

Crowdsourcing via social media is a dynamic approach that allows companies to tap into the collective creativity of their audience. Through social media platforms like Facebook and Twitter, LEGO invites users to submit their own custom designs for potential new sets. LEGO Ideas, the company's crowdsourcing platform, allows users to submit concepts, and those that garner enough votes from the community have the chance to become official LEGO sets. Fans can showcase their creativity, share building instructions, and rally support for their ideas.