



Maximizing for Social Media:

How to Repurpose Content for Multiple Platforms

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the
BRAVE
ones

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The Brave Ones : Season 3 ▶ PLAY ALL

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Tony Hawk: From misfit to legend

Lucy Handley

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Hawk's 900

It's two decades since Tony Hawk became the first skateboarder ever to land a "900," a highly technical two-and-a-half revolution aerial spin performed at the top of a vertical side of a half-pipe, and a move that tipped him and skateboarding into the mainstream.

It was June 27, 1999 and Hawk had been competing in the Summer X-Games in San Francisco, an extreme sport event broadcast by ESPN, where he and four other skateboarders had been showing off their tricks during a freestyle section. Hawk had been practicing the 900 for about a decade but had never landed one without falling off his board.

"Some years were more concentrated where I was like, this is the time I'm going to do it. I would call a photographer. I would get a video guy there. And I would start trying it and end up hurt usually, and disappointed," he told CNBC's "The Brave Ones."

In 1998, Hawk decided to give up on the 900, and in 1999, he thought it would be his last year of professional competition. He was 31 with a young family and was constantly on the road. "I had competed for 20 years. It was like, I don't want this to define my life. So, because of that, I knew that I wanted to have a good run of contests that year."



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cnbcinternational "Being brave means being scared, and doing it anyway." - Michael Dubin, Co-Founder of @dollarshaveclub #TheBraveOnes

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cnbcinternational The Brave Ones: Arianna Huffington, Online Media Mogul

When Arianna Huffington spots a trend, she dives in head first. Trusting her gut has helped her build a successful online media platform and put her at the forefront of the mindfulness movement. #TheBraveOnes

