

An aerial photograph of a city street featuring a prominent white-striped crosswalk. Several pedestrians are captured in motion, crossing the street. The scene is brightly lit, casting sharp shadows. A large, semi-transparent white rectangle is overlaid on the right side of the image, serving as a background for the text. In the bottom right corner, there is a large, expressive yellow brushstroke graphic.

COMMUNICATIONS WORKSHOP

To Change the World, Seize This Moment With Social Media

WITH AMANDA HIRSCH
CEO, MIGHTY FORCES

[MIGHTYFORCES.CO](https://mightyforces.co)

Poll

Do you have an
active online
presence?

Yes

No

Sometimes



Your presence in the world





Exponential impact



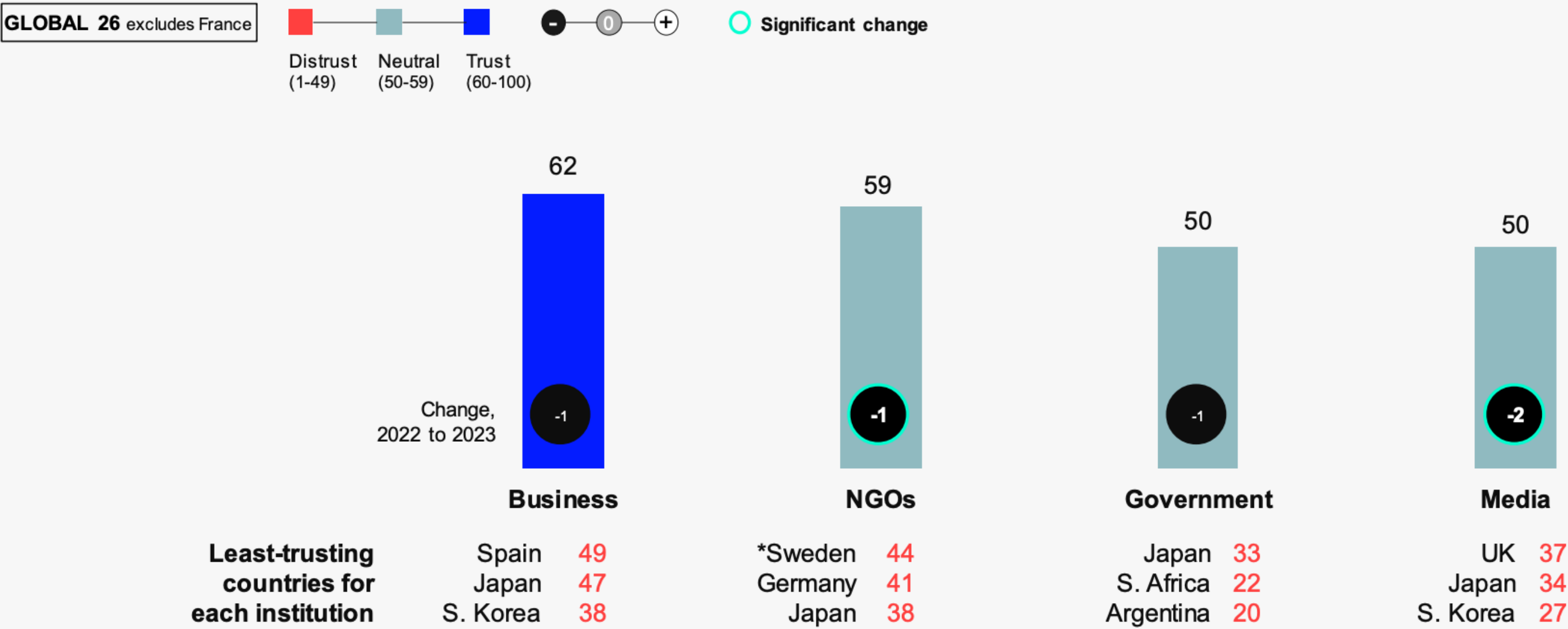


The public conversation



Business Only Trusted Institution

Percent trust

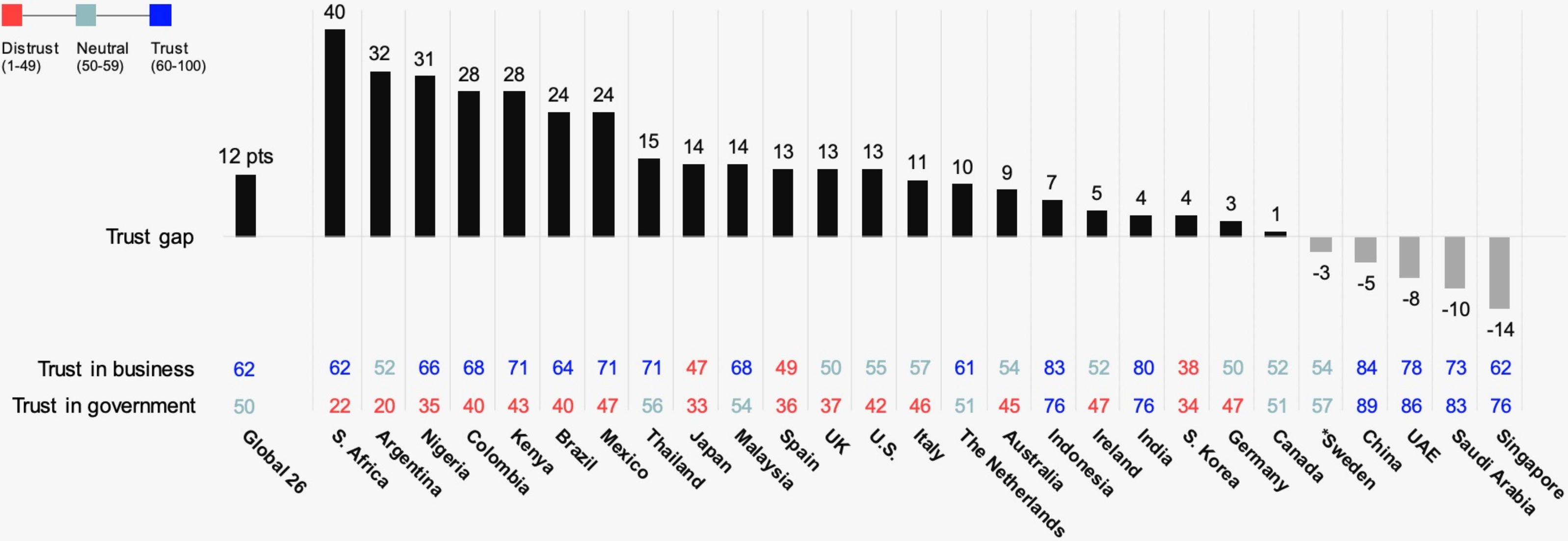


2023 Edelman Trust Barometer. TRU_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, 26-mkt avg. *Sweden is not included in the global average. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.

Due to a translation inconsistency, the France data was removed from this slide. For more details contact the Trust Barometer research team.

Government Less Trusted than Business

Percent trust, and the percentage-point difference between trust in business vs government



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Cultivating trust

