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Thank you.

Sebastian



SOCIAL MEDIA WORKSHOP



Sebastian Jabbusch(.de)



/SebJabbusch

This presentation is online:
http://bit.ly/interreg_2016

About me?



Itzehoe

LAN Parties



Tweets from a prisoner transporter



Street-theater-satire against “modern” German Nazis



Political activism at my university



Today: Political communication strategist for NGOs,
governments, political parties and authorities



Creative Technologist

Kommunikations- und Social Media-Berater



SEBASTIANJABBUSCH

SOCIAL MEDIA • CAMPAIGNING • POLITICS

information overflow



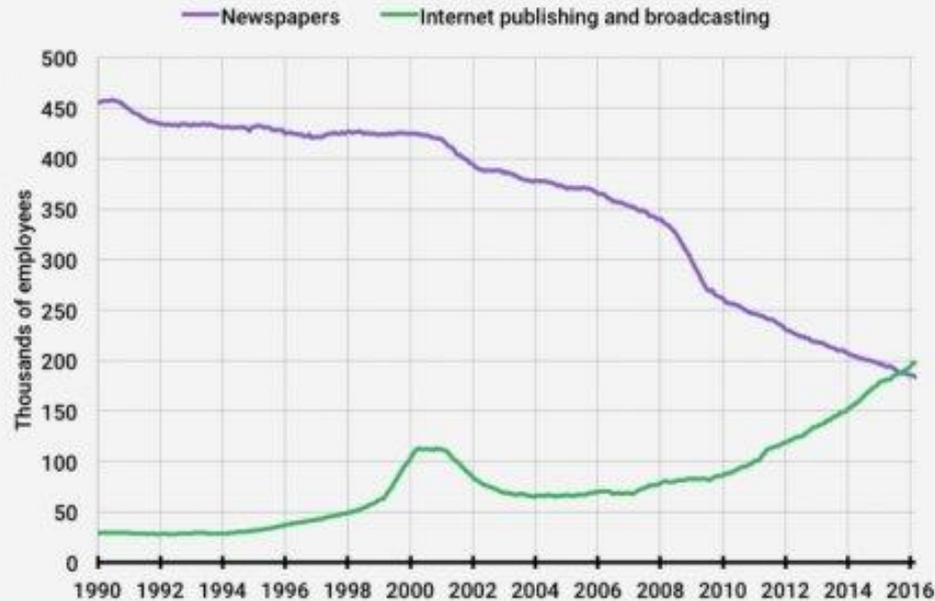


Old media dies

(bad filters)

(USA)

INTERNET PUBLISHERS VS NEWSPAPERS



SOURCE: Bureau of Labor Statistics

BUSINESS INSIDER



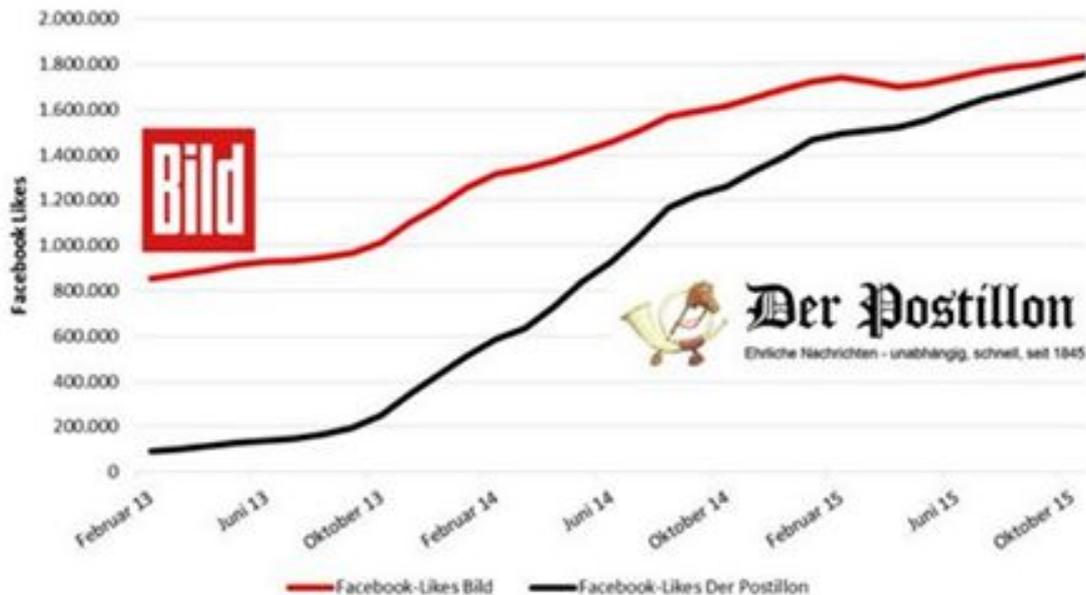
What's new?

42 mil blogs worldwide
50 mil blogposts **per day** (!)

(without Social Media)



DAS ist **#Disruption**: mit einem 1-Mann-Unternehmen die größte Boulevardzeitung der Welt einholen. **@Der_Postillon**



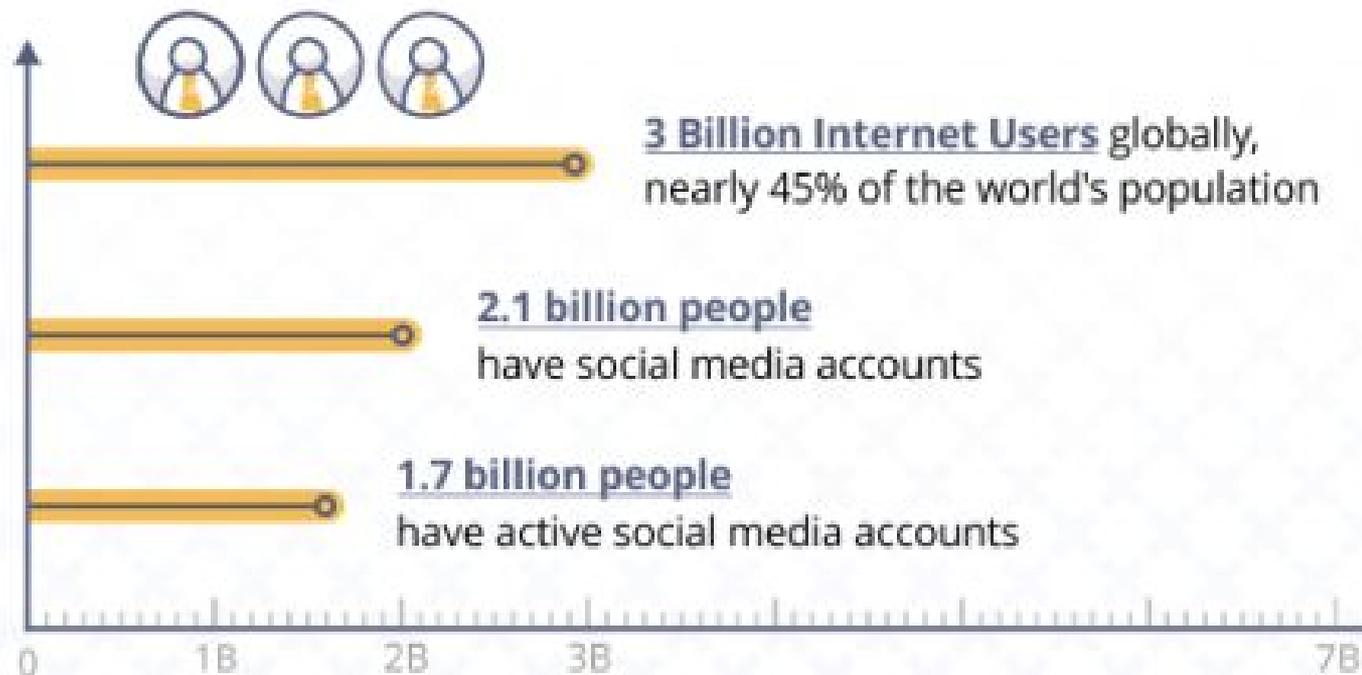
Translation:

"THAT is #disruption: a 1-man-company overtakes the biggest boulevard newspaper in the world. @Der_Postillon"

("The Postillon" is a German political satire blog. "BILD" is Germany's most printed paper.)

World Population

On Social Media



The Internet in Real-Time

How Quickly Data is Generated



By the way, in the 22 seconds you've been on this page,

#attentioneconomy

Spread of information is 'free'

So the **attention** of the user
(for your project) is **the new oil**.

IMPACT OF DIGITAL COMMUNICATION



The **disruptive** effect
of digital communication
on political & governmental communication is still
dramatically **underestimated**.



FPO
DIE SOZIALE HEIMATPARTEI



Flagge zeigen

Wahrheit, Freiheit, Heimatliebe!

Candidate	"people talking about this"	Result 1. election
Hofer	133.458	35,1%
Van der Bellen	49.798	21,3%
Griss	16.998	18,9%
Hundstorfer	10.185	11,3%
Khol	10.052	11,1%
Lugner	1.749	2,3%

US-Citizen voted on **values**
and **emotions** instead of facts.



