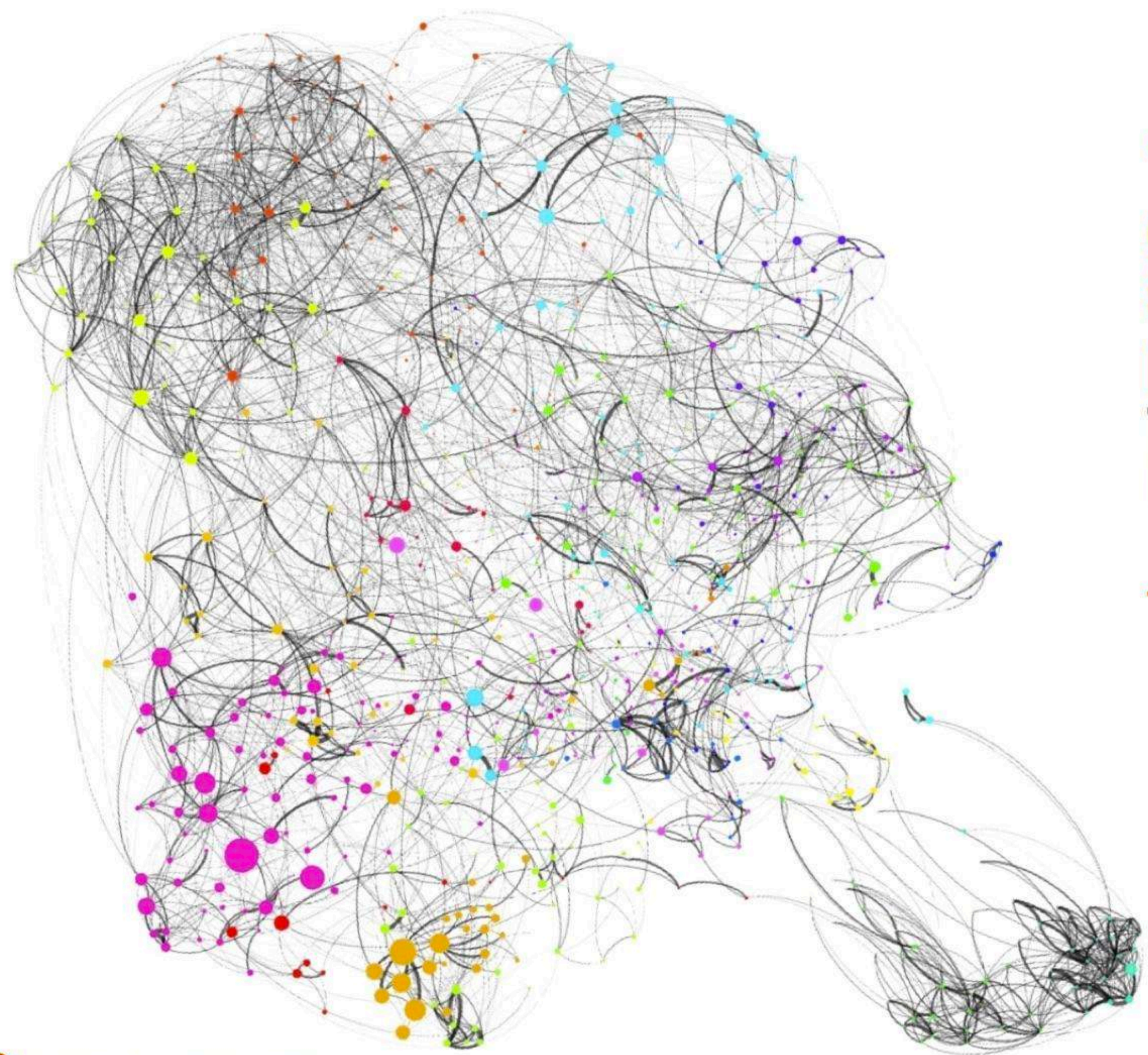


The Hidden Psychology of Social Networks



**Reddit is a
network of
individual
communities**



 Reddit Advertising 2017



Reddit alone is home to over

100k

active communities.

