Dick Costolo at ICNY 18: Authenticity is key to the future of social media

NEW YORK — Real estate professionals should focus on engagement, authenticity and storytelling as they navigate the future of social media, former Twitter CEO Dick Costolo said at Inman Connect New York on Thursday. As social media changes, those qualities are the ones that help people and businesses build and retain audiences. “The way you build a big audience is you start with a small audience,” said Costolo, who also worked on HBO's Silicon Valley and now runs the fitness startup Chorus. “Optimize for meaningful engagement with a few or one over likes.” The way to do that, Costolo said, is by interacting with a select group and sharing your own personality and point of view, following the example of T-Mobile CEO John Legere, famous for bashing his competitors and responding to individual customer complaints. “When you respond to one person engaged on the platform, everyone else sees that as you responding to them,” Costolo said. Narratives and storytelli...

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