Using metrics to build social media engagement

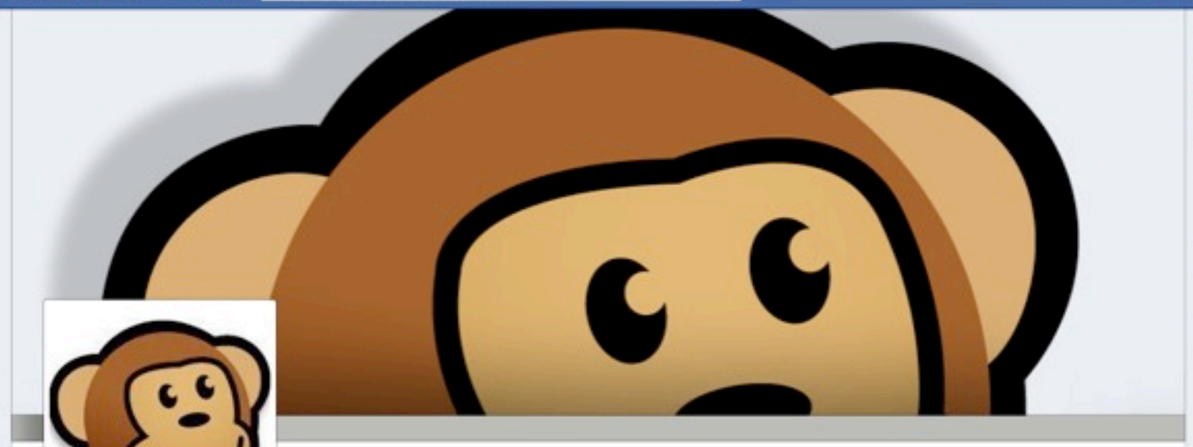
Carrie Gouldin

#MozCon

facebook

Search for people, places and things

Find Friends | Home



ThinkGeek

514,043 likes · 147,865 talking about this

✓ Liked | Message

Games/Toys

Stuff for smart masses. Our monkeys are standing by: www.thinkgeek.com, @thinkgeek on Twitter, and of course 1-888-GEEKSTUFF.

About – Suggest a Change

Photos

Events

Just launched!

We have tweets...

5

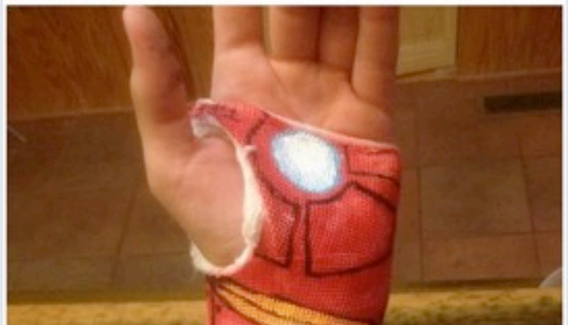
Highlights

Post | Photo / Video

Write something...

ThinkGeek
Friday

A broken wrist never stopped Iron Man! Plain cast turned awesome: http://j.mp/19oyWOI



9 Friends
Like ThinkGeek

Suggest ThinkGeek to Your Friends — See All

Michelle Perez — Invite ×

Brian J. Corcoran — Invite ×

Karyn Benson — Invite ×

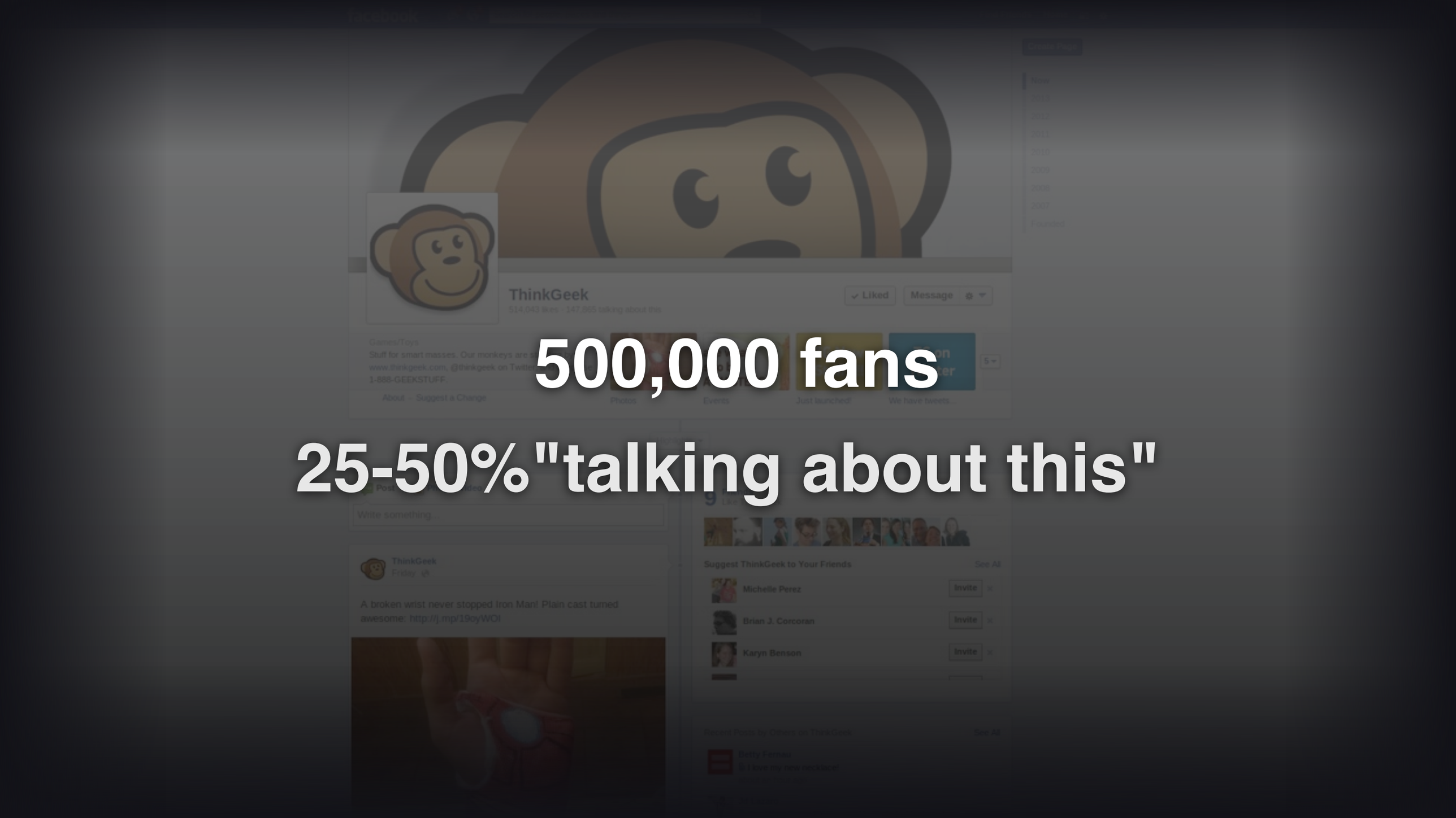
Recent Posts by Others on ThinkGeek — See All

Betty Fernau
I love my new necklace!
about an hour ago

Jd Lazaro
Star Wars Force FX Removable Blade Lightsabers from ...

