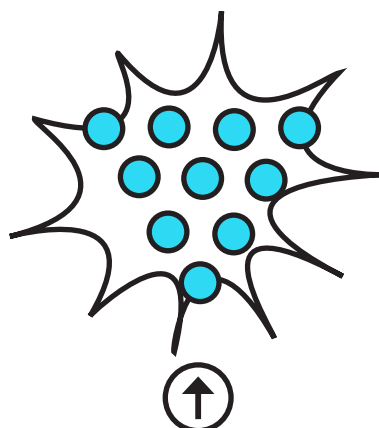


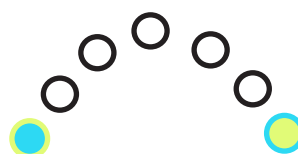
ENGAGEMENT MODELS

How does your media project connect with users and move them to action? Use these models to help think it through—over time, you may find yourself applying more than one.



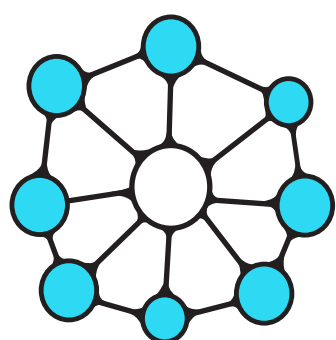
Big Bang

This model is designed to generate awareness, to reach as much of the targeted audience as possible. Often, such media projects will include an explosive event or coordinated launch.



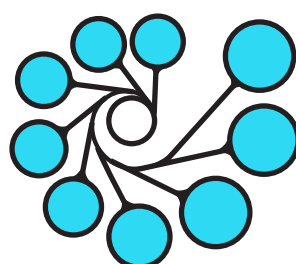
Bridge Builder

This model is designed to open dialogue across users who have differing opinions. Such media projects create new pathways for debate and exchange between communities that don't typically interact with one another.



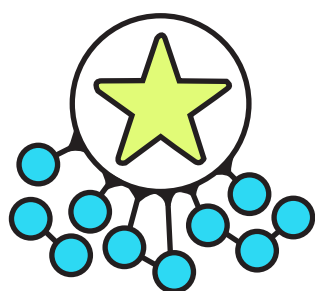
Networked Hub

Rather than simply seeking to expand audience size, this model focuses on user engagement and mobilization. Such media projects are designed to intensify connections among users, outlets and related organizations around a particular topic, issue or identity.



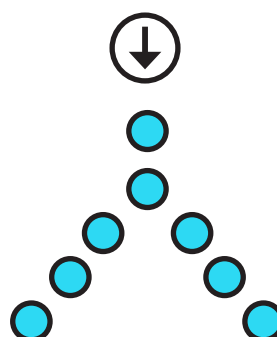
Invention Engine

This model is designed to stimulate and harness the creativity of users and collaborators. Highly participatory, such media projects serve as perpetual motion machines, constantly engaging new creators and platforms to expand the shape and reach of the project.



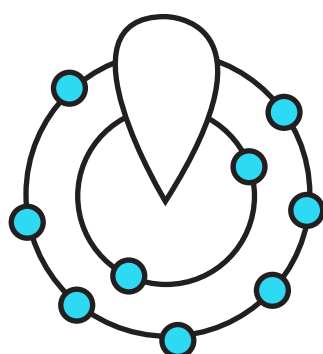
Fan Club

This model is centered around a personality, group or brand with a goal of increasing visibility and growing the base. Users of such media projects may connect with one another, but most often communication moves from the hub to the periphery.



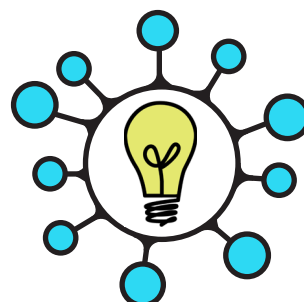
Domino Effect

This model is designed to move influencers to action. Such media projects don't need to reach a large audience, but rather mobilize users to interact with a target as part of a series of steps towards reaching a goal or shifting a debate.



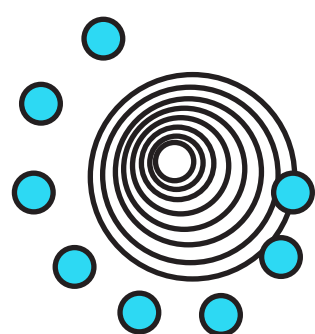
You Are Here

This model is designed to build local community and intensify experiences around shared spaces and concerns. Such media projects have a clearly defined geographic focus, and aim to thicken the relationship between community members and local institutions.



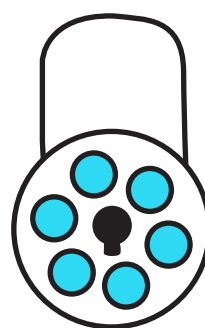
Aha!

This model is designed to spread an unexpected bright idea, with a goal of widely influencing conversation. Such media projects aim to disseminate an insight or a new frame, creating opportunities for network-building and outreach.



Captivator

This model is designed to engage and hold the attention of users, generating empathy and loyalty. Such media projects aim to transport users into another place or state of mind, and are often more interactive than participatory.



Safe Space

This model provides content relevant to a targeted community, along with a managed forum that allows users to communicate privately. Such media projects allow members to cohere around a shared issue or identity and hash out internal differences without fear of criticism from outsiders.