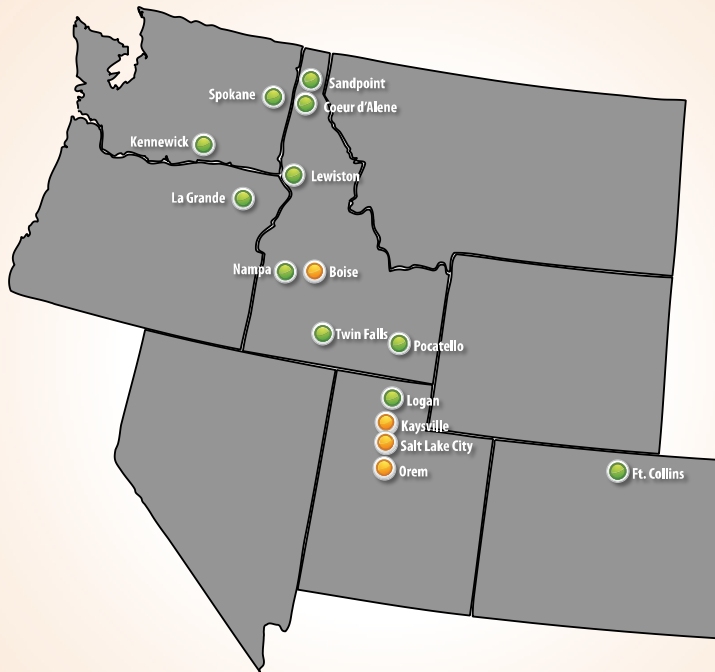


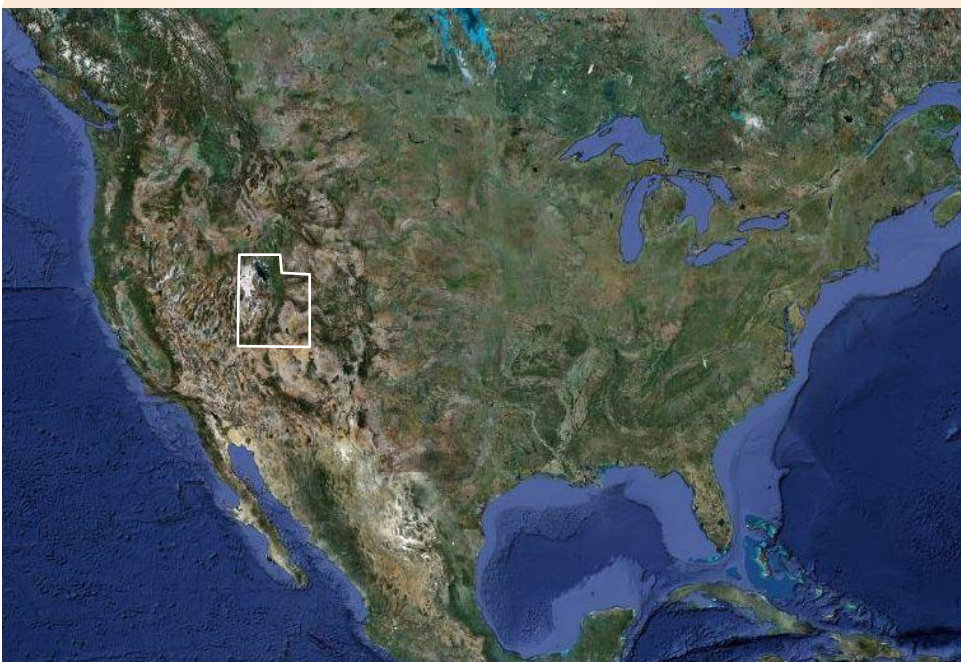
SOCIAL MEDIA AND TWO WAY COMMUNICATION

Daniel R. Adams
The Langdon Group



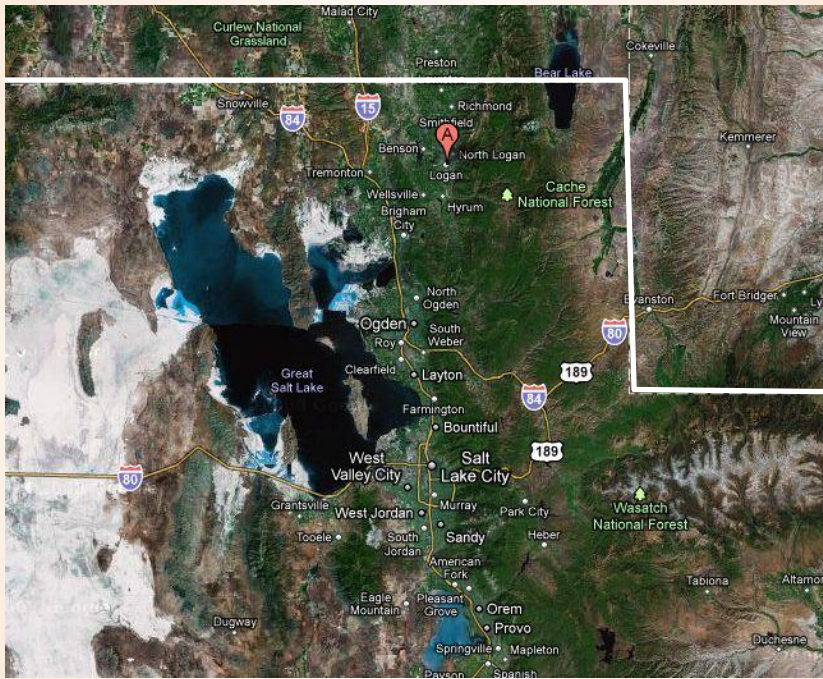