Create Page

Now
2013
2012
2011
2010
2009
2008
2007
Founded


ThinkGeek
Liked
Message
500,000 fans
25-50%"talking about this"
Suggest ThinkGeek to Your Friends
See All
Michelle Perez
Invite
Brian J. Corcoran
Invite
Karyn Benson
Invite
ThinkGeek
Friday
A broken wrist never stopped Iron Man! Plain cast turned awesome: http://j.mp/19oyWOI

Home | Connect | Discover | Me

Search

ThinkGeek

Monkeys standing by:
1-888-GEEKSTUFF
thinkgeek.com/help

Find us on:
facebook.com/thinkgeek
plus.google.com/+thinkgeek
pinterest.com/thinkgeek
youtube.com/thinkgeek
thinkgeek.com/blog

All new, all the time:
@thinkgeekspam

Tweets
Following
Followers
Favorites
Lists

Tweet to thinkgeek

@thinkgeek

View all photos and videos

Who to follow · Refresh · View all

Donna Dubinsky @ddubinsky
Follow

Colin Ferguson @colinferg
Follow

Box Brown @boxbrown
Followed by Lore Sjöberg and oth...
Follow

Popular accounts · Find friends

Trends · Change

#DeviousMaids Promoted
Hong Kong
#WorstLies
#nats
#10factsaboutmydad
#iste13
#Madiba
Doc Rivers
Chris Paul
Gus Rowe

74,253 TWEETS | 269,640 FOLLOWING | 701,755 FOLLOWERS | Following

Tweets All / No replies

thinkgeek @thinkgeek 21 Jun
Servings based on a 2,000 health point diet: twitpic.com/cyfn7w
View photo

thinkgeek @thinkgeek 21 Jun
Wipes tear A message from Matt Smith to Doctor Who Land: j.mp/12SbvNv
View summary

thinkgeek @thinkgeek 21 Jun
Walking in LEGO heels can't possibly hurt as much as walking *on* LEGO: twitpic.com/cydxn3
View photo

thinkgeek @thinkgeek 21 Jun
Today in (Internet Meme) Geek History: Rebecca Black was born in 1997. And it's Friday, Friday.
Expand

thinkgeek @thinkgeek 20 Jun
2nd Geek Trivia Night = SUCCESS! Thank you all for a great night. Who's ready for round 3?! pic.twitter.com/X626Seaf9M
View photo

thinkgeek @thinkgeek 20 Jun
Mystery bonus round! BACON EATING CONTEST: pic.twitter.com/nJsOm6nfIk
View photo

thinkgeek @thinkgeek 20 Jun
Geek Trivia Night at @jamminjava has begun! Which team will go home Geek Trivia Masters of the Universe? pic.twitter.com/HX6EiGN4D8

700,000 followers
4,300 retweets a week

ThinkGeek

www.thinkgeek.com

ThinkGeek +242,699

ThinkGeek
Shared publicly - Jun 18, 2013

#SuperMarioBros

Only way to beat this level? Eat it all! Super Mario Bros. cake by cakecrumbs: http://j.mp/19NJhqe

+1282 365

81 comments

Sophie Watson 6:10 AM
Thats an awsome cake who made it?

In their circles

4,425 people

Kenneth Zaborny Add

Celia Lee Add

Patrick Pike Add

Have them in circles

77,372 people

Build your following on Google+

Create new page

Their community

View all

ThinkGeek community
651 members
View

ThinkGeek
Shared publicly - Jun 21, 2013

You may finally be able to read your ebook during takeoff! The FAA is likely to approve new gadget policies in September, but *not* cell phone use:

ThinkGeek
www.thinkgeek.com
ThinkGeek
+242,699
ThinkGeek
Shared publicly - Jun 18, 2013
#SuperMarioBros
Only way to beat this level? Eat it all! Super Mario Bros. cake by cakecrumbs: http://j.mp/19NJhqe
+1282
365
In their circles
4,425 people
Kenneth Zaborny
Add
Celia Lee
Add
Add
Have them in circles
77,372 people
Build your following on Google+
Create new page
Their community
View all
ThinkGeek community
651 members
View
ThinkGeek
75,000 circlers
3,000 plusses/post

ThinkGeek

Cool products for technophiles, geeks, and the occasional monkey. We're also @thinkgeek and facebook.com/thinkgeek.

www.thinkgeek.com/ Fairfax, VA

Following

- Domestica
- Julee Steele
- Jordan Roach

34 Boards **4,909** Pins **1** Like Activity **26,013** Followers **813** Following

WWZ World Map

6 likes 12 repins

Pinned onto **ThinkGeek Zombies** from **thinkgeek.com**

Why IT guys shouldn't be doctors

45 likes 1 comment 122 repins

Pinned onto **ThinkGeek <3s** from **pleated-jeans.com**

Lauren Davis "Have you tried turning it off and on again." Haha

SOGfari Tanto Minichete

11 likes 2 comments 20 repins

Pinned onto **ThinkGeek Zombies** from **thinkgeek.com**

Ashley Garden That's a must

Donnelle Wheeler Much better than a cane....

A single photograph that looks like four separate images

30 likes 3 comments 69 repins

Pinned onto **ThinkGeek Art** from **thisiscolossal.com**

Betsy Kelley This makes my

Lapka Personal Environment Monitor For iPhone

7 likes 12 repins

Pinned onto **ThinkGeek Gadgets & Electronics** from **thinkgeek.com**

Carbon fiber bath tub

21 likes 60 repins

Pinned onto **ThinkGeek Home** from **splinterworks.co.uk**

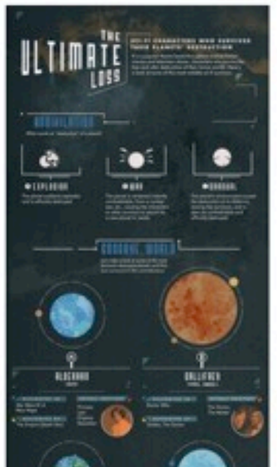
Team Daryl Babydoll

10 likes 2 comments 44 repins

Pinned onto **ThinkGeek Zombies** from **thinkgeek.com**

Sarah Hultman Love it! @Brianna Frederickson

Sarah E. {Fantastical Sharing} @Jamie Elkhill



Star Wars Plush Balls

24 likes 67 repins

Pinned onto **ThinkGeek Star Wars** from **thinkgeek.com**

Stormtrooper punishment

32 likes 114 repins

Pinned onto **ThinkGeek Star Wars** from **pleated-jeans.com**

Doctor Who TARDIS Talking Money Bank

17 likes 42 repins

Pinned onto **ThinkGeek Doctor Who** from **thinkgeek.com**

We are the World... of Warcraft

by latenight

9 likes 18 repins

Pinned onto **ThinkGeek Video Games** from **youtube.com**

A message from Matt Smith to Doctor

Jetboil Flash Cooking System Java Kit

6 likes 7 repins

Pinned onto **ThinkGeek Home** from **thinkgeek.com**

Metroid Parasite pendant

by CriticalHitShop

20 likes 42 repins

Pinned onto **ThinkGeek Video Games** from **etsy.com**

Harry Potter cake

26 likes 2 comments 92 repins

Pinned onto **ThinkGeek Harry Potter** from **carisascakes.blogspot.com**

Kamilah Taylor Ooh check this out @Cynthia Coleman

Cynthia Coleman Love it!

How well do you know the universe?

by BuzzFeedVideo

10 likes 16 repins

ThinkGeek
Cool products for technophiles, geeks, and the occasional monkey. We're also @thinkgeek and facebook.com/thinkgeek.
www.thinkgeek.com/
Fairfax, VA
Following
Domestica
Julee Steele
Jordan Roach
34 Boards
4,909 Pins
1 Like
Activity
26,013 Followers
813 Following
25,000 pinners
55 repins on average

