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Writing for social media

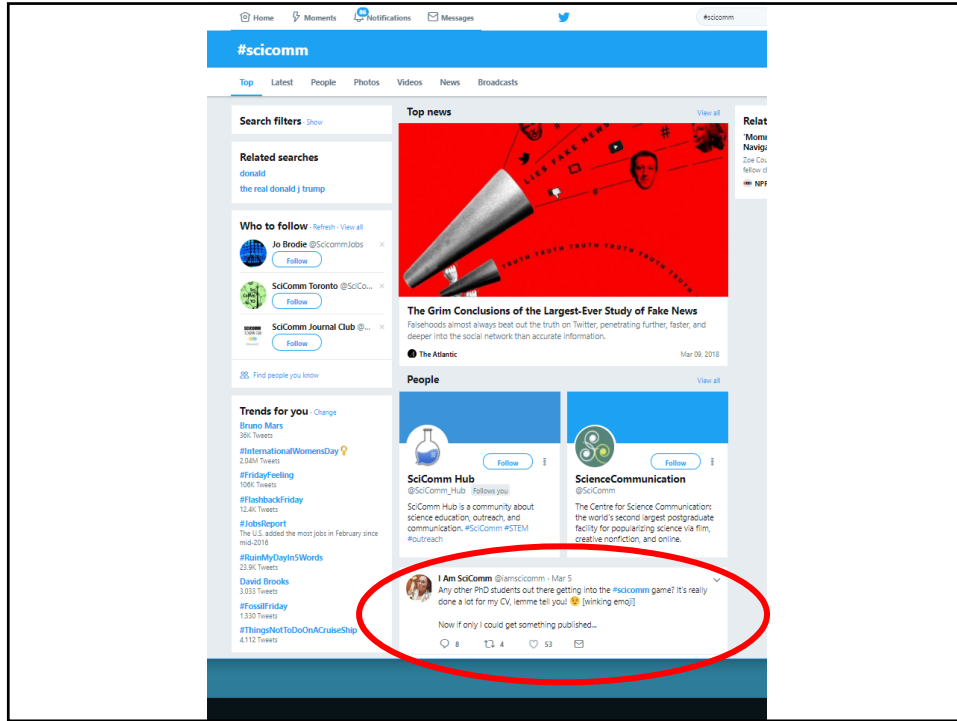
Comm 5660

Blogging and tweeting (“bleeting”)

- ◆ I don’t know
- ◆ But it’s important (as [DNLee suggests](#))
- ◆ [#scicomm](#) on Twitter
- ◆ [Tweeting guidelines](#) from students

