

GAME MASTER HINTS



Hidden Element – password for next step:

First letters

- Messages feel generic
- Influencers are uninterested
- Strategy unclear
- Sporadic presence, no real content.
- Incomplete brand presence
- No real growth
- Good tone...

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- Try refining voice and values
- Reports reveal inconsistent strategy
- Understanding your audience matters
- Success depends on trust
- Targeting must improve



Guiding questions and hints:

◆ Level 1

“The truth might be in the way things start... not how they end.”

◆ Level 2

“Are there patterns in how the comments or sentences begin?”

◆ Level 3 – Direct Prompt (if needed):

“First letters can speak louder than full sentences.”



Password: MISSINGTRUST