Valuable content =

Valuable content = Timely

Valuable content =

Timely

Informative

Valuable content =

Timely

Informative

Useful

Valuable content =

Timely

Informative

Useful

Entertaining

ThinkGeek Mar 13, 2013 - Public

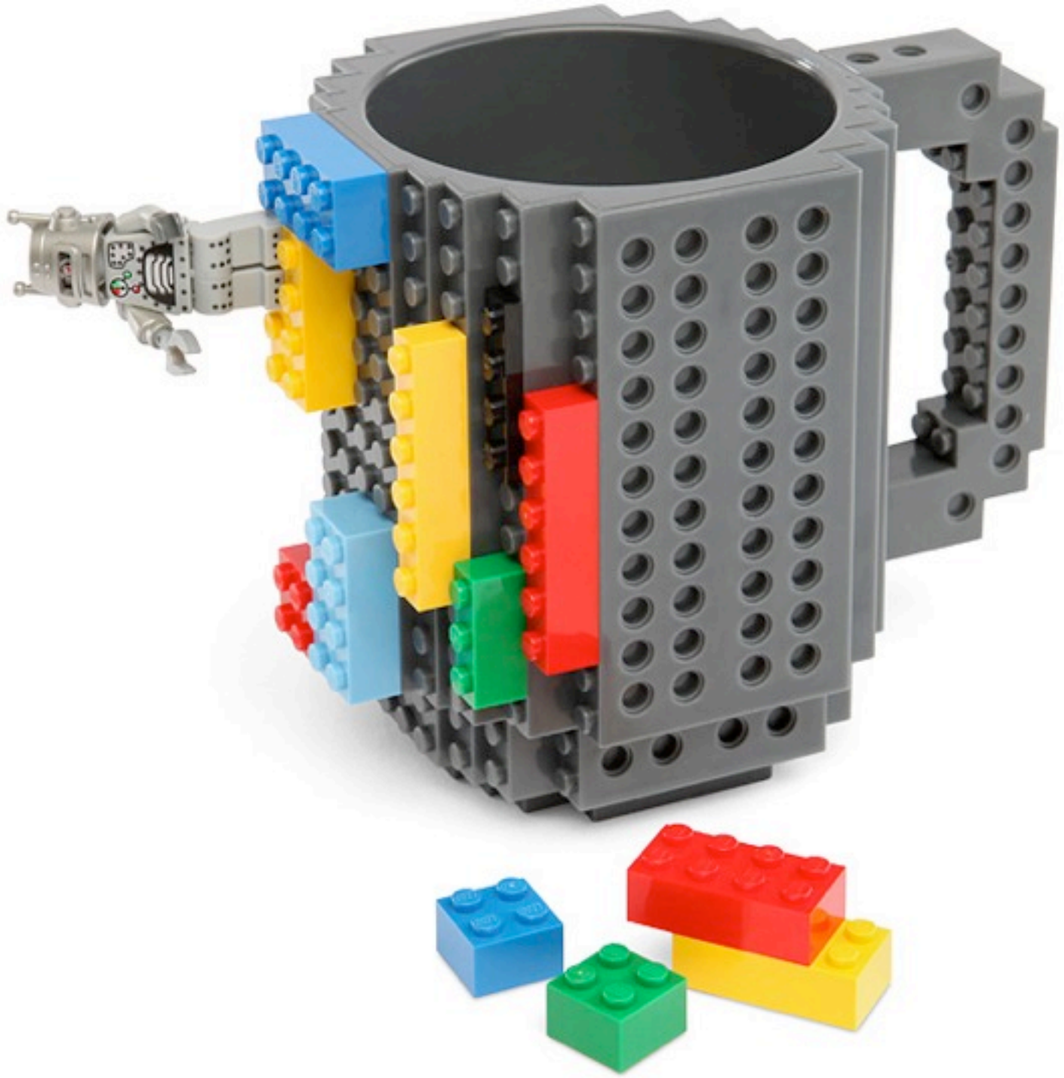
Need a new desk lamp? Iron Man can help. By Sergio Oliveira:
http://j.mp/Z3syra

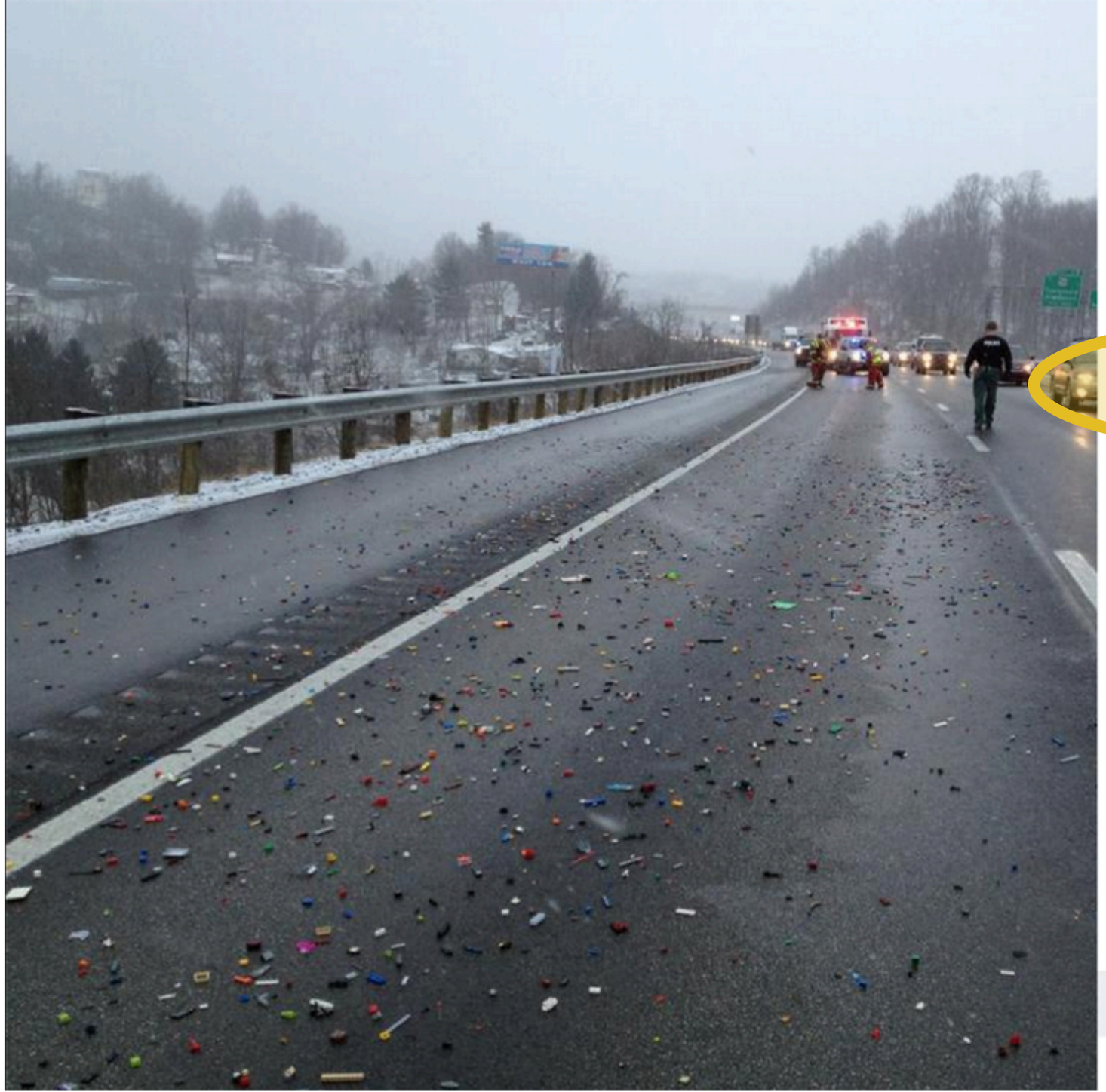
+1

+528 119

62 comments

calista Pineda Mar 27, 2013
WOW THAT IS SO COOL! :-)





ThinkGeek
Liked · March 5

And you thought having them all over your living room floor was bad. LEGO spill shuts down highway lane in West Virginia: http://j.mp/Ybl16D

Tag Photo | Add Location | Edit

Like · Comment · Share · Edit

15,334 people like this.

17,966 shares

6 of 1,195

Jay Kean ^you're a genius
April 4 at 5:49am · Like · 1

Timothy Gunter i would pick them up
April 17 at 5:20pm · Like

Bobby Keys This happened to me about 5 years back, stuck a box of 3 lego mindstorm sets on top of the car while I was waiting and forgot about them. The end result was much like this, and after legos hit asphalt at 65 miles an hour, well...I could have designed a whole new line of legos with the shapes I got back...
April 26 at 1:00am · Like · 1

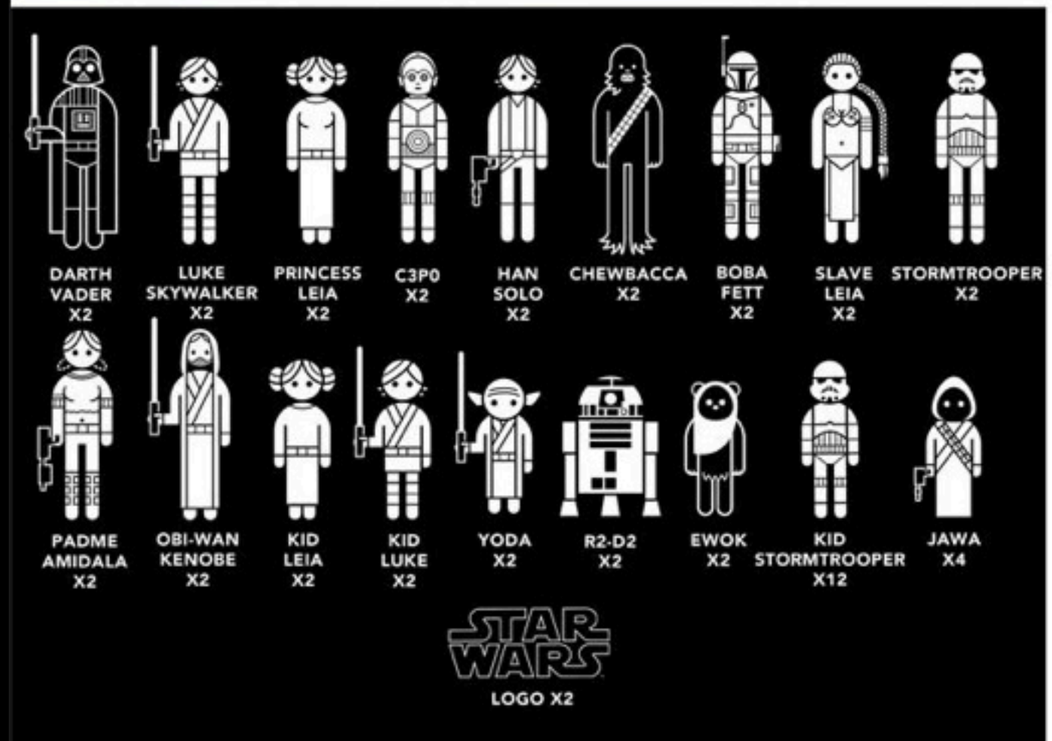
Karen E White By my calculations (and experience) this looks to be a small fortune in LEGOS....somewhere around $25,000 worth!! ONLY IN WEST VIRGINIA !! Ya'll come back now, ya hear?
April 26 at 8:16am · Like · 1

NCarol Jones Finn Heidi did you and Daniel cause this?!

