Some people use Facebook to check up on ex-boyfriends or ex-girlfriends. That just seems creepy to me. I like it the old-fashioned way. If you want to check up on an ex, go through their trash.

In chapter nine, we discuss the importance of word economy and identified the three principles of aggressive editing: Use as few words as possible, do not reveal key words in the setup, and save the funniest word for the end. By aggressively editing and using abbreviations, you can meet Twitter standards while maintaining the integrity of the Ferguson jokes.

Andy Warhol: "In future every1 will b famous for 15 mins." FB is exactly like that except ur not really famous & ur 15 mins goes on 4ever.

Some ppl use FB 2 chk up on ex's. That seems creepy 2 me. I like the old fashioned way. If u want 2 chk up on an ex, go through their trash.

THE WRITING LAB: WORD ECONOMY

Word economy and aggressive editing are critical humor writing skills for social media. Often fully formed jokes must be pared down before posting.

Each of the following jokes about social media exceeds the 140-character Twitter limit (the number of characters is noted in the parentheses). Edit each joke so it could be posted on Twitter. A condensed version of each joke is at the end of the chapter.

This week, all Facebook's users will be asked to renew their privacy settings. In a related story, all Myspace users will be asked to get a life. (145)
—Erik Bronstein

A new study found that more than 11 million people have quit Facebook in the last three years. And unfortunately, none of them were your parents. (146)
—Jimmy Fallon

The United States has been using Twitter to help fight the Taliban. The theory is the Taliban will surrender if they read enough tweets from Kanye West. (152)
—Conan O'Brien

It's an interesting new feature. Soon you'll be able to find anything you want on Facebook, except for the thousands of hours of your life you lost going on Facebook. (166)

—Jimmy Kimmel

I think the love-hate is fundamental. Everyone hates reality television, and everyone's watching it. Everyone hates Facebook, and everyone is on it. (149)

—Bo Burnham

#funnysetups: Hashtags

The # symbol is used to create a Twitter hashtag that categorizes tweets and permits for the searching of feeds with a common subject. Extremely popular hashtags often become trending topics and sometimes go viral. For example, Jimmy Fallon and Justin Timberlake performed a *Late Night with Jimmy Fallon* sketch parodying hashtags that went viral.

#Twitter: proudly promoting ghastly grammar and silly misspelling since 2006.

—E.A. Bucchianeri

For the humor writer, a hashtag is a glorified setup. Fallon created "#latenight hashtags," an interactive comedy bit that encourages viewers to reply to his tweets. Fallon provides the joke setup, and his followers respond with a punch line. Examples of hashtag setups include "#WorseCarIEverHad," "#FakeJayZLyrics," and "#IGotCaught." The following are sample responses to #MyWorstBirthday.

They forgot to buy candles so they put Q-Tips on my cake.

—Carol Hart

After my 9th bday everyone who had the cake had to get a shot bcuz the lady who worked at the bakery had hepatitis.

—Andrea Galindo

On my 6th birthday the green power ranger came to my party. He got drunk and told us that the pink ranger was a huge whore.

—Rex Ingram