

Making Good Social Choices

Kirk Bowman

Co-Founder – Zipline

@kirk_bowman

Old School Social Business

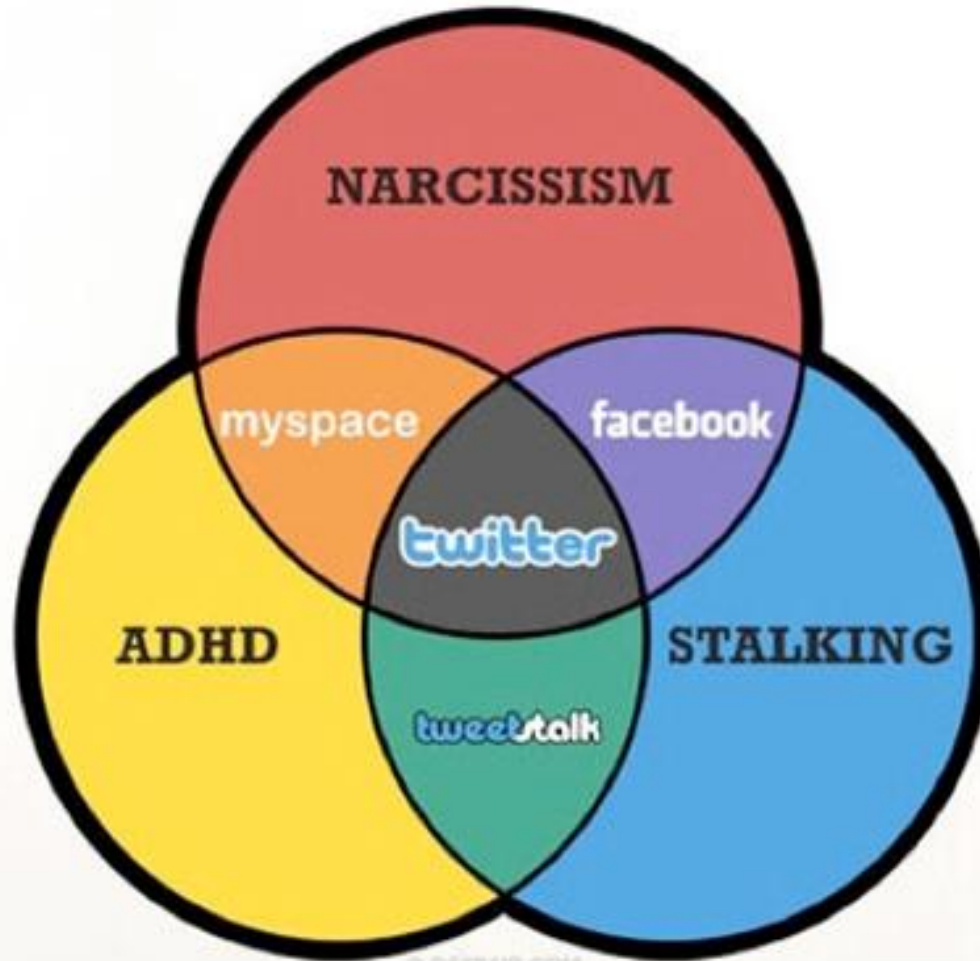


Too Much Diversity



The App is Social Now?

The App is Social Now?





this is
YOU



friends & family





friends & family



work



**this is
YOU**



friends & family



work



hobbies & interests



this is
YOU



friends & family



work



this is
YOU

hobbies & interests



how we communicate





friends & family



work



hobbies & interests



where we go



how we communicate





Instagram

facebook

work

LinkedIn

friends & family

hobbies & interests

Pinterest

where we go

how we communicate

this is YOU

Google

foursquare



skype

Gmail

by Google





friends & family



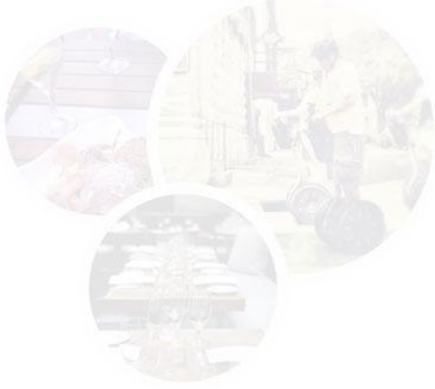
work



hobbies & interests



where we go



how we communicate



?