Write a comment...

icade jr
icade

thinkgeek
@thinkgeek
RIP Steve Jobs. See you in the iCloud.
Reply
Delete
Favorite
More
3,478
RETWEETS
291
FAVORITES
7:57 PM - 5 Oct 11



ThinkGeek
Liked · June 26, 2012

Our Star Wars car decals challenge regular car decals to a duel. We've got lightsabers and the Force, though: http://j.mp/Q5DlfG

Tag Photo | Add Location | Edit

Like · Comment · Share · Edit

8,748 people like this.

8,229 shares

View previous comments 6 of 488

Kris Dobie adriano---there are characters for all people so why slam the ones you like maybe other poeple LOVED JAR-JAR... SHAME on you you BULLY
July 9, 2012 at 9:30pm · Like

Cassandra Gloria Galligan dude, i was looking at those but the Chewbacca ones hahah thats awesome
July 9, 2012 at 9:31pm · Like

Kris Dobie I see some b'day gifts...
July 9, 2012 at 11:03pm · Like

Andrea Mariana Kaplan Nicolas Ascione, ES LO QUE TE FALTABA!!
See Translation
July 9, 2012 at 11:36pm · Like

Jennifer Cruz Anderson Finally!!!! My husband and I have been looking for decals like this.
July 11, 2012 at 6:38am · Like

Jeremy Iverson darth maul should one! lol smile
July 16, 2012 at 1:36pm · Like

Write a comment...

Facebook:
36% of product views
41% of revenue

All social:
61% of product views
48% of revenue

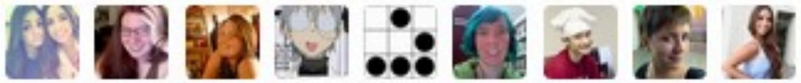
"The person, be it gentleman or lady,
who has not pleasure in a good novel,
must be intolerably stupid."
—Jane Austen

thinkgeek
@thinkgeek

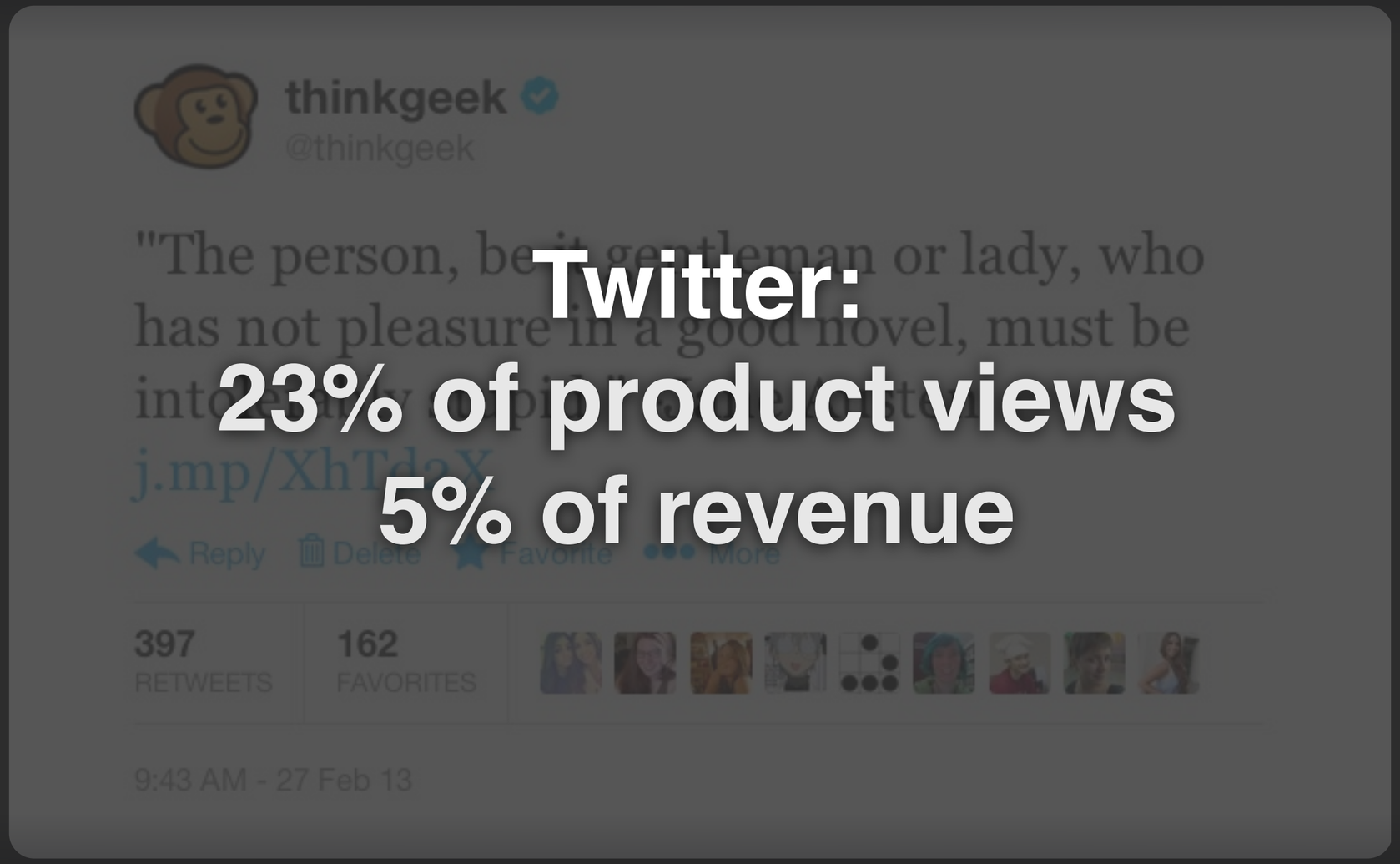
"The person, be it gentleman or lady, who has not pleasure in a good novel, must be intolerably stupid." -Jane Austen
j.mp/XhTd2X

Reply Delete Favorite More

397 RETWEETS | **162** FAVORITES



9:43 AM - 27 Feb 13



Twitter:
23% of product views
5% of revenue

ThinkGeek
Liked · Friday

It was only a matter of time: http://j.mp/10gLZPi

Tag Photo | Add Location | Edit

Like · Comment · Share · Edit

20,374 people like this.

21,330 shares

Abigail Bellehumeur Kimmes I want a reversible one. Soft Kitty on one side and Grumpy Cat on the other. That would be epic.
Like · Reply · 310 · Friday at 5:58pm via mobile

9 Replies

Silja Rós Hauksdóttir OMG! Shut up and take my money!
Like · Reply · 201 · Friday at 5:57pm

Trevor Mullins Not sure how to feel about money being made off memes....
Like · Reply · 22 · Friday at 5:56pm

6 Replies

Joe Ferschke Money is being made off of you commenting about money being made. This is the society that we allowed to be built. Support stupidity, we have amazing technology at our

Write a comment...

Facebook:
40% of product views
36% of revenue

ThinkGeek
Liked · Friday

It was only a matter of time: http://j.mp/10gLZPi

Tag Photo | Add Location | Edit

Like · Comment · Share · Edit

20,374 people like this.

21,330 shares

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· Friday at 5:58pm via mobile

9 Replies

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Like · Reply · 201 · Friday at 5:57pm

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6 Replies

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Write a comment...

