

What **Attracts** a Flock

What **Chases** It Away

ANGLE AND TONE

making your reader awesome

vs. making yourself awesome

being conversational, informal, and open

vs. persuasion, selling

creating angles that are useful,
creative, or just plain fun

vs. bland institution-speak

willingness to be ridiculous

vs. fear of losing authority

COMMENTS

welcoming questions and differences

vs. expecting praise

following up immediately

vs. letting comments languish

genuine, humble responses

vs. canned talking points

using visitor input to change how your
institution operates

vs. embracing input on a token level only