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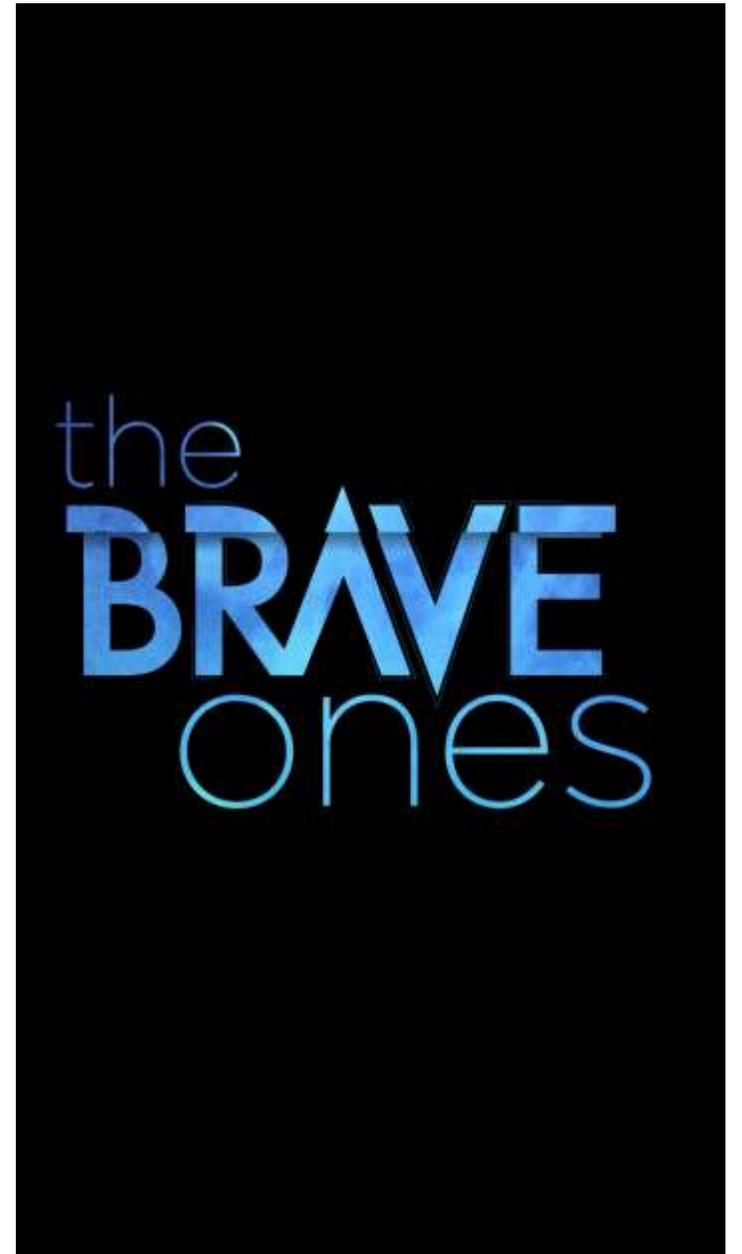
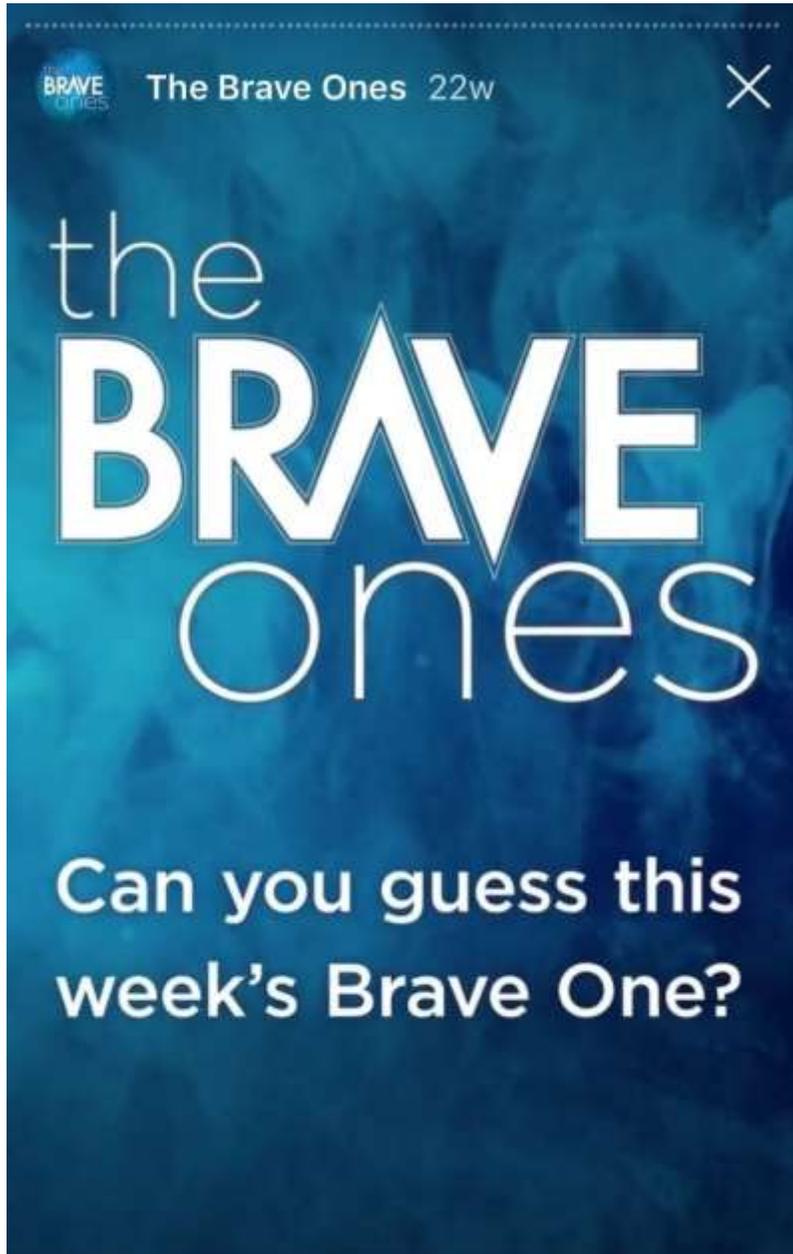


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We went inside Singapore airport's new 'Jewel.' Here's what we saw

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The world's best airport just got even better

KEY POINTS

- Jewel is a \$1.3 billion dollar project which connects three of the four terminals at the Changi Airport.
- The food and shopping hub is home to what's now the world's tallest indoor waterfall — called the HSBC Rain Vortex.
- Passengers in transit will need to pass through immigration to get to Jewel.