People place the most trust in business — and they place the MOST trust in businesses whose senior leaders are online.

Sources: Reuters Digital News Report 2023, Pew Research Center, Brunswick, & FTI Consulting

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4:1

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COUNTRIES

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As a leader, building trust
means being active online




Poll

Do you think
your online
presence
represents you
well?


Yes

No

Sometimes



The power of showing up
online as a leadership *practice*





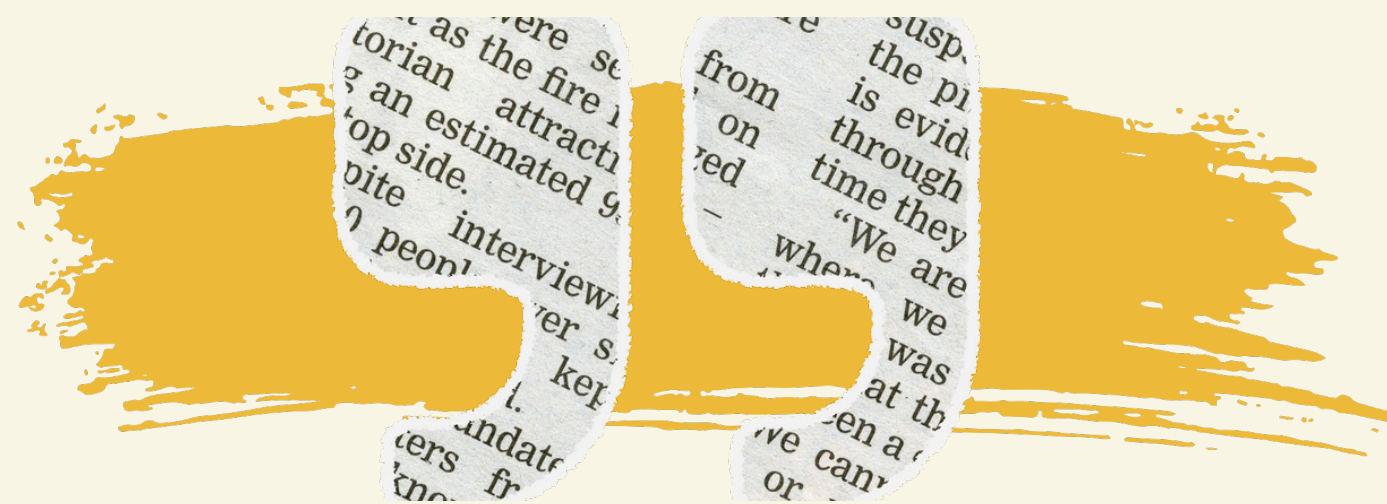
Goal: An **authentic** and
consistent online presence





This is a pivotal moment in
social media





In the early days of the internet and social media, there was a certain joy at finding new ways to connect and organize and stay informed, there was so much promise. I know, I was there. And **right now, just like politics itself, just like our public lives, social media has a grimness to it.** We're so fatalistic about the steady stream of bile and vitriol that's on there. **But it doesn't have to be that way. In fact, if we're gonna' succeed, it can't be that way.**

BARACK OBAMA
STANFORD, 2022



Despite its many flaws, the
internet is inherently
democratic





Credit: Brad Montague



Poll

Are you
motivated to
create an
authentic and
consistent online
presence?

Yes

No

Not sure

***thank
you!***



MIGHTYFORCES.CO