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The Foo
@PolitiBunny



I will report that account for threats a
share among my circles... @asideofb
@DakotaFreePress @hammy2016
@APLMom

RETWEETS

6

FA...

10



Kathy Scott

Digital Marketing Strategist

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Organized Social Mobs: Is Twitter Losing Control?

Sep 27, 2015 | 2,356 views | 130 Likes | 17 Comments | [in](#) [f](#) [t](#)

I started working with social media platforms nearly a decade ago. As head of PR for a media company, it was my responsibility to follow the trends and understand how the new medium was affecting our brands. Since that time, I have managed more than a dozen top brands online, created campaigns to influence specific audiences and drafted corporate policies for internal and external communications as it relates to social media for several companies.

Twitter has always been a favorite of mine because of its ability to allow like-minded members to connect on hobbies, issues and challenges. I'll admit that while my personal accounts focus on women's empowerment, as a mom I have veered from my mission periodically to connect with kids who are being bullied on Twitter to support them and reprimand those who engage in targeted assaults.

But even with my many years on social media, this past week has opened my eyes to a growing epidemic among adults that has left me wondering what kinds of

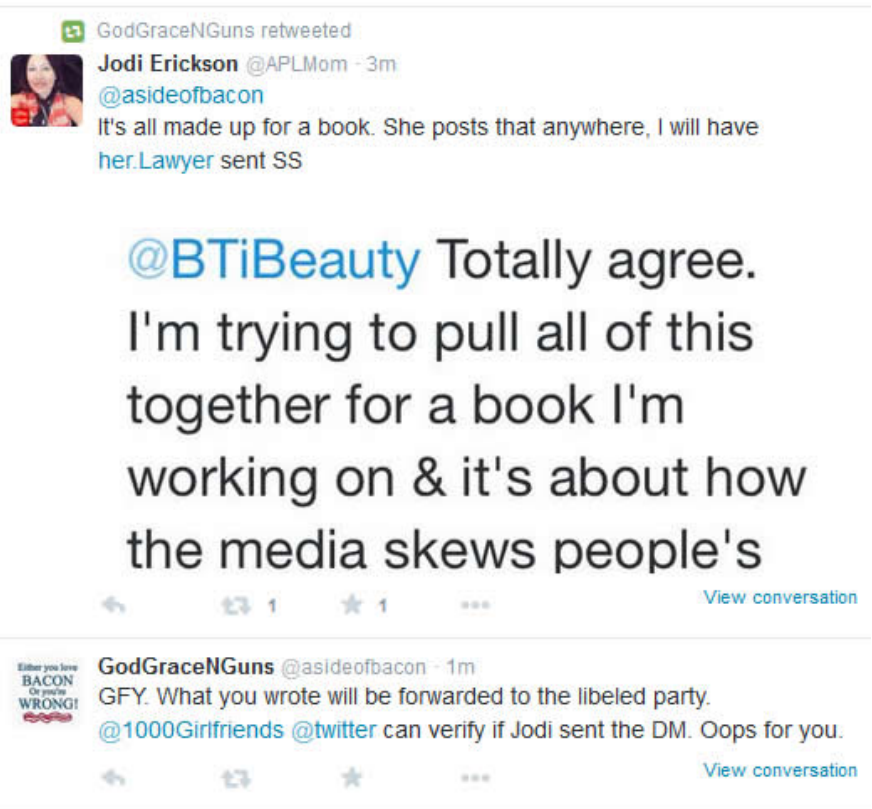
policies should be instituted to change the mob bullying that is driving users off the platform? While most of you will wonder why I didn't just block the offenders (after six days I wondered the same thing), I wanted to understand what motivated their mob and what affect it might be having on the platform as a whole.

My tumble down the dark hole began with a tweet to a writer from U.S. News & World Report about an article he wrote. I've been working on a book about South Dakota media and how blogs with personal agendas are proving to skew public opinion as well as the truth, while major news organizations like Gannett allows its writers engage in public jokes against the people they are writing about. Center to the book is the trial and conviction of former Senate Candidate Annette Bosworth. My engagement produced attention from a former classmate of Bosworth's.



Jodi Erickson asked me to DM her about Bosworth, which I did. Her DM was included in a Facebook page used for all comments/stories about Annette Bosworth. The Erickson exchange was particularly interesting because it referred to former Presidential candidate Herman Cain and South Dakota Congresswoman Kristi Noem.

