

UNFOLLOWS & LIKES

Like Chutes and Ladders. But better.

WHAT YOU NEED

AT LEAST 1 FRIEND
(we recommend 2 to 5 players)

DICE

SMALL OBJECT AS YOUR PAWN
(e.g. diamond ring, state Cheeto, piece of lint)

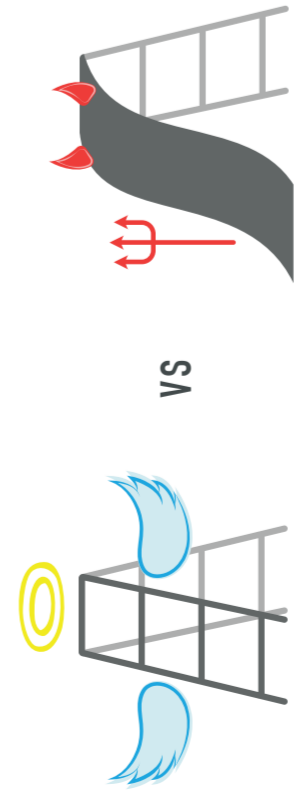
HOW TO PLAY

All players roll dice. Player with the highest number goes first. All players place pawns on the **Start** square. On your turn, roll the dice and move your pawn the number of squares shown on the dice. Any time a player ends their turn on a square with the **red heart icon**, that player must go up the red-dotted trail. Any time a player ends their turn on a square with the **blue unfollow icon**, that player must go down the blue-dotted trail. The first player to reach the **Finish!** square is the winner.

DID YOU KNOW?



Chutes and Ladders originated in **India** as Snakes and Ladders, became popularized in **England**, then was introduced to the **United States** in 1943.

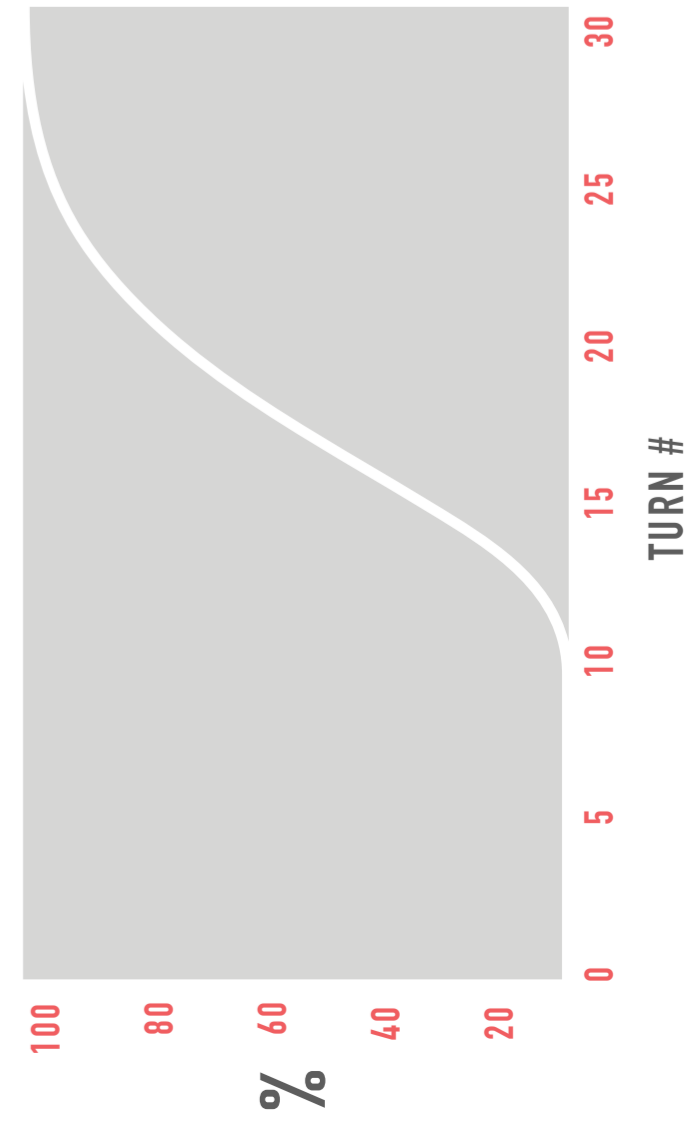


The original meaning of Chutes and Ladders holds that **"ups"** and **"downs"** of the game represent moral choices and their consequences, ladders being **good deeds** and chutes being **bad deeds**.



The phrase **"back to square one"** originates in the game of Chutes and Ladders.

PROBABILITY OF FINISHING A GAME OF CHUTES & LADDERS



START 1

Oprah retweeted your self-published book review. You win social media. Horray! Jump to the **Finish!** square. 2

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4 You finally find the perfect pattern of "selfie, food shot, selfie, food shot, selfie, sunset..." that gets you consistent likes. You're a wizard! Jump to square 27.

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7 Your Twitter followers are starting to realize that you are not the department store that shares your name. Skip a turn.

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11 A b-list celebrity has re-tweeted you. Jump to square 31.

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15 Tag, you're it!

Your likes have skyrocketed since your mom joined Facebook, jump to square 36.

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23 You have attracted a bot following. Are you their new leader? Don't ask too many questions, just proceed to square 40.

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34 @bae
You're an early adopter and have a three-letter handle. Jump to square 53.

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37 You've just discovered memes. Return to square 18.

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42 Ever since you fostered a kitten that looks like Thom Yorke, your Vine loops have been crazy high. Today, you buy a roomba. Jump to square 64.

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FINISH! 100

You watch Citizenfour, then feeling the need to do something, anything, you temporarily deactivate all your social media accounts. Move back to square 79.

Your desperation to win a pair of concert tickets on Twitter has spiraled out of control. Move back to square 61.

You've just written your tenth "Why I'm quitting Facebook" Facebook post. Move back to square 76.

You start making stuff up on your LinkedIn page after realizing that there are literally no consequences. Now the CEO of Infinite Success Inc. has 500+ connections! Jump to square 97.

You have a second baby. Move back two squares.

You get social network synesthesia and start posting sloppy candid Instagrams like they're Snaps and trying to invite people to your house party on Twitter. Move back 4 squares.

You have a baby! Jump to square 73.

Some old stock photo of you has inadvertently become a meme. Don't fight it. Jump to square 65.

Started from the bottom now we're here.

You've been posting too many lyrics on Twitter. Your friends are worried about you. Go back to square 28.

You have to clear up your social media presence to apply for a new job. Move back to square 43.

Your account is hacked, but the spambot in question turns out to be highly personable and reconnects with many old friends for you. Jump to square 94.

You have a baby!

Ever since you fostered a kitten that looks like Thom Yorke, your Vine loops have been crazy high. Today, you buy a roomba. Jump to square 64.

You're 5 years late.

You've just discovered memes. Return to square 18.

You have attracted a bot following. Are you their new leader? Don't ask too many questions, just proceed to square 40.

It's election season and you have opinions. Move back 3 squares.

Your likes have skyrocketed since your mom joined Facebook, jump to square 36.

A b-list celebrity has re-tweeted you. Jump to square 31.

Your Twitter followers are starting to realize that you are not the department store that shares your name. Skip a turn.

You finally find the perfect pattern of "selfie, food shot, selfie, food shot, selfie, sunset..." that gets you consistent likes. You're a wizard! Jump to square 27.

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