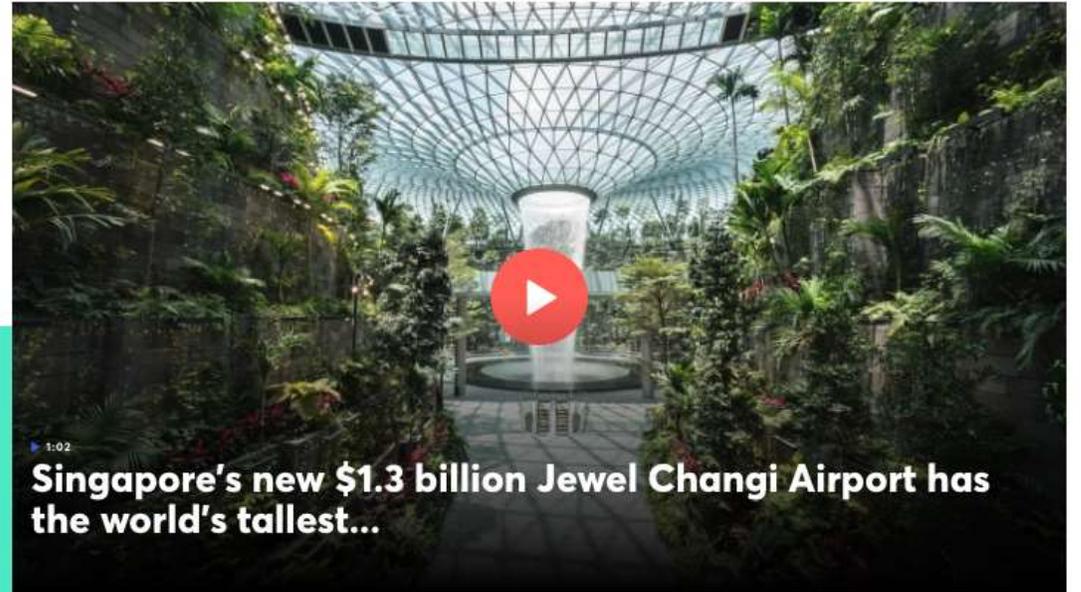


World's best airport has new \$1 billion shopping, entertainment hub with indoor waterfall—look inside

Published Fri, Apr 12 2019 • 1:39 PM EDT

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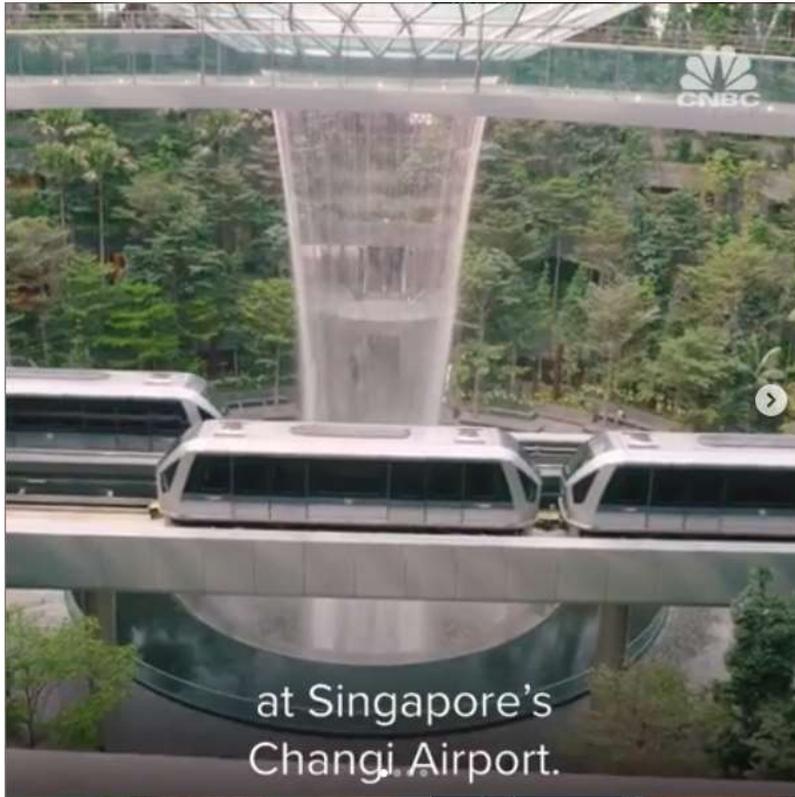


Singapore's new \$1.3 billion Jewel Changi Airport has the world's tallest...