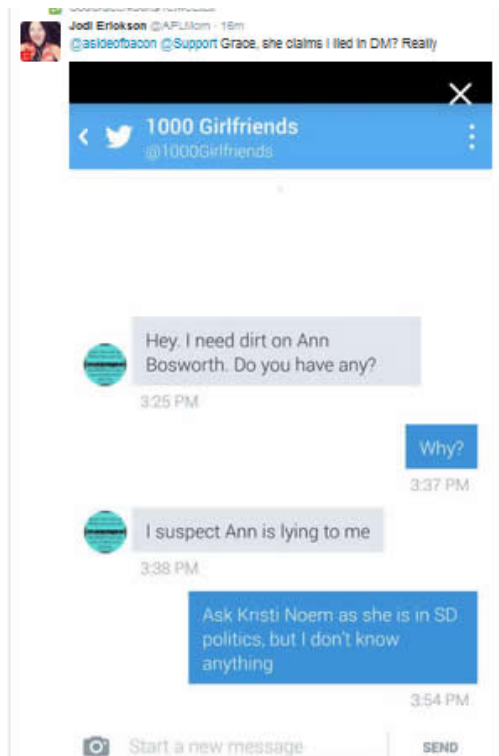
Within hours I received hundreds of tweets with the following theme with Erickson denying the communication and inciting a mob attack.



Erickson is connected to the Altconradio group that uses BlogTalkRadio as a platform. The founder then jumped in, tagging others.



And they did fake a message from me, then tagged in more users for mobbing purposes. Post below was what she attributed to me, a poorly created fake that has my brand in the response position not the initiating position as would be the case with my brand showing at the top.



So what's my gain by staying attached to this organized mob? Unfortunately, blocking is more difficult that you would assume. One block produced even more accounts. I was all-in whether I liked it or not, but how far

did their influence extend and at what point would they dissipate? I started using our South Dakota media Twitter account to build a case study on this trend. Note the tweet below responding to the mobbing call.



So we began experimenting with the use @DakotaFreePress by changing the account to a teen. We changed the images to Harry Styles and each comment was responded to with some form of 'I am a kid...' 'You are an adult' 'Your comments are not welcome.'



No other comments were given other than that of a teen and a mom who said the account was shared and to please stop. The abuse instead escalated as well as mob reports to suspend @DakotaFreePress. What also escalated was the abuse toward me personally that got so out of hand we decided to once again change @DakotaFreePress and use the abusive words and harassment to design the account. In the end, that lasted just about 10 minutes. Our experiment resolved the age old notion that engaging with a bully or abuser is pretty stupid. We did get many reinforcements who knew this group who tried to help.



Along the way, we reported the harassers and even created an account #banmobtweeters which received as much harassment by this mob as the other accounts. Twitter has suspended @DakotaFreePress based on mob reporting, which in itself is important to understand as a social media manager.

Stay tuned to Part II of my report. Sadly, my teen says this kind of abuse is an everyday occurrence on social media.

Mob accounts diminish a brand's purpose and the health of its mission. It also leaves itself open to the competition. To quote one of South Dakota's greatest men, "*Let us put our minds together and see what life we can make for our children.*" ~ *Sitting Bull*

PART II: Digital Identity Theft: Twitter accounts set up to destroy your reputation

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Featured In Social Media



Written by
Kathy Scott

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Lu Esposito 1st

Managing Partner at Buzz Strategies

Yes, Kathy. Multiple victims over many years. We have talked to quite a few from South Dekota to New York.

Please understand you are violating Georgia law.

HARASSING EMAIL, CYBERSTALKING

§ 16-5-90. Stalking

(a)

(1) A person commits the offense of stalking when he or she follows, places under surveillance, or contacts another person at or about a place or places without the consent of the other person for the purpose of harassing and intimidating the other person. For the purpose of this article, the terms "computer" and "computer network" shall have the same meanings as set out in Code Section 16-9-92; the term "contact" shall mean any communication including without being limited to communication in person, by telephone, by mail, by broadcast, by computer, by computer network, or by any other electronic device; and the place or places that contact by telephone, mail, broadcast, computer, computer network, or any other electronic device is deemed to occur shall be the place or places where such communication is received. For the purpose of this article, the term "place or places" shall include any public or private property occupied by the victim other than the residence of the defendant. For the purposes of this article, the term "harassing and intimidating" means a knowing and willful course of conduct directed at a specific person which causes emotional distress by placing such person in reasonable fear for such person's safety or the safety of a member of his or her immediate family, by establishing a pattern of harassing and intimidating behavior, and which serves no legitimate purpose. This Code section shall not be construed to require that an overt threat of death or bodily injury has been made.

(2) A person commits the offense of stalking when such person, in violation of a bond to keep the peace posted pursuant to Code Section 17-6-110, standing order issued under Code Section 19-1-1, temporary restraining order, temporary protective order, permanent restraining order, permanent protective order, preliminary injunction, or permanent injunction or condition of pretrial release, condition of probation, or condition of parole in effect prohibiting the harassment or intimidation of another person, broadcasts or publishes, including electronic publication, the picture, name, address, or phone number of a person for whose benefit the bond, order, or condition was made and without such person's consent in such a manner that causes other persons to harass or intimidate such person and the person making the broadcast or publication knew or had reason to believe that such broadcast or publication would cause such person to be harassed or intimidated by others.

