THE PROFESSIONAL IS PUBLISHABLE: 
WRITING FOR PUBLICATION WITH AND WITHOUT ACADEMICS

#NSWM30
May 31, 2019
Loyola University Chicago

Lauri Goldkind [@brooklyn11210] Fordham University
Jonathan Singer [@socworkpodcast] Loyola University
Your brand in writing;

- **Micro writing < 280 characters** ~ Twitter accounts, one tweet and follow at least two individuals;
- **Mezzo writing < 200 words** ~ blog posts identifying subjects suitable for blogging;
- **Macro writing < > 5,000 words** ~ academic writing and the outlets we love for these articles.
A Personal Brand

Your personal brand is the story people think of when they hear your name...

–Great manager

–Make it happen person

–One of [name your org, school, company] best and brightest

–I’d work with her anytime

–She’s always ready to help a new hire

–I’ve seen and respect her work on several papers

–She always puts us first
Your personal brand is built over a career by you, your managers, your peers

<table>
<thead>
<tr>
<th>History</th>
<th>Written resume</th>
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</thead>
<tbody>
<tr>
<td>Interaction</td>
<td>Experiences with others and the experiences they’ve had with you</td>
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<tr>
<td>Reviews</td>
<td>Formal and informal</td>
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<tr>
<td>Placement</td>
<td>Where you show up: Meetings, conferences, blogs, Facebook, LinkedIn, Twitter</td>
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<tr>
<td>Advertising</td>
<td>How people hear about you: Resume submissions, memberships</td>
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<tr>
<td>Referral</td>
<td>Professional network</td>
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How can your writing accelerate you reaching your goals personally and professionally??
Let’s do this
Compose new Tweet

What’s happening?

This little box is your canvas
Twitter Basics

- Twitter is headline news
- Currency is likes and re-tweets
- Ok to have a 1:1 following:follower ratio
- Tweets with images get shared more often
- Only link to content you’ve read/vetted
- Be mindful of your brand
Anatomy of a Tweet

Brand = logo, name & handle

Reader knows exactly what the tweet is about.

Hashtags to improve search

Self care takes planning, dedication, and good friends to support you. Listen to Erlene Grise-Owens and her good friends talk about #selfcare on Ep 118. [bit.ly/2GGjx63](bit.ly/2GGjx63)

#socialwork #MacroSW

The Social Work Podcast

Today's episode of the Social Work Podcast is about self-care. I talk to Erlene Grise-Owens, Justin “Jay” Miller, and Mindy Eaves, the editors of the The A-to-Z Self-Care Handbook for Social

[socialworkpodcast.blogspot.com](socialworkpodcast.blogspot.com)

2:00 PM - 30 May 2019
Putting it into action

Tag your tweets with #NSWM30

Add images

Write content you want to remember and that you think others would benefit from knowing
As someone who grew up with 5+ foster siblings, I'd like to address and inform the pro-life argument about how putting kids in foster care is a "solution" to abortion.

A thread! With sources!
(1/12)
How do you teach people to “do” relational twitter? I’ve made so many great friends & colleagues here but it’s hard to explain HOW that happens. But I am teaching it in the fall. What concrete advice would you give?  
#SWTech #pln

Yup, this is me. #AwkwardTurtle
Academic Pub to Popular Post
I started writing academic articles (i.e., peer-reviewed journal articles) about youth suicide in 2005. Since 2011, my publications have increasingly focused on youth suicide in schools. I’ve published empirical and conceptual pieces for academic audiences. Most important: lots of citations.

Linda Grobman, editor of New Social Worker, partnered with AAS to produce a series of suicide-related content for Suicide Prevention Month. I took ideas I had written about in my scholarly publications and re-wrote those ideas for a non-academic audience. The article was called “Suicide Risk in Schools: What Social Workers Need to Know.” It was New Social Worker’s most read article of 2018.
Blog → Academic book
Vu Le is executive director of Rainier Valley Corps, a nonprofit in Seattle, Washington, that promotes social justice by developing leaders of color, strengthening organizations led by communities of color, and fostering collaboration between diverse communities. He is the former executive director of the Vietnamese Friendship Association and author of the nonprofit humor blog Nonprofit with Balls. He holds an MSW from Washington University in St. Louis, Missouri. He was a Dan Than Americorps member for 2 years. He is involved with blogging because he believes there is a lot of injustice in our world that can be effectively addressed by getting everyone to work together.
From Practice to Publication
JOURNALS AND OTHER PERIODICALS
Q & A