

## Big Picture, Narrow Topic: Tips on the Medium assignment

Write a post as an *expert* on a *niche topic*. This can either be something you know a lot about already, or something small enough that you can do research on to demonstrate expertise.

### 1) Narrow Your Topic

Big Topic: Social Media in Political Campaigns

Narrow Topic:

- The Hillary Clinton vs. Bernie Sanders meme – is it sexist?
- Donald Trump’s Twitter – significance of him running it, being off the cuff/controversial vs. the very staid, locked-down accounts of other politicians
- Memes that use Ted Cruz’s face – why he’s such an easy target

Big Topic: Social Media and Sports

Narrow Topics: *Brainstorm*

### 2) How to write this kind of post.

- A catchy title that summarizes your big takeaway. Or is even buzzier.
  - Think: If you were tweeting this, how would you summarize it?
- Make your piece *skimmable*. Short paragraphs. Lots of breaks. Subheadings. Bullet points. Italics.
- Intro should have a hook, like a hit song. A recent example; something current; another blog post that’s been “all over Twitter.”
- Evidence. Examples from your life, from news stories, from class readings, from your research

### 3) One Takeaway. One sentence. Easy summary.

- Takeaway: Brands can do lots of things with a Medium account  
<https://medium.com/context/your-brand-s-medium-account-133983d21d8c#.jd96bk5z6>
- Takeaway: Influencers aren’t so great <https://medium.com/@CrochetMichele/not-all-influencers-are-the-same-cf1c4baab080#.af91upfnx>
- Takeaway: Teens use Twitter <https://medium.com/@garyvee/don-t-look-now-but-twitter-has-momentum-with-the-youth-d99dce855611#.67eni3w6u>
- Takeaway: Why Quitting Your Job to Chase Your Dream Is a Terrible Idea  
<https://medium.com/life-learning/why-quitting-your-job-to-chase-your-dream-is-a-terrible-idea-a3269e281eda#.e1r07wcbg>