**Two Social Media Rules That Drive Results**

Essential to any social campaign is an understanding who you are targeting. The top 1 percent of social media influencers are trend setters — their content drives the discussion. Another 9 percent are still highly influential and largely share content with the other 90 percent.

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<http://prsay.prsa.org/2016/08/04/2-social-media-rules-that-drive-results/>