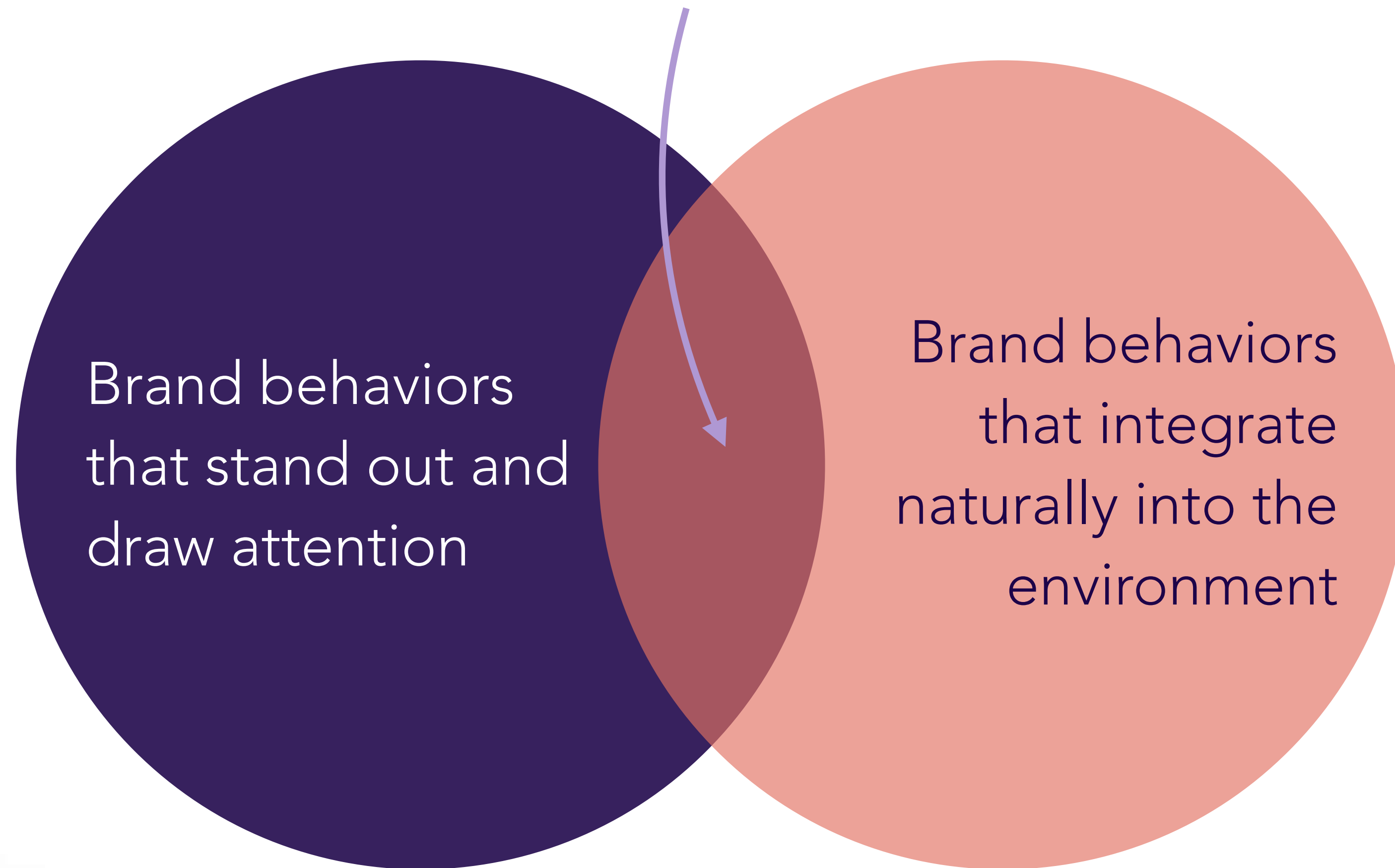


There are currently over

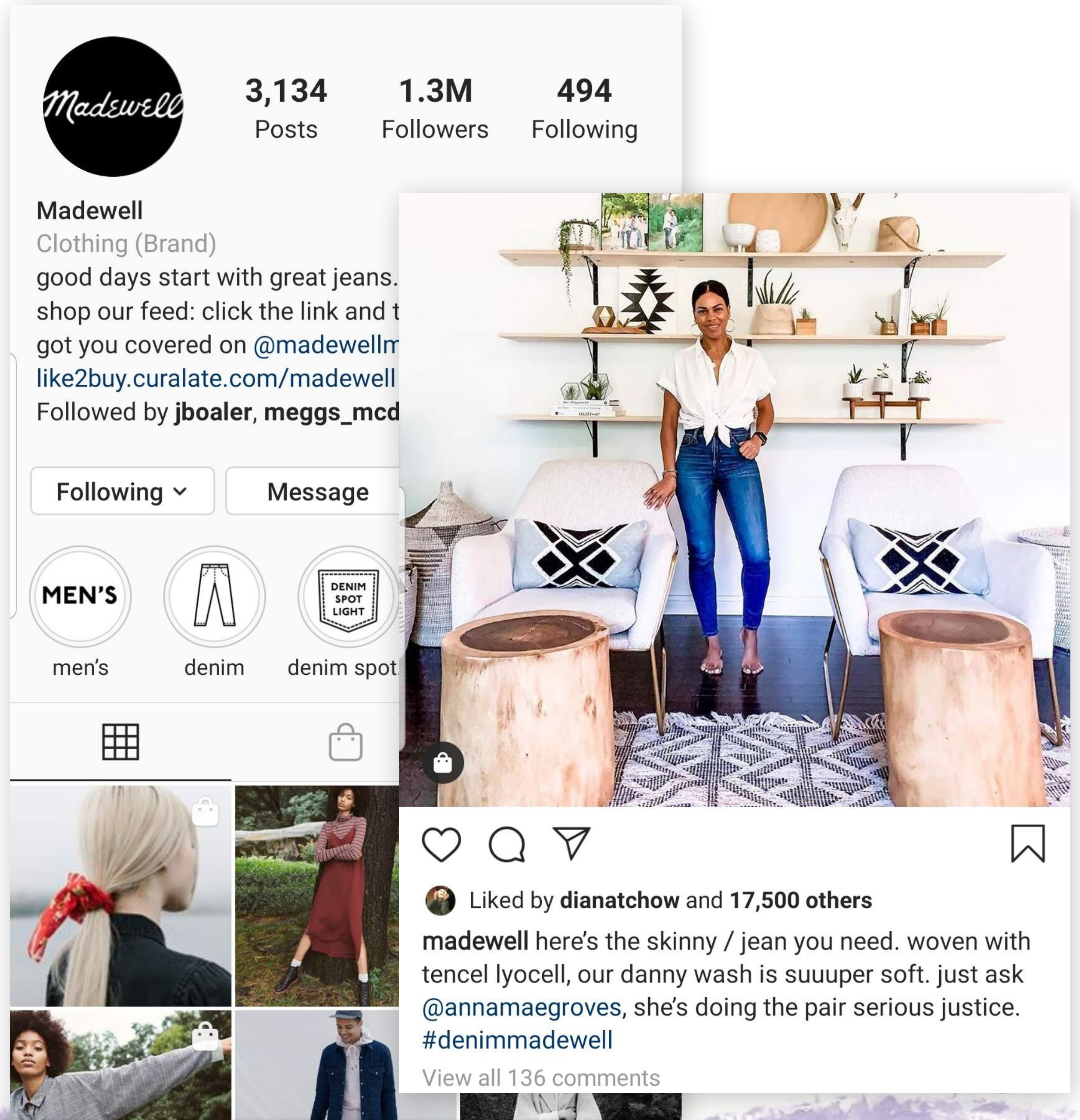
180

**large, active social
networks.**

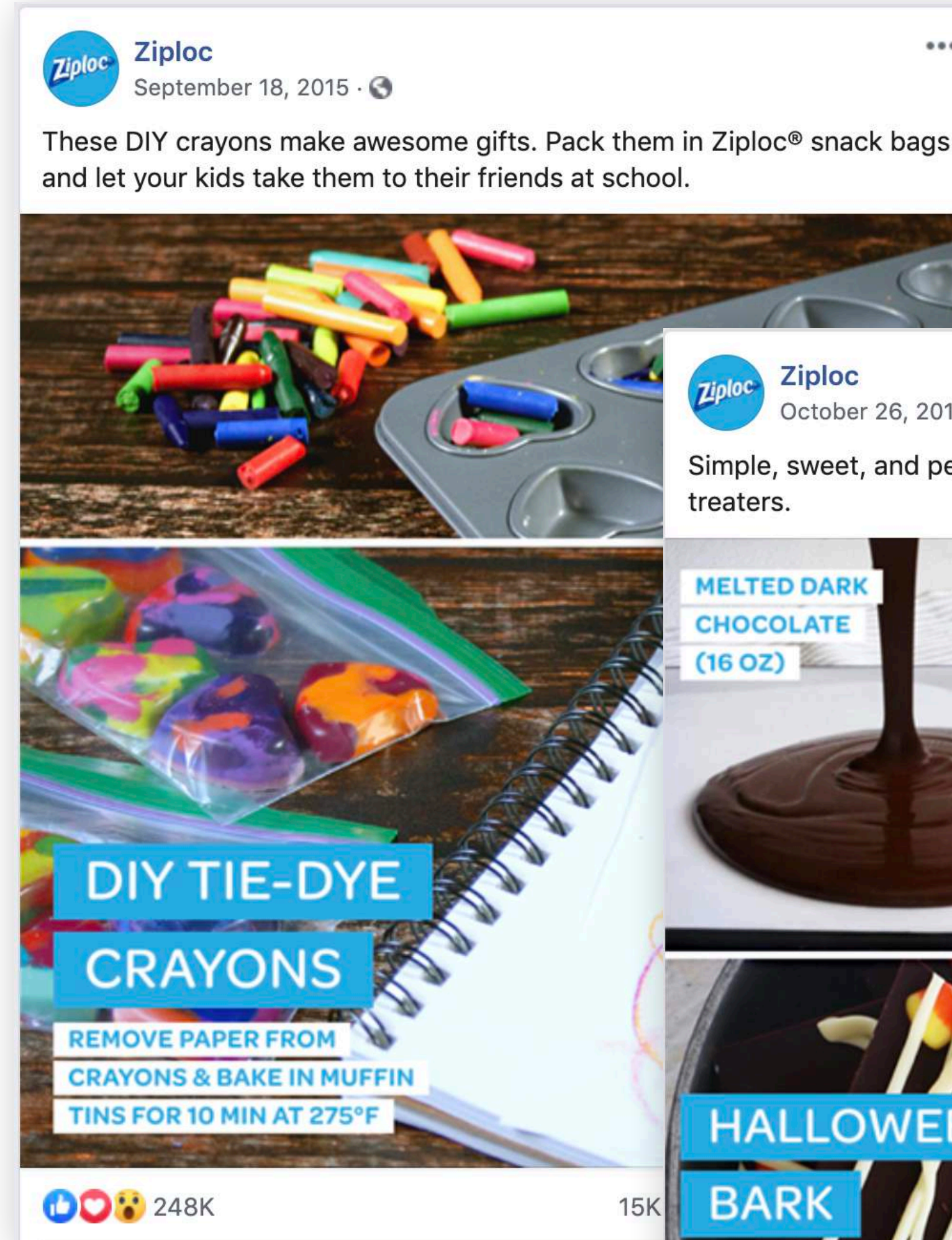
Brand behaviors that add value



When a brand can
add value, it has the
benefit of both
standing out and
integrating naturally
into social
environments



When a brand can add value, it has the benefit of both standing out and integrating naturally into social environments



When a brand can add value, it has the benefit of both standing out and integrating naturally into social environments




 **PROMOTED** · u/Schwab_Official 1 year ago from www.ownyourtomorrow.com

47




Hey Reddit, your friends at Charles Schwab here.
What's something you're doing today to set yourself up for success tomorrow?


www.ownyourtomorrow.com 

 123 Comments  Give Award  Share  Save






50% Upvoted






 [deets0302](#) 16 points · 1 year ago 






 Hello Schwab! I've got a whole slew of techniques.

1. I do a monthly pull of all my expenses into a homemade Excel version of Personal Capital / Mint where I analyze my largest spend categories / learn about my patterns / adjust accordingly.
2. I have 40% of my paycheck going into a savings / brokerage account (set up automatically), so I'm required to keep my expenses within the remaining 60%.
3. I meal prep, try to buy only what I need and try to pick one area of my expenses to try and reduce per month. (This month it's eating out less).
4. When it comes to personal items, travel, gifts and the like...I plan ahead. I use my go-to sites to compare prices and try to find deals (while also not wasting time. 80-20 rule here).
5. At the end of the day, while saving money is my highest priority, I'm also someone who struggles with rewarding myself. So, I've built in rewards I can't return (like purchasing movie tickets through my company's discount site, buying spa gift cards for less than they're valued at Costco).

