

# The Science of Medium.com

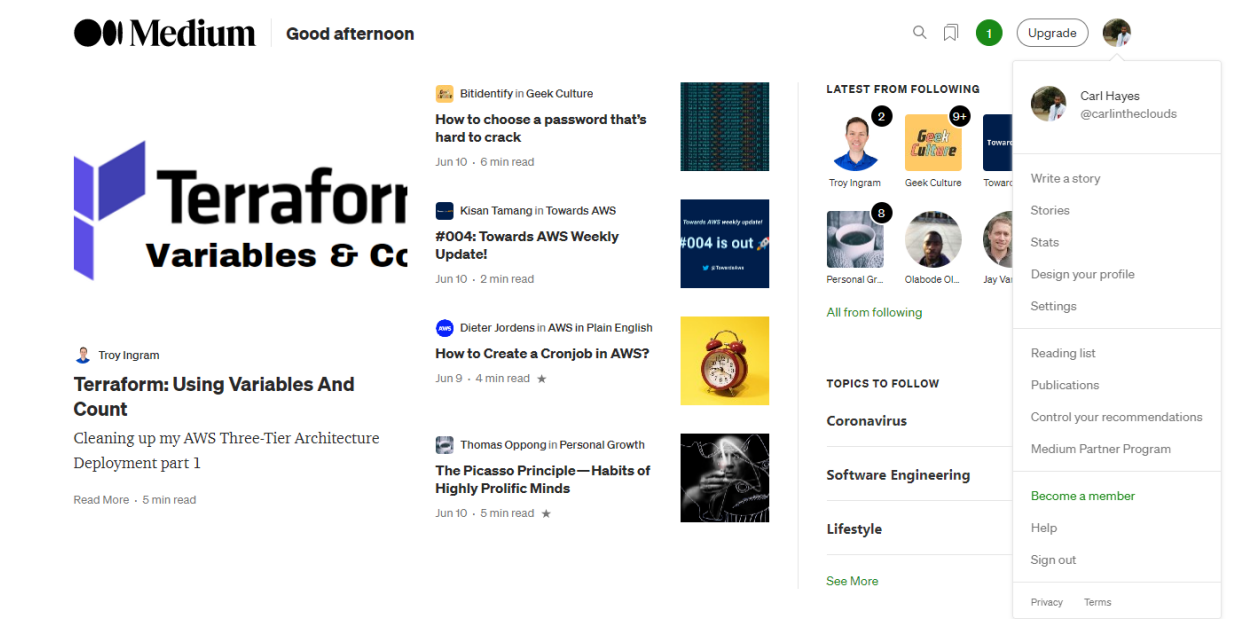
A quick tip on how to effectively create a post that will draw user engagement

## What is Medium?

Medium is an online publishing platform that encourages writers of all kinds-- professionals, amateurs and hobbyists all alike. We leverage Medium not only as a blog host, but as a marketing tool as well. The more you post about projects you're working on-- there is a high possibility of landing on a hiring manager or recruiters radar.

## Platform Navigation

Provided below is a screenshot of the landing page of medium.com. While I believe hands-on experience makes the best teacher, I wanted to provide you with some quick tips on navigating through the platform.



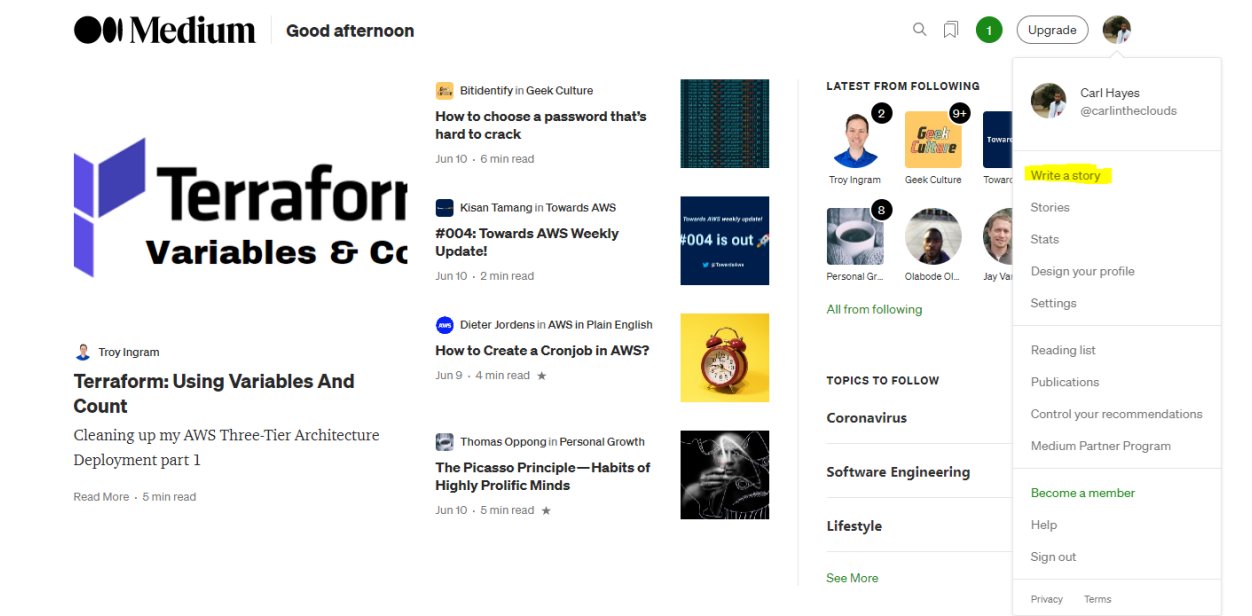
## Following Writers and Following Publication Groups

