

Some photos from Liz@DRINK as proof that the social media was paid for bots and not innovative or effectual.

Liz says:
You can't have 35k followers whilst averaging interactions of 5 people.
Even on their final goodbye post, they gained 42 interactions whilst the Stubbing Wharf, run for 18 months had 708 interactions with 3044 followers.
The last tenants of the Hare and Hounds have renamed their "The Famous Hare and Hounds" Facebook account for their new pub "The_Richard_Third_Middleham".
They've done it because of the "follower" numbers but the follower numbers are fabricated. You wouldn't get your old followers to follow your new pub in an entirely different location unless they don't exist and you've paid for the bot accounts.