Like Reply(1) 1 hour ago



Kathy Scott AUTHOR

Digital Marketing Strategist

This is a great example of my follow-up post: Part II: Digital Identity Theft: Twitter accounts set up to destroy your reputation - https://www.linkedin.com/pulse/part-ii-digital-identity-theft-twitter-accounts-set-up-kathy-scott?trk=pulse_spoock-articles -

What can be done? I can report her post, this is her fourth I believe since I posted my stories about this group - the "We" she refers to. I have reported each and blocked her from my LinkedIn account, I can report this to my local law enforcement, but unless she threatens me, they most likely will do little and frankly, I would rather my stretched law enforcement officers to focus on more violent crimes. I can sue her, but it would be to make a point and that would be an expensive point. Social platforms make it clear that they are not responsible for the harassment, they merely offer a platform. My guess is that in the coming year or two, there will be federal laws holding platforms accountable for the lack of response and perhaps make them culpable or at least hold some responsibility. It is my intent to assist with the latter. Stay tuned.

Like 31 minutes ago

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Katie Carroll
Social Media Editor at LinkedIn

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Daily Pulse: New Moves for Netflix, Modi's US 'Charm Offensive', Chipotle's 39 Steps for the Perfect Burrito

Sep 28, 2015 | 219,134 views | 348 Likes | 28 Comments |

Netflix is buying what TV is selling. Television's ultimate frenemy is working overtime to woo the industry. Not only are media execs skeptical about streaming services, which have cut into both ratings and ad revenue, they're also getting hip to the tech themselves: [analysts predict](#) that networks will increasingly distribute via their own apps, or even Netflix competitors like Hulu. That's why today's announcement, that Netflix has acquired global streaming rights to three new shows (including CW mega-hit "Jane the Virgin), is so important: it encourages other media companies to jump on the bandwagon.

But Netflix isn't taking any chances. The company is also securing itself against a potentially hostile Hollywood by opening an [in-house production studio](#).

PM Modi finds fans in Silicon Valley. Thousands chanted "Modi! Modi!" at San Jose's SAP Center yesterday, as the Indian Prime Minister finished his high-profile West Coast tour. The Silicon Valley leg of his trip included a [town hall](#) with Mark Zuckerberg at Facebook, visits to Tesla and Google, and a hotel meeting with Apple's Tim Cook. Although [met with some cynicism](#) (and a smattering of [human rights protests](#)), Modi's "[charm offensive](#)" seems to have worked: the *New York Times* hails India as the new China, "the hottest growth opportunity" for

American tech giants.

#Quote

*The iPhone is everything to Apple.
Everything important about Apple – their
resurgence as a company, the lust their fans
feel for the brand, the fanboy/girl obsession
with their keynotes, the slavish CNBC
analysis over everything Tim Cook says –
traces back to the luscious, warm-gravy
margins of the iPhone.*

**Jason Calacanis on [Apple's attack on advertising](#) (and how it'll
destroy Google)**

Next stop: Cuba. JetBlue is adding another flight from [New York's JFK to Havana](#), starting December 1st. The announcement coincides with talks between the two countries, which will occur today and tomorrow and hopefully end with a new civil aviation agreement. It's a small step toward expanding the Cuba travel market; the real game-changers would be lifting the trade embargo or the ban on US tourism.

There's more than guacamole in your barbacoa bowl. Where Steve Ells focuses on food, Chipotle's other CEO is obsessed with management. Monty Moran [told Quartz](#) about the company's performance review process, including an intense 39-point checklist for all the things managers should *not* be doing: avoiding regular one-on-ones, keeping low-performers on the team, and more. It's clear that Chipotle is very invested in its people: managers are largely measured on the success of their employees. "The idea, essentially, is that a well-

run restaurant follows from well-managed and highly-engaged teams."

Forget microbreweries—we're about to get a mega-brewery. Anheuser-Busch InBev could make a bid for SABMiller as early as today, for a cool \$106 billion. The takeover would "[form a colossus](#) producing a third of the world's beer," and would have a market value of around \$275 billion. What really made AB lust over SABMiller? Africa. [The continent generated 28%](#) of SABMiller's revenue last year, whereas Anheuser-Busch is essentially MIA.

What you should read on LinkedIn today:

- Jason Calacanis, Entrepreneur and Investor: [Apple's Brilliant Assault on Advertising—And Google](#)
- Merci Victoria Grace, Product Management Lead, Slack: [What I Talk About When I Talk About Women in Product](#)
- Dan Price, Gravity Payments CEO: [A Capitalist Solution: Why Every Worker In America Should Make \\$70,000](#)
- Sir Alex Ferguson (yes, *that* Sir Alex Ferguson): [We All Face Failure. It's How You Handle It That Matters.](#)

- ***Missed the last update? Then check out [John Abell's Friday post, 'The Square IPO Countdown, Google in the FTC's Crosshairs \(Again\), Switzerland Goes After Sepp'](#)***
- ***Twice a day we share the news professionals need to know. Never miss one again: Download the [Pulse app](#).***

Cover photo: Last night's celestial event [won't happen again](#) until 2033: a supermoon—when the moon is closest to the earth—coincided with a lunar eclipse—which made it appear red. This picture shows the moon over Glastonbury Tor in Glastonbury, England.

Featured In Daily Digest



Written by
Katie Carroll

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