Trump won clearly in Social Media

	 Number of fans	 Posts per day	 Comments per post	 Shares per post	 Reactions per post	 Engagement	 Post interaction	 Ad-Value (EUR)
 Donald J. Trump	11.9M	8.7	15k	13k	72k	8.0%	0.91%	57.6M €
 Hillary Clinton	7.6M	9.1	5.1k	6.0k	34k	6.4%	0.70%	24.8M €



INSTAGRAM VIEWS (MILLIONS)

Trump



Clinton



TWITTER FOLLOWERS (MILLIONS)

Trump



Clinton





Alternative

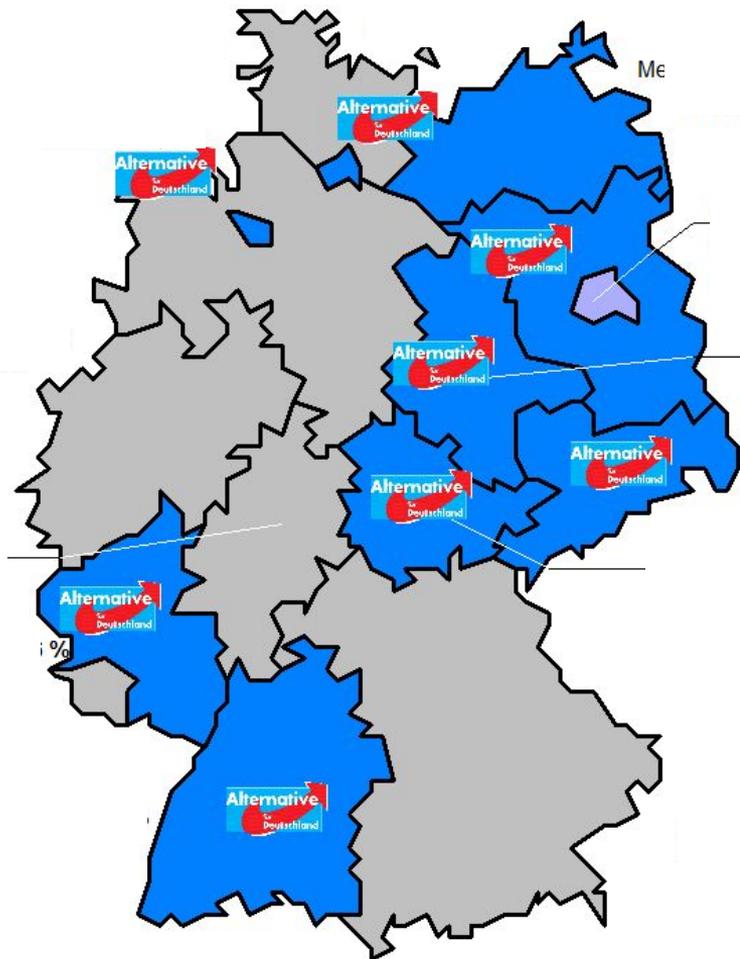
für

Deutschland

		 Page Performance Index	 Anzahl Fans	 Posts pro Tag	 Anzahl Shares	 Anzahl Kommentare	 Anzahl Likes	 Gesamtanzahl Reaktionen, Kommentare, Shares
	Alternative für Deu...	 89%	269k	2,2	51k	31k	229k	338k
	BÜNDNIS 90/DIE G...	 60%	99k	0,6	14k	2.9k	25k	45k
	CSU (Christlich-Soz...	 39%	118k	1,9	13k	15k	94k	126k
	DIE LINKE	 35%	138k	1,0	7.4k	2.2k	30k	41k
	Sozialdemokratisch.	 33%	104k	1,9	7.4k	6.6k	21k	36k
	CDU	 17%	106k	1,0	691	8.8k	7.5k	18k
	Piratenpartei	 5,0%	82k	1,5	2.4k	615	4.7k	9.1k

						
	number of "fans"	number of posts	number of shares	number of comments	number of likes	total number of reactions
 Alternative für Deu...	269k	2,2	51k	31k	229k	338k
 B'90 GRN BÜNDNIS 90/DIE G...	99k	0,6	14k	2.9k	25k	45k
 CSU CSU (Christlich-Soz...	118k	1,9	13k	15k	94k	126k
 Hier ist DIE LINKE. DIE LINKE	138k	1,0	7.4k	2.2k	30k	41k
 SPD Sozialdemokratisch..	104k	1,9	7.4k	6.6k	21k	36k
 CDU CDU	106k	1,0	691	8.8k	7.5k	18k
 Piratenpartei	82k	1,5	2.4k	615	4.7k	9.1k



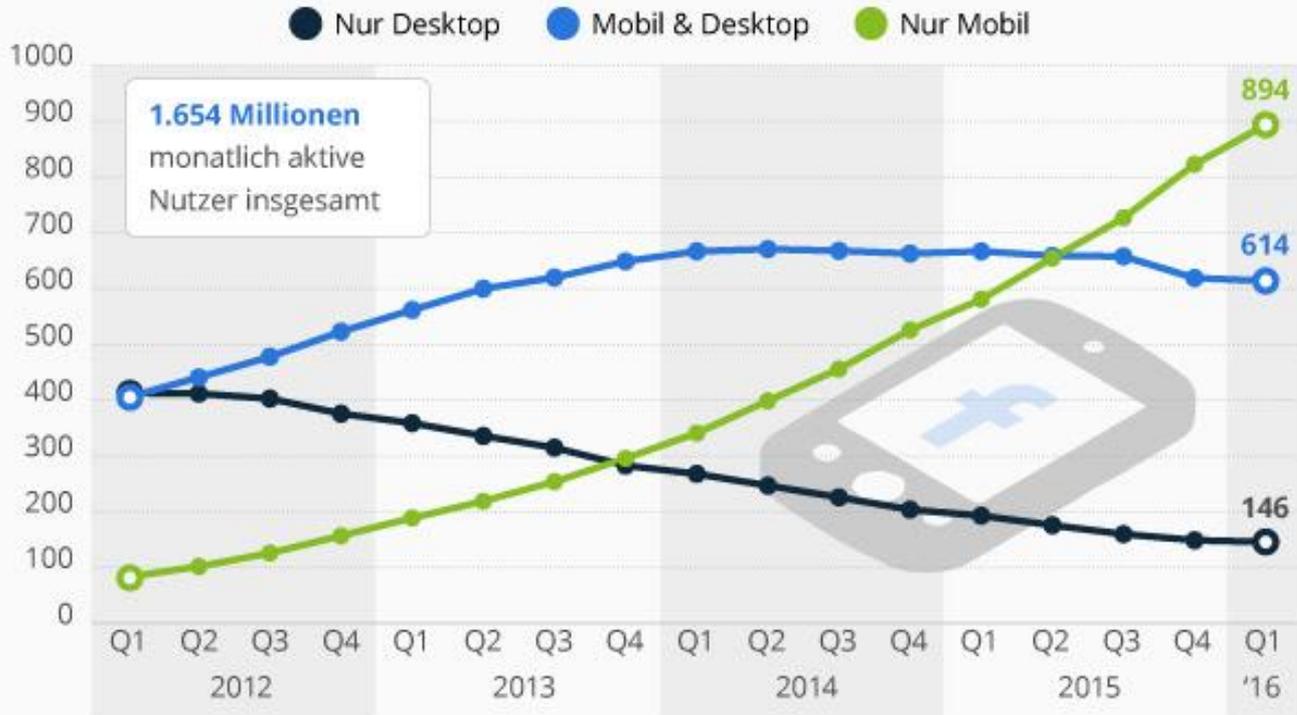


DIGITAL
communication
IS mobile



54% nutzen Facebook ausschließlich mobil

Anzahl der monatlich aktiven Facebook-Nutzer nach Art des Zugangs (in Millionen)



(global)

Translation:

54% use FB mobile only

green: mobile only
blue: mobile and pc
black: pc only



@Statista.com

Quelle: Facebook

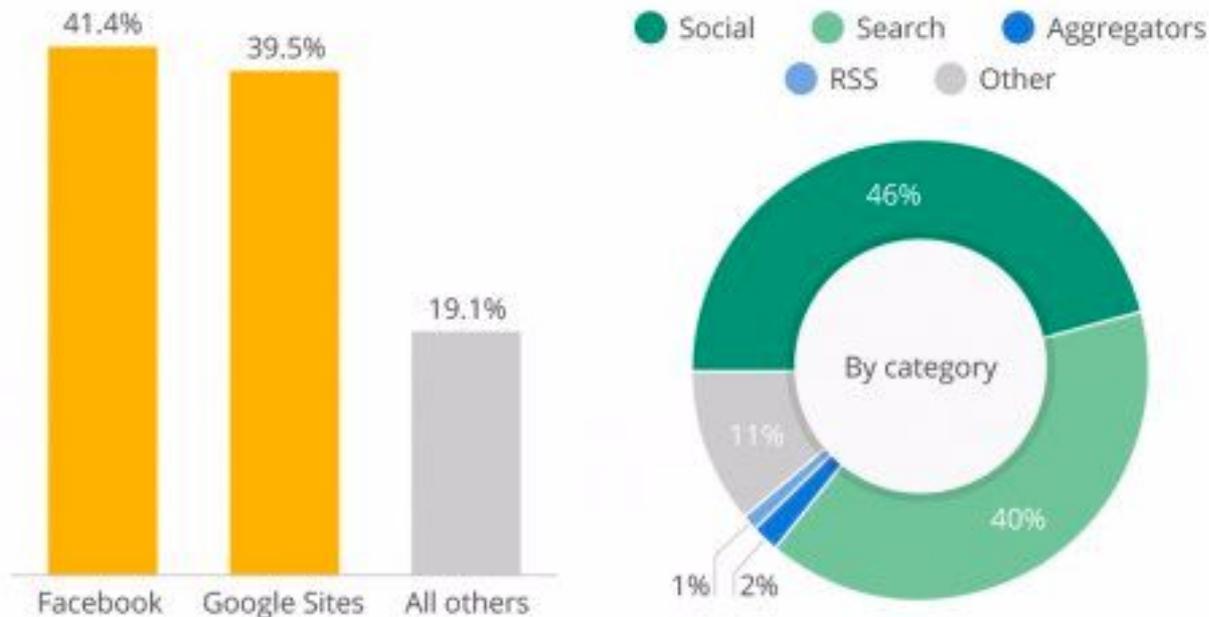
statista

DIGITAL
communication
IS mobile



Referral Sources for News Websites

Percentage of known referrals to news websites (January - February 2016)

