

NETWORKED USERS

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?