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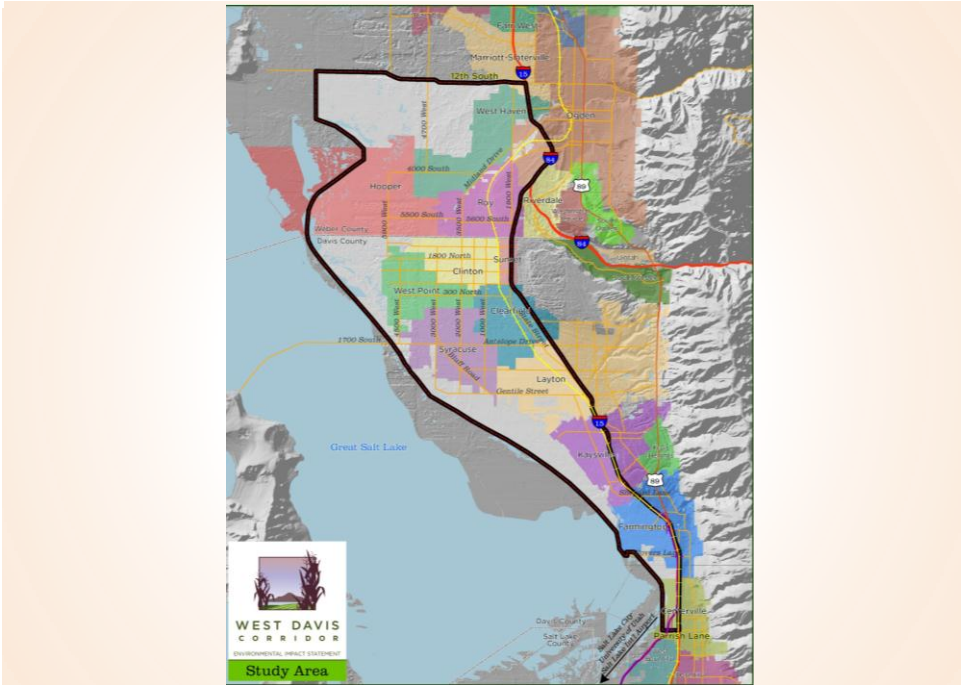
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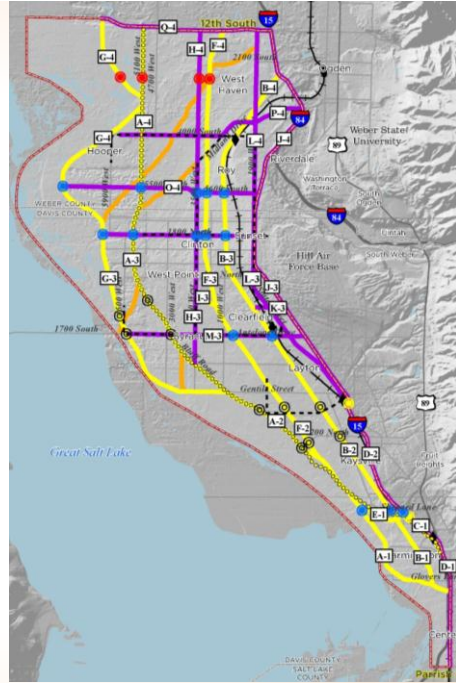


