

Social Media is the Glue of Innovation

'What is the role of social media in innovation? (Either inside or outside the organization)'

Social media serves an incredibly important role in innovation. Social media functions as the glue to stick together incomplete knowledge, incomplete ideas, incomplete teams, and incomplete skillsets. Social media is not some mysterious magic box. Ultimately it is a **tool that serves to connect people and information.**

I'm reminded of a set of lyrics from U2's "The Fly":

*"Every artist is a cannibal, every poet is a thief
All kill their inspiration and sing about their grief"*

Social media can help ideas grow and thrive that would otherwise wither and die under the boot of the perfectionist in all of us.

Do you remember the saying "it takes a village to raise a child"? Well, it takes a village to create an innovation from an idea as well, and social media helps to aggregate and mobilize the people and knowledge necessary to do just that.

Read the rest of the story from Braden [here](#).