Singapore Changi Airport, ranked the No. 1 airport in the world, is opening to the public a new shopping and entertainment hub called the Jewel, on April 17.

Inspired by Singapore's reputation as a "city in a garden," Jewel features a sprawling indoor forest, 280 retail shops and restaurants and the tallest indoor waterfall in the world. The complex cost \$1.7 billion SGD, or nearly \$1.3 billion US, to build.





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 Changi Airport, Singapore

cncinternational The world's best ranked airport isn't resting on its laurels.

Named "world's best airport" for seven consecutive years by Skytrax, Changi Airport has officially opened its new hub, "Jewel" to the public.

The nearly \$1.3 billion dollar project — which connects three of the four terminals at Changi Airport — aims to increase the number of passengers coming to Singapore for visits and stopovers.

Jewel Changi is home to the world's tallest indoor waterfall, called the HSBC Rain Vortex.



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APRIL 17

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Busiest airports by international passenger traffic, 2018



Source: Airport Council International, 2019 (preliminary)



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 Dubai International Airport

cncinternational Have you been to any of the world's busiest airports by international passenger traffic? Airports in Europe and Asia dominate the list.

Currently at number seven, Singapore's Changi airport wants to climb the ranks by increasing the number of people coming through the airport.

How will it do this? Click the link in our bio to find out its newest billion-dollar attraction it's using to draw in the crowds.

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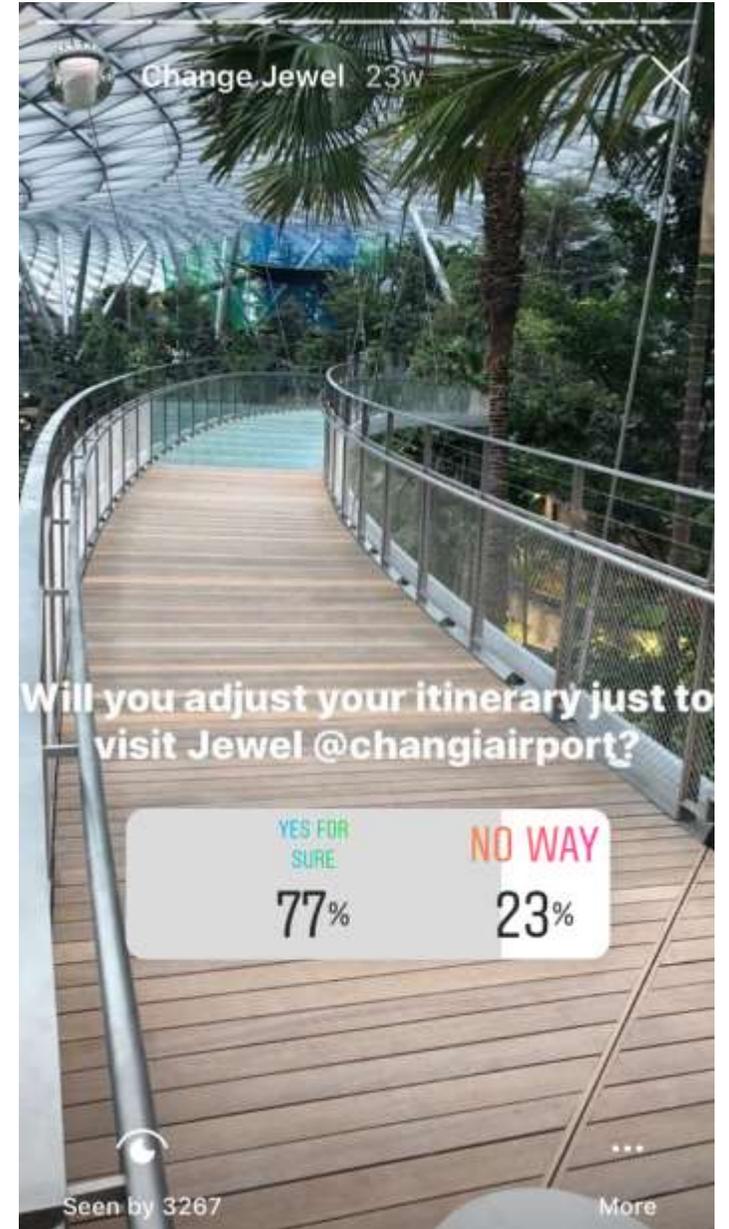