 Reply  Give Award  Share  Report  Save

 [Schwab_Official](#)  5 points · 1 year ago

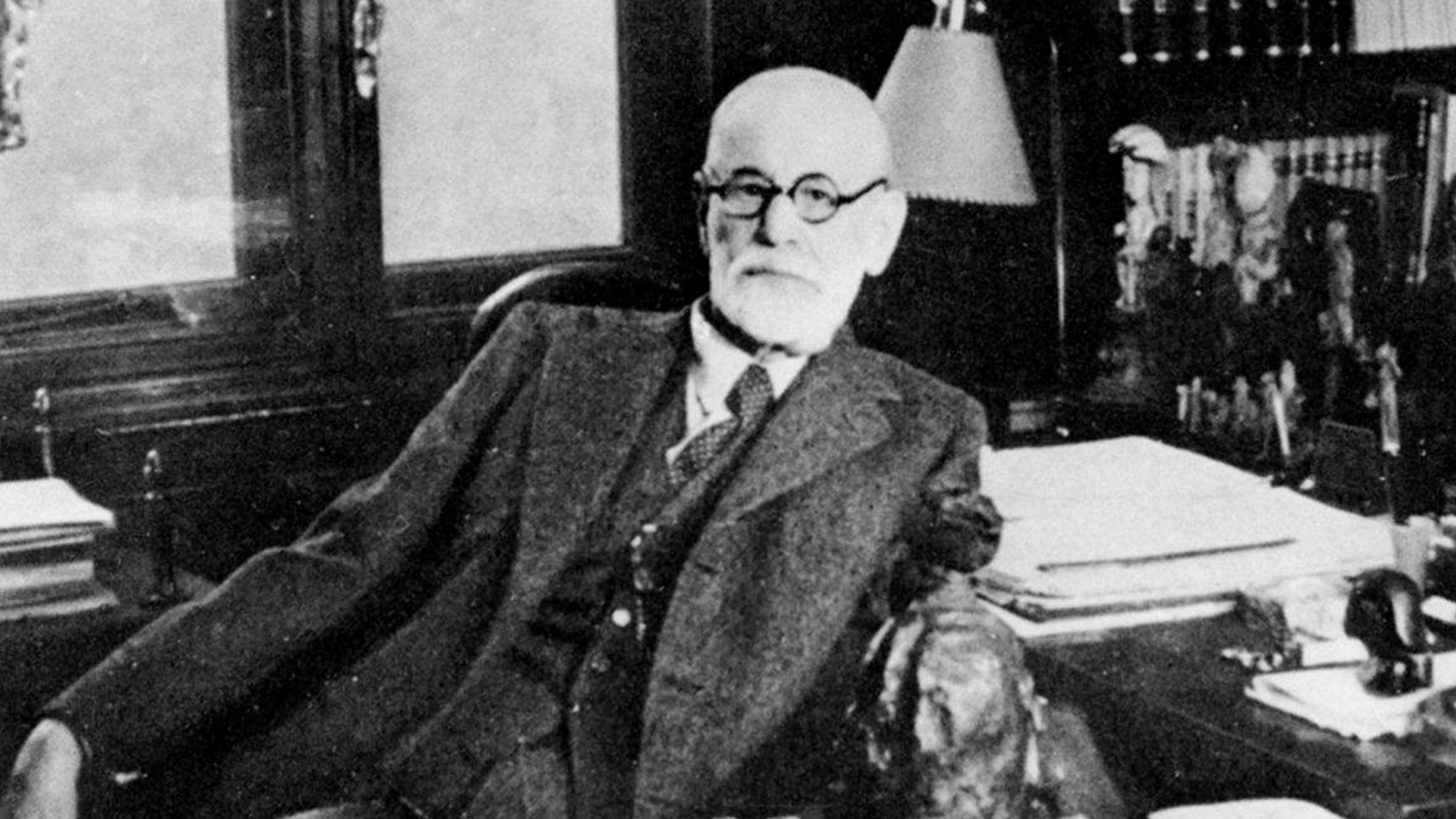
 Wow [u/deets0302](#), you really live up to your username! We love that you're figuring out ways to reward yourself along with all your planning and saving. Balance is key! (No pun intended..)

 Reply  Give Award  Share  Report  Save

Adding value is simple in principle, but hard to execute:

How do we know what will add value?



