

Cure Social-Media-Angst Forever!

10 Simple Steps to Easy Content Creation

1. Pick a topic you want to understand better.
2. Jot down your own experience with the topic and arrange the bits according to how useful you think the bits are.
3. Join the game of “Social Inquiry” i.e., give up “ownership” of your experience. It’s not “yours” anyway. If you think it is, feel free to call **541-488-7942** to do “The Work” with Meri Walker for 30 minutes and investigate the belief that you “own” your thoughts. *(Most people feel a lot lighter when they’ve questioned that belief...)*
4. Take a Web trip to research what others have to say about the topic . Check out others’ content. Use whatever search engines you enjoy most and search using key words or phrases in Google, YouTube, Twitter, Amplify, Quora, Posterous, Facebook, etc...
5. Identify a few “kindred spirits” whose content rings true for you. Comment on their blogs. Contact them and ask if they would be willing to partner with you to create some simple content together that amplifies your common insights.
6. Create the content together using whatever free Web 2.0 creation tools you enjoy.
7. Publish your content (both or all of you) on your blogs and in other SM venues.
8. Solicit interpretations and evaluations from your audiences in the form of “comments.” Respond to people’s comments to amplify their understanding. Acknowledge others when they amplify your understanding.
9. Invite “Likes,” RTs, and other kinds of “awards” from people who are learning in this conversation with you. Invite others to republish your content with links back to your social “homes” (your blogs, websites, etc.)
10. REPEAT with your next curiosity ... ad infinitum.

If you find this model helpful, please feel free to share it widely with a link back to **Meri Walker’s blog**: <http://beingsocial.us>. We love helping Baby Boomer thought leaders make good use of social media and virtual meetings to extend their lifetime contributions in this wild, new global information economy.