

AUGUST 24TH 2018



ON BUILDING COMMUNITY: FROM TWITTER TO #IRL

I like Humans

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Mode Effect Co-Founder

@raquelLandefeld

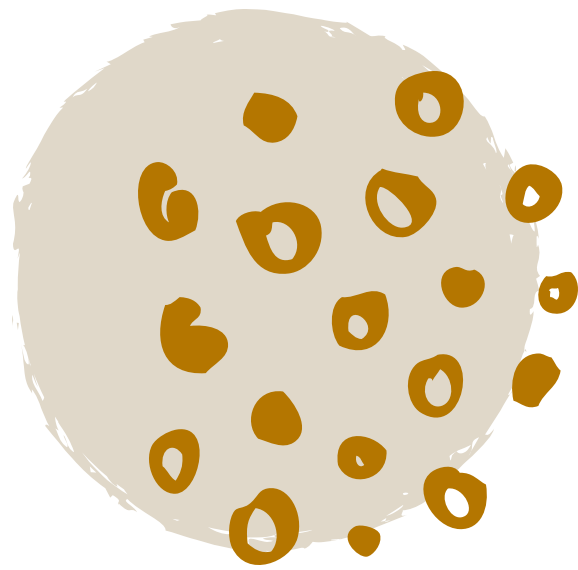




WHO AM I?

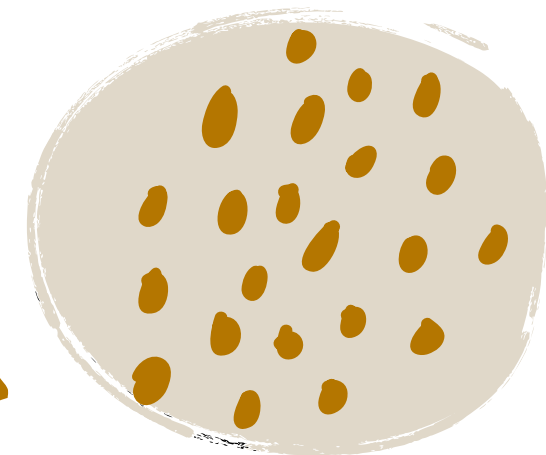
Somewhere between 2010 & now I discovered myself. I think.

@raqueLandefeld



WHAT IS COMMUNITY BUILDING?

- A trending buzz phrase?
- Apparently, we're all supposed to be doing this?



WHERE DO YOU USUALLY SEE IT?

**SOCIAL
MEDIA**

Twitter
Facebook
Instagram
Swarm

**NETWORKING
EVENTS**

Local tech
Conferences
WordCamps

**MAYBE A
MEETUP?**

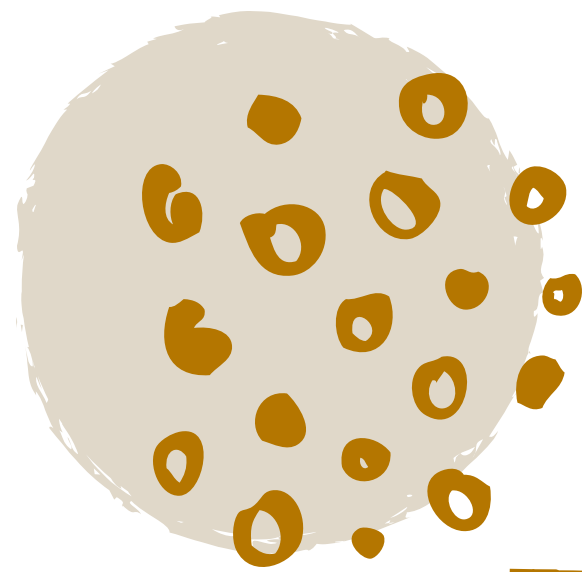
Meetup.com
WordPress
et. al.



THE USUAL TALE

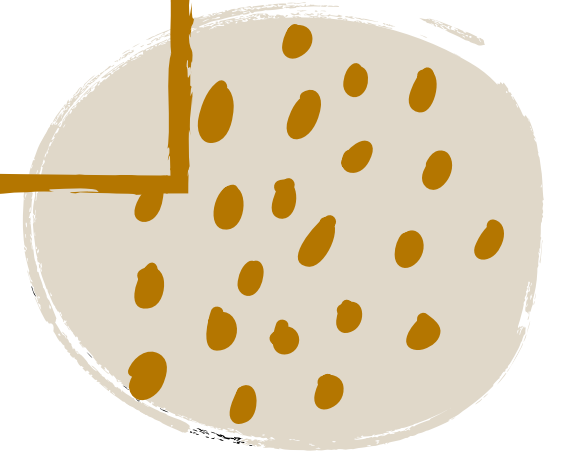
- We get stuck behind our keyboards.
- We work for a corporation or agency that has learned the S.M. tricks but without the actions.
- We have ulterior motives.





WHAT IS YOUR PURPOSE?

- gaining followers?
- Business card pass out or lead generation?
- Relationship building? WTH???



A diverse group of young people, including men and women of various ethnicities, are smiling and looking towards the camera. The image is a collage of several photos of these individuals, creating a sense of community and positivity.

WHY IS THIS IMPORTANT?

Society will not last hiding behind our keyboards. We need humans. We were created to depend on each other. Everyone & everything benefits. Relationships, businesses, neighborhoods & cities. Even the nations we belong to. When we intentionally build community, we change the social trajectory of the world.

"There's not a single exception. All screen activities are linked to less happiness, and all nonscreen activities are linked to more happiness."

THE CHALLENGES



- Well, humans really.
- Yourself, in fact.

HOW DOES IT GROW?

- Cultivate relationships, not business cards.
- Show your face to the world.
- Still, use Social Media as a tool.
- Be genuine on and off the computer.

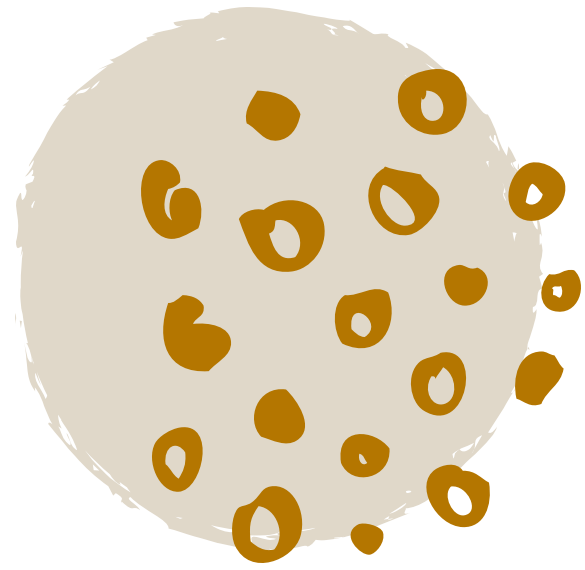


WHAT REALLY IS COMMUNITY BUILDING?

Intentional human connecting and relationship growing.

It is others-focused. Not self.

Make friends by being a friend first!



THANK YOU!

Raquel Landefeld
I like you. Let's play!

@raqueLandefeld

