

so readers don't realise what we just did?

Every post needs a hook and juicy content. Every post must stand alone, to be read in isolation or random order. Can we cut, paste and scramble our linear texts to create a kaleidoscope of informative vignettes?

That's doable. I listened to the awesome podcast 'Radiolab' for years before I realized it was a 'science show'. But it is a tall order for an individual. It's hard to jumble styles and create an unpredictable mix of engaging tales. Writing one good story is hard enough; writing a series of posts so each engages *adifferent* set of readers is tough.

Fortunately, we don't need to do it alone. Every reader collates stories from a multitude of sources: social media, email, RSS feeds, blog subscriptions and more. Each source provides the ingredients for readers to mix, match, savour and share, in any combination they choose.

'Don't hate the media, become the media.' – Jello Biafra

Social media provides a platform to connect the world. We can share unread links among friends and preach to the converted, or we can write to be read and raise ecological literacy. It takes a lot of work to hew a short story from big data, so when you do, make sure to:

1. Cut it in half, and cut it in half again.
2. Cull the content, hone the metaphor and nail the narrative.
3. Meet your accidental, curious and uncommitted audience on their own turf; on their mobile phone.
4. And seduce every reader – not just to share your work – but to enthusiastically spruik on your behalf, 'This is %^&*ing awesome, read it now. Right to the very end.'



Credit: Ian Lunt

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