Metrics that show ROI

Metrics that show ROI

Follower counts

Metrics that show ROI

- Follower counts
- Engagement rates

Metrics that show ROI

Follower counts

Engagement rates

- Mentions, comments, replies, clicks, image views

Metrics that show ROI

Follower counts

Engagement rates

- Mentions, comments, replies, clicks, image views
- Retweets, favorites, likes, shares, plusses, repins

Metrics that show ROI

Follower counts

Engagement rates

- Mentions, comments, replies, clicks, image views
- Retweets, favorites, likes, shares, plusses, repins

Conversion & revenue by tracking code and domain

Metrics that show ROI

Follower counts

Engagement rates

- Mentions, comments, replies, clicks, image views
- Retweets, favorites, likes, shares, plusses, repins

Conversion & revenue by tracking code and domain

- Site visits, page views, orders, revenue

Social ROI

Social ROI

- **Branding:** Tell your company’s story.

Social ROI

- **Branding:** Tell your company's story.
- **Customer loyalty:** Why not shop on Amazon?

Social ROI

- **Branding:** Tell your company's story.
- **Customer loyalty:** Why not shop on Amazon?
- **Customer evangelism & recruitment:** Why should they share your company with friends, or come to your rescue in negative comment threads?

Social ROI

- **Branding:** Tell your company's story.
- **Customer loyalty:** Why not shop on Amazon?
- **Customer evangelism & recruitment:** Why should they share your company with friends, or come to your rescue in negative comment threads?
- **Customer feedback:** Use their product suggestions and feedback as a competitive advantage.

Test, test, test

Test, test, test

- **Best frequency**

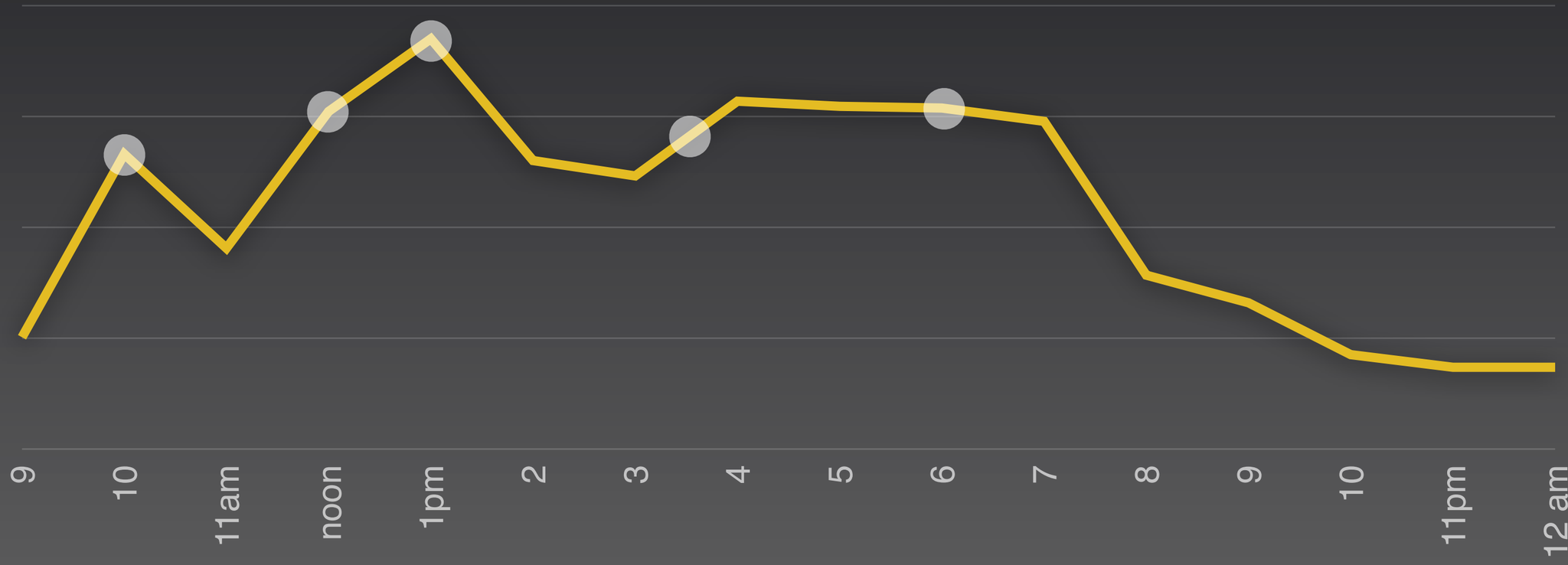
Test, test, test

- Best frequency
- Best time of day

Test, test, test

- **Best frequency**
- **Best time of day**
  - @thinkgeek's inbound tweets peak between 12 noon to 1pm ET every day

Twitter mentions by hour



Finding best times

Best time of day to tweet

- @thinkgeek's inbound tweets peak between 12 noon to 1pm ET every day

Finding best times

Best time of day to tweet

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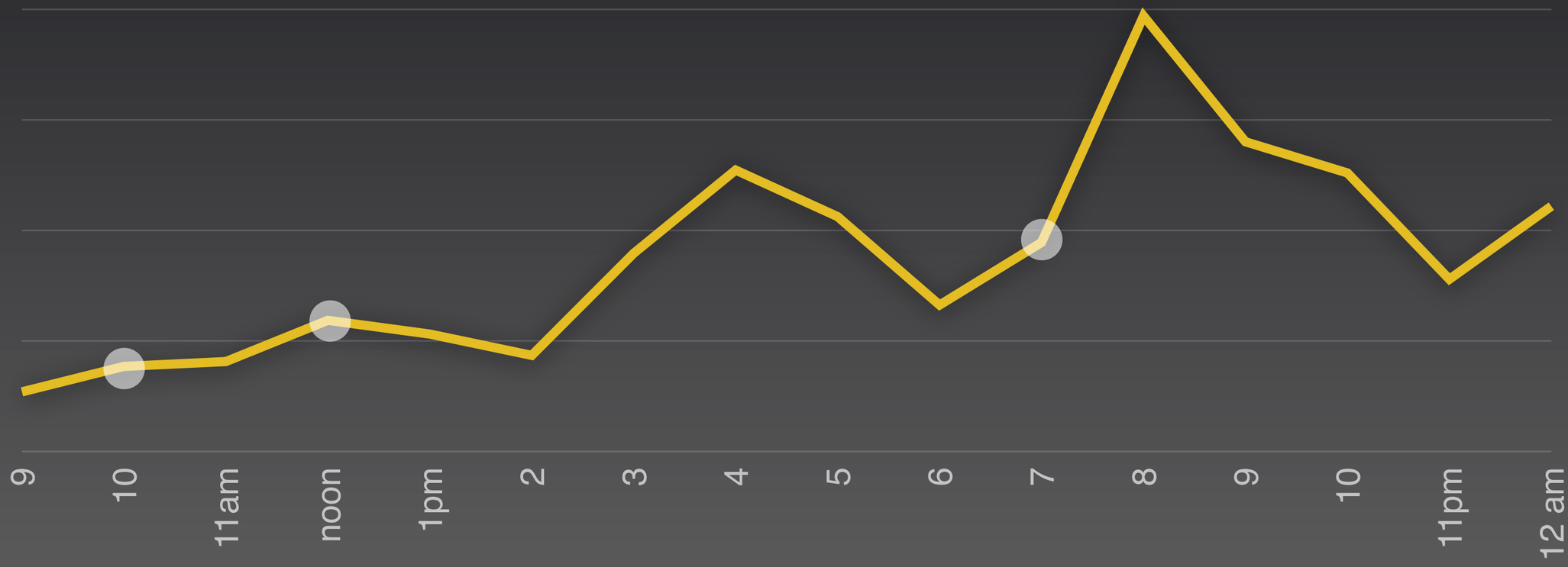
- Tailor content to time of day

Finding best times

Best time of day to tweet

- @thinkgeek's inbound tweets peak between 12 noon to 1pm ET every day
- Tailor content to time of day
  - One study says 5pm ET is best time for RTs[4], but 50% of @thinkgeek's RTs are 10am-1pm