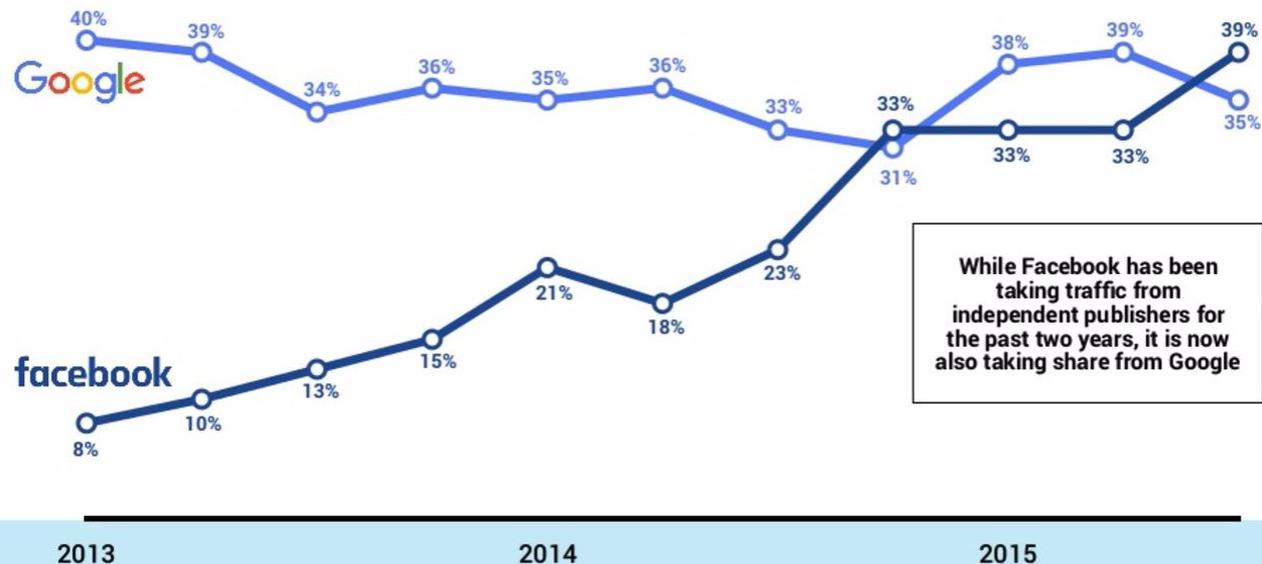


Based on a sample of news websites using Parse.ly's analytics tools

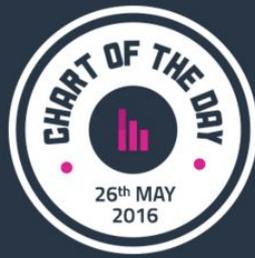
DIGITAL
communication
IS SOCIAL

Social has overtaken search as the primary vehicle for digital discovery

TRAFFIC TO GOOGLE AND FACEBOOK, GLOBAL, 2013-2015, PERCENT OF TOTAL WEB TRAFFIC



While Facebook has been taking traffic from independent publishers for the past two years, it is now also taking share from Google



4 in 10 use social media to keep up with news

GlobalWebIndex – Know Your Audience™



SOCIAL MEDIA AS A NEWS SOURCE

% of internet users who use social media to stay up-to-date with news and current events



globalwebindex.net /// **Question:** What are your main reasons for using social networking services? To stay up-to-date with news and current events
/// **Source:** GlobalWebIndex Q1 2016 /// **Base:** Internet Users aged 16-64

(Social Media)
algorithms & platforms
distribute attention

To understand them is
key knowledge

Social Media



Let's talk about *interreg* on

facebook

no analytics tool -
pages don't have enough fans
:/



Kultkit

@Kultkitprojekt

Home

About

Photos

Reviews

Kulturaktører/
Kulturaktøure

Sign-up

Videos

Projekter/ Projekte

Events

Likes

Events

Posts

Create a Page

kultKIT er finansieret af Interreg Deutschland-Danmark med midler fra Den Europæiske Fond for Regionaludvikling.
kultKIT wird gefördert durch Interreg Deutschland-Danmark mit Mitteln des Europäischen Fonds für regionale Entwicklung.



Interreg
Deutschland - Danmark



Like Message Share More

Status Photo / Video



Write something on this Page...



Kultkit

October 11 · 🌐

Interessierst du dich für Dänemark? kultKIT fördert deutsch-dänische Projekte von Vereinen, Gruppen, Institutionen, und anderen Interessenten in den Bereichen Kultur, Sport, Ausbildung und Freizeit. Nur die Fantasie setzt Grenzen für die Projektinhalte. Lass dich von den Mikroprojekten auf der kultKIT-Homepage: http://kultkit.eu/?page_id=696 oder bei KursKultur: <http://www.kulturfokus.dk/.../kult.../kurskultur/mikroprojekter/> inspirieren. Die nächste Antragsfrist ist am 30. November 2016.

See Translation

Non-Profit Organization
in Næstved

3.5 ★★★★★

Search for posts on this Page

Invite friends to like this Page

kultKIT er et Interreg 5A-projekt om dansk-tysk samarbejde II kultKIT ist ein Interreg 5A-Projekt zur deutsch-dänischen Zusammenarbeit

355 people like this



BoneBank

@bonebank.eu

Startseite

Info

Veranstaltungen

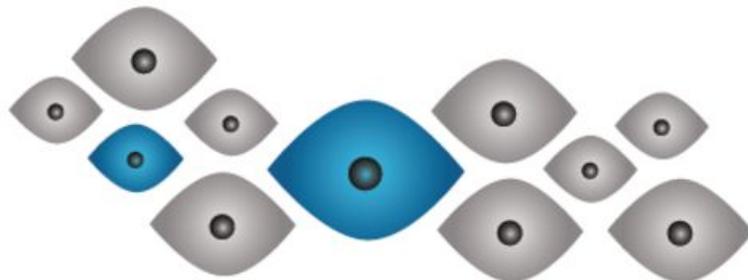
Bewertungen

Fotos

„Gefällt mir“-Angaben

Beiträge

Eine Seite erstellen



BONEBANK

Gefällt mir

Abonnieren

Nachricht senden

Mehr

Jetzt anrufen

Status Foto/Video



Schreib etwas auf seine Seite ...

Bewertungen

Alle anzeigen

5.0 ★★★★★ 1 Bewertung



Teile anderen Personen deine Meinung mit

Medizinisches Forschungszentrum ·
Biotechnologieunternehmen ·
Medizingerätehersteller
in Lübeck

5.0 ★★★★★

Suche nach Beiträgen auf dieser Seite



Freunde einladen, diese Seite mit „Gefällt mir“ zu markieren



Projekt JUMP

Home

About

Photos

Events

Likes

Posts

Create a Page



Like Message Share More

About

Suggest Edits

BUSINESS INFO

Created on February 1

Mission

At støtte unge, der har svært ved at tage et job eller uddannelse med at komme i gang i vores område, Nordtyskland eller Syddanmark.

At give arbejdsmarkedet bedre muligheder for at tilbyde og optage de unge i job eller lærerpladser/uddannelser.

CONTACT INFO

Projekt JUMP

Message Now

<http://www.jump-projekt.eu/>

STORY

JUMP betyder Jobs gennem Udveksling, Mobilitet og Praksis.

JUMP består af:
BAW Südtondern, Niebüll
BQL, Lübeck... [See More](#)

REACT
11. November um 17:51 · 🌐

REACT: After-work meeting for tourism businesses about bike tourism and the Bett+Bike certification.



👍 Gefällt mir 💬 Kommentieren ➦ Teilen 📄 Buffer 📷

Kultkit added 17 new photos to the album:
Informationsmøde II Informationstreffen.
September 21 · 🌐

Meget vellykket og velbesøgt kultKIT-infomøde i Rødby d. 14. september. Knud Romer fortalte om dansk-tyske forskelle, kultKIT om ansøgningsproceduren for mikroprojekter og så blev der netværket. II Ein gelungenes und gut besuchtes Info-Treffen in Rødby am 14. September. Knud Romer unterhielt mit deutsch-dänischen Unterschieden, kultKIT informierte über das Antragsverfahren für Mikroprojekte - und abschließend wurde genetzwerkt.

See Translation



Interreg Deutschland-Danmark added 3 new photos.
November 9 at 1:02pm · 🌐

I går var vi i Kalundborg for at blive klogere på industriel symbiose, grænseoverskridende samarbejde på dette område og ikke mindst på de mange spændende aktiviteter Interreg-projektet FURGY Clean Innovation pønser på

See Translation



👍 Like 💬 Comment ➦ Share 📄 Buffer

Bericht JUMP hat 6 neue Fotos hinzugefügt.
Unsere Nutzungsbedingungen und Richtlinien

The second Future Camp for students has been effected and in great succes. 17 students from Germany and Denmark was very active and new bonds were created. A bicycle workshop, a creative workshop and a music workshop were the keys to get the students into action this time. A what an action it was! Several students asked for more JUMP camps in the future - it was fun and not so difficult in spite of the language.



Kultkit shared Kulturfokus's post.
September 9 · 🌐



Kulturfokus added 7 new photos — with Susanne Muth-Ries at Akademie Sankelmark.

September 9 · Oeversee · 🌐

👍 Like Page

Grenzen suchen - finden - überwinden

35 deutsche und dänische Schüler präsentierten heute in der Akademie Sankelmark ihre Ergebnisse zum Thema "Grenzen". Durch ...

See More

See Translation

👍 Like

💬 Comment

➦ Share

📶 Buffer



Kultkit

May 12 · 🌐

kultKIT lädt am 19. Mai zu einer Info-Veranstaltung in Lübeck ein! Hier erfahren Sie mehr über die Fördermöglichkeiten für Projekte mit deutsch-dänischen Teilnehmern, dänische Projekte, die deutsche Partner suchen und das kultKIT-Projekt selbst. Mehr hier: http://kultkit.eu/?page_id=71

See Translation

Kompetencer – In
Kompetenzen – Inte

Blog | kultKIT | Dansk-tyske mikroprojekter inden for kultur, idræt, fritid og uddannelse ||...

Informationsmøde II Informationsveranstaltung April 27, 2016 admin kultKIT-partneren Afdeling for skole og idræt i Hansestadt Lübeck inviterer til et...

KULTKIT.EU



Kulturfokus shared Sønderjysk Figurteater's photo.

November 7 at 1:22pm · 🌐

Det rumsterer under Folkehjemmet, når Mona Damkjær sammen med børnene Bendic, Anton og Karoline puster liv i marionetdukkerne. De dukker, hvis glade eller triste, uhyggelige eller kønne, gamle eller unge ansigter fortæller forlængst glemte historier – men også om nye ideer – og udgør hjertet i Sønderjysk Figurteater.

