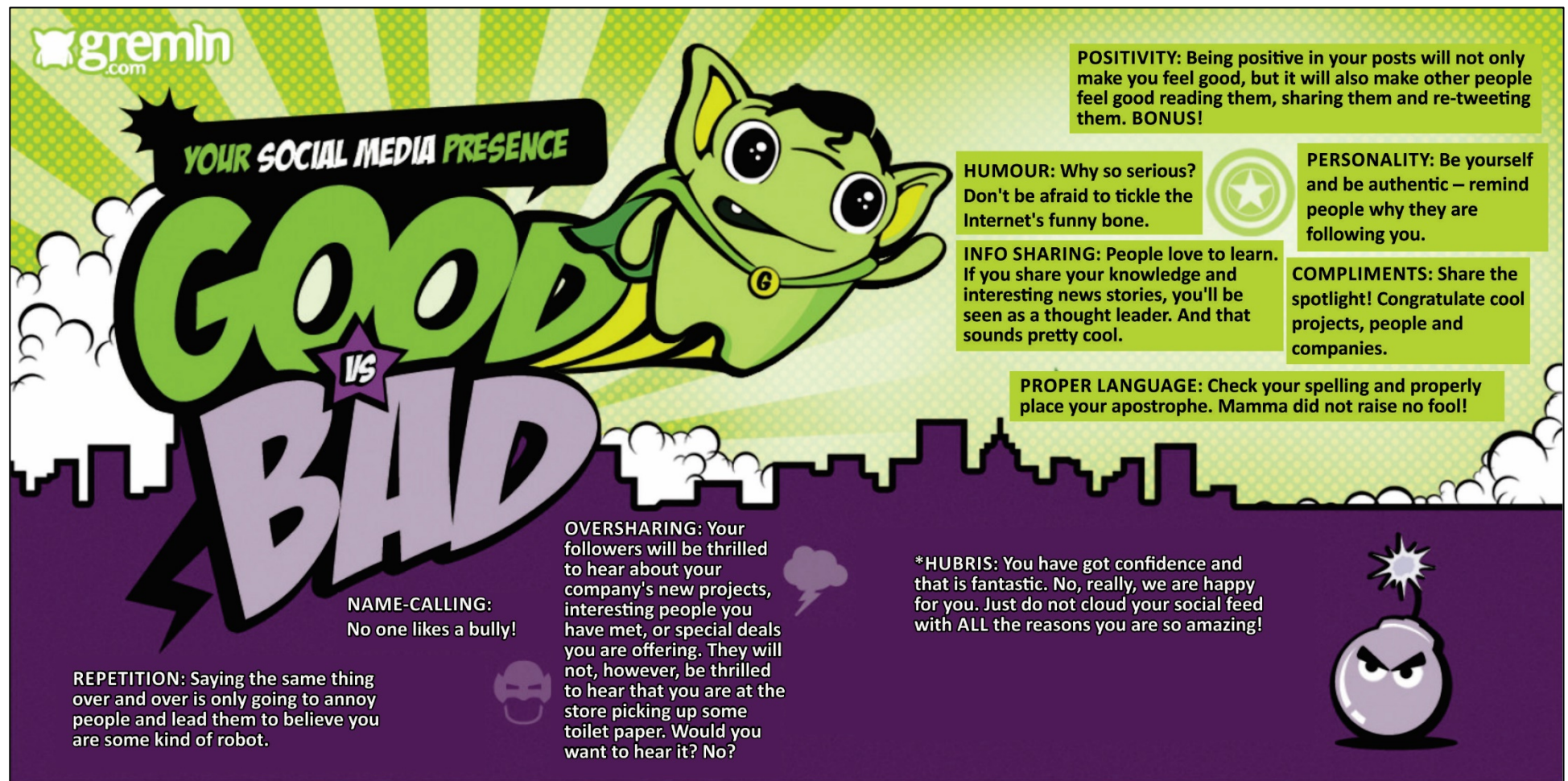


TEXT 1**Be Funny: The Amazing Power of Humour in Social Media Marketing***by Sarah Snow, 2 July 2015*

