

# 3 Rs: Who to avoid on social media

My Google reader has more than 100 subscriptions. On Twitter, I follow more than 1000 folks. I also have connections on LinkedIn and pages I have liked on Facebook. All in all that is a lot of content to which I am exposed each day.

I have come to realize there are three types of content providers that I just don't have time for. They are the raconteurs, the recyclers and the reprobates. They seem to be everywhere and I just want to avoid them!

## **Raconteurs**

Raconteurs like to make a fuss. They are there to criticize anything and anybody just to get a rise out of their readers. There is one writer in particular who is such an extreme example of this that I recognize him from his blog titles alone (things like "Are we really better off today?" or "The Gender Gap is a Myth") which are designed to perk your interest because they AIM to be controversial. The sad thing is many raconteurs are seeking controversy not to enlighten but to rile up.

## **Recyclers**

These are not your environmentally-friendly folks, looking to reduce, reuse and recycle cans, bottles and paper. Instead, these are idea recyclers. They are so devoid of original thought that they recycle ideas posted by other folks and pass them off as their own. A couple of weeks ago, the big rage on Twitter was an article from Fast Company on how to be more productive. Now, there is nothing wrong with re-posting or retweeting that information (heck, we all want to get more out of days it seems). What is bad is taking the content but changing the title, taking only the main points, or whatever

and passing it off as your own post. There's a blogger, often featured on a blog I read regularly, who is a mistress of this format. If it was all over Twitter yesterday, she is posting about it today.

## **Reprobates**

Reprobates are people who just post nasty stuff—either because they think it is amusing or because they are seeking to shock. Mostly, they love to use obscenity in their tweets and their posts. The more f-bombs they can cram into a paragraph the better. Reprobates also make inappropriate remarks about serious or sensitive topics—like the CNN guy who called the Democratic National Convention “The Vagina Monologues.”

Do you have some of these in your content stream? Do you have types of bloggers/Tweeters that you avoid? Let me know in the comments.