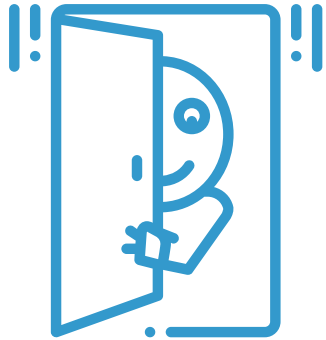


# The 3-L Formula

for social media success

1

**LURK**



**HOLD BACK &  
OBSERVE**

2

**LISTEN**



**CHECK OUT THE  
DYNAMICS**

3

**LEARN**



**DISCOVER WHAT'S  
OFFERED**