- 1 Have you heard this one? 'I have to break up with you. We've connected on so many platforms – Facebook and Twitter – but I just don't feel LinkedIn.' – Derek Kessinger.
- 2 The funny bone can be an inconsistent thing. Writing jokes is hard work. But if you have a gift for humour, your marketing campaigns will be better. Why? 'Laughter is a universal language and one of our first communication methods,' writes Angie Pascale of ClickZ. 'Before we had spoken or written language, humans used laughter to express our enjoyment or agreement with a certain situation.'
- 3 I'm sure you've noticed that funny memes and witty hashtags are popular. Most viral content is funny. There is even a study to prove it. Its results state that 'humour was employed at near-common levels for all viral advertisements. Consequently, this study identified humour as the universal appeal for making content viral.' So, brand benefit one: Funny content gets shared more on social media. But what else does humour get you as social media marketer?
- 4 Jokes trigger positive emotional and psychological responses. One of the most effective ways to market is to evoke emotion. People feel good when they are laughing. It releases endorphins, relaxes the body, boosts the immune system and helps to relieve stress. If you want your customers to associate good feelings with your brand, make 'em laugh.

[Edited: <<https://www.socialmediatoday.com/marketing/sarah-snow/2015-07-02/be-funny-amazing-power-humor-social-media-marketing>>]

TEXT 2



[<https://infographicsarchive.com/your-social-media-presence-good-vs-bad/>]

*hubris: excessive pride or self-confidence

TEXT 3**How to Fact Check like a Pro**

Sick and tired of seeing misinformation? Never know whom or what to trust? Cannot determine whether what you have heard is true? Feeling tricked? Want better resources to sort truth from fiction? Here is a quick guide to sorting out facts, weighing information and being knowledgeable both online and offline.

Is the author specialised in the field that the article is concerned with? Does he/she work within that field? Check LinkedIn or do a quick Google search to decide if the author can speak about the subject with authority and accuracy.

Does the article seem to lean towards a particular point of view? Does it link to sites, files or images that seem to tilt left or right? Biased articles may be concealing the whole story.

When an article cites sources, it might be in your favour to investigate. Sometimes, official-sounding associations are really biased or represent the view of a large group of people. If you cannot find sources, read as much about the topic as you can to get a feel for what is already out there and decide, for yourself, if the article is accurate or not.

Like eggs and milk, information can have an expiration date. Use the most up-to-date information you can find.

If what you're reading seems too good to be true, or too weird, or too reactionary, it probably is.

It is never too late to seek out good information!

[<<https://libguides.uwf.edu/c.php?g=609513&p=4274530>>]

TEXT 4

Walking away
(First published in 1962)
by C. Day-Lewis

for Sean

- 1 It is eighteen years ago, almost to the day –
2 A sunny day with leaves just turning,
3 The touch-lines new-ruled – since I watched you play
4 Your first game of football, then, like a satellite
5 Wrenched from its orbit, go drifting away
- 6 Behind a scatter of boys. I can see
7 You walking away from me towards the school
8 With the pathos of a half-fledged thing set free
9 Into a wilderness, the gait of one
10 Who finds no path where the path should be.
- 11 That hesitant figure, eddying away
12 Like a winged seed loosened from its parent stem,
13 Has something I never quite grasp to convey
14 About nature's give-and-take – the small, the scorching
15 Ordeals which fire one's irresolute clay.
- 16 I have had worse partings, but none that so
17 Gnaws at my mind still. Perhaps it is roughly
18 Saying what God alone could perfectly show –
19 How selfhood begins with a walking away,
20 And love is proved in the letting go.