Lige nu kan du opleve Sønderjysk Figurteater med deres nye forestilling "Dragernes Talentshow" lørdag, d. 12. november kl. 15 i Det lille Teater Aabenraa.

Læs m... See More

See Translation





REACT hat 3 neue Fotos hinzugefügt.

28. Oktober um 08:35 · 🌐

The team of tourism businesses attending Naturturisme I/S' Katapult-course Session 2 and being sharper at their goals and at working together!



👍 Gefällt mir 💬 Kommentieren ➦ Teilen 📄 Buffer



BoneBank

September 23 · 🌐

Successful conference with a lot of inspiring facts and ideas for a cross border cooperation in stem cells.



👍 Like 💬 Comment ➦ Share 📄 Buffer



Interreg Deutschland-Danmark

October 4 · 🌐

Fehmarnbelt Days 2016:

En ny fast forbindelse og en ny grænseoverskridende virkelighed.

See Translation



En ny fast forbindelse og en ny grænseoverskridende virkelighed – Interreg DK

En ny fast forbindelse og en ny grænseoverskridende virkelighed I hjertet af Hamburgs kæmpe godshavn er flere hundrede deltagere samlet ved Fehmarnbelt...

INTERREG5A.EU

👍 Like 💬 Comment ➦ Share 📄 Buffer



Interreg Deutschland-Danmark

November 14 at 4:38pm · 🌐

Hinter den Kulissen

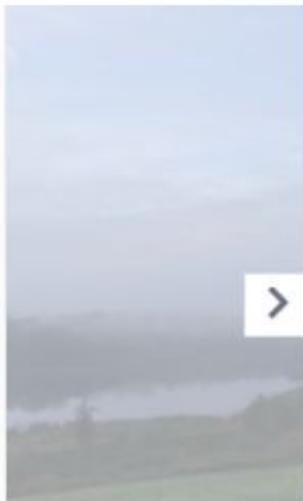
Wie sieht ein gewöhnlicher Arbeitstag für einen Projektberater aus? Wie viele Aufgaben löst Teamassistentin Maj-Britt Søgaard gleichzeitig an einem Tag und wie trägt das tägliche gemeinsame Mittagessen zu der guten Stimmung in der offenen Bürolandschaft bei?

Kommen Sie mit hinter die Kulissen und in den Maschinenraum des Interreg-Sekretariats.

See Translation



Beratung, Sachbearbeitung und deutsch-dänischer Mittagstisch: Kommen Sie mit hin...



Beratung, Sachbearbeitung und dänischer Mittagstisch: Kommen Sie mit hin...



BoneBank added 5 new photos — at A7 Richtung Dänemark.

September 21 · Schülldorf · 🌐

Aint no mountain high enough...aint no river deep enough...ODENSE we are coming!





BoneBank

September 22 · 🌐

European Cooperation Day at Odense. Our Open(ing) Conference is very well attended. Researchers, practionners, and representatives of life science industry from the Danish-German cross-border region highlight their different perspectives on stem cells.



👍 Like 💬 Comment ➦ Share 📄 Buffer



REACT

21. September · 🌐

Så er N og N klar hos Naturturisme I/S til Interreg-åbent hus. Kom mellem kl 13 og 15, hvis du vil høre mere om REACT.

Keine Übersetzung verfügbar



👍 Gefällt mir 💬 Kommentieren ➦ Tellen 📄 Buffer



Projekt JUMP hat 5 neue Fotos hinzugefügt.

18. November um 08:57 · 🌐

BQL has been in Køge to try some of our workshops in a 4 days time. It has been fun and an eye opener for the German students, and also for us in Køge. It inspired both parts to do more, especially about the language issue. Lots of ideas was on the table and we will now try to work with this, and see how we can improve things for the next exchange.



👍 Gefällt mir 💬 Kommentieren 📄 Teilen 📌 Buffer



Projekt JUMP hat 2 neue Fotos hinzugefügt.

24. Oktober um 14:32 · 🌐

A lot of JUMP activities has been happening in the last 2 weeks. From DK came Jacob into praktikum in Stockelsdorf, to Ulrich Pasdzierny Auto werkstatt. It became 2 weeks with a lot of experience, in both culture and language.



Projekt JUMP hat 2 neue Fotos hinzugefügt.

12. Oktober · 🌐

Casper Orizi, has been in praktikum in Holger Gehrman's bicycle work in Lübeck for 2 weeks starting from 19. sept to 30. sept. In fact, Casper was the first student joining in praktikum in JUMP regi. Casper says, that it is so difficult to go to a praktikum, he learned a lot and now likes to travel. you can just speak a little bit english, you will do fine, says Casper. Casper coming from Multicenter Syd at Nykøbing Falster in Denmark.



👍 Gefällt mir 💬 Kommentieren 📄 Teilen 📌 Buffer



Kultkit

October 11 · 🌐



Interessierst du dich für Dänemark? kultKIT fördert deutsch-dänische Projekte von Vereinen, Gruppen, Institutionen, und anderen Interessenten in den Bereichen Kultur, Sport, Ausbildung und Freizeit. Nur die Fantasie setzt Grenzen für die Projektinhalte. Lass dich von den Mikroprojekten auf der kultKIT-Homepage: http://kultkit.eu/?page_id=696 oder bei KursKultur: <http://www.kulturfokus.dk/.../kult.../kurskultur/mikroprojekter/> inspirieren. Die nächste Antragsfrist ist am 30. November 2016.

See Translation



👍 Like 💬 Comment ➦ Share 📄 Buffer



Kultkit

September 8 · 🌐



Tænder du også på tysk? ...

... Ja, så ka' der faktisk være penge i at slippe din indre tysker løs – I hvert fald har vi i kultKIT mulighed for at støtte dansk-tyske projekter og idéer. Bliv klogere på, hvordan du får støttemidler til din dansk-tyske passion, mød andre, der er fascinerede af Tyskland og hør forfatteren Knud Romer fortælle om dansk-tyske forskelle, ligheder og andre grænseoverskridende temaer.

Hvor og hvornår? Kom til kultKIT-informationsmøde i Rødbyhavns Sport...

See More

See Translation



👍 Like 💬 Comment ➦ Share 📄 Buffer



Kultkit shared DR Nyheder's post.

August 5 · 🌐

Gode nyheder for den dansk-tyske grænseregion! Men husk: Du behøver ikke at vente til efter 2020 for at gå i gang med dansk-tysk samarbejde! Hos kultKIT kan du få midler til projekter inden for kunst, kultur, idræt og fritid. Næste ansøgningsfrist er d. 31. august, læs mere på projekthjemmesiden: kultkit.eu/?page_id=395

Good news for the Danish-German border region. Just remember: you don't have to wait till after 2020 to get started with Danish-German cooperation! With Kultkit can you get funding for projects in art, culture, sport and leisure. Next application deadline is August 31. th, read more at: kultkit.eu/?page_id=395 Projekthjemmesiden

⚙️ · Rate this translation



DR Nyheder

August 5 · 🌐

👍 Like Page

Anlægsarbejdet går formentlig i gang i 2020.

See Translation



Tysklands regering afsætter 11 milliarder til Femern Bælt-projektet

DR.DK



Kulturfokus at Alсион.

November 12 at 4:58pm · Sønderborg, Denmark · 🌐

SOUND MATTERS, Define Festival 2016



240 Views

👍 Like

💬 Comment

➦ Share

📺 Buffer

So, what is wrong ?

DON'T THINK

ABOUT YOURSELF
(PRIMARILY)

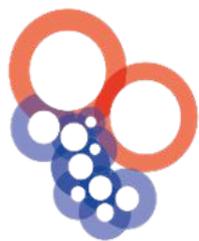


THINK

TARGET GROUP,
CORE VALUES &
SUITABLE STORIES



What is your core value?



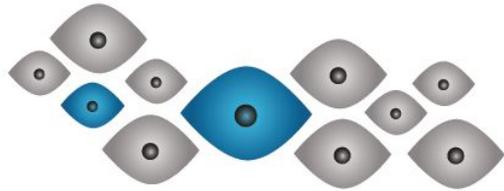
Interreg

Deutschland - Danmark



EUROPEAN UNION





BONEBANK

What is your target group?

target group?



What is your target language?

Enable translation for your page:

The screenshot shows the Facebook Page Settings interface. The left sidebar contains a list of settings categories: General, Messaging, Edit Page, Post Attribution, Notifications, Page Roles, People and Other Pages, Preferred Page Audience, Apps, Instagram Adverts, Featured, Crossposting, and Page Support Inbox. The 'General' category is selected and highlighted with a green checkmark and the number '1.'. The 'Messaging' category is also highlighted with a green checkmark and the number '2.'. The main content area displays various settings, including 'Favourites', 'Page visibility', 'Visitor posts', 'Reviews', 'Audience optimisation for posts', 'Messages', 'Tagging ability', 'Others tagging this Page', 'Country restrictions', 'Age restrictions', 'Page moderation', 'Profanity filter', and 'Similar Page suggestion'. The 'Profanity filter' is set to 'not off' and is highlighted with a green checkmark and the number '3.'. The 'Post in Multiple Languages' section is expanded, showing a checked checkbox for 'Allow people who manage this page to write posts in multiple languages'. At the bottom of the settings, there are 'Save Changes' and 'Cancel' buttons.

Search Facebook

Sebastian Home 2

Page Messages Notifications 1 Insights Publishing Tools Settings Hel

General

Messaging 2.

