**Gale’s Opposing Viewpoints In Context**

**Social Media Posts**

Primary Audience: Students

Secondary Audience: Teachers and Parents

**How to Use:** (1) Copy and paste the description into your Facebook or Twitter page. (2) Link to your Opposing Viewpoints In Context product page. You can shorten the link with bit.ly.

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|  | POST COPY/TEXT | Facebook | Twitter\* |
| 1 | SIMPLIFY YOUR SEARCH  *Opposing Viewpoints In Context* distills thousands of citable, credible sources on 300+ social and political issues into one site. Get started! <link to access> | Yes | Yes  w/o headline |
| 2 | TACKLE DEBATED TOPICS For authoritative information on the pros and cons of key political and social issues, access *Opposing Views In Context*. Get started! <link to access> | Yes | Yes  w/o headline |
| 3 | *Opposing Viewpoints In Context* helps you easily navigate curated content on over 300 popular issues. Access now! <link to access> | Yes | Yes |
| 4 | From global warming to schools banning junk food, *Opposing Viewpoints In Context* delivers credible content from all sides of the argument. Access at <link to access> | Yes | Yes |
| 5 | Develop informed, authoritative perspectives on contemporary issues with *Opposing Viewpoints In Context*. Access at <link to access> | Yes | Yes |

\*As of November 2017, tweet character counts have risen from 140 to 280, although readership is higher if tweets stay short.