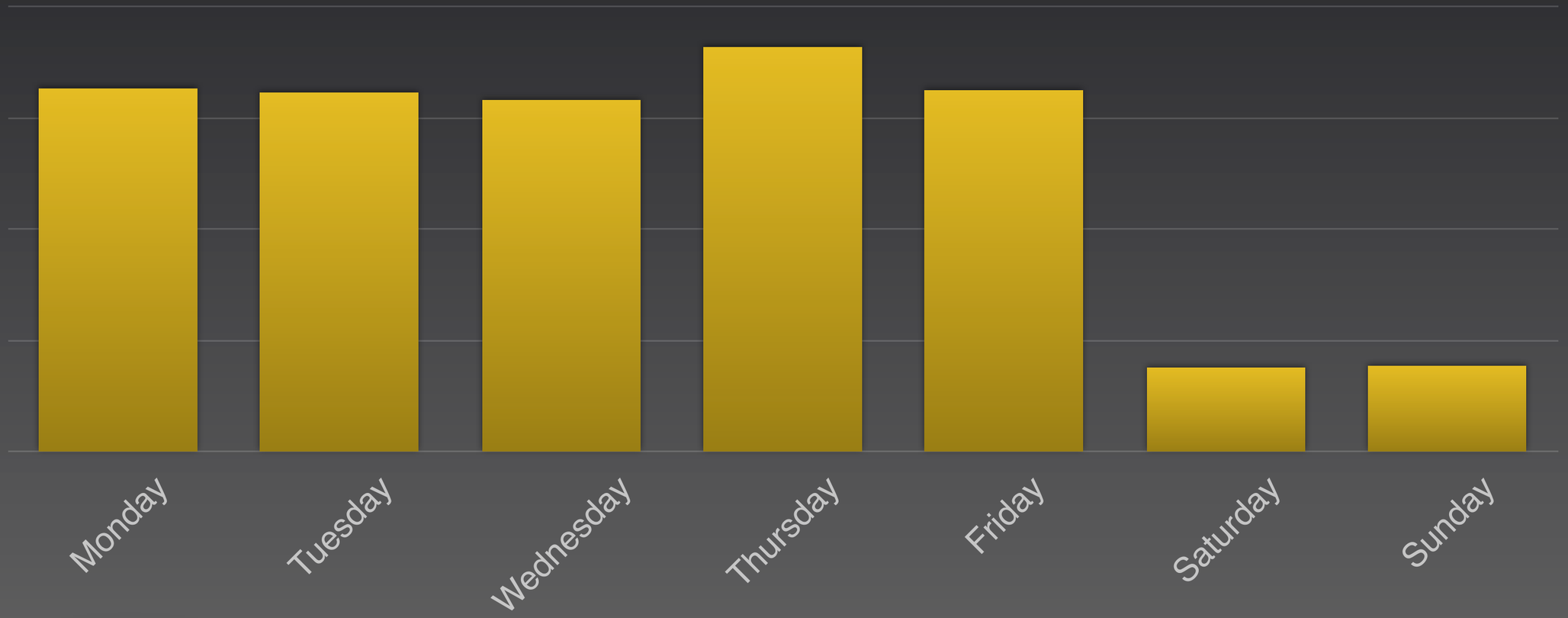
Facebook post reach by hour



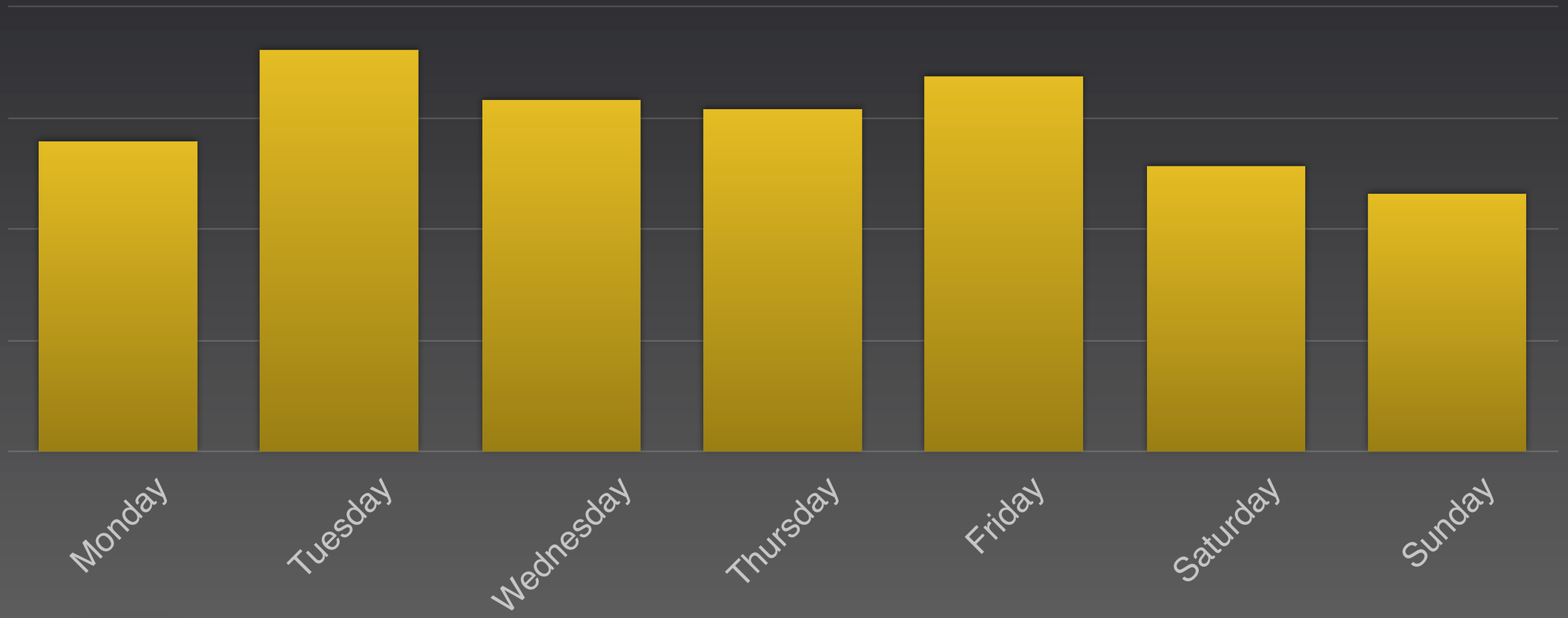
Test, test, test

- Best frequency
- Best time of day
- Best day of the week

Incoming tweets by day



Facebook reach by day



Facebook’s EdgeRank =

Facebook's EdgeRank =

Affinity (what kind of post Facebook *thinks* a follower likes)

Facebook’s EdgeRank =

Affinity (what kind of post Facebook *thinks* a follower likes)

x Weight (Facebook's value assigned to comments, types of posts, etc)

Facebook’s EdgeRank =

Affinity (what kind of post Facebook *thinks* a follower likes)

x Weight (Facebook's value assigned to comments, types of posts, etc)

x Time decay (how fast it's being liked, shared, and commented)

Facebook’s EdgeRank =

Affinity (what kind of post Facebook *thinks* a follower likes)

x Weight (Facebook's value assigned to comments, types of posts, etc)

x Time decay (how fast it's being liked, shared, and commented)

x Black magic

Facebook’s EdgeRank = ?

Facebook’s EdgeRank = ?

- **February 2012:** Facebook stated publicly that only 16% of page's fans see their posts.

Facebook’s EdgeRank = ?

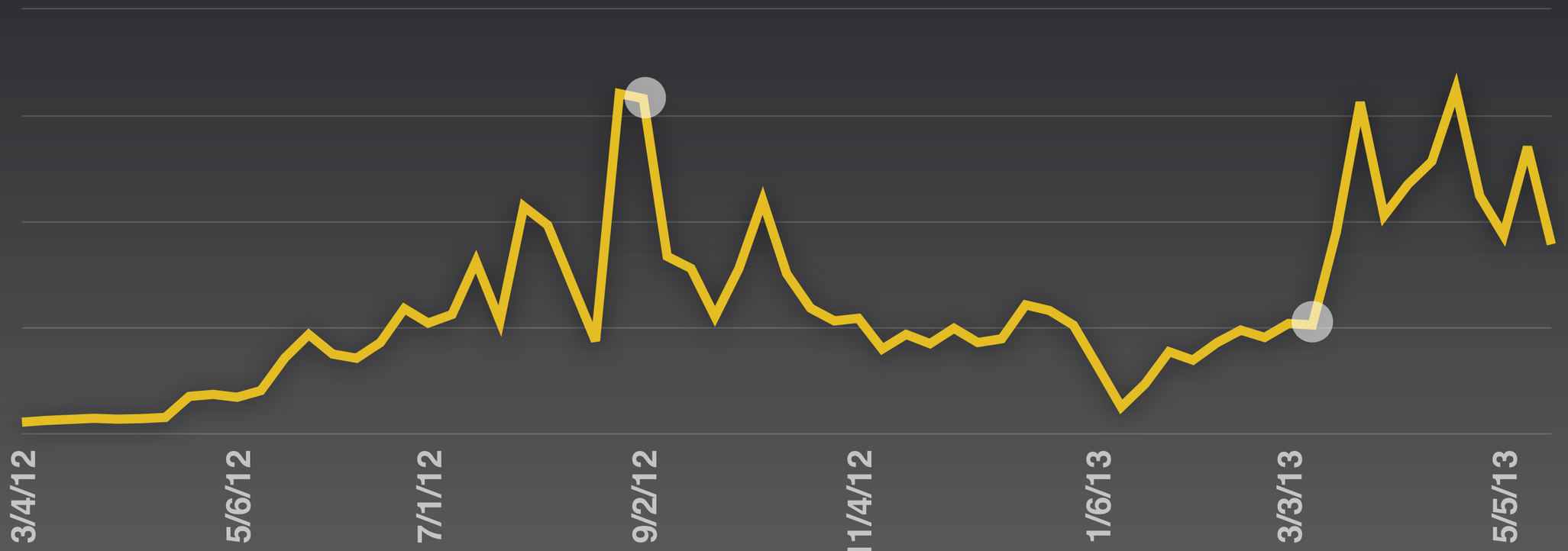
- **February 2012:** Facebook stated publicly that only 16% of page's fans see their posts.
- **September 2012:** Facebook began under-reporting reach with a new bug.

