**Gale’s Research 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) Add a hyperlink to your library’s website or Research In Context product page. Shorten the link with bit.ly, if needed.

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|  | POST COPY/TEXT | Facebook | Twitter |
| 1 | Navigate topics from atomic structures to Zulu tribes with *Research In Context*. Access here: <hyperlink to your library’s website or Research In Context product page> | Yes | Yes |
| 2 | Whether the subject is politics or poetry, *Research In Context* provides trusted content for your next middle school project. Access now at <hyperlink to your library’s website or Research In Context product page> | Yes | Yes |
| 3 | HOMEWORK CHALLENGE: What theory did Albert Einstein introduce? Study up on this and other topics with *Research In Context*. Access here: <hyperlink to your library’s website or Research In Context product page> | Yes | Yes |
| 4 | **DIG INTO RESEARCH**Check out *Research in Context*, a multimedia research site created specifically for middle schoolers. <hyperlink to your library’s website or Research In Context product page> | Yes | Yes w/o headline |
| 5 | *Research In Context* simplifies research for students in middle grades. Access on your computer, tablet, or mobile device. <hyperlink to your library’s website or Research In Context product page> | Yes | Yes |

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