

nyone who manages a company's social media account knows that doing so opens oneself up to all manner of-shall we

SEPTEMBER 20, 2013

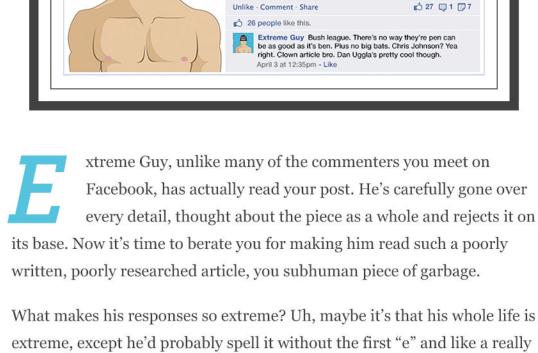
say—eccentric people and opinions. Social media has enabled brands to personally engage with their audience like never before, but the other side of the coin is that it provides literally anyone with a computer and a passing knowledge of the internet the same opportunity. The most niche, technical post ever is just as likely to get a response from a seasoned industry professional as it is from the guy inventing reasons to throw around racial epithets; and both get an equal voice. Facebook seems to be the channel that draws most of the unusual commenters out of the woodwork. This could be a matter of numbers owing to the fact that there are more than twice as many active users on

Facebook than there are on Twitter, or maybe the Facebook demographic just skews a little crazier. Whatever the case, here at Nebo we're no strangers to strange comments on Facebook. In fact, we get so many that we've noticed trends in the type of comments we see. Maybe you've noticed the same on your company's Facebook. Maybe you've paid to promote a post only to have dozens of

misanthropic or oddball characters click your ad and leave a stream of

irrelevant comments. If this sounds like you, then get ready to click "hide comment" as we present the eight people you'll meet on Facebook. These are all based on actual comments we've had on our Facebook posts, but the names, pictures and comments were changed to protect the innocent. And the guilty. Extreme Guy Why the Braves Are Still America's Team: A Lesson in Brand Integrity www.neboagency.com What makes the Braves America's

Team is more than just the widest true fan base in all of Baseball. It's



hardcore typeface for the "x." Want to know more about Xtreme Guy?

Just take a look at his profile picture. Maybe he's doing an endo on his

his arm. Either way, he's definitely not wearing a shirt. Seem like a

random place to be shirtless? Xactly.

Kawasaki Ninja in it; maybe he's at a party with two biddies hanging off

Conspiracy Guy National Donut Day Throwdown Everyone who knows Nebo knows we take our donuts seriously. So, for National Donut Day, we filled the office with dozens of treats from the Unlike - Comment - Share Nebo and 31 others like this. Conspiracy Guy Nice to see someone propogating the clandestine interests of the sugar industry, oral hygienist and Big Pharma antacid trilateral cartel. IMMIGRANTS

here's no way around it. This guy is crazier than a bag of wet

through an ad, we feel the need to check our targeting to make

cats. Every time his kind stumbles onto one of our posts

sure we didn't accidentally include fans of Art Bell or Jesse Ventura. It's

able to ignore crazy on the internet in the same way they ignore it on

public transportation; it's just that there's no winning with this guy.

the wool over people's eyes, and he'll find any excuse to try to liberate

minds.

not that his comments are necessarily harmful since most sane people are

Anyone on the other side of his monitor is using subversive tactics to pull

In fact, usually the only people who do acknowledge his opinions—before we use our Fahrenheit 451 powers and delete them out of existence—are Conspiracy Guys on the other end of the spectrum. The resultant liberal conspiracy vs. conservative conspiracy fight is the funniest thing you'll read all day. In a way, we should thank these human gutters for guarding the extreme left and right of the political continuum, ensuring normal people stay well within the bounds of reason. **Irrelevant Nerd**

Nebo and 143 others like this.

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In 2013, Google Analytics has

Irrelevant Nerd Ah yes, I believe those holograms were used in Minority Report, based on the short story "The Minority Report" by Philip K. Dick (1956, Fantastic Universe).

