

New 'social impact scoring system' xocial spurs a movement of competitive kindness

Can you gamify goodness? A new social platform aims to make the world a better place.



By [Eileen Brown](#) for [Social Business](#) | October 28, 2016 -- 12:20 GMT (05:20 PDT) | Topic: [Social Enterprise](#)



How nice are you? Are you using your superpowers for the right reasons? There is a new online community that calculates and curates what it calls "competitive kindness" to help mere mortals out-nice each other, and make the world a better place.

Optimistic online community [xocial](#) (pronounced soh-shuhl) gives cause-conscious and otherwise kind-hearted individuals and companies the ability to do good, see good, feel good, and measure good.

The platform connects people, businesses, and organizations

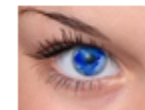
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