Choose the Correct Le

Lens?

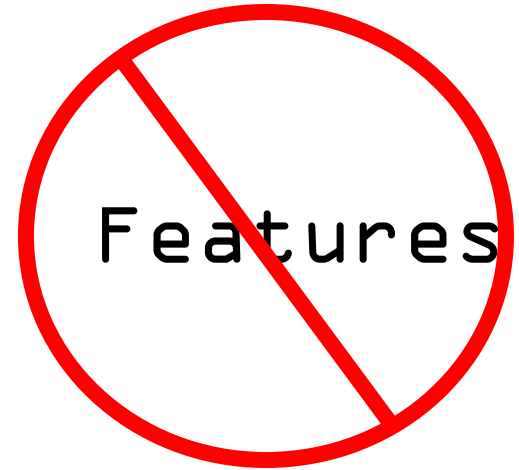


Lens?



Features

Lens?



Features

Community

Tools Are Never a Strategy



Sub-communities

Sub-communities

Development



Sub-communities

Development



Administration



Sub-communities

Development



Administration



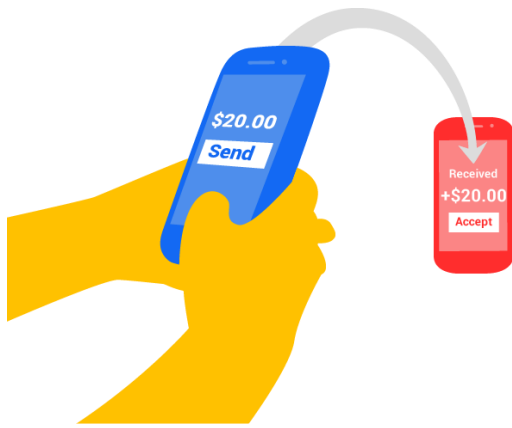
Sales



Person to Person



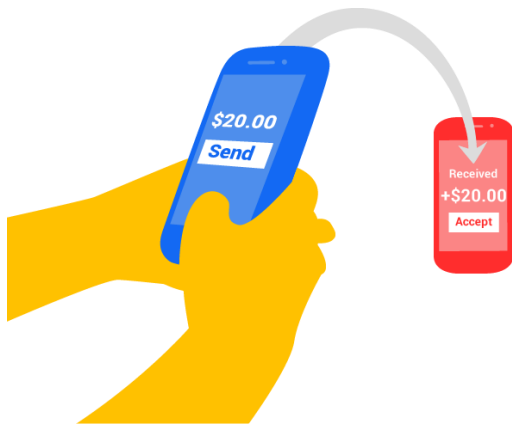
Person to Person



Organizations



Person to Person



Organizations



Groups



Choose the Correct Proce

Study

Study

Determine

Study

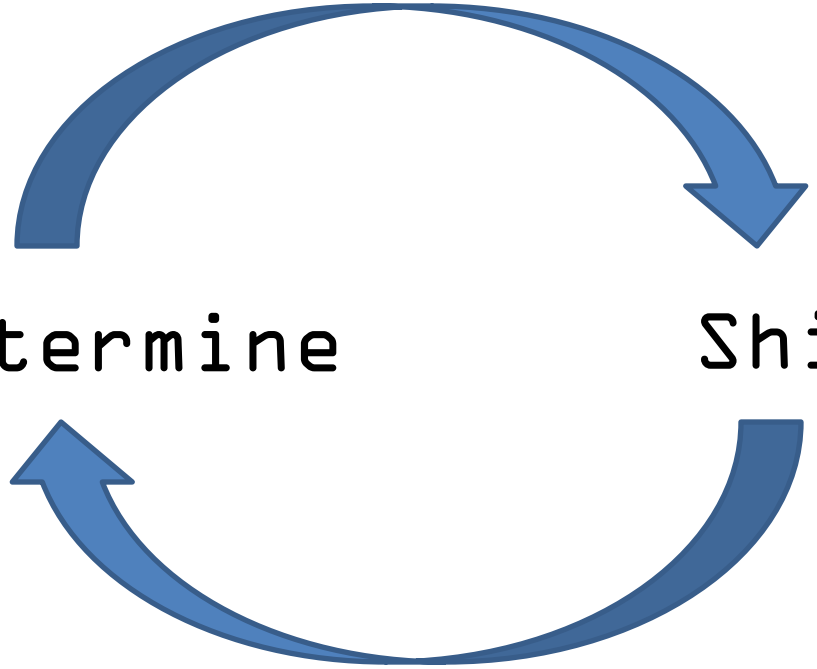
