

Name \_\_\_\_\_

Date \_\_\_\_\_



## Public Safety & Memes

TIERNEY:

Imagine you're the head of a government agency. Your mission is to keep Americans safe when they use consumer products. But how do you cut through all the information overload out there and get your message through to the American people? Memes! Yes, these are real tweets from a government agency. And we're talking about them right now, so I guess the approach is working?