

Will your message resonate with your audience?

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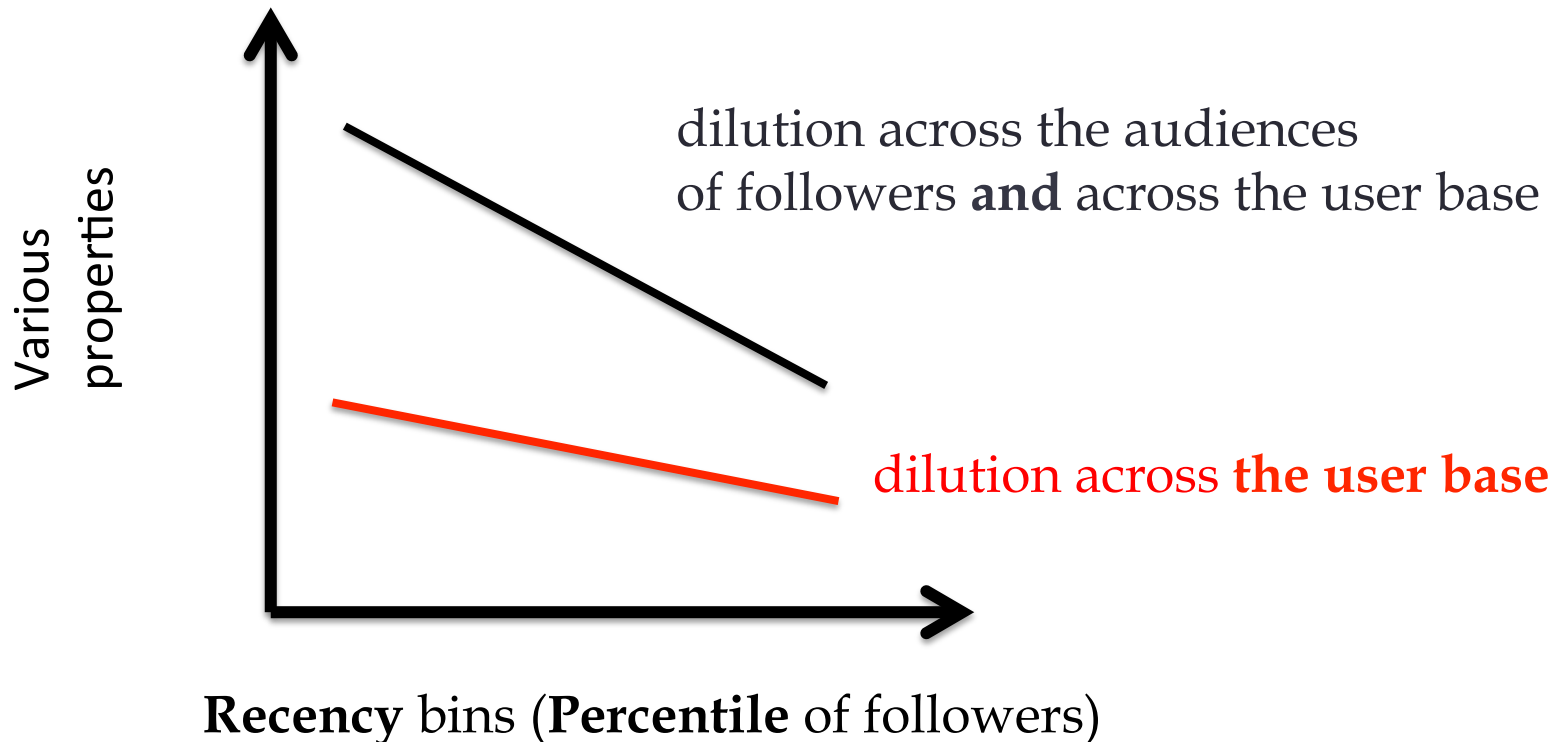
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Dilution of growing audiences

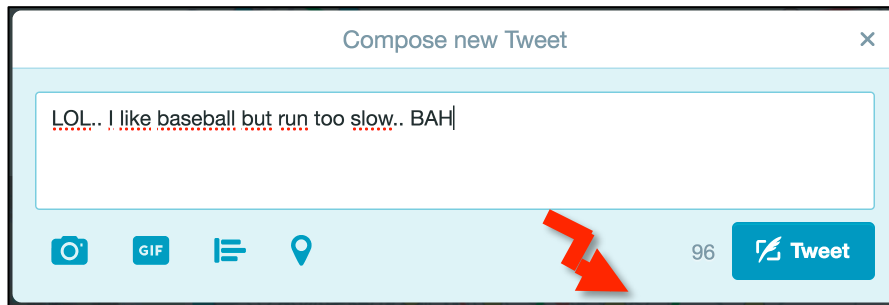
Two types of audiences:

- I. The **followers of a given user**; each user has her audience.
- II. Whole **user base** of Twitter, which is a global audience.



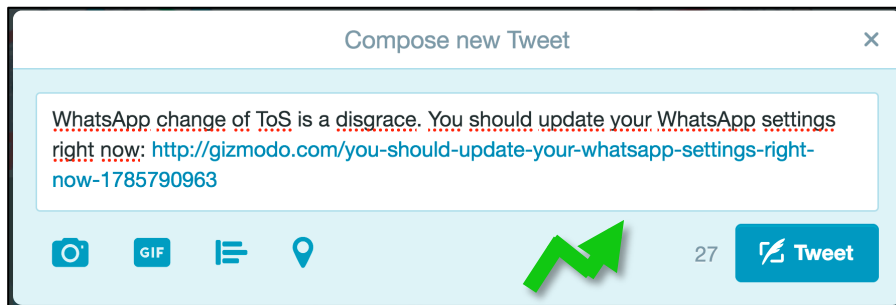
Will this tweet resonate with audience?

An assistant advises what to tweet by making predictions and informing



This tweet is likely to be boring for your audience, because:

- it's about baseball
- your audience dislikes this topic
- this topic is not trending now



Great tweet! Most likely it will resonate with your audience, because:

- it's about social media
- your followers like this topic
- this is a trending topic lately