The Four Reasons People Fear Social Media and How You Can Overcome Them

Presented by
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BB34
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2:15 PM
4 reasons people fear social media -
1.) Obsolescence
2.) Embarrassment
3.) Criticism
4.) ?

Where have you spent time and later on, felt like it was wasted?
4 reasons people fear social media -
1.) Obsolescence
Do you have the same concerns on social media? What if the platform gets shut down?
Your skills transferred
The more you practice distilling your thoughts into a form **beneficial to your audience**, the better you’ll get at social media. Your skills will transfer, regardless of platform.

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In a digital world, everything can always be more perfect
Walt Disney - “Plus This”
Walt Disney - “Plus This”
In a digital world, everything doesn’t need to be more perfect
"AN AWESOME ACHIEVEMENT...
A GLORIOUSLY ENTERTAINING
THRILL-PACKER OF TRULY
EPIC PROPORTIONS!

RUSSELL CROWE
GLADIATOR
WHAT WE DO IN LIFE ECHOES IN ETERNITY.

"...TRULY THE MOST EPIC MOVIE OF THE LAST DECADE."

Academy Award for Best Picture
2001 - Branko Lustig, Douglas Wick, David Fran...

Academy Award for Best Actor
2001 - Russell Crowe

Academy Award for Best Costume Design
2001 - Janty Yates

Academy Award for Best Visual Effects
2001 - Tim Burke, Neil Corbould, Rob Harvey, ...
### Gladiator Awards

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Academy Award for Best Visual Effects
2001 · Tim Burke, Neil Corbould, Rob Harvey,...

80% Out the Door Is Better Than 100% in the Drawer

AmpliPhi spencerXsmith
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What is - statistically – everyone’s biggest fear?
What is - statistically - everyone’s biggest fear?

Why?

People don’t want to feel stupid
Why?
People don’t want to feel stupid
Thank you, Boston!

Social media = public speaking at scale.
It’s saying something to the world that will live forever.
So, what happens if you really mess up on social media? Case study from a somewhat well-known entity.
The same day!
Oh, NASA. That is not a picture of the sun from the International Space Station.

That’s a picture of the moon.

On Tuesday, NASA’s official Twitter account, which boasts 12.1 million followers, posted a photo taken by NASA astronaut and current year-long Space Station resident Scott Kelly claiming that the sun and Earth can both be seen in the image.

Updated for Wednesday at 11 a.m. ET: About one day after the original tweet misidentifying the moon as the sun was sent, NASA issued a correction stating that the bright object in Scott Kelly’s photo is the moon and not the sun. The space agency has since deleted the original tweet, but a screenshot is embedded below.
This isn’t the first time this has happened, either. NASA also confused the moon and the sun in another photo Kelly posted to Twitter earlier this summer. The space agency mislabeled the moon as the sun while the Space Station flew above the western United States.

It can be confusing to identify the sun versus the moon when seen in a photo taken from the Space Station, but one clear indicator of which is which are the stars in the sky seen surrounding the bright object.

Basically, when the sun is out, you likely won’t be able to see any stars (even when hurtling through space), but when the moon is out, astronauts can likely see a multitude of stars in the sky.

The moon might look particularly star-like in these images because of the photo’s long exposure.

But hey, it’s alright, NASA. We all make mistakes. Especially on social media.
Net result - 13.8M more followers since their mea culpa
“Five days a week my body is a temple. The other two, it’s an amusement park.”

You only need to be doing the right thing most of the time. To accomplish that, however, you actually NEED to do something.
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Umm, hello?
Is anyone listening to me?
“The deepest principle in human nature is the craving to be appreciated.”
-William James

Show other people that YOU are listening on social media and they’ll LOVE you for it.
Signals to the computers
Signals to the computers

You’re important!

Wait, all we need to do is help OTHER people look good?
Yep.
Your opinion matters!

Please take a moment now to complete the evaluation.

Thank You!