#CHILL – with La Newsletter!

written by Allegra
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As most of Allegra's friends likely know by now, the action on our humble website is merely a fraction of the frenzied energy that the full 'Allegra ride' offers. In addition there is of course also our Facebook account (through which we still get most traffic for the website), Twitter – which some close observers may have noticed has picked its pace up over the past few weeks – Utube, Instagram …. And of course our **NEWSLETTER!**

We continue to make occasional reference to this obscure thing, but now have decided to do better still: we want to start sharing it regularly with our devoted readers. What is our newsletter and what does it consist of? In essence, it is yet another one of our experiments.

Here it may be worth while to note that, despite potential contrary appearances, the core team behind Allegra is really NOT composed of computer wizards – a gross understatement. Let's just say that for some of us using Excel remains quite the challenge, and doing a Power Point is still very much the equivalent of visiting a very exotic foreign country.

And still we manage to run something like Allegra! The attached message holding relevance for the wider anthropological community?

BECOMING A SOCIAL MEDIA GEEK IS REALLY QUITE EASY! All that it takes is some determination, a bit of boldness and concentration. As well as some well trained buttocks since sometimes learning and doing all the involved does require a bit of time.
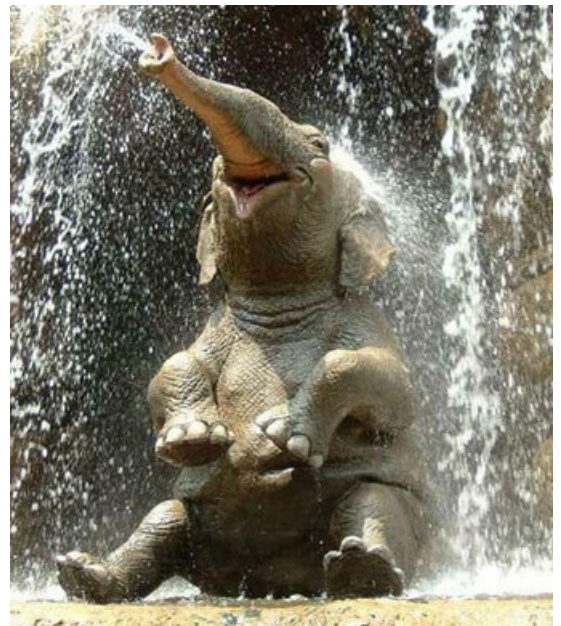
Since social media is becoming increasingly important for broader societal visibility, taking this step collectively is also becoming a priority for the continued vitality and sustenance of our noble discipline! Thus anthropologists everywhere: GET ONLINE!

With these words we offer to you the newest edition of our Newsletter: all the Allegra fun over the past week & as well as glimpses of the past weeks of #anthroislam, #body and of course #happy! ENJOY!

HOW TO BE A REAL GEEK:

1. LOVE SOMETHING UNAPOLOGETICALLY

2. REPEAT