The first thing you should do following creating your medium account is search for your coaches and cohort members. You can find people by selecting the **magnifying glass** in the header. After following level up in tech members, search for a category (i.e. **AWS**) and you will notice the options are segmented into three different categories. I want you to focus on the

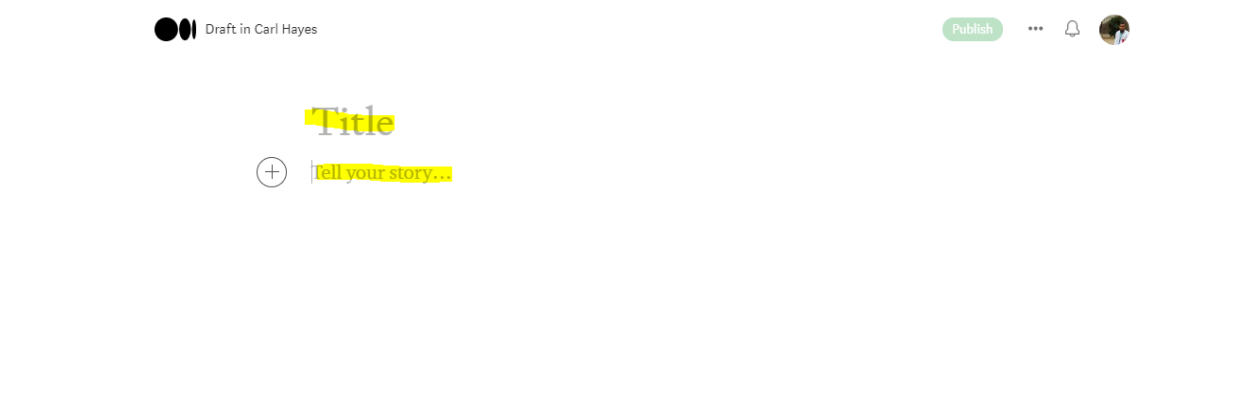
**publications** field and review the pages listed by pressing the **more** option, and decide on what groups you're interested in following.

## Creating A Story

Ready to write a story? Great! You can start by selecting your photo/logo in the top right corner of the page and when the menu drops down, select the **write a story** option.



Selecting this option will bring you to a new window, where you're able to start documenting your projects.



You can start by creating the title of the lab, then proceed with the documentation of your steps.

## Format

When writing a story, you want to do more than simply writing out the steps necessary for the completion of your project. The following format provided below is a rough skeleton that you should consider when documenting:

1. **Create an overview of the lab:** Your overview should be a concise summary of what you expect the reader to grasp by the end of your story. Besides the purpose of the project, be sure to mention what tools (AWS CLI, Python, Docker, etc.) you used to get the job done.

2. **Prerequisites:** Typically most projects require some leg work to be done prior to jumping into the lab. It's important to list out any prerequisites that are needed (i.e. creating a custom vpc w/ a 10.0.0.0/24 IPv4 CIDR). Also, if there are going to be terminology used through your steps that the average reader wouldn't know (without going to look it up), give a list of vocabulary terms that may be mentioned.

3. **Documenting the steps:** This is the fun part, because now you get to provide insight to the reader on your thought process from the beginning to the end. Be sure to add screenshots to your story as the steps change during the lab. Screenshots along with clear instructions should better help the reader understand the points you're making. Also, if there was any portion of your lab/project that you struggled with, please list it and how you overcame the obstacle. Doing so shows that you found a way to troubleshoot the error until solved (**this is a big thing for employers!**)

### Joining Publication Groups

Remember when I asked you to go and follow different tech publications? Well, now I want you to revisit those pages and scan their page to see if they allow users to submit works to their publication page. Provided below are a few examples of what it may look like for different pages

