Users can work together to form ad hoc networks around unifying elements such as shared issues and/or breaking events. Media makers can tap into these networks to spread relevant content, follow breaking trends, and cover collective actions.

**CHARACTERISTICS**
- made up of networked users
- can form for an hour, a day, months or years
- united by common interests, concerns, issues, enemies, desired outcomes

**STRATEGIC QUESTIONS**
- how can media producers participate in self-organized networks?
- how can you offer tools, space, actions, and content that help networks to form?
- how are networks using your content, and how are you actively engaging them?