Writing concisely for social media.
Teacher guide

Topics of discussion:
- When writing online, it is still important to cite references, sources, and where you find articles, videos, pictures, etc…
- It is social media etiquette to give a shout out or mention to people who write the articles or helped you.
- It is important to leave room for response or reply.
- When posting links, use a shortener like bit.ly, tinyurl, goo.gl.
- It is important to be aware of your audience and the restrictions of the social media site you use.
  TWITTER
  - Link the content
  - Give credit to where you found the article, video etc… and who wrote or published it, preferably with an @mention
  - Use a link shortener
  - Keep it short and sweet, but still engage the readers
  - Leave room for a RT when possible
  FACEBOOK
  - Link content
  - Give credit to where you found the article or content and who wrote or published it
  - Have more room but should still only be 1-3 sentences.
  - Encourage engagement, like ask a question at the end to encourage comments.
  BLOG
  - Link content
  - Give credit to where you found or who wrote it
  - Organize your writing into paragraphs
  - Encourage engagement with comments
  - Keep the writing focused and not too length. 200 words might be a good average point.
  - In a blog you can express your opinion
  - Summarize the content for the reader

Before students try on their own, look at Twitter, Facebook and a blog for examples.

Read the following articles:

- http://twittertoolsbook.com/how-to-improve-your-writing-skills-with-twitter/
- http://www.cbsnews.com/8301-501465_162-57403323-501465/the-hunger-games-marketing-team-turns-to-social-media/

After reading the first article, come up with a tweet, FB post and blog option as a class.

After reading the second article, have students pair up and create tweet, FB post and a blog for the article.

When groups are finished, have them share out, write on the board, what they came up with while giving them feedback on their writing for social media.