[Source: <https://www.bbc.co.uk/bitesize/guides/zx8fbk7/revision/8>]

TEXT 5**Mending wall***by Robert Frost*

1 Something there is that doesn't love a wall,
2 That sends the frozen-ground-swell under it
3 And spills the upper boulders in the sun,
4 And makes gaps even two can pass abreast.
5 The work of hunters is another thing:
6 I have come after them and made repair
7 Where they have left not one stone on a stone,
8 But they would have the rabbit out of hiding,
9 To please the yelping dogs. The gaps I mean,
10 No one has seen them made or heard them made,
11 But at spring mending-time we find them there.
12 I let my neighbor know beyond the hill;
13 And on a day we meet to walk the line
14 And set the wall between us once again.
15 We keep the wall between us as we go.
16 To each the boulders that have fallen to each.
17 And some are loaves and some so nearly balls
18 We have to use a spell to make them balance:
19 'Stay where you are until our backs are turned!'
20 We wear our fingers rough with handling them.
21 Oh, just another kind of out-door game,
22 One on a side. It comes to little more:
23 There where it is we do not need the wall:
24 He is all pine and I am apple orchard.
25 My apple trees will never get across
26 And eat the cones under his pines, I tell him.
27 He only says, 'Good fences make good neighbors.'
28 Spring is the mischief in me, and I wonder
29 If I could put a notion in his head:
30 'Why do they make good neighbors? Isn't it
31 Where there are cows? But here there are no cows.
32 Before I built a wall I'd ask to know
33 What I was walling in or walling out,
34 And to whom I was like to give offence.
35 Something there is that doesn't love a wall,
36 That wants it down.' I could say 'Elves' to him,
37 But it's not elves exactly, and I'd rather
38 He said it for himself. I see him there,
39 Bringing a stone grasped firmly by the top
40 In each hand, like an old-stone savage armed.
41 He moves in darkness as it seems to me,
42 Not of woods only and the shade of trees.
43 He will not go behind his father's saying.
44 And he likes having thought of it so well
45 He says again, 'Good fences make good neighbors.'

[Source: <https://www.poetryfoundation.org/poems/44266/mending-wall>]

TEXT 6**Insta Grandma**

by Mark Gross

- 1 Sit here, sweetie. Come and bring
2 toys and books to set the scene
3 for a picture-perfect take.
- 4 Now look up there, right by the lens.
5 Smile real big so grandma's friends
6 will comment we look great.
- 7 Wait – my hair was in my face.
8 My neck is sagging out of place.
9 This lighting's a mistake.
- 10 Sit still – just a few more shots.
11 This one chance is all I've got
12 to make my likes inflate.
- 13 Now run along, I'll sort through these,
14 crop and filter until I'm pleased.
15 What hashtags to create?
- 16 What's that, dear? Uh-huh, that's nice.
17 Will posting now get me more likes?
18 Or maybe I should wait?
- 19 Bye now, kids. I'll miss you so,
20 and next year make another go
21 of memories to fake.

[<<https://allpoetry.com/poems/about/social-media>>]

TEXT 7

We don't care about you.

We don't care about your pets.

We don't care about the gossips.

We don't care about what you wanna buy for the season.

Your love life? Pfff... Nope.

