Media makers must learn to work with users who are connected to multiple networks and can distribute, amplify, and serve as ambassadors for the media producer’s content.

**CHARACTERISTICS**
- Some influential users can serve as valuable connectors, amplifying content, issues and campaigns.
- Networked individuals use participatory media to form and strengthen connections based on:
  - Friends and family
  - Proximity
  - Work
  - Personal identity
  - Political affiliation
  - And more...

**STRATEGIC QUESTIONS**
- How does your project attract and interact with networked users?
- What tools or strategies can you use to make content spreadable and participatory?
- How networked are you and your staff?

**KEY**

- **CONTENT**
  - Video
  - Photos
  - Blog posts
  - Gossip
  - Opinions
  - Information

- **NETWORK CONNECTIONS**
  - Donations
  - Referrals
  - Action
  - Debate
  - Committees
  - Interactions

- **OUTLETS**

- **PLATFORMS**

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