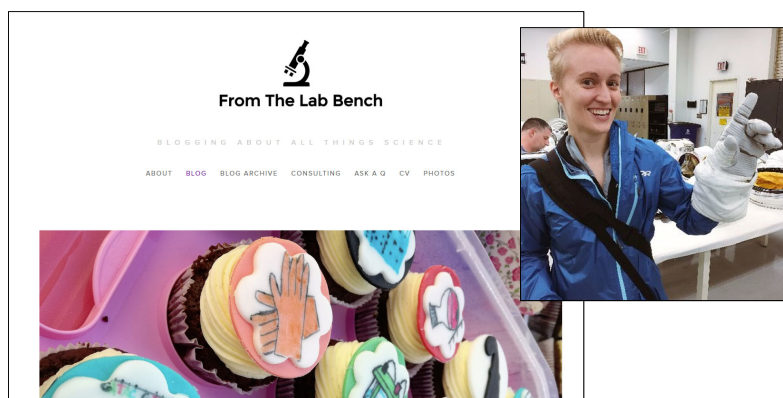


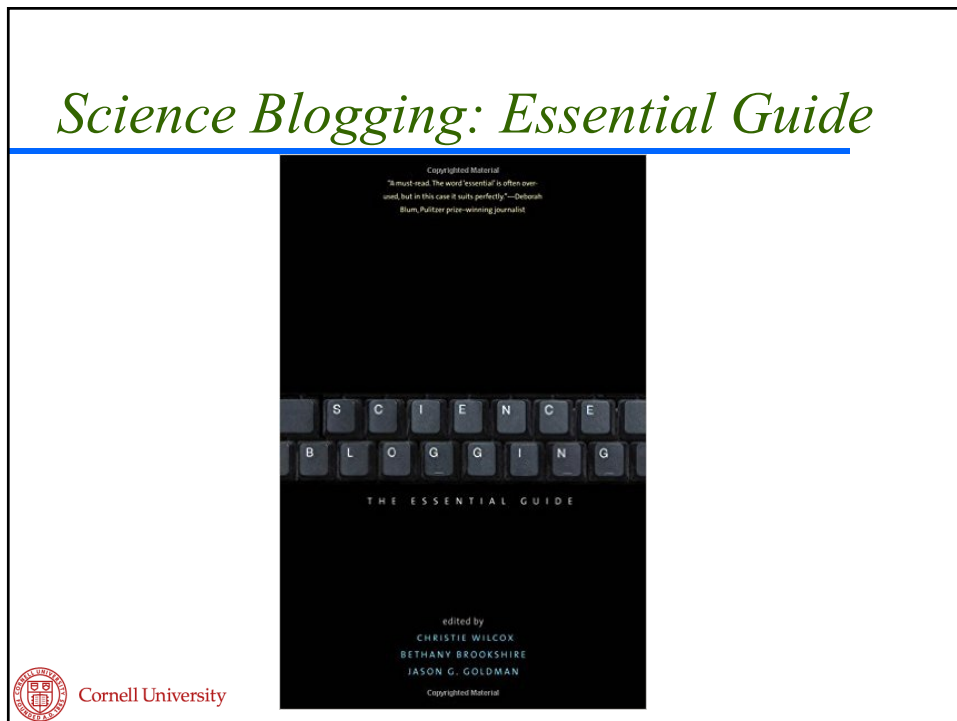
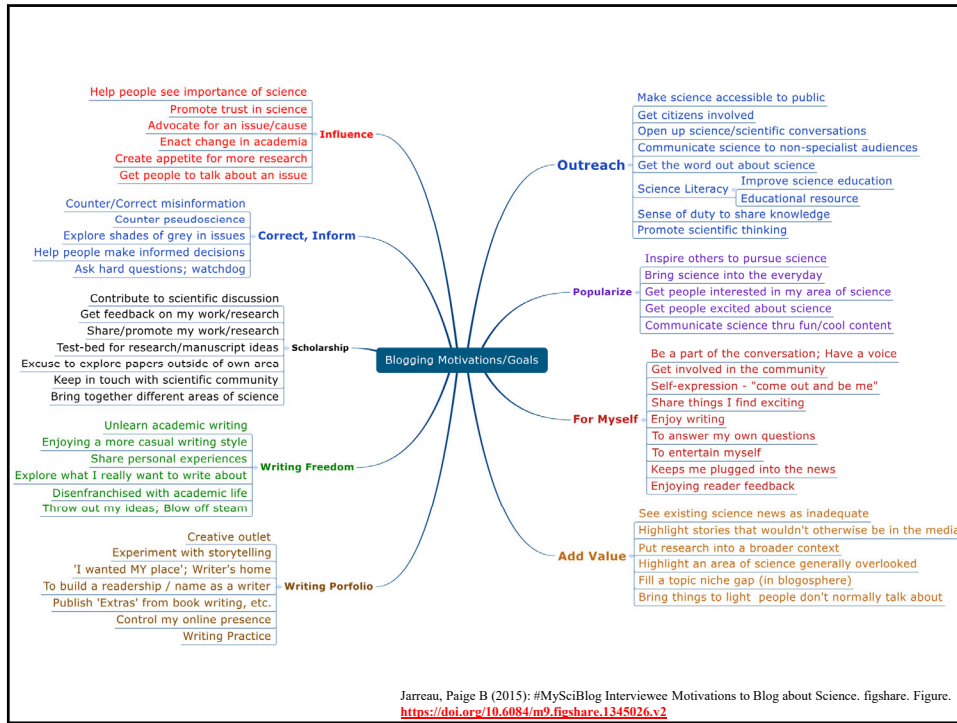
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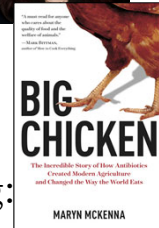
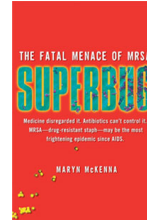
Why scientists blog





Suggestions from Maryn McKenna

- ◆ Maryn McKenna,
<http://marynmckenna.com/>
- ◆ Some Thoughts on Being Social:
<http://germgirl.tumblr.com/ahcj12>
- ◆ How Going Social Feeds Freelancing:
<http://germgirl.tumblr.com/SoCon12>



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Tweet your research

- ◆ Let's try it...
 - First, the original: 140 characters
 - Then, more modern: 280 characters



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Instagram your research?

- ◆ You tell me....



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Blog your research

- ◆ Attract students to your lab....



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