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Preliminary Alternatives

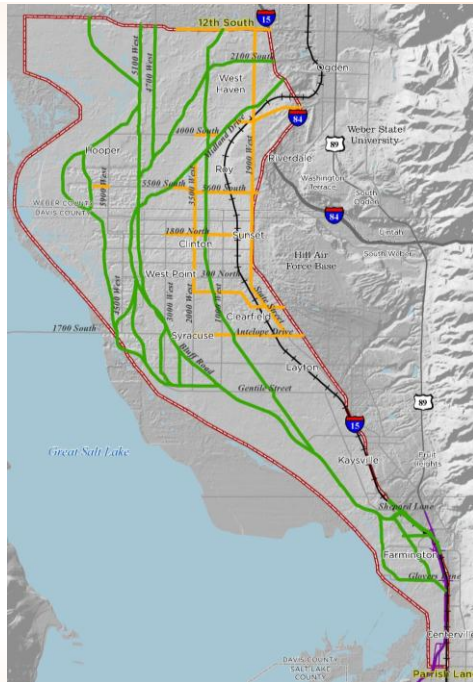


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Passed Level 1 Screening



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3

Passed Level 2 Screening



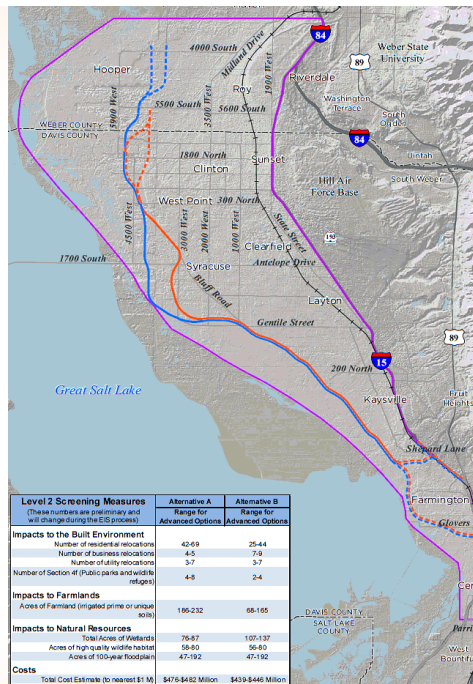
6000

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Refined Alternatives

- Positive Response
- Not final decision
- Alignments will shift
- Used many ideas
- Shows we listened



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1

Social media and trust

2

Impact of social media-
Stakeholder perspective

3

Social media and
the policy makers

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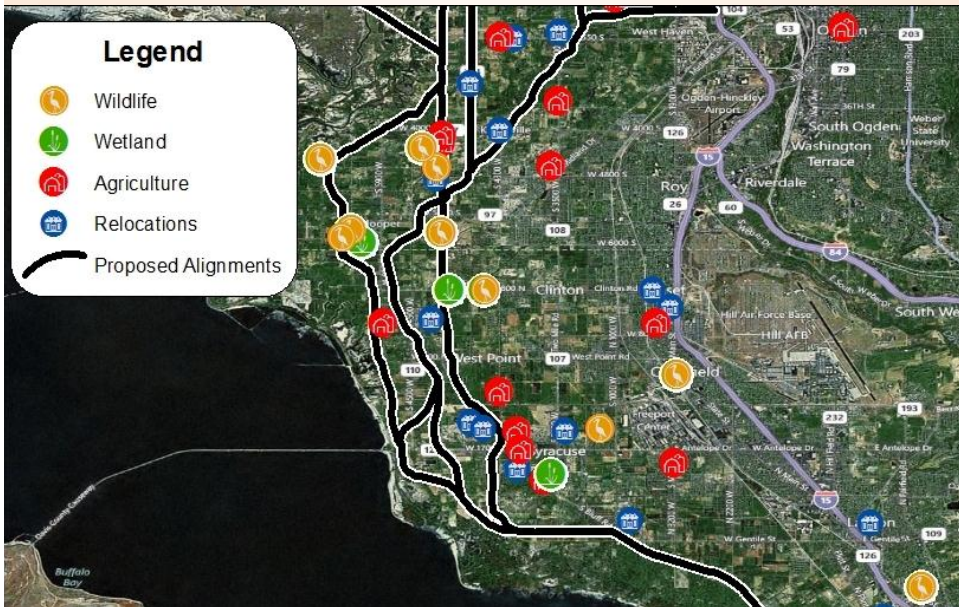
Policy Level



what are they thinking
what are they doing
where are they

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