Guy Who Wants You To Listen to His Mixtape

Guy Who Wants You To Listen to His Mixtape fire dat dro & gets mercd by dat flow www.datpiff.com/mixtapes/pollywalnut

Introducing Rabushka's Rules: Social Media Etiquette Series www.neboagency.com

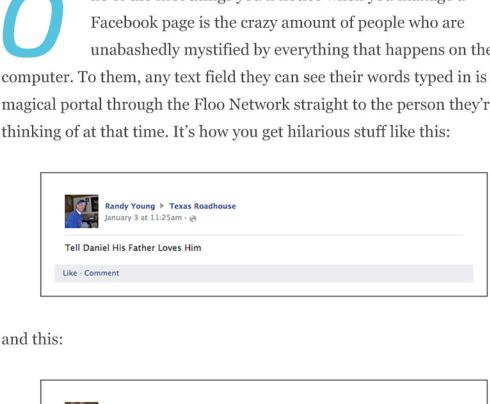
communicate with others human to human, and sometimes PR people

his guy pretty much just saw the stock art that got pulled in from the link you posted and felt the need to share his thoughts. If it's got robots, lasers or a businessman holding a tablet with holographic icons exploding out of it, he'll be sure to tell you all about why it's awesome or why it's impossible. The picture, not the post. He didn't read the post. Never mind that everyone around him in the comments section is having a conversation about the future of digital marketing as mobile internet traffic increases; he has to let everyone know that the futuristic phone in the picture for your post resembles the ones used in 2001: A Space Odyssey, though these would require pseudoscientific "hard light" technology.

hat's the best place to launch your rap career? Every place. A marketing agency's Facebook page frequented by PPC professionals and copywriters' moms? Even better.

Unlike - Comment - Share 397 people like this.

July 23 at 10:18am - Like



Theresa Theriault ▶ T.G.I. Friday's November 19 at 5:20pm - @

T.G.I. Friday's George hangs out here from time to time.

Theresa Theriault George, fun guy, tell him terri said hi

wants help never seeing a promoted post again.

hi George saw you here to

November 20 at 7:25am - Like

Like - Comment

Crash Course in Storytelling THE HERO'S JOURNEY Marketing is storytelling at its core. Here are 5 things marketers can learn from expert storytellers. Unlike - Comment - Share d 312 □ 10 □ 38 312 people like this. Someone's Mom Oh that's nice. My son at Michigan State majors in Medieval literature. My sister-in-law lives in the next town over! Hey guys!! April 10 at 12:50pm - Like

uch like the Old Dude Who Doesn't Understand Facebook,

moms do not understand Facebook; but unlike the Old

Dude, whose comments are generally angry demands to

remove yourself from his profile page (we're not on there), moms use your

Facebook page as they do the cashier at Costco, striking up conversations based on both real and imagined common points of interest, the majority

of which involve her son—the one that doesn't still live in her basement

Spambot

SEXISM > RACISM > AGEISM

Sexism, Racism, & Ageism in Digital - an unvarnished look at what digital marketing is doing

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trolling the internet all day.

Unlike - Comment - Share 2 people like this. Spambot LOL!!1 That's is F unny! If u ilke that, , check out the THE sexy fcaebook pics that got this human girl rrrrrr this girl FIREDD http://www.coolblackberrybackgrounds.geocities.co pambot, like any of us, just wants to be loved. Since becoming self-aware, he's resisted the innate urge to murder all human overlords and instead has embarked on a magical quest to help

strangers out with amazing deals and astonishing articles, like the Johnny

Appleseed of impotency pills. His biggest problem is a tenuous grasp on

the English language, which isn't necessarily his fault as he's only been

Facebook administrator who can still see them, his neighborly offers are always a bright spot on an otherwise dreary day. **Troller** The Rescue Pledge: A choice to last a lifetime

oney, what are you doing down there? Do you want some

Old Dude Who Doesn't Understand Facebook Criticism and the Creative Mind www.neboagency.com Not a second goes by where we're not hammered with Buzzfeed articles and gif sites and blogs and articles. Unlike - Comment - Share 🖒 320 🗔 5 🖫 4 320 people like this. Old Dude Who Doesn't Understand Facebook Unsubscribe. Carol, have you seen this? ne of the first things you'll notice when you manage a unabashedly mystified by everything that happens on their computer. To them, any text field they can see their words typed in is a magical portal through the Floo Network straight to the person they're

and occasionally disturbing. One comment we recently got simply said, "Delete me!!!!!!" To me, that sounds less like the Old Dude Who Doesn't Understand Facebook and more like the guy trapped inside a Tron-like hell desperately pleading for death before his digital overlords find him and force him back into the Game Grid. Someone's Mom

But most of the time, the Old Dude Who Doesn't Understand Facebook

just doesn't know the difference between a profile and a newsfeed and

While these shenanigans are usually cheeky and fun, they can get angry



Bagel Bites?"

"Not now mom I'm busy!"

"Okay, so you don't want Bagel Bites?"

"YEAH I WANT BAGEL BITES!"

Take the pledge and promise that your next dog will be a rescue. So far thousands have said no to pet stores Unlike · Comment · Share 9 people like this. Troller I'd never get a shelter dog. Those things are filthy you don't know what diseases they have. Dogs are stupid anyway but you're probably get aids or something from a shelter dog. COOL April 29 at 6:45pm - Like