



April 22, 2025

Hey there, whoever you are!

Thanks for checking in!

Dr. Matt here!

I have a doctorate in a thing called “educational technology”! I teach English at a college here in Alberta! Since around I've been doing somewhat of a multifaceted social media experiment.

I'm using 5 different social media platforms with pretty specific purposes in order to amplify content that I produce related to: an education podcast, a music podcast, a literary interview series, plus bespoke indie media production.

As of 6 weeks ago, I had around 115 followers... a normal, selective amount for a middle-aged, separated educator guy.

Then, after your (American) president fucked over the world economy, I decided to start poking back through very specific and disruptive techniques equating to spam, but with advanced cultural and technological messaging behind it.

Cause you know, 4 university degrees, temporary English contract, away from my kids, single, basic bored sober dude.

I'm trying to be as transparent as possible to anyone who asks.

I have a very legitimate 20-year practice as an EdD level educator in the language, learning technology, training and development spaces.

I have seen MAGA use very basic features and approaches through Meta tools, largely FB and IG but also WhatsApp, to great advantage to install the current president and sow subsequent confusion among the American public and anyone who uses the public American internet!

The Democrats are utterly fucked at running counter-messaging.

I am a basic overeducated Canadian dude whose grandfather fought in Korea alongside American troops in the first conflict against Soviet Russian-backed forces following WWII.

I take this bullshit from your fucked-up bigoted dictator personally.

I am using very basic counter propaganda techniques to put out messaging which is educationally and cultural valid, while also causing the other side to scramble with my advanced writing skills and my basic ability to use media creation tools and web marketing techniques to disrupt some very bogus and lazy narratives being propagated by very very lazy, mid, mostly male, mostly white privileged assholes.

Thanks for attending my TED talk, lol!

Dr. Matt Stranach

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