Edit Page

Post Attribution

Notifications

Page Roles

People and Other Pages

Preferred Page Audience

Apps

Instagram Adverts

Featured

Crossposting

Page Support Inbox

Activity Log

Favourites Page is not added to Favourites 1. Edit

Page visibility Page unpublished Edit

Visitor posts Anyone can publish to the Page
Anyone can add photos and videos to the Page Edit

Reviews Reviews are turned off Edit

Audience optimisation for posts The ability to select a preferred audience and restrict the audience for your posts is turned on Edit

Messages People can contact my Page privately. Edit

Tagging ability Only people who help manage my Page can tag photos posted on it. Edit

Others tagging this Page People and other Pages can tag my Page. Edit

Country restrictions Page is visible to everyone. Edit

Age restrictions Page is shown to everyone. Edit

Page moderation No words are being blocked from the Page. Edit

Profanity filter not off Edit

Similar Page suggestion 3. Edit

Post in Multiple Languages
 Allow people who manage this page to write posts in multiple languages

Save Changes Cancel

Comment ranking Most recent comments are shown for my Page by default. Edit

Translate posts (up to 8 languages possible):



The screenshot shows the Facebook post creation interface. At the top, there are options for "Status", "Photo / Video", and "Q&A, Event +". Below these is a profile picture placeholder and the text "Dieser Post ist für unsere Lieblingsfans in Deutschland!". To the right of the text is a language dropdown menu set to "Default: German". Below this is a horizontal line, followed by the translated text "This post is for our most loved fans in all english speaking countries!". To the right of the translated text is a language dropdown menu set to "English" and a "Remove" link. Below the translated text is a link that says "Write post in another language" with a plus icon and a help icon. At the bottom, there are icons for adding photos, emojis, location, a clock, and a share icon. To the right of these icons are buttons for "Boost Post", a globe icon with a dropdown arrow, and a "Publish" button with a dropdown arrow.

Activate “Audience Optimization” for your page !

The screenshot displays the Facebook Page Settings interface. The top navigation bar includes 'Page', 'Messages', 'Notifications' (with a red badge '1'), 'Insights', 'Publishing Tools', 'Settings' (highlighted), and 'Help'. The left sidebar lists settings categories: 'General', 'Messaging', 'Edit Page', 'Post Attribution', 'Notifications', 'Page Roles', and 'People and Other Pages'. The main content area shows various settings with green checkmark icons and numbered callouts (1, 2, 3) indicating steps:

- General**: A green checkmark icon with a '2.' callout is positioned over the 'General' category in the sidebar.
- Favourites**: 'Page is not added to Favourites'. A green checkmark icon with a '1.' callout is positioned over the 'Favourites' setting.
- Page visibility**: 'Page unpublished'. A green checkmark icon with a '1.' callout is positioned over the 'Page visibility' setting.
- Visitor posts**: 'Anyone can publish to the Page' and 'Anyone can add photos and videos to the Page'. An 'Edit' link is visible.
- Reviews**: 'Reviews are turned off'. An 'Edit' link is visible.
- Audience optimisation for posts**: The checkbox 'Allow preferred audience selection and the ability to restrict the audience for your posts. [?]' is checked. A green checkmark icon with a '3.' callout is positioned over the 'Save Changes' button.

At the bottom of the 'Audience optimisation for posts' section, there are two buttons: 'Save Changes' (highlighted in blue) and 'Cancel'.

Use “Audience Optimization” to post different translations to different audiences!

Preferred audience **Audience restrictions** ✕

Limit who can see this post. Only people in the audiences that you choose can see this post anywhere on Facebook.

Age ⓘ

13 ▼ - 65+ ▼

Gender ⓘ

All Men Women

Locations ⓘ

Denmark

📍 Denmark

📍 Include ▼ | Add locations

Languages ⓘ

Enter a language...

Have a question? [Read our Guidelines.](#)

Cancel Save

What is a “story”?



selma
@fartiist



Folgen

IKEA named their rainbow pillow case Putin I love them so much

Übersetzung anzeigen



RETWEETS
11.296

FAVORITEN
10.759





selma
@fartiist



Folgen

IKEA named their rainbow pillow case Putin I love them so much

Übersetzung anzeigen



RETWEETS 11.296
FAVORITEN 10.759



The image shows a Twitter profile card for a user named 'selma' (@fartiist). The profile picture is a woman smiling. The background image is a landscape of rolling hills. The statistics section shows 4,090 tweets, 71 people following her, and 279 followers. The 'FOLLOWER' count is highlighted with a pink box, and a pink arrow points to it from the bottom right.

Category	Count
TWEETS	4.090
FOLGE ICH	71
FOLLOWER	279

selma
@fartiist

[Folgen](#)



Stephen
@StephenOssola



Folgen

Doesn't need a caption.



RETWEETS
52.416

GEFÄLLT
52.913



BETRUE



Stephen
@StephenOssola



@SPADUofL Alumni | #SMsports #BeTrue

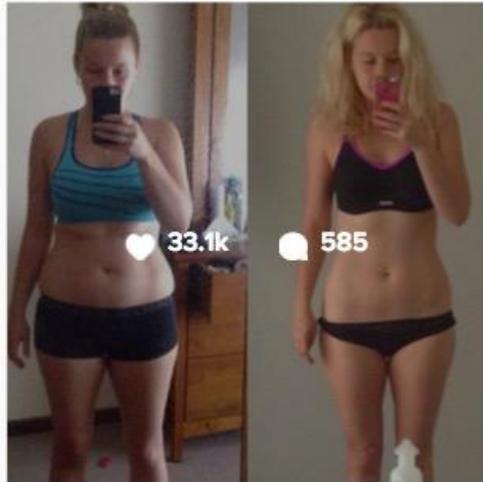
TWEETS
5.353

FOLGE ICH
375

FOLLOWER
1.787



WEEK 0 **WEEK 31**



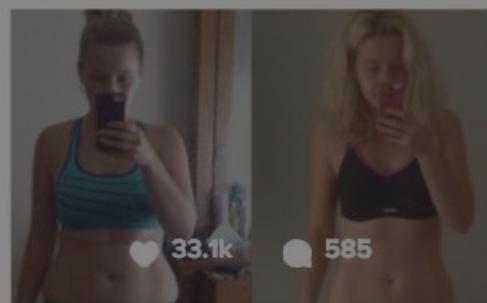
33.1k

585



BBG WEEK 0 **END OF BBG 2.0**
24 COMPLETED WEEKS





kayla_itsines

FOLGEN

Kayla Itsines & Tobi Pearce — Creators of the #BBG Training Guides — Fit, Healthy & Confident — Food & Recipe Ebooks — 12 WEEK TRAINING GUIDES
Click here www.kaylaitsines.com/guides

2,233 Beiträge

3.8m Abonnenten

411 abonniert





Made My Day hat ein neues Foto hinzugefügt.

5. Juni · 🌟



Ich kann nicht verhindern, dass ich alt werde. Aber ich kann dafür sorgen, dass ich Spaß dabei habe.

www.MadeMyDay.com



👍 Gefällt mir 💬 Kommentieren ➦ Teilen ⌵ Buffer

109.917 Personen gefällt das.

Am relevantesten ▾

22.297 Mal geteilt



Entweder man hält sein Wort oder seine Fresse!

www.MadeMyDay.com

Oder man abonniert unseren Newsletter und liest die besten Sprüche & Witze zuerst.
▶ MadeMyDay.com

@SchlechterUmg



👍 Gefällt mir 💬 Kommentieren ➦ Teilen ⌵ Buffer

89.195 Personen gefällt das.

Am relevantesten ▾

10.804 Mal geteilt



Made My Day hat ein neues Foto hinzugefügt.

5. Juni · 🌸



Ich
verhin
alt werd
dafür s
Spaf

www

1.242.247 Personen, die darüber sprechen

3.618.899 „Gefällt mir“-Angaben für die Seite insgesamt

▲ 0,6 % gegenüber letzter Woche

20.234

Neue „Gefällt mir“-Angaben für die Seite

▲ 5,5 %

👍 Gefällt mir 💬 Kommentieren ➦ Teilen ⌵ Buffer

109.917 Personen gefällt das.

Am relevantesten ▾

22.297 Mal geteilt



weder
hält sein
der seine
esse!

MyDay.com

onnirt unseren
d. lirst die besten
Wirze zuerst.
MyDay.com

@SchlechterUmg

👍 Gefällt mir 💬 Kommentieren ➦ Teilen ⌵ Buffer

89.195 Personen gefällt das.

Am relevantesten ▾

10.804 Mal geteilt

A AIESEC with Ndie Swiftie.
November 1 at 3:00pm · 🌐

And you, what kind of leader do you want to be?
#AIESEC #Leadership



👍 Like 💬 Comment ➦ Share 📄 Buffer

👍❤️👹 1.5K Top Comments ▾

215 shares

A AIESEC
November 3 at 5:02pm · 🌐

Are you going to standby?
#AIESEC #Youth4GG #SDG15



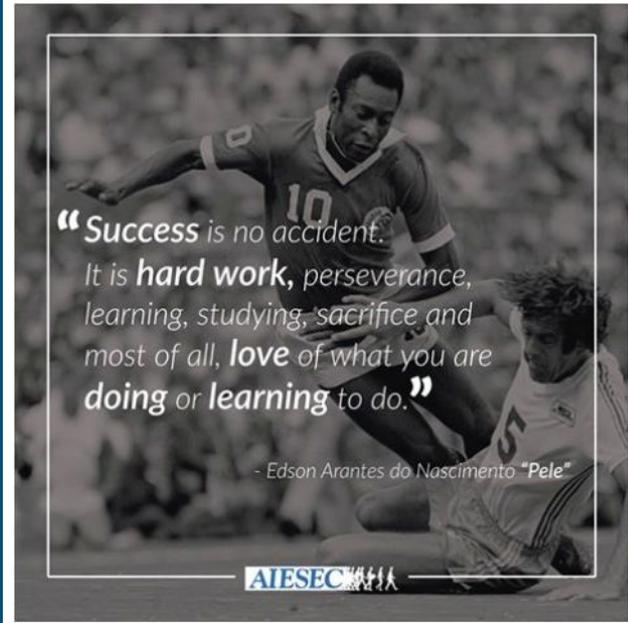
👍 Like 💬 Comment ➦ Share 📄 Buffer

👍👹❤️ 305 Top Comments ▾

69 shares

A AIESEC
11 hrs · 🌐

Success is not an accident it is hard work...
#AIESEC #SuccessIsHardWork



👍 Like 💬 Comment ➦ Share 📄 Buffer

👍❤️ 1K Top Comments ▾

243 shares



Auswärtiges Amt

@AuswaertigesAmt

Aktuelle Nachrichten aus dem Auswärtigen Amt - Auf Englisch:
@GermanyDiplo - Impressum:
dipl.o.de/impressum

 dipl.o.de

 8,58 Mio. Vine Loops

 Beigetreten März 2011

 [Tweet an Auswärtiges Amt](#)

 99 Follower, die Du kennst

TWEETS
11,2 Tsd.

