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|  | **ASA Meeting Abstract** | **ASA Lay Language Paper** | **Social Media Posts** |
| **What:** | A synopsis of research, applications, testing, etc. They are designed to give readers an overview which will be discussed in more detail in the presentation. | A summary of a meeting presentation. They are designed for anyone with an interest in acoustics, particularly those in media roles and are not peer reviewed. | Often, character limited content shared via social media platforms. It can be just text or include images, videos, and links to other content. |
| **Where:** | JASA  Meeting app | acoustics.org | Facebook, LinkedIn, Twitter, Instagram, Reddit, Stack Exchange, etc. |
| **Length:** | 200 words | 300-500 words | variable |
| **Audience:** | Meeting attendees   * Both within and outside your TC   AIP Media Services  Journalists/Science writers  College Students  General public | Journalists/Science writers  Professors & Students  Scientists & Professionals  General public  Your family | Your network/colleagues  Scientists & Professionals  Professors & Students  Journalists/Science writers  General public |

Questions to ask yourself when preparing to write:

Who is my target audience?

* Who are they?
* What is their background?
* Do they have any preconceived notions or opinions about your topic?

What is your goal in communicating with them (e.g., explain, entertain, inspire, raise awareness, etc…)?

What is their goal in reading about your work (e.g., learn, be entertained, keep up with trends, etc…)?

If your audience remembers one thing, what should it be? What is your central message?

What language is appropriate for my target audience? Are there any words that may be completely unfamiliar to my target audience, or perhaps have different meanings to different audiences?

How much space do I have to write?

Hook — A catchy fact or tidbit to grab your readers interest (1 Sentence)

What is the big picture context? (1 Sentence. Should be relatable to your audience)

What is the “so what?” Why should your audience care? (1 – 3 Sentences)

What is your work / what did you do / how did you solve the problem? ( X Sentences )

What is the end? How did things change? What is the broader perspective? How is the world better? ( 1-2 Sentences )

BONUS: Describe or sketch a figure that you could use to help your audience understand.