Facebook’s EdgeRank = ?

- **February 2012:** Facebook stated publicly that only 16% of page's fans see their posts.
- **September 2012:** Facebook began under-reporting reach with a new bug.
- **February 2013:** Facebook announced the bug fix and reported reach shot up 31% per fan[1]; ours tripled.

(For ThinkGeek, 108.8% of our fans currently see our posts, including page visitors who aren't yet fans, and we have a 1897.1% viral bonus reach[2].)

Reach before & after bug



Test, test, test

- Best frequency
- Best time of day
- Best day of the week
- Best kind of content

ThinkGeek · 490,164 like this
April 2 at 12:52pm ·

Happy Act Like a T-Rex Day! Flail your tiny arms while poking fun at mammals. (They'll never last!)

Like · Comment · Share 1,970

4,326 people like this.

Write a comment...

Christian Baldo HOW WILL I DRIVE TO WORK?!
Like · Reply · 36 · April 2 at 12:59pm via mobile

2 Replies

Rebecca Stidam Goob: What's going on? Why aren't you seizing the boy?
T-Rex: I have a big head and tiny arms. I'm just not sure how well this plan was thought through. Master?
Like · Reply · 75 · April 2 at 12:58pm · Edited

2 Replies

April Hoy First I have to finish plotting my sudden but inevitable betrayal of the Stegosaurus. Mine is an evil laugh!
Like · Reply · 11 · April 2 at 1:18pm

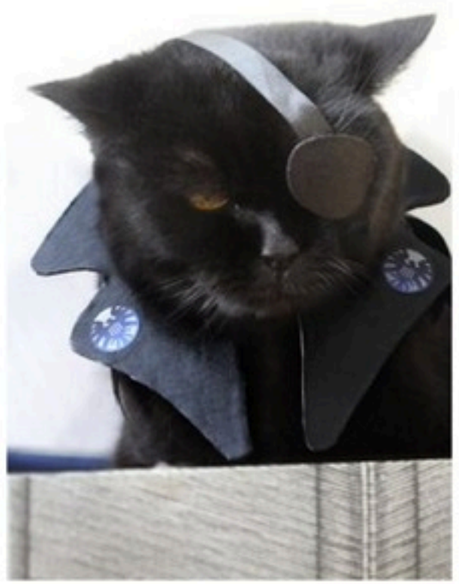
4 Replies

thinkgeek
@thinkgeek

Avengers 2 cast member revealed! The new Nick Furry: twitpic.com/cos9n3

Reply Delete Favorite More

TwitPic



By **thinkgeek** @thinkgeek

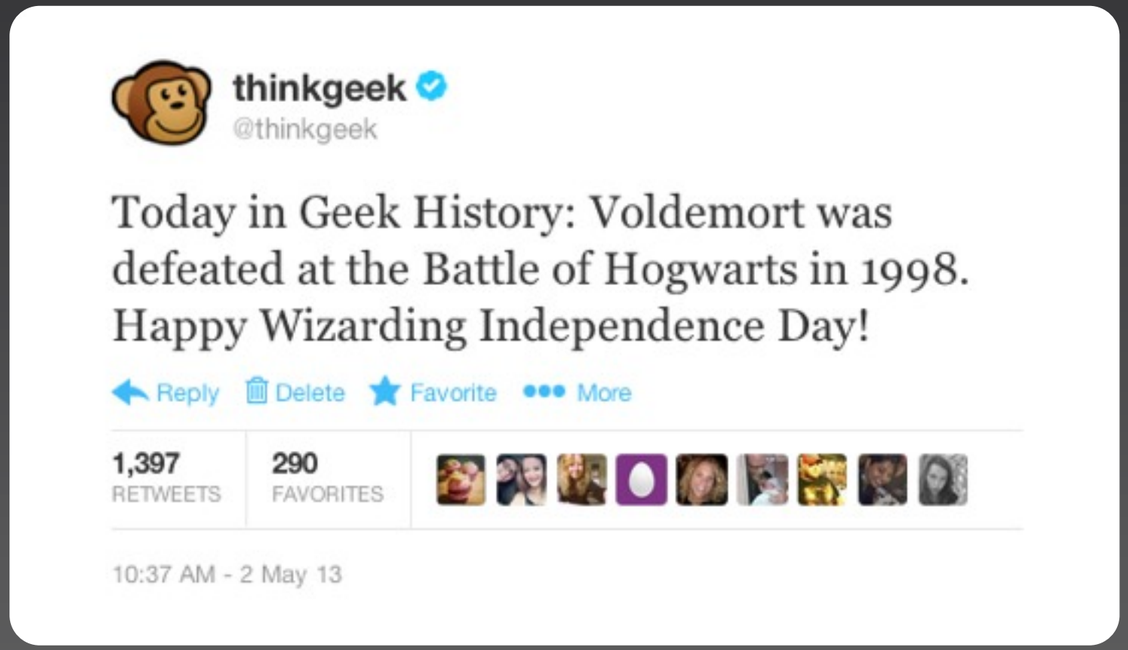
View on web

306 RETWEETS | 127 FAVORITES

6:31 PM - 6 May 13 Flag media

Today in Geek History

Accounted for 30% of our top 100 RTed tweets this year.



Annoyed kitty,
touchy Kitty,
grouchy
ball of
fur.
Moody
Kitty,
Grumpy Kitty,
grrr, grrr, grrr.

Annoyed kitty,
touchy kitty,
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ball of
fur.
Moody
kitty,
Grumpy kitty,
grrr, grrr, grrr.

ThinkGeek

It was only a matter of time: http://j.mp/10gLZPi

Like · Comment · Share · 20,324 533 21,198 · Friday at 5:56pm ·

ThinkGeek

It was only a matter of time: http://j.mp/10gLZPi

Like · Comment · Share · 20,324 533 21,198 · Friday at 5:56pm ·

ThinkGeek
Liked · February 28

Contest time! How many shirts can you get on an intern before they can't lift their arms? Guess right by 5pm ET & be entered to win a mystery gift certificate (and the shirts): http://j.mp/YC6uRf

Tag Photo | Add Location | Edit

Like · Comment · Share · Edit

1,565 people like this.

117 shares

View previous comments 6 of 2,833

Rachi Ladefoged 42
March 21 at 3:50pm · Like · 3

Chelle Shocked 16
April 3 at 7:15pm · Like

BJ McDaniels 13
April 3 at 10:37pm · Like

Christian Uy Vinluan No, that's so sad 😕

The Spirit Rover got stuck and froze to death :((
April 3 at 11:29pm · Like

David Bailey 19?
April 7 at 3:46pm · Like

Natalia Kwapis o my God, i look in one t-shirt like that on the 2 picture...

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SOOfast Tanto Minichete

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Ashley Garden That's a must

Donnelle Wheeler Much better than a cane....

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Kamilah Taylor Ooh check this out @Cynthia Coleman

Cynthia Coleman Love it!