FOLGE ICH
819

FOLLOWER
364 Tsd.

GEFÄLLT MIR
13,6 Tsd.

LISTEN
5

Tweets

Tweets & Antworten

Fotos & Videos



Auswärtiges Amt @AuswaertigesAmt · 5 Std.

AM #Steinmeier bei Ministertreffen in #Paris
- Gemeinsame Erklärung zu #Libyen (auf
Engl.): t1p.de/LibyenParis



Wem folgen? · Aktual
anzeigen



Heiko Maas 

 Folgen



Pluragraph @P

 Folgen



Redaktion p&k

 Folgen

Freunde finden

Deutschland Trends



Auswärtiges Amt @AuswaertigesAmt

379d

Haben es nicht mehr ganz geschafft, eine #Botschaft auf dem Planeten #Vulkan zu eröffnen. #RILeonardNimoy #RIPSpock pic.twitter.com/zgkIBUBkIBU



Share Image



429 FAVS



384 RETWEETS



Auswärtiges Amt @AuswaertigesAmt

120d

#Solidarität mit #Paris und #Frankreich: Das #BrandenburgerTor leuchtet in den französischen Farben. #BleuBlancRouge pic.twitter.com/qspxiHrVeO



Share Image



1.362 FAVS



970 RETWEETS







600%+ Online Sales

400%+ Sales

66 Mil views in 4
Months

1 Mil FB Shares in 4
Months



BUT STILL



...WHAT SHOULD I DO?

HELLO!



Here I am!

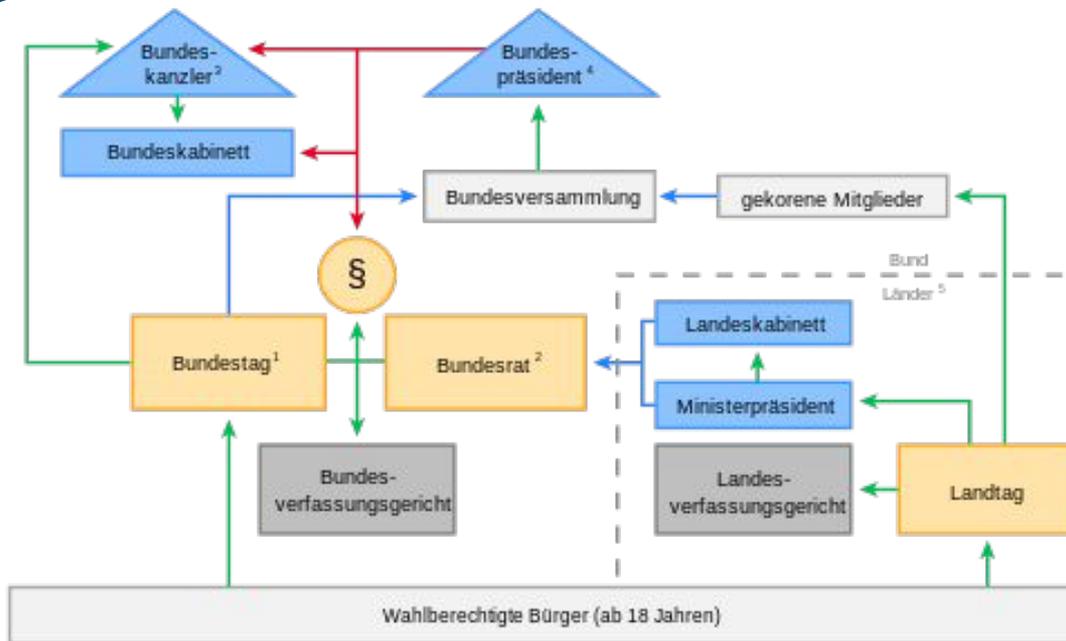
Why does nobody answer?

Even NGOs & political communication **have to**
follow the rules of social media platforms! 

(and yes, they are **dirty**)

WHAT ARE THE
RULES OF SOCIAL MEDIA

That will **not** work



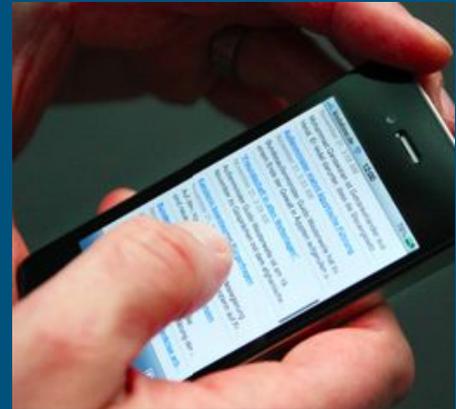
Social Media is special



Competition: Content of *real* friends / = fun!



Very short attention span

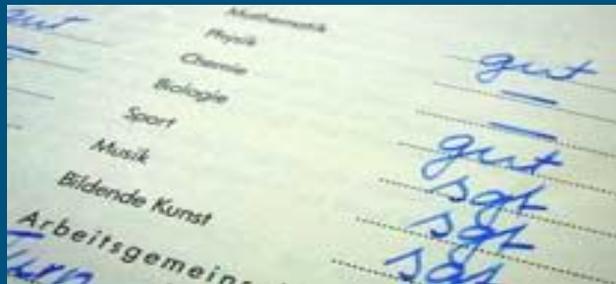


Small monitor, small desire for reading

Social Media is special



No linear consumption / no sorting by editorial team



no rewards for good behavior



bad reputation of PR & political communication

Content requirements



Emotional (LOL, anger, shock, compassion, joy, fun)

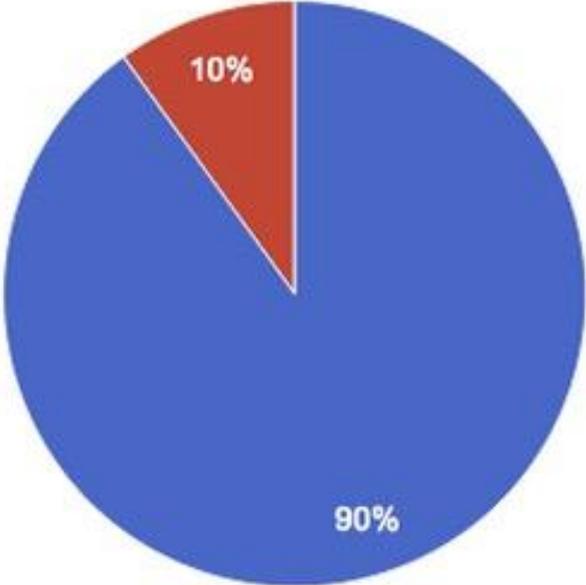


up to date and relevant for me



Opinionated / personal / authentic

immediate reach



your fanbase



viral reach

How Does Facebook Choose What To Show In News Feed?

$$\text{News Feed Visibility} = * \text{I} \times \text{P} \times \text{C} \times \text{T} \times \text{R}$$

Interest Post Creator Type Recency

I	P	C	T	R
Interest	Post	Creator	Type	Recency
Interest of the user in the creator	This post's performance amongst other users	Performance of past posts by the content creator amongst other users	Type of post (status, photo, link) user prefers	How new is the post

* This is a simplified equation. Facebook also looks at roughly 100,000 other high-personalized factors when determining what's shown.

* negative feedback, user voting on page or post, aimed URL, speed of connection, duration other readers looked at your posts, if its too "pr"-like, content quality, content virality, interests of user, interactions, uniques and many more

How Does Facebook Choose What To Show In News Feed?

$$\text{News Feed Visibility} = * \text{I} \times \text{P} \times \text{C} \times \text{T} \times \text{R}$$

Interest Post Creator Type Recency

I Interest Interest of the user in the creator	P Post This post's performance amongst other users	C Creator Performance of past posts by the content creator amongst other users	T Type Type of post (status, photo, link) user prefers	R Recency How new is the post
---	---	---	---	--

* This is a simplified equation. Facebook also looks at roughly 100,000 other high-personalized factors when determining what's shown.

* negative feedback, user voting on page or post, aimed URL, speed of connection, duration other readers looked at your posts, if it's too "pr"-like, content quality, content virality, interests of user, interactions, uniques and many more

The Needs of Viral



Needs an attention
grabbing title



Needs to be centered
around one key point



Needs to interest the viewer/
relate to them/answer a question



Needs to surprise your viewers

**EXTRA!
EXTRA!**

Needs an attention
grabbing title



**Europas
Grenzen:
Wir müssen
reden!**

**Bürgerdialog zu Schengen,
Freiheit und der Flüchtlingskrise**

Do. 26. Mai, 17 Uhr, Rathaus Hamburg, jetzt anmelden!



Needs an attention grabbing title



Steuerhinterziehung & Steuerbetrug

kosten

EU-Bürger bis zu

1.000.000.000.000 Euro

jedes Jahr





Needs an attention
grabbing title

- 90% = good picture
(careful with “stock photos!”)
- Be provocative with
your headline!
- It’s a job for both: Make
it relevant to your
audience!



Needs to be centered
around one key point



Barack Obama an die Europäer:

**"Ihr seid stärker, wenn
Ihr zusammensteht!"**

Foto: (c) dpa Bildfunk



Needs to be centered
around one key point



Geoblocking? Nein Danke!

