

Activity Design (lesson plan)

involving the use of social media in school

Hashtag campaign ...

Get your community involved in solving a problem!



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Title of the activity

- **# Hashtag campaign... Get your community involved in solving a problem!**

Subject/discipline

- Citizenship, natural sciences – Social, cultural and environmental responsibility.

Type of lesson

- Practical class (analysis, debate, creation of multimedia product)

Age of students	Duration	Social Media tools used
10-15 years old.	<ul style="list-style-type: none"> • 50 minutes (presentation of the topic, organization of students, debate). • 50 minutes (video production, class presentation). • The time applied in the field action depends on the specificity of the activity selected. 	<ul style="list-style-type: none"> • Facebook, • Instagram, • Tik Tok, • WhatsApp, • Twitter

Learning outcomes	Methods/strategies used
<ul style="list-style-type: none"> • Using the social media as a means of mobilization and social activism; • Stimulate critical thinking in the analysis of local problematic situations; • Involve the community in actions to improve the quality of life; 	Debate

Description

Step 1. The teacher presents to the class a situation that requires intervention and participation of the local community to be resolved (eg cleaning a natural space; collecting food for stray animals, collecting used books/toys...)

The situation must already be properly identified, and the activity organized (day, time, place, resources...) as the objective is to involve students in social mobilization and not in the organization of the activity.





Divide the class into 3/4 groups and select a spokesperson;

Step 2. Each group discusses the problem, defines key messages and scripts a video to share with the community in order to draw attention and engage as many people as possible. Define hashtags to associate with videos.

Step 3. With their cell phones, they make a short video explaining the subject and asking for the community's help.

Step 4. The groups present the videos to the class and the proposed #hashtag.

Step 5. Students share the videos with the # hashtags defined among themselves and on social networks.

Step 6. On the scheduled day, students and teachers participate in the activity, interacting with the elements of the community co-opted through the # campaign.

.Conclusion: Students should reflect on the number of people they were able to involve and the t of their campaign on the community. It is important to reflect on whether without the use of networks it would be possible to obtain similar results.

Assessment

- Number of forwarding messages/videos.
- Number of people who attended the activity.

Resources

- www.facebook.com
- WhatsApp
- Twitter
- TikTok
- Instagram





Tips & Tricks

- . Compliance with the law regarding the recording and dissemination of sound and image, particularly for younger students, and data protection regulations in general must be guaranteed.
- . This activity can be used to approach recording and image editing techniques.
- . Videos may eventually include advertising for local brands or stores as a way to raise funds/resources to support the campaign..

