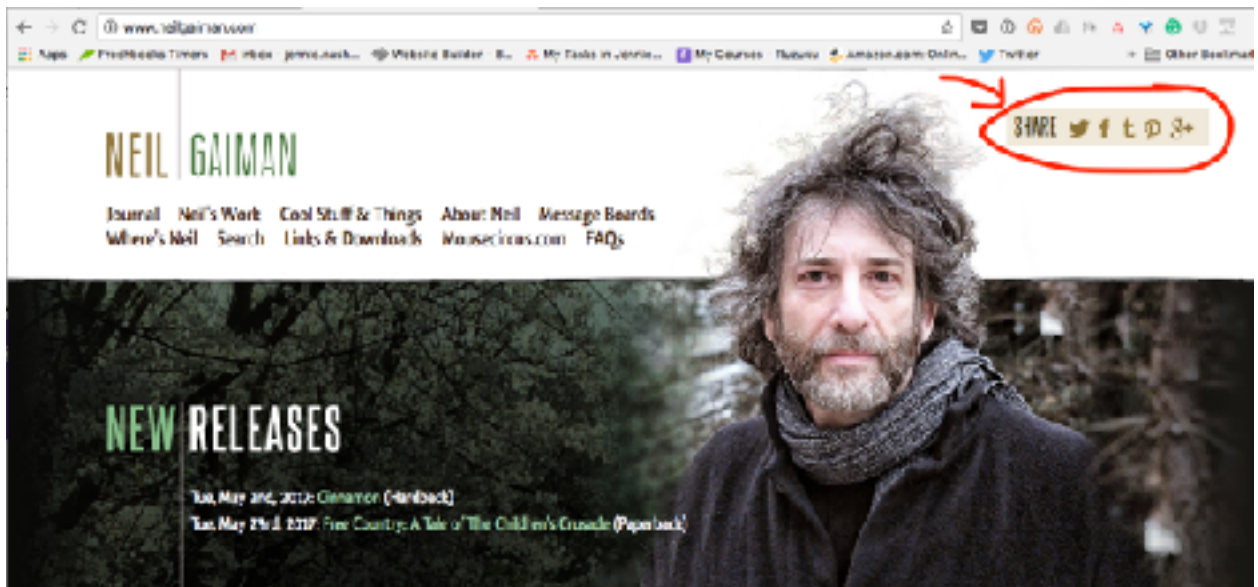




## Gateway Lesson: What Exactly Do I DO on Social Media?

- 1) To answer this question, I'd like you to choose just ONE person whose creative work you admire. It could be an author or a musician, an artist or an entrepreneur.
- 2) Go look up EVERYTHING that person does on social media. Start on their website and see which social media they say they are on.

Example of Neil Gaiman's site. See on the top right? He lists Twitter, Facebook, Tumblr, Pinterest and Google Plus



- 3) Visit each of those social media sites. Answer the following questions:
  - How often do they post? Try to look at the last few weeks to get a sense of it.
  - What do they post? Describe any patterns you might see in their postings, or general trends.
  - Do they post similar things in all places?

- How do their posting reflect what they do? Are they *selling* their books/music/art?
  - Did you see anything surprising in your research? Something you didn't expect from this person?
  - How do the posts make you feel? Welcome? Inspired? Like an insider?
  - How long would you guess this person spends on their social media each week? Would you say that, for them, it was worth it? Why?
- 4) What's ONE THING you learned from this exploration that you could do, either as a visitor to someone's social media universe, or as someone who is beginning to build a universe of your own?
- 5) Share your answers with the group. Email [Dan@wegrowmedia.com](mailto:Dan@wegrowmedia.com). We will post everyone's answers so you can scroll through them before the event on March 17<sup>th</sup>, then will go through as many of them as we can in the live March 17 event.