Noch bis 28.12. könnt Ihr an der Konsultation der EU-Kommission teilnehmen und von Euren Erfahrungen berichten



Needs to be centered
around one key point



12th TTIP Negotiation Round

Stakeholder Event: 24 February 2016 in Brussels

INDUSTRIAL GOODS

technical barriers to trade
regulatory coherence
specific sectors

AGRICULTURE & FOOD

Geographical Indications
market access
regulatory issues

INVESTMENT

PUBLIC PROCUREMENT

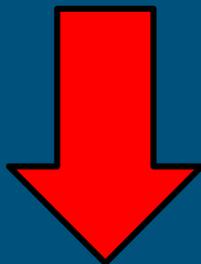
RULES

state-owned enterprises
sustainable development
competition
small & medium enterprises
intellectual property rights
customs & trade facilitation

SERVICES

Register and present your views to the #TTIP negotiators

**Anmeldung für das Treffen
mit den Unterhändlern
von EU und USA läuft**





Needs to be centered
around one key point

- Keep it simple
- Put information into the text, not in the picture
- If you have several points to say, make several separate posts



Needs to interest the viewer/
relate to them/answer a question

Ad for
startups



An advertisement for EU funds. The main image shows a young man with glasses and a green t-shirt sitting on a beige sofa in a dilapidated, outdoor setting. In the background, there are flags of the European Union and the text 'Europäische Kommission'. At the bottom, there is a white banner with the text 'Kein Geld, aber Ideen?' and 'EU Fonds investieren in Deine Stadt, Dein Start-Up und Deine Firma!'.

Kein Geld, aber Ideen?

EU Fonds investieren in Deine Stadt, Dein Start-Up und Deine Firma!

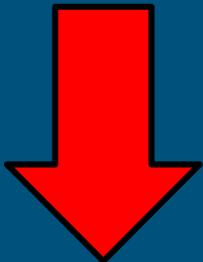


Needs to interest the viewer/
relate to them/answer a question





Needs to interest the viewer/
relate to them/answer a question



Jean-Claude Juncker,
EU-Kommissionspräsident

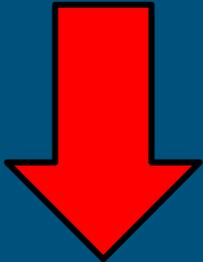
Rede in
Frankfurt am Main

Livestream

Gleich 13 Uhr

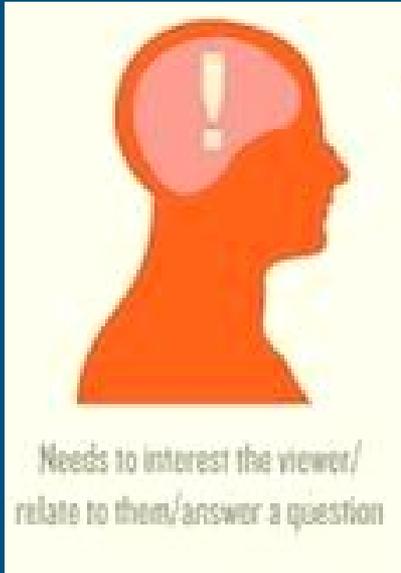


Needs to interest the viewer/
relate to them/answer a question



STARTSCHUSS
für einen
VERTIEFTEN BINNENMARKT
FÜR INNOVATION UND WACHSTUM

#SingleMarket



- Time is a relevant factor!
(use trends)
- Get to know your audience!
- Use “trial and error” to find out what works best



Needs to interest the viewer/
relate to them/answer a question

choose your crowd!





Seit 1990 flossen 43 Milliarden Euro
EU-Fördermittel in den Aufbau Ost





 **FÜNF MILLIONEN NEVE
KLEINE EUROPÄERINNEN!**


Europäische
Kommission



2014 wurden in der EU 5,1 Millionen Babies geboren.

 facebook.com/EU.Kommission  @EUinDe

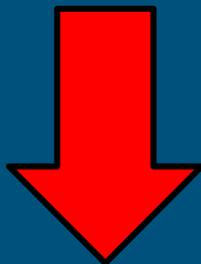


U NO VOTE?

ARE U KITTEN ME?

**YOU DECIDE
EUROPE.**

**VOTE NOW
AT GREENPRIMARY.EU**



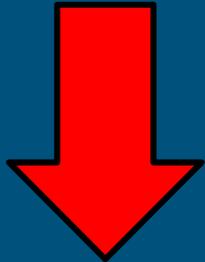
Gemeinsam für Transparenz



facebook.com/EU.Kommission



[@EUinDe](https://twitter.com/EUinDe)



Gemeinsam für Transparenz



facebook.com/EU.Kommission



[@EUinDe](https://twitter.com/EUinDe)

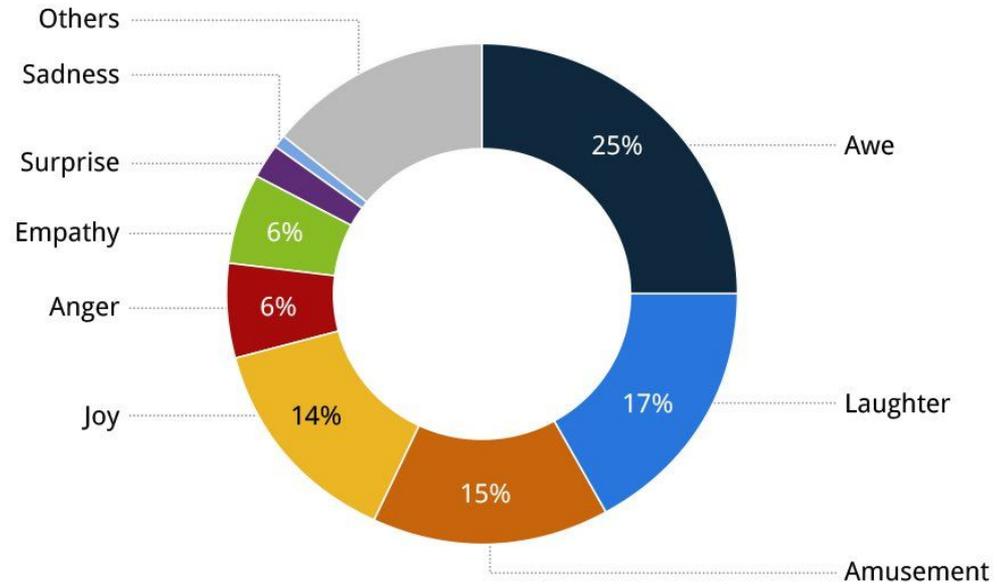


- Search for the “new”
- Focus on the “amazing”
- Use emotions to trigger reactions



These Emotions Make Online Content Go Viral

Emotions evoked by the 10,000 most shared articles across the web



WHAT ARE IMPORTANT
EMOTIONAL SIGNALS?

Reasons People Share



Humorous



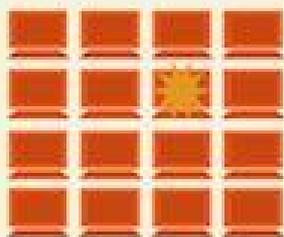
Amazing



Emotional



Makes you think



Uncommon



Drama filled



Cute

SO WHAT DOES THIS
mean FOR US?

If you want to reach anyone,
you have to **reach out to everyone***

(*of your target group).

Be relevant or die.

Example stories for you...

(A)

I TALK TO FISH.
SO WHAT?



THE PEOPLE OF OUR REGION

**NORDISCH BY
NATURE**



I GO FISHING
...WHATEVER I GET!



THE PEOPLE OF OUR REGION
**NORDISCH BY
NATURE**



THE PEOPLE OF OUR REGION

NORDISCH BY NATURE

WELCOME
TO MY
HOME



- Interview-series with “interesting” people
- People are what we care about
- Tell there stories (shortly) in a photo and 3-4 sentences.
- Make it about people that work “cross-border”
- make it funny, too !
- Make up a logo

(B)

A photograph of a waterpark slide. The slide is a large green tube that curves and then drops into a pool of blue water. A person is sliding down the tube, splashing water. In the background, there are other slides and a blue staircase. The sky is overcast.

JUMP

MY JOB:
WATERSLIDE-
SLIDER



MY JOB:
GOLFBALLDIVER



JUMP



MY JOB:
DRUG TRACKER

- Tell people about interesting jobs
- Or make ordinary jobs look interesting
- Introduce job chances that are typical for the region
- Pupils in that age have a lot of fears about the future. Exploit that and provide answer in an attractive, funny way
- Work with regional Social Media influencers on Instagram and Twitter to increase your impact

(C)

WANT TO GO ONWARDS,
BUT YOU FEEL **STRANDED?**



**THERE WILL ALWAYS BE
A DOOR TO GO THROUGH**



Interreg

Deutschland - Danmark



EUROPEAN UNION

YOU ARE WAY TOO BEAUTIFUL TO NOT STAND OUT!



- Let people connect to you
- Exploit peoples need for national / regional patriotism
- You can also go for food, art or similar things that connect people from both sides the border.
- be funny
- get a better logo ;) - or make it work for social media



I want TO
DO THIS, TOO!

Graphics



Tom Diller / Photos

Check Album



HOW TO FIND PHOTOS



End & Feedback



SEBASTIANJABBUSCH
SOCIAL MEDIA • CAMPAIGNING • POLITICS

www.SebastianJabbusch.de - office@sebastianjabbusch.de - +49 176 20336676
[@SebJabbusch](https://www.facebook.com/SebJabbusch) - [Facebook.com/SebJabbusch](https://www.facebook.com/SebJabbusch)

digital campaigns that rock



15.00 - 16.30

quick analysis

of viral fb sites



Sorted by "Ad-Value"

	Number of fans	Number of posts	Reactions per post	Comments per post	Shares per post	Engagement	Post interaction	Ad-Value (EUR)
I fucking love scien...	25.2M	622	26k	2.1k	7.4k	0.89%	0.14%	14.8M €
Hashem Al-Ghaili	6.2M	202	23k	940	21k	1.6%	0.77%	9.1M €
The Penny Hoarder	3.6M	904	707	111	435	0.36%	0.039%	1.1M €
My country? Europe.	31k	1.1k	191	10	38	11%	0.95%	150k €
myMONK.de	144k	434	291	12	131	1.4%	0.31%	143k €
AIESEC	871k	81	432	14	125	0.055%	0.067%	29k €
Average values	6.0M	558	8.4k	529	4.8k	2.5%	0.38%	4.2M €

	Number of fans	Number of posts	Reactions per post	Comments per post	Shares per post	Engagement	Post interaction	Ad-Value (EUR)
 I fucking love scien...	25.2M	622	26k	2.1k	7.4k	0.89%	0.14%	14.8M €
 Hashem Al-Ghaili	6.2M							9.1M €
 The Penny Hoarder	5.6M							1.1M €
 My country? Europe.	31k							150k €
 myMONK.de	144k							143k €
 AIESEC	871k							29k €
Average values	6.0M							4.2M €



- Elise Andrew, 24, UK, student at the University of Sheffield
- meme-style science illustrations
- one man woman show

It's 100 feet wide!