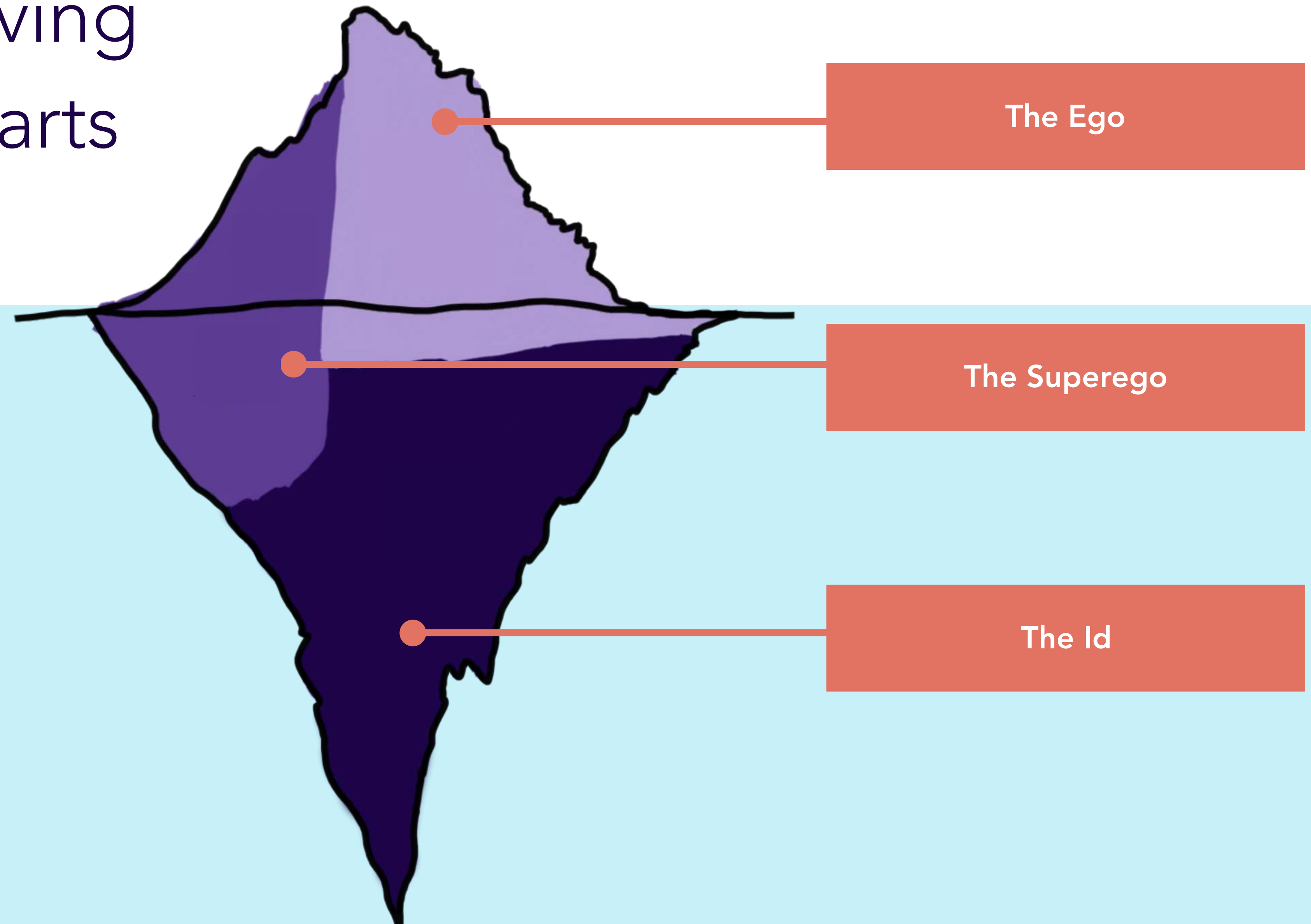




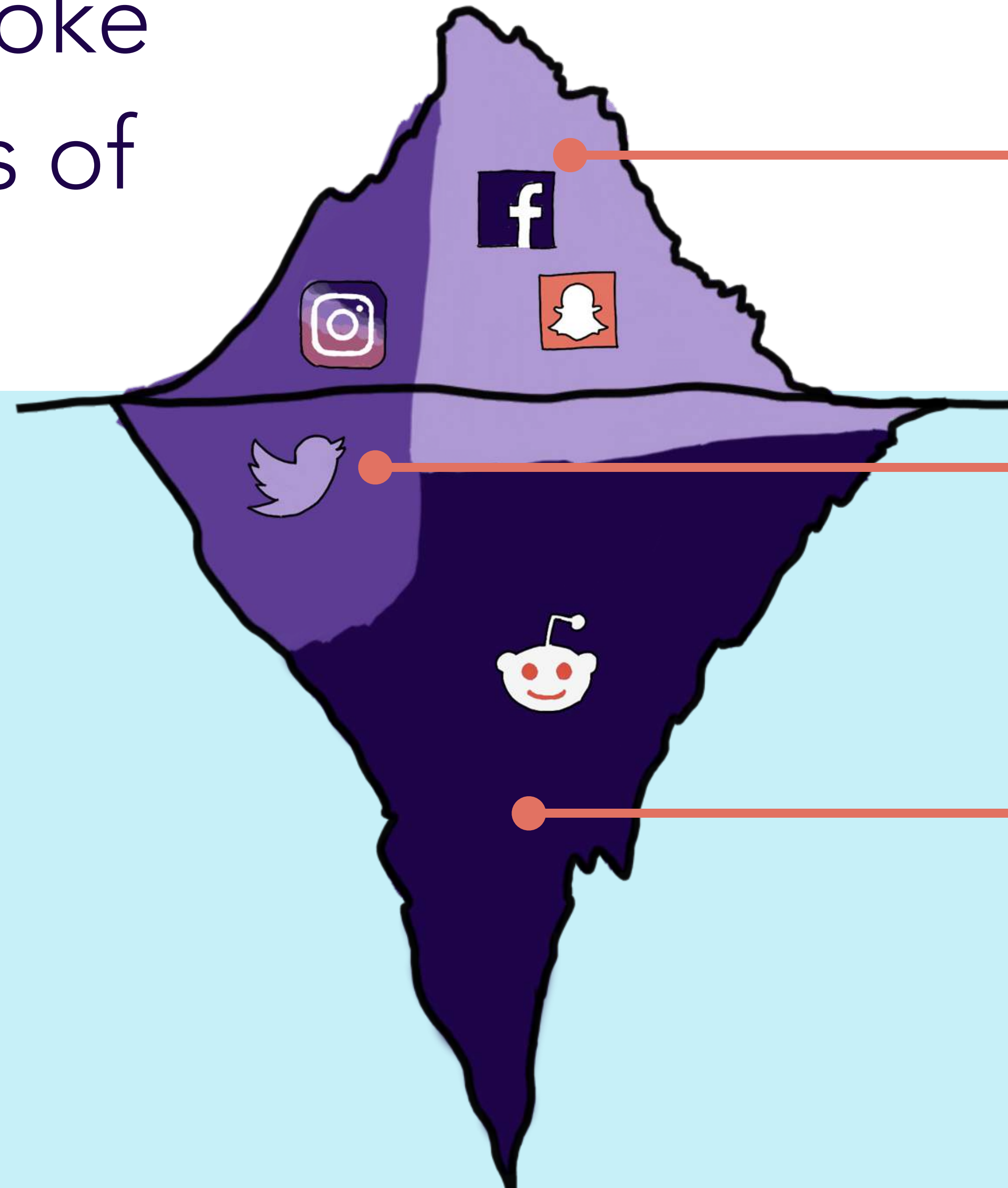
airhorn.wav



Freud conceptualized
the mind as evolving
three essential parts



Different social environments evoke different versions of our selves.



The Managed Self

When we're connected primarily to our offline friends and identified as our offline selves, we're positioning ourselves to our social circles.

