

Title: THEORY: Genius RC Tweet strategy — Starting Apr 9 w/ "Show me your funniest memes please!"
he led us straight to face-swappable themes knowing we'd blast face swap tweets that he could then like/retweet/reply to, so *HE* could HANDPICK face swap meme themes himself: 1st one: "I love the spice girls"

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* **Title (almost) says it all...some of this is going to sound "well, duh", but I think the subtle change (handpicking/initiating) we saw today from RC's tweet is anything but "well, duh"***

* **Also... Why, yes! There** ***IS*** **some repetition below- I think it's a good thing. If you disagree, I still love you with all of my big ol' ape heart :)**

<https://preview.redd.it/h2qlpdy88vz81.png?width=1058&format=png&auto=webp&s=62741fa980d8463436cef68d9b5df7ceacdc66b4>

Here's the theory:

* RC isn't just generally pointing at swaps and needed a way to help us read between the lines and dig deeper by providing specific, targeted hints to nudge us/help us do exactly that

* With his April 9 [tweet asking us to "Show me your funniest memes please!"](<https://twitter.com/ryancohen/status/1513003729036972032>), he began the set up that would allow *him* to actively use this specific face swap meme strategy

* While it's probable all of the face swap tweet likes/retweets/replies he's made up until today were chosen because randomly the creators unknowingly touched on a hint he could point to:

* His tweet today (["I love the spice girls"](<https://twitter.com/ryancohen/status/1526179671192309760>)) is the first time *HE* has been the one to *INITIATE* the exact face swap theme itself (as opposed to just retweeting/liking face swap themes tweeted at him)

* As most of us believe, all of this is done under the absolutely realistic, legally sound, plausibly deniable guise:

* "They were all just dumb memes"

* If the theory holds, then RC will continue to be the one to *INITIATE* the themes by picking ever-narrowing, more and more specific, targeted face swap themes, intended as hints to keep us on the path

* These specific hints will be chosen to help us ID & unravel:

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1. The swaps themselves

* 2) The swap culprits

* 3) Possibly even to make a record of the timing of when swaps are made (e.g. when he initiates and/or interacts w/ a specific face swap theme, that could be him nodding to us)

To be sure, he'll still like/retweet/reply, BUT the big "so what?" (IMO) is:

RC IS NOW IN THE WEAPONIZED AUTISM DRIVER'S SEAT, FLYING DOWN THE ROAD AND HANDPICKING FACE SWAPS THAT WILL HELP US EXPOSE THE EXACT MARKET SWAPS WE NEED TO EXPOSE.

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RC's April 9 Tweet (How this became a thing, if it indeed proves to be "a thing"):

* *EITHER:*

* **A)** RC identified this organic/randomly occurring face swap trend and got heavily behind it to point to swaps

* ...OR...*

* **B)** He seeded the ground **on** **April 9** by tweeting to ask us to "Show me your funniest memes please!" (Personally, I think it's B, hence the post title :)

* *AND THEN HE WAITED:*

* He knew it was only a matter of time before someone tweeted a face swap meme at him that he could like/retweet/reply to, to get the ball rolling to keep pointing us to the swaps

* **On April 22** , RC likes the first face swap tweet: <https://twitter.com/RonaldD78570339/status/1517615736147087360>

* Since then, he's liked 13 more face swap tweets (and counting), and he's retweeted *and* directly replied to many more (too many to list out individually- check links and couple screenshots below):

* <https://twitter.com/ryancohen/likes>

* [https://twitter.com/ryancohen/with_replies](https://twitter.com/ryancohen/with_replies)

<https://preview.redd.it/hrpduymb8vz81.png?width=980&format=png&auto=webp&s=60c38d63f48a2bfd9d93ed2094d73c8e20109f>

<https://preview.redd.it/xhdpdggc8vz81.png?width=980&format=png&auto=webp&s=a6753476f7392c49b935e9488b0e0808370ec407>

* *MOST IMPORTANT TAKEAWAY OF THEORIZED FACE SWAP LIKE/RETWEET/REPLY STRATEGY:*

* Regardless of A) or B) above, it worked so well **that RC now has the ability to handpick **ideal** themes for face swaps** (example: [today's "I love the spice girls"](<https://twitter.com/ryancohen/status/1526179671192309760>))

* What makes a specific face swap theme "ideal" for RC's purposes?:

* An ideal face swap theme is one that will appear on the surface as "just another fun-but-meaningless shitpost-y meme"

* But in reality, he can now handpick face swap themes to get us to hunt for more/deeper market swaps connections

* *ESSENTIALLY:*

* RC knew that if we **1)** Realized face swap memes are pointing at swaps *AND* **2)** Started consistently tweeting them at him:

* **then** ***HE*** **could actually be the one to start handpicking face swap themes TO GUIDE US WITHIN THE TOPIC OF SWAPS, and not sit back and wait for us to randomly stumble on some valuable connection**

* **He couldn't just come out guns blazing and do this himself at first- the foundation of our community creating and contributing** ***HAD*** **to be set first**

* Oh...yeah...and the face swap themes continue to **appear as just dumb memes, but aren't meaningless at all ;)**

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FOR THE SKEPTICS/CONTRARIANS/GRUMPS **;)***OUT THERE:***

- * *I'm not speculating face swap tweet likes/retweets/replies is his only tweet strategy*
- * *Obviously tweets criticizing BCG, the Fed/inflation, etc are other strategies he's using*
- * *But if I'm correct, this will be BY FAR his most consistent communication strategy*