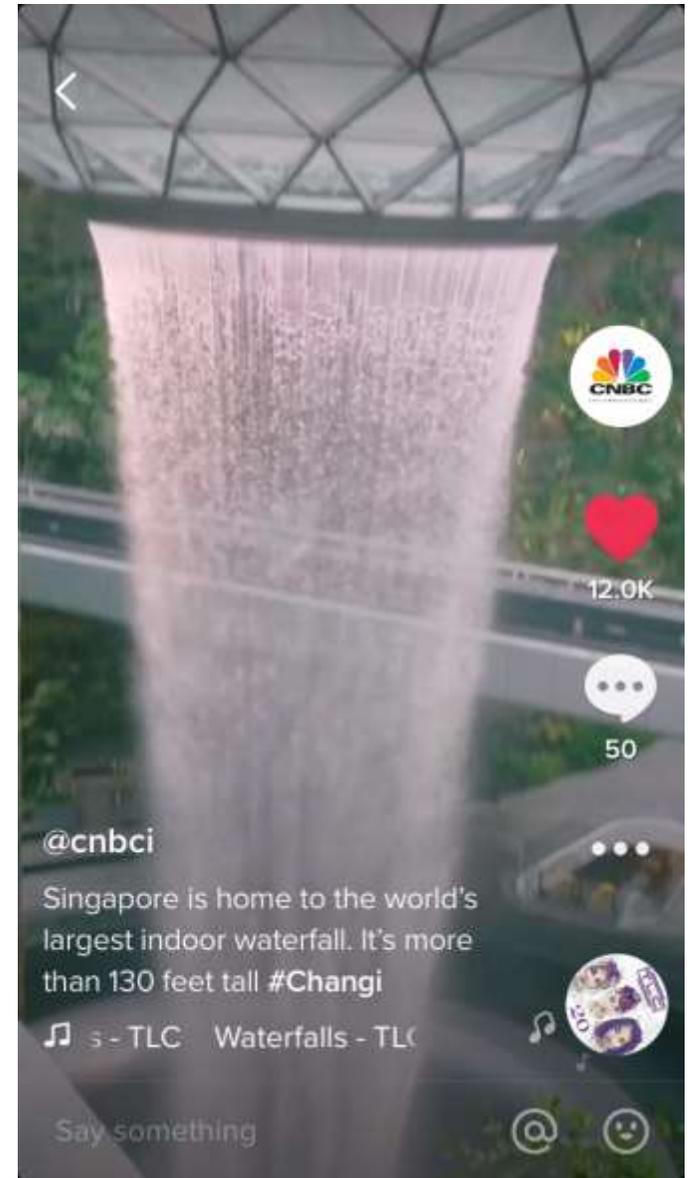
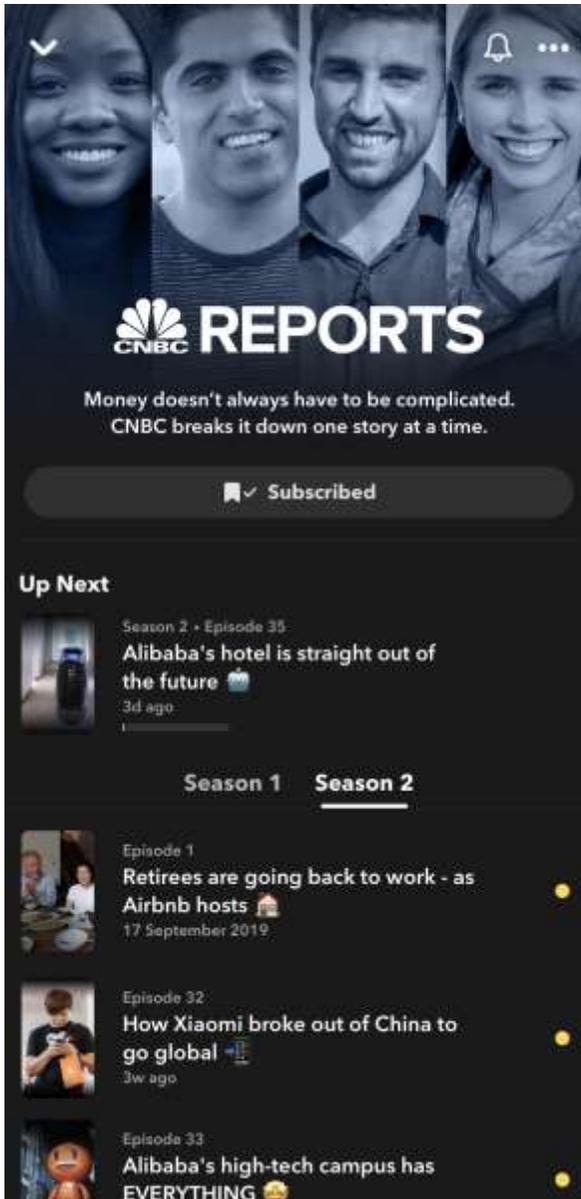
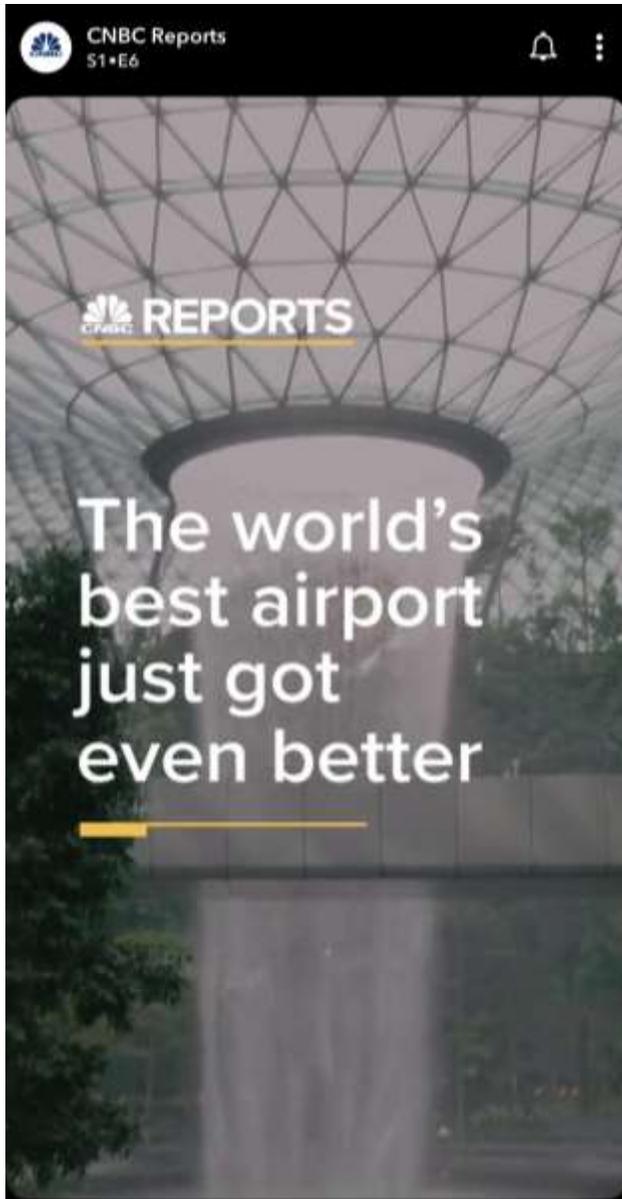
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Thank you!

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