The Ideal Self

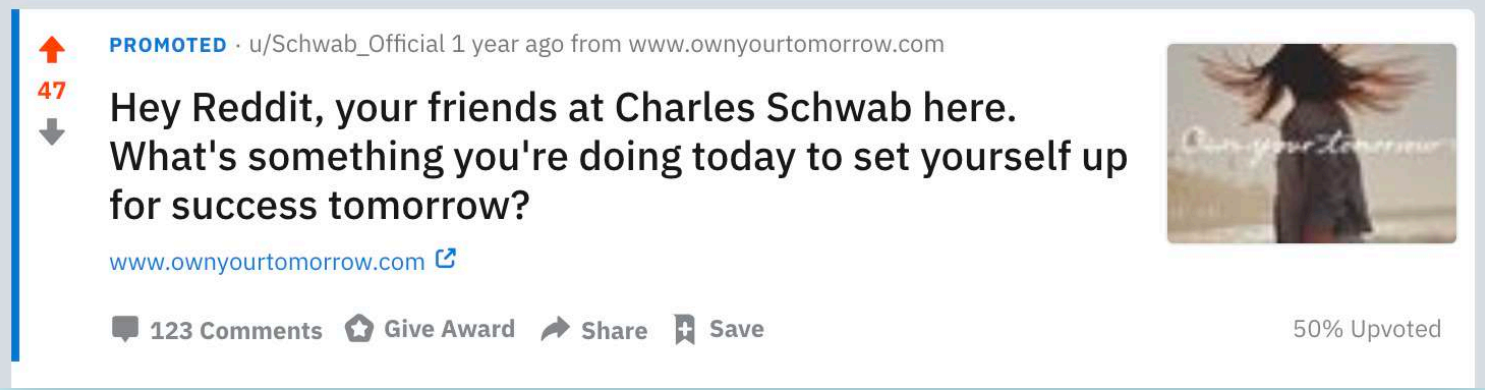
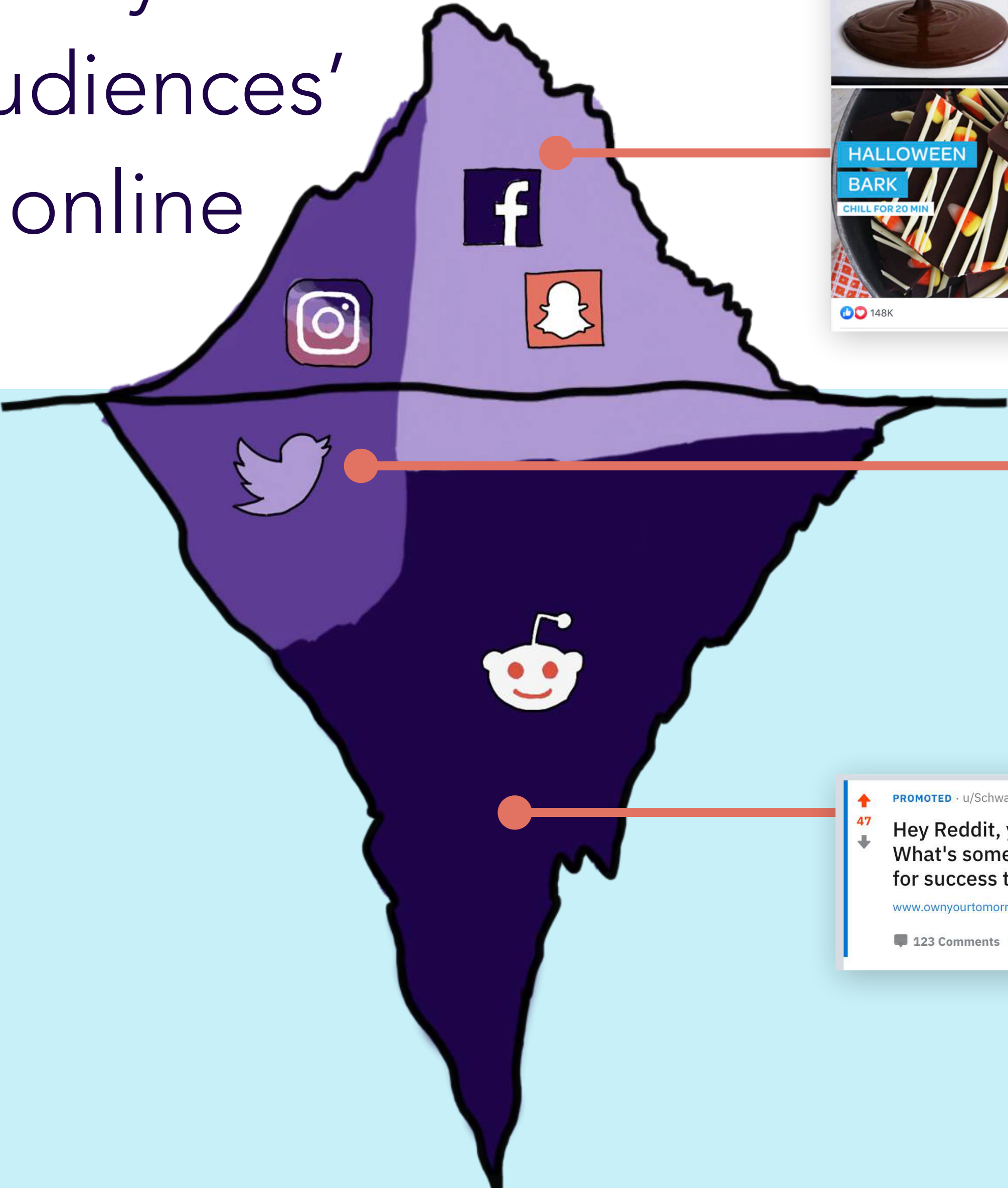
While we're still connected to our offline friends, we have equal ability to reach people we don't know yet, so we present an idealized version of ourselves.

The True Self

When we're allowed to be anonymous and are organized by our interests and ideas, we have more freedom to explore different interests and express our true selves.



As brands, we can anticipate how to best add value by understanding our audiences' mindsets in different online environments.



Key Takeaways

- When brands can add value in digital space, they succeed at both grabbing attention and integrating naturally into the environment.
- Adding value is reliant on context — it means different things in different psychological spaces.
- By understanding user mindsets in different online spaces, we can predict the brand behaviors that will best add value



Ideas for hire!

joe@AnInternetReference.com

 @joefederer

 u/JarethKingofGoblins