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Smart & Savvy Students: Year 2

Kimrey M. Holmes
Clemson University

Rosaria C. Bryant
Clemson University

Kathleen E. Clancy
Clemson University

Dale E. Palmer
Clemson University

Corine P. Tyler
Clemson University

See next page for additional authors

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Authors

Kimrey M. Holmes, Rosaria C. Bryant, Kathleen E. Clancy, Dale E. Palmer, Corine P. Tyler, and June J. Pilcher



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Kimrey M. Holmes, Rosaria C. Bryant, Kathleen E. Clancy, Dale E. Palmer,
Corine P. Tyler, and June J. Pilcher, Ph.D.

Department of Psychology, Clemson University



Purpose:

Smart & Savvy Students' (SSS) goal is to convert scientific psychological articles to understandable pieces of information for general audiences. Using a Twitter feed, Facebook page, and Instagram we spread the information to Clemson's student body and other audiences. Using already popular social media, SSS targets students by including information on topics such as study skills, exercise and diet, and healthy habits, which can be applied in day-to-day life for more positive lifestyles.

Sample Tweets:



- Exercise actually builds memory! Find out how: tinyurl.com/onzyjwy #exercise #memory #braintips
- Recalling positive memories can impact your mood on a physiological level! Find out more here: tinyurl.com/mnsvtc5 #braintips #positivity

Find Us At:

Facebook:

<https://www.facebook.com/clemsonbraintips?ref=hl>

Twitter: @ClemsonSSS

Instagram: @ClemsonSSS

Email: smartsavvystudents@gmail.com

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Sample Facebook Post:



GO THE EXTRA MILE FOR YOUR BRAIN

Smart & Savvy Snapshot:

- Exercise benefits more than just your body
- When we exercise, we stimulate the area of the brain responsible for learning and memory
- Exercise helps improve all aspects of your life and mind

It is common knowledge that exercise is good for your body, soul, and stress level. However, new studies are now showing that exercising can actually help you learn and remember things better than you normally would without moving. When we exercise, the body releases adrenaline into the blood stream and causes us to use energy. You know that adrenaline helps your muscles, but we now know that adrenaline also stimulates the brain and facilitates learning. The cells in the hippocampus actually increase in number. This is the major region of the brain affected by exercise and the major player in learning and memory. The harder you exercise, the more rapidly the neurons in the hippocampus fire. Any movement is good movement, so even if you are swamped with work, head downstairs to the FitDesks in the library, or hop on a treadmill with your books, and move while you study. Your body will thank you, and so will your brain.

Smart & Savvy Sources:

Popular Press Article: <http://tinyurl.com/kck3ckv>

Scientific Article: <http://tinyurl.com/lqcet5b>