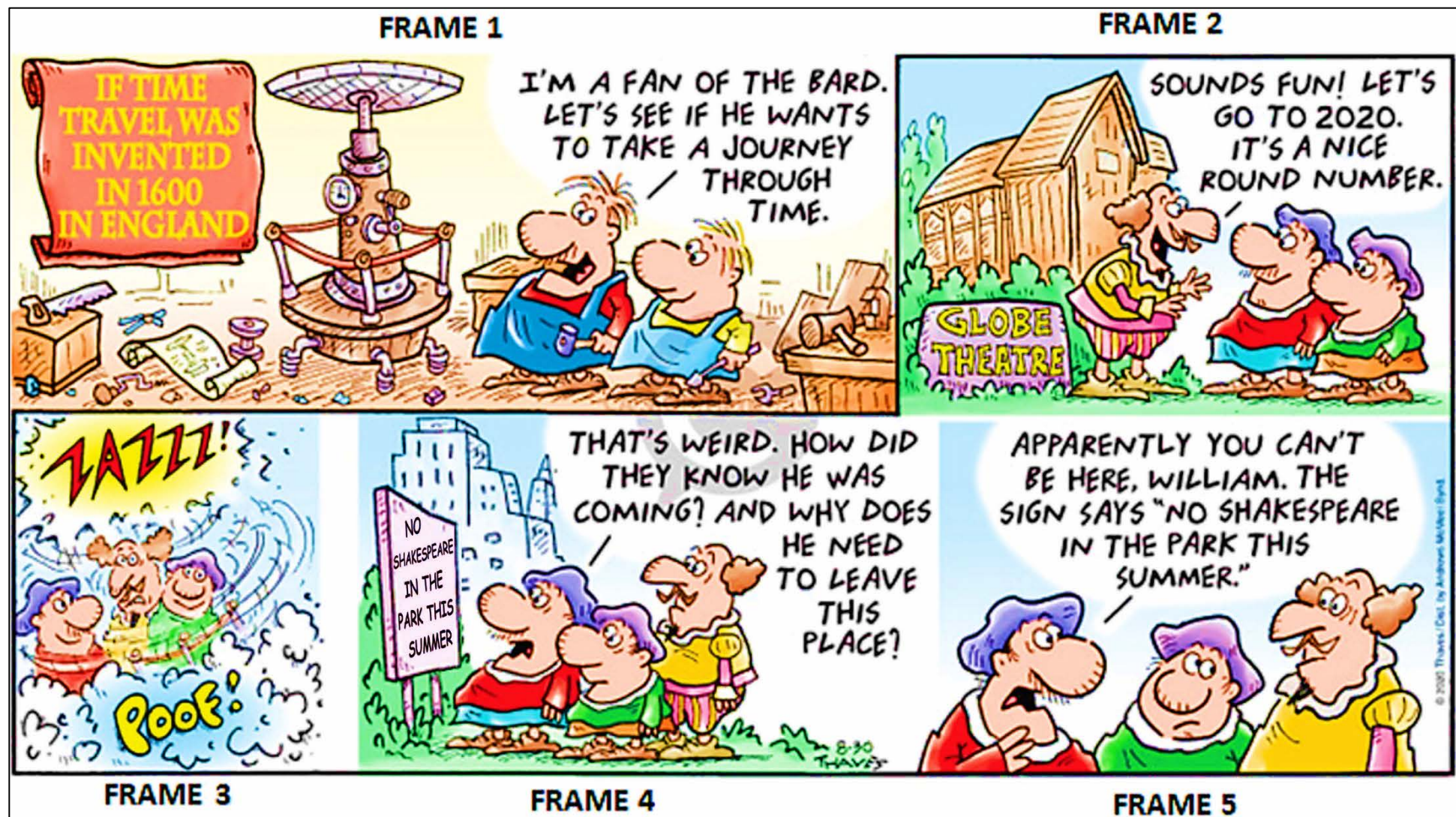
All we care about is to make Signal more private, secure and fast with new features.

We really really really don't have time to listen to your conversations.



[<https://www.reddit.com/r/signal/comments/kuwg5v/i_have_made_this_ad_for_signal/>]

TEXT 8



[Source: <<https://www.thecomicstrips.com/comic-strip/Frank+and+Ernest/2020-08-30/184799>>]

TEXT 9

Please note: This text contains deliberate errors.

Science Fiction becomes Science Fact

1 As technologies give us new capabilities, we become more and more dependent on them
2 and, according to Leonhard, risk 'amputating the skills we once had'. Ms Miller agreed,
3 describing a recent trip on which Miller couldn't find anyone to give Miller local directions.
4 Instead, they all suggested that she use Google Maps. 'What do we need to do to make
5 sure that we're not amputating?' Miller asked. 'Having GPS is wonderful, but I still
6 needs to know how to navigate.'

7 In ten years, technology will be limitless, said Leonhard – and potentially dangerous if left
8 unchecked. Society frowns on certain technological innovations, such as autonomous
9 weapons. Miller wondered about the role that ethics play—and will continue to play – in
10 these scenarios, given that different societies approach these capabilities from different
11 points of view.

[Source: <https://blog.netapp.com/remaining-human-in-the-face-of-limitless-technology/>]