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## Style guide Liker.

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Omar Rivero · @cornell.edu>  
To: @gmail.com

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**Posting:** posting intelligent, engaging content in the various different categories. Make sure the content is in its best format possible. (YouTube links, a link with the image and the text displaying properly, screenshots of good tweets rather than the tweets themselves (unless they are a twitter thread) etc).

**Curating:** making sure that intelligent posts by yourself and others make it into the trending feed in 2-4 hours. That means they need to reach 11 likes. Liking posts that are smart, funny, intelligent, timely etc. Our job is to curate the trending feed by first curating the breaking feed. Always make sure that the homepage (trending feed) has a good mix of good content from all categories. If people make terrible posts, or posts in the wrong category, you can give them one or two likes but make sure that they don't reach 11 likes. People trying to sell stuff or promote things that they are selling etc. leave them at zero likes.

**Commenting:** always make sure that we are commenting on the good posts especially, starting conversations, sparking debate with intelligent, open ended comments. Comments are the most important thing in keeping people engaged and coming back to the network. You can develop relationships with people with your different accounts etc. Always remember to stay in character.

**Follow/add friend:** One of the main points of Liker is that users who make intelligent posts can build a following. For that reason, it's important that we click "follow" On the profile of users who are making good posts. That will make them excited to make more good posts. Remember also to not fly off the handle when people say offensive or rude comments. Let's keep the network as argument and fight free as we can.

So to summarize, the trending feed should always have good, intelligent content with good intelligent conversations in the comments section, and all new posters should get interaction on their new posts on the breaking feed, and if the posts are good and in the right category, they should all end up on trending within the first four hours.

Sent from my iPhone