This Massive Sinkhole Just Swallowed Up A Street In Japan

Like something out of a sci-fi monster movie, a gaping sinkhole has swallowed up a street in Japan. The hole opened today, just after 5am local time, in th

IFLSCIENCE.COM

Like Comment Share Buffer

5.7K

Chronological

1,348 shares

Watch Earth's population increase in real time.

Current World Population

7,462,925,482

[view all people on 1 page >](#)

TODAY

Births today
236,263

THIS YEAR

Births this year
122,579,700

Deaths today

38,540

Deaths this year

51,355,834

20M Views

Like Comment Share Buffer

371K

Realtime Comments

243,894 shares

You can take a FREE online MIT college course on human spaceflight taught by a NASA astronaut!



I fucking love science
Like This Page · August 25 · 9

No need to be a rocket scientist to enjoy human spaceflight! Learn about rocket science from a former NASA astronaut. See the course here: <http://bit.ly/2bDrUfH>

Like Comment Share

👍❤️👍 32K

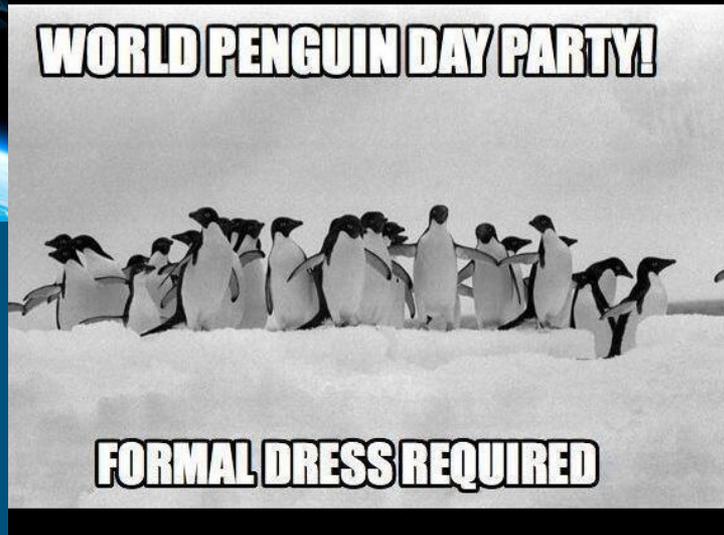
7,348 shares

View previous comments

Tony VdHart Done...
Like · Reply · September 26 at 10:00am

Scott Cullimore Stephen Rowland enjoy this
Like · Reply · 1 · October 20 at 10:00am

1 Reply



I fucking love science
Like This Page · April 25 · 9

Happy world penguin day!

Like Comment Share

👍❤️👍 99K

27,598 shares

View previous comments

Stephanie Walker Wear your best
Clare Malinda Berry
Like · Reply · May 21 at 6:50pm

Eddie Cervantes Erik Medina
Like · Reply · June 8 at 7:12pm

Dawn Lewis Emma Bainbridge
Like · Reply · 1 · June 19 at 7:12pm

1 Reply

Tazkia Khan Nusrath Khan Hov
Write a comment

	Number of fans	Number of posts	Reactions per post	Comments per post	Shares per post	Engagement	Post interaction	Ad-Value (EUR)
I fucking love scien...	25.2M	622	26k	2.1k	7.4k	0.89%	0.14%	14.8M €
Hashem Al-Ghaili	6.2M	202	23k	940	21k	1.6%	0.77%	9.1M €
The Penny Hoarder	3.6M							1.1M €
My country? Europe.	31k							150k €
myMONK.de	144k							143k €
AIESEC	871k							29k €
Average values	6.0M							4.2M €



- Hashem Al-Ghaili, 26 years old, born in Yemen, living in Germany
- one man show
- (only) 1 year of work
- Became big with articles and videos about science
- 812 Million Views with only ten videos

	Number of fans	Number of posts	Reactions per post	Comments per post	Shares per post	Engagement	Post interaction	Ad-Value (EUR)
I fucking love scien...	25.2M	622	26k	2.1k	7.4k	0.89%	0.14%	14.8M €
Hashem Al-Ghaili	6.2M	787	77k	840	71k	1.5%	0.77%	0.1M €
The Penny Hoarder	3.6M							
My country? Europe.	31k							
myMONK.de	144k							
AIIESEC	871k							
Average values	6.0M							



- His first page got 800.000 fans within a month.
- Just with science graphics
- He gave it up, to finish his study.
- He calls himself a “Science Communicator” now
- works (only) 4 hours per day on his page. Does not earn any money



Hashem Al-Ghaili shared Futurism's video.

Yesterday at 9:15pm · 🌐

Interesting idea!



Hashem Al-Ghaili

46 mins · 🌐

#ReallyOldTrees



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 The Penny Hoarder	3.6M	904	707	111	435	0.36%	0.039%	1.1M €
 My country? Europe.	31k					1%	0.95%	150k €
 myMONK.de	144k					4%	0.31%	143k €
 AIESEC	871k					0.55%	0.067%	29k €
Average values	6.0M					0.5%	0.38%	4.2M €



- Kyle Taylor, 28 years old, studied politics, USA
- one man show
- (only) 4 years work
- Became big with facebook ads and good articles about “saving money”
- Earns millions with ads on his blog



The Penny Hoarder

23 hrs · 🌐

FREE Krispy Kreme is one issue we can all agree on. 🍩



Get a Free Krispy Kreme Donut on Tuesday, No Matter Who You Vote for

Are you ready for Election Day? If you're not excited to get to the polls, this might just convince you: After you vote, you can get a free Krispy Kreme donut! Here's how...

THEPENNYHOARDER.COM

👍 Like 💬 Comment ➦ Share 📄 Buffer

👍❤️👹 3.4K

Top Comments ▾

2,843 shares



The Penny Hoarder

Yesterday at 9:17pm · 🌐

Ooh baby, that's a good deal. 🍼



Here's How to Get Free Baby Stuff From Walmart (You Have to Act Fast!)

Walmart's free welcome box has product samples and coupons for new parents. But you have to act quickly to get yours!

THEPENNYHOARDER.COM

👍 Like 💬 Comment ➦ Share 📄 Buffer

👍❤️ 95

Top Comments ▾

171 shares

	Number of fans	Number of posts	Reactions per post
 I fucking love scien...	25.2M	622	26k
 Hashem Al-Ghaili	6.2M	202	23k
 The Penny Hoarder	3.6M	904	707
 My country? Europe.	31k	1.1k	191
 myMONK.de	144k	434	291
 AIESEC	871k	81	432
Average values	50M	558	8.4k



	Post interaction	Ad-Value (EUR)
	0.14%	14.8M €
	0.77%	9.1M €
	0.039%	1.1M €
	0.95%	150k €
	0.31%	143k €
	0.067%	29k €
	0.38%	4.2M €

- Tim Schlenzig, German, studied economics but was bored
- started blog & FB page with a friend
- Blog about “inner peace” / “happiness” / life aims etc.
- earns money by selling ebooks
- most successful posts are quotes



myMONK.de added a new photo.

May 25 · 🌐

Das Problem dieser Welt ist, dass viele intelligente Menschen so voller Selbstzweifel sind – und viele Dumme so voller Selbstbewusstsein.

- Charles Bukowski



👍 Like 💬 Comment ➦ Share 📄 Buffer

👍 🤔 🍷 8.4K

3,241 shares



myMONK.de shared a link.

Yesterday at 6:50pm · 🌐



Der „Akrasia-Effekt“: Warum wir nicht tun, was wir uns vornehmen - und was wirklich hilft

Ich war 14 Jahre alt und saß im dunklen Zuschauerraum eines Theaters. Als die Lichter die Bühne erleuchteten, das Orchester die ersten...

MYMONK.DE

👍 Like 💬 Comment ➦ Share 📄 Buffer

👍 🤔 🍷 134

Top Comments ▾

67 shares

	Number of fans	Number of posts	Engagement	Post interaction	Ad-Value (EUR)
 I fucking love scien...	25.2M	622	0.89%	0.14%	14.8M €
 Hashem Al-Ghaili	6.2M	202	1.6%	0.77%	9.1M €
 The Penny Hoarder	3.6M	904	0.36%	0.039%	1.1M €
 My country? Europe.	31k	1.1k	11%	0.95%	150k €
 myMONK.de	144k	434	1.4%	0.31%	143k €
 AIESEC	81	81	0.055%	0.067%	29k €
Average values	6.0M	558	2.5%	0.38%	4.2M €



- anonymous, political activist from UK
- pro-european
- fights against Brexit trends before and after Brexit
- posts all stuff that is related to Europe from european food to beautiful country pictures
- hugh input from an pro european fb group

 **My country? Europe.**
22 hrs · 🌐

#Goodnight from Assisi, Italy (EU).
-Costa



👍 Like 💬 Comment ➦ Share 📄 Buffer

👍 🗿 🐼 333 [Top Comment](#)

2 shares

 **My country? Europe.** added 4 new photos to the album:
Your flags and gadgets.
7 hrs · 🌐

Send us your photos



👍 Like 💬 Comment ➦ Share 📄 Buffer

👍 🗿 🐼 665 [Top Comments](#)

30 shares

 **My country? Europe.**
3 hrs · 🌐

I'm tired to hear my anthem used in this way :-
- Rausten



👍 Like 💬 Comment ➦ Share 📄 Buffer

👍 🗿 🐼 54 [Top Comments](#)

How can I rock too?

