

### Objectives

- To create and communicate a sustainable identity and online presence
- To increase the transparency of *Fourth Genre*
- To update our readership regarding pertinent news relating to the journal, its editors, and other journals that publish creative nonfiction
- To create a community of fellow writers and readers through the use of social media, particularly Facebook

### Audience

- **Writers:** We are an encouraging platform for publishing nonfiction that goes beyond what people may typically think of nonfiction.
- **Teachers:** We offer a wide variety of nonfiction that allows teachers to demonstrate the full realm of nonfiction—including the emotions, lyricism, and structure that captures our readers.
- **Students:** We show students how the genre of literary and creative nonfiction can be portrayed in different and new ways and works to establish the genre for current and future readers.
- **Loyal Readers:** We want to please our loyal readership by staying true to our original commitment of providing a platform for nonfiction. We aim to keep that vision the same, while ushering them into a new era of nonfiction.
- **New Readers:** Our promise to new readers is to provide fresh outlooks on nonfiction as well as to stay true to the genre by offering new ideas, forms, concepts, authors, and traditions.

### Messages and Strategies

| Message   | Strategy   |
|---|--|
| We are engaging and enthusiastic.   | Read the <i>Fourth Genre</i> newsfeed every week and repost or respond to events and news from our readers, writers, and other journals.   |
| Our team is familiar, likeable, professional, and polite.   | Use “we” to refer to <i>Fourth Genre</i> and write with a familiar tone, but avoid presenting personal views (i.e., about religion, politics, etc.) as <i>Fourth Genre</i> ’s views.   |
| We are friendly and eager to interact, and we want to continuously engage in conversations with our audience. | Ask questions for our followers to answer and engage with. For example, ask what they think of the latest issue and <i>Fourth Genre</i> as a whole, what they’ve been reading lately or what they’re interested in reading about, etc. |
| We are modern, and we are interested in unexplored ideas, unconventional stories, and unusual forms.          | Write editor bios that describe who the people of <i>Fourth Genre</i> are and the topics that we are interested in. Post pictures of people and work spaces that convey the culture of <i>Fourth Genre</i> .                           |