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Back to social?

Forgive me for thinking out loud here...

Whether I like it or not, the fact is that many people find out about new things on social media. As someone who is developing projects - at the moment, specifically, a publishing company - I need to put myself in front of people. Social media seems like the obvious way to do that.

But... I know how much time a person can waste on social media. And time is precious to someone in a creative profession, especially time alone, deep in thought.

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