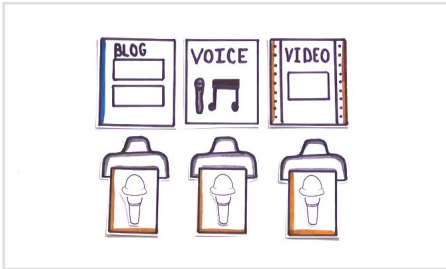


Lesson Plan

This lesson plan is designed to help you teach using a Common Craft video. Use the information below to introduce the video and then follow the video with discussion questions and other resources.



commoncraft.com/video/social-media

ISTE Standard:

**Creative Communicator,
Indicator 6a**

ACRL Info Literacy Frame:

**Information Has Value,
Scholarship as Conversation,
Information Creation as a Process**

Social Media

Explained by Common Craft

Not long ago, media was only created by people and organizations that could afford the technology. The internet changed that and today, media can be created by anyone with an internet connection. This change in media has transformed how we think about information, collaboration and more.

Learning Outcomes

- Explain how social media allows people to play a role in providing feedback, promotion, and organization
- Compare and contrast social media to traditional media
- Identify three commonly used social media tools--blogs, podcasts, and video sharing
- Describe the value of social media for organizations and individuals

Discussion Questions

Q #1

How does social media compare with traditional media?

Q #2

In what ways is the ice cream metaphor applicable to social media?

Knowledge Check Q&A

Q

What are three tools that allow everyone to have a voice in social media?

A

1) Blogs. 2) Podcasts. 3) Video sharing.

Q

Multiple Choice. Which of the following social media options allows people to provide feedback? A) Add a Tag B) Rate This C) Post New Comment D) All of the above

A

D.

Q

Multiple Choice. Who benefits from new ways to create and communicate with people who care? A) A big established company B) An individual with loyal fans C) Someone with ideas and opinions D) All of the above

A

D.

Resources for Learning More

History Cooperative

Benjamin Hale
"The history of social media:
Social networking evolution!"
6/16/2015

<http://historycooperative.org/the-history-of-social-media/>

New York Times

"With social media, Vietnam's
dissidents grow bolder despite
crackdown" 7/2/2017

<https://nyti.ms/2tByOOx>

TedTalk

Johanna Blakley
"Social media and the end of
gender" 12/2010

https://www.ted.com/talks/johanna_blakley_social_media_and_the_end_of_gender

NPR

Ramesh Srinivasan
"How the NBA has used social
media to move the ball on issues"
6/14/2017

<http://www.npr.org/2017/06/14/532772878/how-the-nba-has-used-social-media-to-move-the-ball-on-issues>

MIT Technology Review

Rachel Metz
"The next generation of emoji will
be based on your facial
expressions" 8/28/2017

<https://www.technologyreview.com/s/608748/the-next-generation-of-emoji-will-be-based-on-your-facial-expressions/>