

This is a transcript for Isabelle Lundin et al.'s "The Making of a MAB: Composing a Multimodal Annotated Bibliography and Exploring Multimodal Research and Inquiry," published in *Kairos: A Journal of Rhetoric, Technology, and Pedagogy*, 28(2), available at https://praxis.technorhetoric.net/tiki-index.php?page=PraxisWiki%3A_%3Amultimodal-annotated-bib

Lauren Karmo's MAB Reflection Video: Transcript

<https://www.instagram.com/p/Cb7yJ4cs-ec/>

Hey everyone I'm Lauren Karmo, and I created this social media account that you're looking at. It is my multimodal annotated bibliography on social media. I created this for my writing class 4908 for digital publishing with Dr. VanKooten.

So for this project we were supposed to look at a couple different sources for an issue in digital publishing, I chose social media. Social media, I think, is really, really important for anyone with a marketing strategy. If you want to get into marketing, social media is the place to be. For digital publishers, we are at an advantage because the best thing to do on social media is to tell a story—and who tells stories better than digital publishers?

So, um, on my MAB, I wanted to show a progression of the sources: why should you be on social media, what should you do once you have it, and what to do next with your social media accounts, how to improve them, where to look to see ideas and inspiration.

So the first source I talked about was Digital Marketing Strategy, which is a print source. Um, in there is a chapter on social media, it talks about why you need to be on there, what to do, how to create really good content. Um, in that source is a lot of great information, and check out those posts to see it!

Uh, the other source—the next source I talked about was a web source. I found an online article by Sprout Social, they're a really big think-tank in social media. Um, they know a lot about what does well, how to get content views, how to get people to see your work. They talk a lot about narrative storytelling, and I thought that just was really well suited to digital publishing—there's nothing publishers do better than tell stories! So that's a really great source of information for digital publishers as well.

There's an Echo Box report with a lot of visual data. I thought it was really, really cool to make some infographics on the data collected by Echo Box. They did a lot of research, conducted a couple surveys with a bunch of publishers around the world. There's a lot of really good findings in there so you can see what other publishers are looking to do, what their projects are, what platforms they are focusing on...A really big takeaway from that report was to know your audience—everyone needs to know their audience better. Looking more into who is viewing your

stories, who you want to be viewing your stories can really, really help boost your marketing, boost the views, boost the engagement.

There is also an audio piece that I found, it's part of a podcast called The State of Digital Publishing. On there, there's an episode that really dove deep into Facebook. I think Facebook is uh, overlooked, it's kind of seen as a little bit overrated or not really modern compared to newer platforms like Instagram or TikTok. But Facebook is still the leading social media platform in the world. Everyone is on Facebook—they have billions and billions of viewers and users. So knowing how you know, to manipulate the Facebook algorithm, knowing what people are clicking on, what they wanna see, where they wanna see it, that's all really good information when you're making a digital publishing marketing strategy.

So the last source was actually a collection of sources, I looked at a couple different social media accounts for uh, other digital publishers in the market. So, I looked at Penguin Books, Creative Nonfiction Magazine, and another really small magazine called Under the Gum Tree. So, these magazines um, and publishing companies did a really, really great job of posting regularly—they were always posting regularly, which is why I chose them to take a look at. Um, some of them were doing a lot better with their engagement rates. I think Creative Nonfiction did a really good job of engaging a decent percentage of their followers, but the others kind of struggled. I think what's really, really key from looking at your competitors and looking at different people in the industry is seeing what they're doing well that's working and what they're doing not so well. So things that these three were doing really well was engaging with their followers. Penguin was doing giveaways, they were encouraging comments, they were interacting with their followers—that's all really good stuff. Um, where some of the others kind of struggled was using templates and posting kind of simple, repetitive posts and graphics. Creative Nonfiction Magazine does a really good job of breaking the mold. They have a lot of eye-catching graphics, none of their posts really look like they follow a template, they're all really unique and creative, um, and people love to see that kind of stuff. So being able to, uh, understand what's going on in your industry and knowing what other people are doing is gonna be really great to help you develop your strategy.

So I created this annotated bibliography on Instagram, that's where you're viewing this video, it's where you've seen all the entries, seen all the research. Um, and it was definitely really interesting to create this research and put it on this really visual platform. At the beginning I kinda struggled to understand and figure out what kind of visuals I wanted to make, I knew I wanted to talk about social media on social media—that's the best way to do it. So, I was faced with these really text-heavy sources and I wasn't quite sure how I was going to represent them visually. But I'm really proud of the graphics that I've made, the data charts that I created for some of the sources, I think they turned out really beautiful, really clean. And I'm really excited to have you guys check those out further. I'm really proud of the final product and I think that it turned out really, really nice. So I would say overall this project was really, really great and I'm really excited to take some of these strategies that I learned, a lot of the research that I learned, and apply them to future social media projects that I take on, whether that be personal, sharing my own stories or my own work that I've published elsewhere, or if I'm working the social media

for a company or a brand. I really think that being able to understand how to use this tool can be really, really powerful and really, really valuable for anyone who is trying to increase views on their content or draw a lot of engagement.

So thank you so much for checking out my work, if you have any questions on anything, feel free to drop a comment. Um, and, if you know, you have anything you need from me, feel free to DM me, so..yeah, see ya!