Determine

Ship

Study

Determine

Ship



3. Choose The Correct Focus

Human

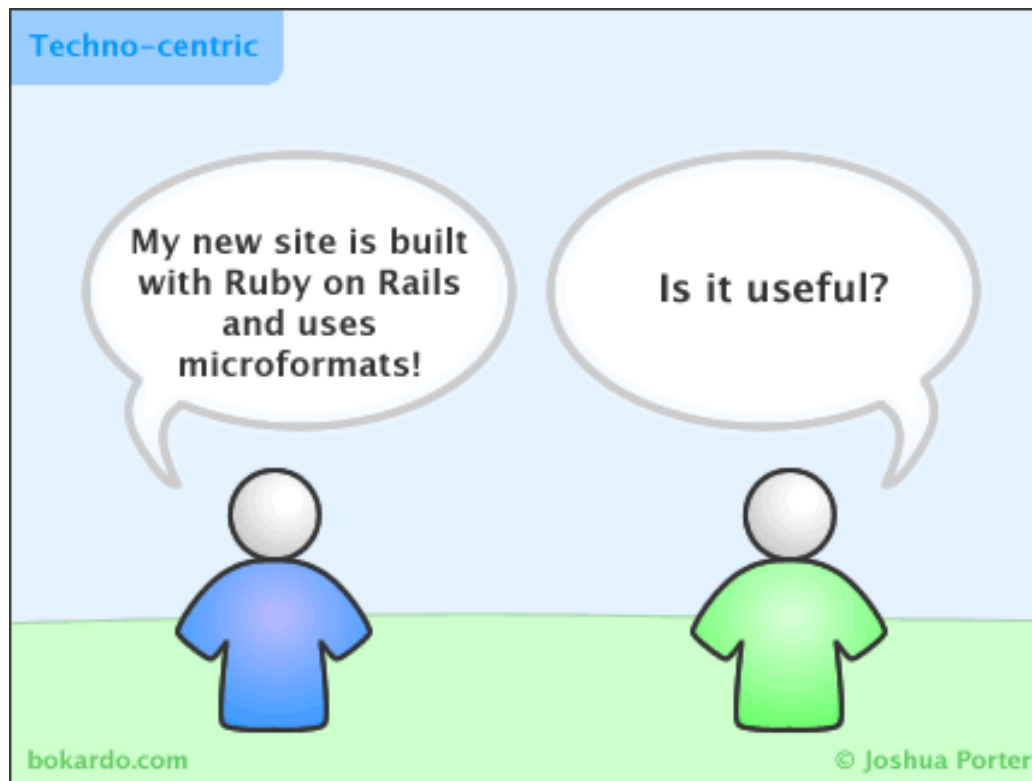
Respectful

CANINE SOCIAL MEDIA ETIQUETTE

BY GUHMSHOO



Useful



Intuitive



Making Good Social Choices

1. Choose the Correct Lens
Community

Making Good Social Choices

1. Choose the Correct Lens

Community

2. Choose the Correct Process

Study, ship, determine

Making Good Social Choices

1. Choose the Correct Lens

Community

2. Choose the Correct Process

Study, ship, determine

2. Choose the Correct Focus

Human

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