# SELF-ORGANIZED NETWORKS

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?
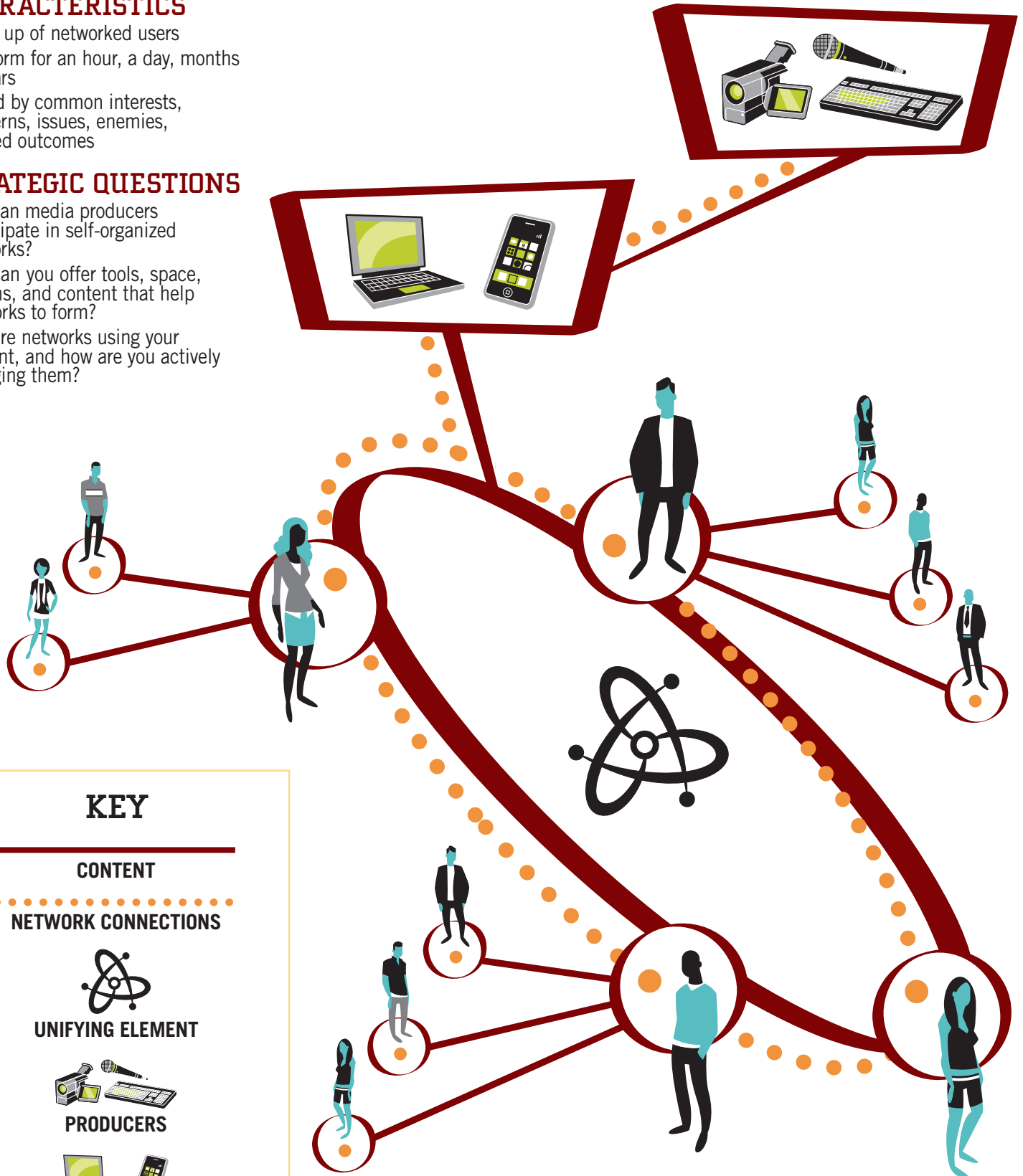
KEY

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CONTENT

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NETWORK CONNECTIONS

UNIFYING ELEMENT

PRODUCERS

PLATFORMS