

## Social Media 3307

### Final Assignment – Medium Post (15%)

You will pick one of your blog posts or written assignments and convert it into a Medium post, or write a new one on a completely different topic. You will write and edit this post throughout the last month of class with input from your classmates.

#### Getting Started with Medium.com

Medium.com is a website where anyone can publish content. Content can be collected into publications, which are like online magazines. We are going to create a publication for this class about social media, and each of you will be writing an article for it.

- Create an account on Medium.com using your Facebook, Twitter, or Google account, or create a new account using your email. Decide whether you want to use your “real name,” or a pseudonym. If the latter, don’t use an account or email to sign up that is linked to your real name.
- Find at least three Medium articles that you think are interesting or that are well-shared (there is a lot of bad content on Medium, just as in any user-generated content site). Get a sense for the writing style on Medium and what types of topics people write about. Click on “Top Stories” on the top navigation bar, or look at what’s bubbled up in an area you’re interested in -

#### Picking a topic

Generally, you should be writing about social media, but you can pick any topic that you’d like. Taking an existing paper or blog post to edit or expand upon is one possibility, as is exploring something you’re interested in but haven’t had the opportunity to tackle yet.

The posts that do best on Medium have **one pithy idea that can be easily summarized**. Think of the best TED talks or blog posts you’ve read. This is not a term paper or a research paper. It’s a first-person essay about social media. You don’t have to draw on your own experiences, but you do have to make an interesting argument or observation in the first-person.

#### Writing the Post

You should aim for a 5-7 minute read. A 5 minute read is about 1100 words, so between 1100 – 1700 words should be about right.

Medium allows you to include pictures, videos, and all sorts of typographic treatments. See:

- [Write a Story](#)
- [Medium help section on Writing](#)

Your story needs to be well-written, well-structured, and correctly formatted.

#### Parts of the Assignment

- **Topic:** Post a quick, 1-2 paragraph explanation of what you’ll write about on the class blog by 4/18.

- **Rough Draft:** Come to class on 4/25 with a rough draft written on Medium.com. DO NOT PUBLISH THE STORY YET! Share the link to the draft on the class blog.
  - **Help:** <https://help.medium.com/hc/en-us/articles/215564177-Share-a-draft>
- **Peer Grading Exercise:** In class on 4/25, you'll read and annotate one of your peers' drafts (two if we have time). You'll use the Responses feature on Medium to do so.
  - **Help:** <https://help.medium.com/hc/en-us/articles/214578008-Responses>
- **Dr. Marwick** will also mark up the drafts and get comments back to you by 5/2.
- **Final version should be published on Medium.com** by Monday, May 9<sup>th</sup> at 5pm. Post a link on the class blog.