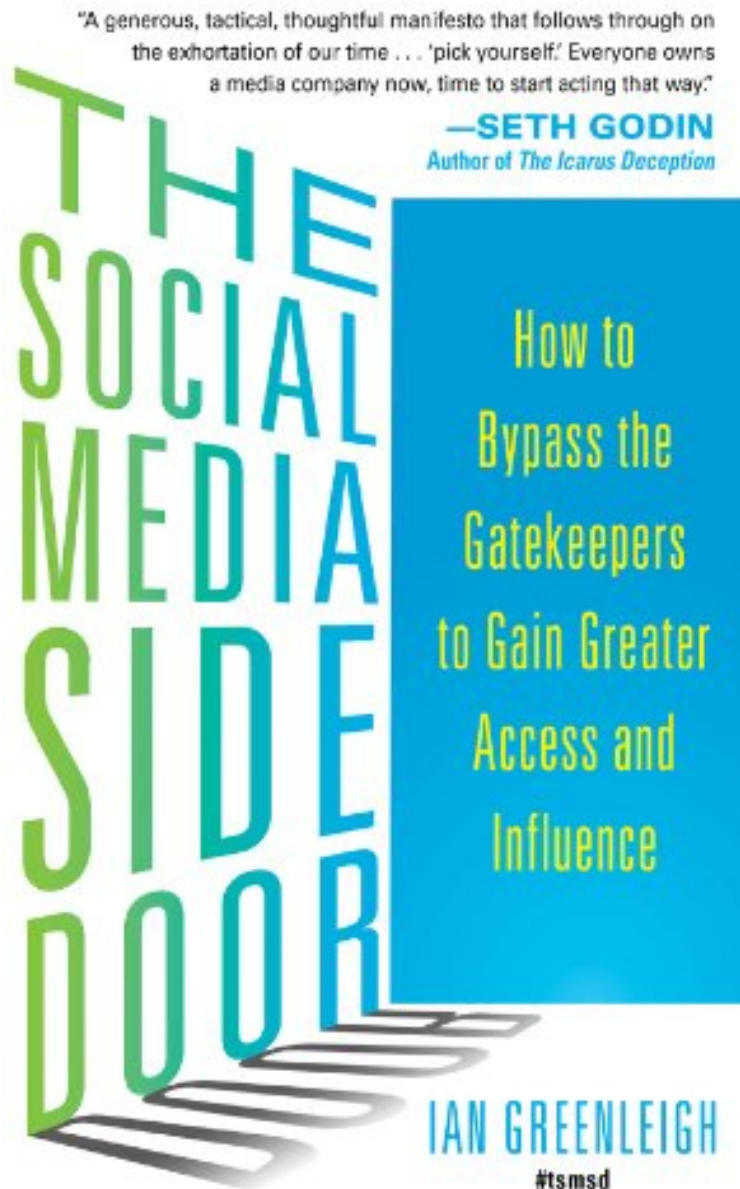


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## The Social Media Side Door: How to Bypass the Gatekeepers to Gain Greater Access and Influence

*Ian Greenlegh*

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Access is one of the great unexamined issues in social media. Barriers used to be everywhere, in the form of gatekeepers and rules that governed access to people with power, authority, budgets, expertise, and fame. But social media side doors--alternate avenues of access through social media--have opened all around us, and few have noticed. Through them, we can engage with top business executives, thought leaders, and tastemakers. We have the unique ability to draw the attention of people and organizations that are bombarded every day by countless competing traditional requests for consideration.  
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About the Author  
Ian Greenleigh is a social media and content strategist. He helps companies turn data, ideas, and relationships into true thought leadership. His words and ideas have been featured in Harvard Business , Ad Age, Adweek, Digiday, Ragan, Seth Godin's The Domino Project, and elsewhere.  
He writes and speaks on a wide range of topics, including changing consumer-brand relationships, the convergence of personal identities, and the radically shifting landscapes of access and influence. Follow him at @be3d.