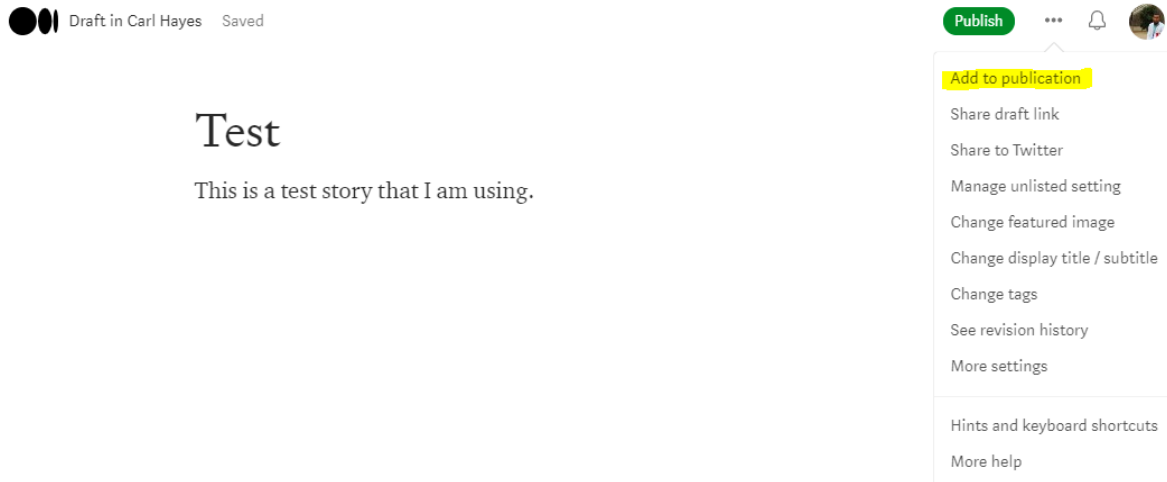


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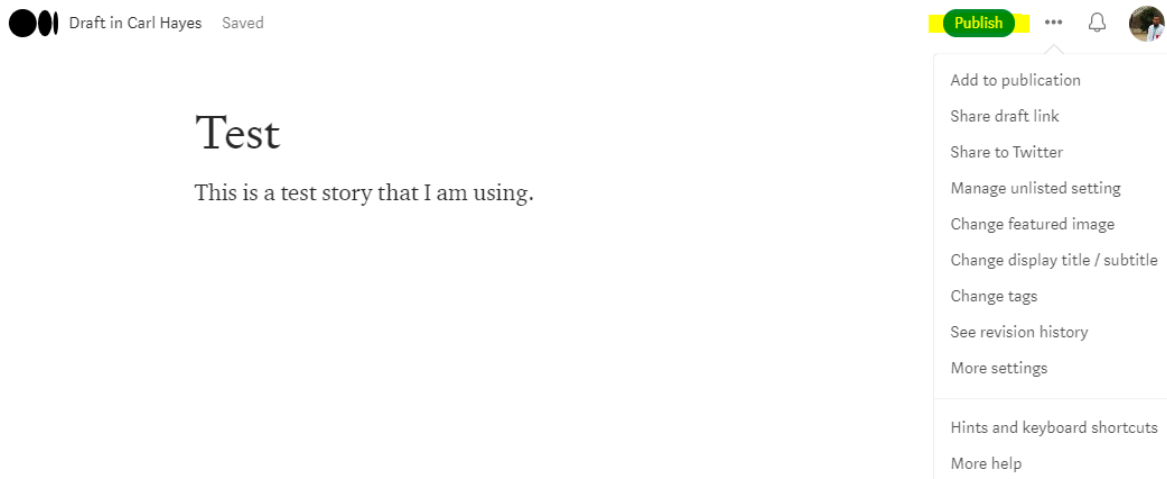
Every publication group has their own guidelines and standards they want their writers to adhere to, so view the fine print and if it meets your expectations-- sign up! There is typically a 24-48 hour wait time for them to accept you, so just play the waiting game. When accepted, you can move on to the next step-- and that is adding your work to their page.



You would simply go back to your initial story that should still be a draft and select the ... button in the top right corner of the screen (next to publish), and select **add to publication**. This will allow you to choose which publication you want to publish the project/lab to (besides your page).

### Publishing your Story

After selecting the publication you can save and then proceed with publishing the document by selecting the **Publish** option in the header.



## Medium Partner Program

I wanted to also let you all know about the medium partner program, which is a feature that allows you to receive compensation for your postings. For more information about it click the link

<https://help.medium.com/hc/en-us/articles/115011694187-Getting-started-with-the-Medium-Partner-Program>

## Sharing your Story

Congratulations! You've created your first story! Now you have the ability to share the project with your followers on other social media platforms outside of medium. First, select the post you're interested in sharing. Next you will notice the platforms that have a link with medium and can instantly share by clicking.



However, if the social media site you frequent isn't listed-- press the ... and select the copy link option and you can paste the link as a status on whatever platform you choose.