WORD FOR THE HERD is Changing!
NEW SUBMISSION GUIDELINES

Why is it changing?

Over the past few issues we have seen a decline in views. With an increase in content submission from students orgs and departments, we believe Word For The Herd is becoming too saturated and lowering the quality of our viewer experience.

Word For The Herd submissions must now be summarized into 140 characters or less.

If more than 140 characters is needed for content submitted, we suggest adding a link with detailed information on PETESync, Facebook, or your website.

A URL shortener like bitly can be used to create a friendly link to your content. This link can be included after the 140 character limit.

Twitter has limited it’s tweets to under 140 characters because online readers have short attention spans and prefer getting straight to the point. Companies and people all over the world have found ways to communicate efficiently with Twitter’s 140 character limit; we can too.

What is a URL shortener?

URL shortener tools condense the length of a URL while making a link more aesthetically appealing.

Recommended URL Shorteners

- bit.ly
- goo.gl
- tinyurl.com
- su.pr

The New Format: TWITTER STYLE

HOW TO SUBMIT

SUBMISSION DEADLINE:
Day: Wednesday  Time: 5:00 PM
Submissions received later than Wednesday WILL NOT be included.

*Word For The Herd is sent out every Sunday night.

SUBMISSION GUIDELINES:
Email Subject: 
WORD FOR THE HERD (Insert Your Department/Organization)
Send To: Solange Gorleku  solange@mail.usf.edu

IMAGE SUBMISSION:
Images must be sized: 250 x 250 pixels