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Stormtrooper punishment

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WHAT SORCERY IS THIS

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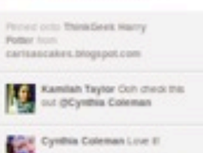

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World War Z Action Figures

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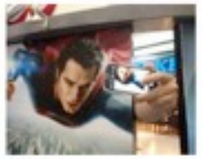

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"I broke my wrist, and got bored of the plain ole cast. So I decorated it..... Iron Man style."

120 likes · 173 repins

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Game of Thrones mobile (with wolf, lion, dragon, stag, falcon, kracken, flower, sun, crown)

by LullabyMobiles

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"My Neighbor Jake" by JJ Harrison

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The softer side of Iron Man

35 likes · 74 repins

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Doctor Who Abbey Road Babydoll

18 likes · 62 repins

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10th Doctor Galaxy Silhouette Babydoll

27 likes · 4 comments · 80 repins

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Sofia Alexandra Lovely! I just wish it wasn't a Babydoll. I can't wear that (size XL is too small, even though most of my other tops and tees are size M or L).

Danielle Studebaker I Agree!

ThinkGeek Will pass that along to the overlords, Sofia & Danielle!

Sofia Alexandra Thank you. :)

World War Z Movie Poster

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Gothmingo I hope this is good, loved the book.

Video game food pyramid

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"My mom ordered a graduation cake with a "cap" drawn on. I guess they misheard."

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R/C Pokemon Pikachu

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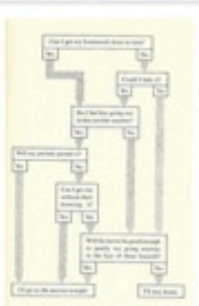

A teenager's brain, converted into a binary decision tree for a 1963 book

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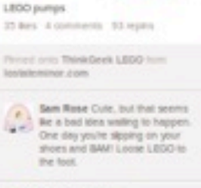

LEGO pumps

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RJ-02 birthday cake projects a holographic Leia

by mfkasmari

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M48 Long handle Tactical Survival Series

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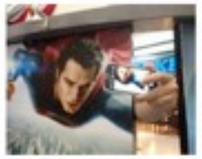

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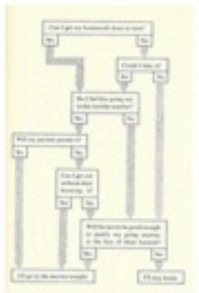

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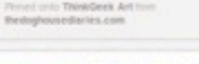

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The finer points

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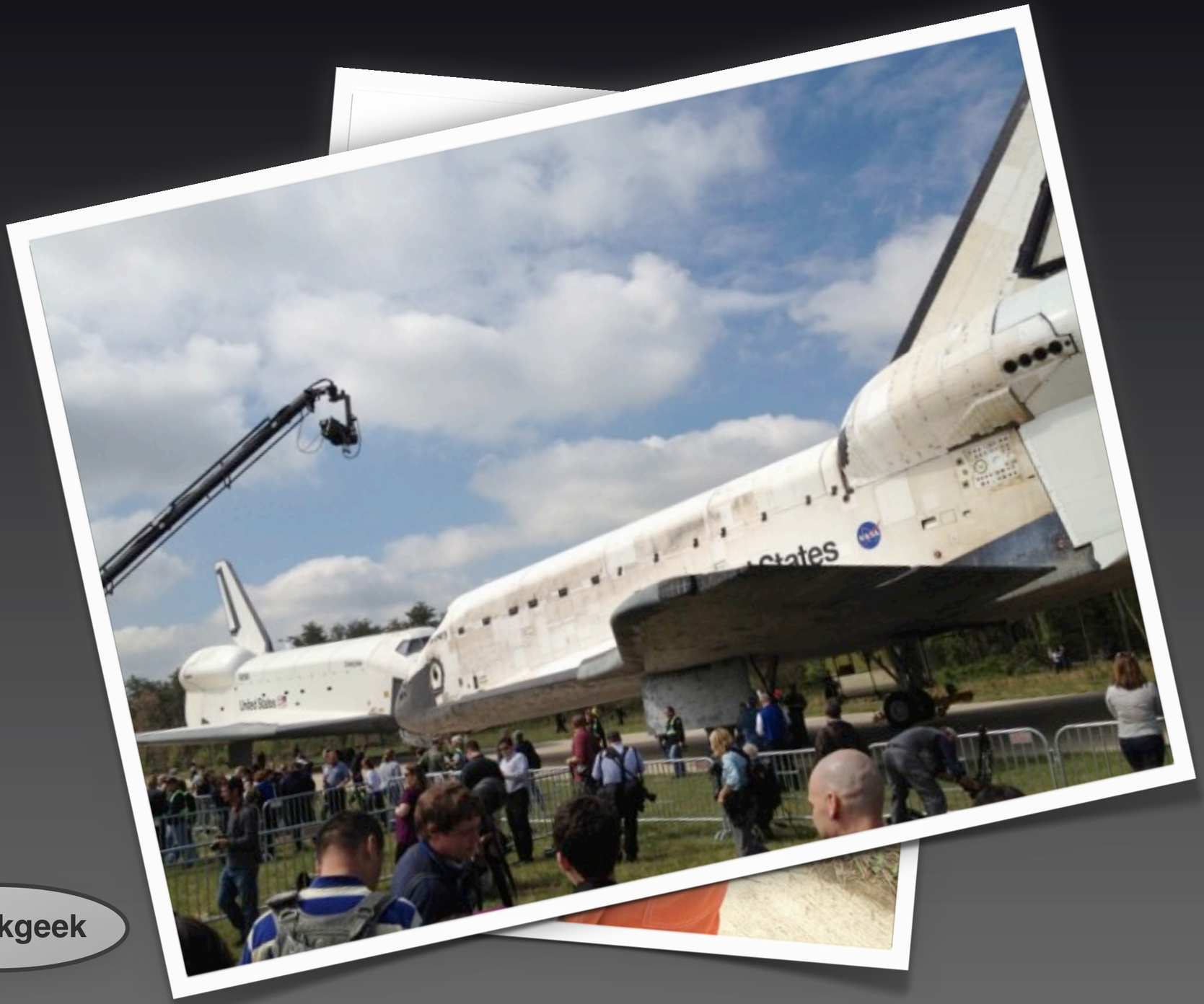
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Raciel D @RaDragon 21 Sep

@thinkgeekn00b what is your longest time (duration) seated in front of a computer/console? #tgintern3

Expand

ThinkGeek n00b @thinkgeekn00b 21 Sep

.@RaDragon The longest time I've been seated in front of a console would have to be 20 hours! I believe. I got to level 99, though...

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Raciel D @RaDragon 21 Sep

@thinkgeekn00b Whoa. I'm not worthy. #tgintern3

Expand

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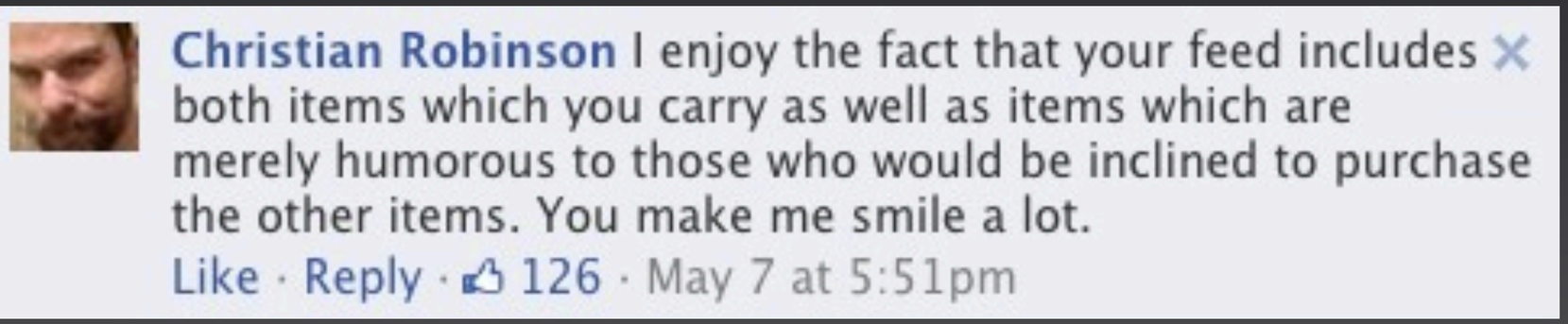
- **Ask how you’re doing.**

“You make me smile a lot”



“Some of the best things I’ve forwarded”

“I love seeing the products”

“You don’t post only about your own products”

“Real, cohesive, active entity who engages with your audience like a buddy, not a company”

Thanks!

@carriegouldin

carriegouldin@gmail.com