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Overall Suggestions on Social Media Analysis Drafts

These suggestions are based on concerns that appeared in each of the drafts.

1) **Introduce the main theories in the Summary section so the reader is aware of who and what you will be discussing later in the document.**
   One of the main goals of the social media analysis is to educate our clients by introducing them to social media best practices and the theories that inform those best practices. As a result, in the Summary of Social Media Messaging, Storytelling, and Spreading Messages section, we need to do just that and do so concisely. That does not mean we need to introduce every single point each author makes or list each of the many elements or characteristics that comprise their theories. Rather, choose the 2 or 3 characteristics you will be referring to later in the document (in your analysis or suggestions sections) and introduce them here in some detail, including, at least a definition of what the term or terms mean. For example:

   > In "Seven Elements: Story Structure and Design in Digital Storytelling," digital storytelling expert, Joe Lambert, describes seven characteristics essential for authors to consider when creating digital stories, including Gift of Voice and Emotional Content. Lambert argues that when storytellers incorporate human voices, they have the potential to create an "organic rhythmic pattern that allows [readers] to float into reverie" (p. 54). When a reader is brought to the level of reverie, they are having an emotional response to what they have read.

   By introducing the ideas early, you can explore them in greater detail later without having to re-introduce them. For example, we now have the ability to refer to and elaborate on Voices and Emotional Content (or lack thereof) in your client's social media when analyzing their storytelling practices.

2) **Introducing Authors in a Clear and Concise Way**
   Introducing authors for the first time in any written document can be confusing and lead to questions, such as What do I highlight? How do I word it? What order should I put the info? How should I refer to the author and the text? Do I use quotation marks or italics?

   For our purposes, I recommend a simple pattern (at first):

   > In + "title," + author first and last name, + verb + summary of what is in the text

   As seen in:

   > In "Seven Elements: Story Structure and Design in Digital Storytelling," Joe Lambert describes seven characteristics essential for authors to consider when creating digital stories.

This structure puts the reader directly into the ideas of the text you are discussing and reveals the main pieces of info: title, name, and summary concisely.

Once you get comfortable with the formula, you can expand on it by adding a brief clause that describes the author's credentials (as in number 1 above). You might also invert the author name and the title, so it reads:

> Joe Lambert, in "Seven Elements: Story Structure and Design in Digital Storytelling," describes seven characteristics essential for authors to consider when creating digital stories.

After you have introduced the author with first and last name, all other mentions should use only their last name (unless two authors have the same last name). Quotation marks go around "essay and chapter titles." Italicize *Book Titles*.

You can vary the verb you use to describe what the author is doing in their article. In the above example, I use the verb "describes." Here is a list of verbs that you might use to describe what authors are doing in their texts (and help you introduce and incorporate quotes and author's ideas):

added	declared	observed	thought
agreed	defended	pointed out	warned
argued	denied	refused	wrote
asked	disagreed	rejected	considered
asserted	disputed	related	contended
believed	emphasized	reported	maintained
claimed	explained	responded	noted
commented	found	revealed	stated
compared	held	said	suggested
conceded	illustrated	saw	
concluded	implied	showed	
condemned	insisted	speculated	

3) **Structure Your Discussion Based on Ideas, not Based on Texts**
   Consider the below example:

   Example 1
   The combination of visual and written spaces makes social media a comprehensive and highly engaging space where vivid stories can be cultivated and given the capability to connect with a wide audience. Social media sites such a Twitter, Facebook, and Instagram have become outlets where organizations of all kinds can spread their message and gain support. For nonprofits, social media provides a space in which an organization can build a story that promotes their message. The most important aspect of any good social media story/site is engagement and connection - to the cause being supported, to an audience, and most importantly, to an audience member's emotions. For authors Jennifer Aaker and Andy Smith, engagement leads to emotional content by

"compelling people to care deeply, maybe even fall in love" with the story being told (p.75). By creating emotional content for a Social Media story and message, nonprofits give audiences the content necessary for them to find deeper connections and rally for an organization, message, or cause.

To reach an audience and fully gain their attention and support, there are techniques that can be implemented in order to create social media stories that are compelling and engage the audience. Author and Digital Storytelling expert Joe Lambert outlines seven elements of storytelling….
End of Example

The first paragraph begins with an idea about social media, in general, not with a text. It then explores that idea a bit, eventually connecting the idea to one of the texts as a way to further and support their discussion. After the quotation, the author articulates why that point is important and furthers the discussion of audiences. The last sentence serves as a transition into the next paragraph, which begins, again, with an idea: audiences. But, it takes a new perspective on audiences, which leads into a new text.

The work the author is doing in the example is what I mean when I say you should structure your discussions based on ideas and not texts. The discussion above foregrounds the author's ideas. The texts are used in a supporting role.

If you find yourself breaking your paragraphs based on which text you are discussing, you are not structuring by idea. You are structuring by text. You might also find yourself breaking paragraphs by example or, in our case, social media post. Avoid that as well. Weave your examples into your discussion as the author does above, substituting a course reading with, perhaps, a discussion of an Instagram post. Doing so will make your discussion flow better, more nuanced, and more effective.

4) **Avoid Using "This."**
Please avoid using the word "this" in your analysis (as well as "these" and "those"). "This" is one of those words that simultaneously means everything and absolutely nothing. When used in a sentence to refer to something in a prior sentence, it could be referring to anything that comes before it. Our discussions require specificity. "This" is the enemy of specificity.