**Purpose** – Very different purposes on SM – to inform, to persuade, often this can come in the form of entertainment or short bursts of info in visual form because on SM writers really have to work to have their message stand out because it moves so quickly.

**Audience** – Not just primary or the direct audience, but different levels of audience (tertiary – competitors, people doing research, other people in the company, etc) and this is complicated a bit by SM being public spaces – your audience has the potential to be almost anyone

**Context** – We often think of this as the prior knowledge or information someone brings with them into the experience and this is true, but a broader way to think about elements that effect how audiences are going to interact with the document or information.

It could be literally a **physical** aspect – will they be using it on their phone or computer? Will they be inside or outside? Will they be reading in between red lights?

It could be **political** – meaning how is the information going to affect their views or relationships. This is important because social media is SO MUCH about connection.

It could be **ethical** – how does the info effect people’s rights or values. The DiGiorno case

So when we write in these social media spaces, we want to be as rhetorically smart as possible about how we and our information interact with the audience. It’s a little more complex on social media. And we’ll talk more in detail about audience next week.