

SOCIAL MEDIA RESPONSIBILITY LESSON PLAN

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LESSON SUMMARY: This lesson is meant to introduce and educate students on Social Media Responsibility. Depending on the level of interaction and discussion with class participants, this lesson, which consists of three videos, can last up to three class periods.

OBJECTIVE: Upon completion of these materials, students will know what social media responsibility is, the impact social media can have on their future, and learn tips to become a responsible social media user.

MATERIALS AND RESOURCES NEEDED:

- Social Media Responsibility Videos
 - *Video 1 Run Time: 6 minutes*
 - *Video 2 Run Time: 11 minutes, 28 seconds*
 - *Video 3 Run Time: 6 minutes, 55 seconds*
- Student internet access for test

INTRODUCTION / WARM-UP: How much time per day do you think you spend on social media?

INSTRUCTIONAL VIDEOS OUTLINE

Video 1

- Overview, definition, and history of social media
- Positive and negative impacts of social media
- Class discussion on the cost of spending large amounts of time on social

Video 2

- What it means to have a digital footprint
- Social media responsibility
 - Respectful communication
 - Active listening
 - Constructive criticism
 - Authenticity
 - Respecting privacy
 - Privacy settings
 - Personal information
 - Tagging others
- Fact-checking
 - Verify sources
 - Cross-reference information
 - Evaluate bias
- Class discussion on being a responsible social media user

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INSTRUCTIONAL VIDEO OUTLINE CONTINUED

Video 3

- Impact of social media on the following:
 - College admissions
 - Personal brand
 - Career opportunities
- Digital well-being
 - Manage screen time
 - Balance online and offline activities
 - Nurture connections

CLASS ACTIVITIES

Option 1: Independent Activity + Class Discussion: Reviewing Privacy Settings

- Independently, students should assess the privacy settings and personal information on each of their social media platforms (Instagram, TikTok, Snapchat, etc.). For each platform, they should record what information is public on their profile versus what is private. Then, the instructor should lead a class discussion about each of the platform's privacy settings and how sharing publicly can affect your personal brand, college admissions, and potential career opportunities. Additionally, ask students if they came across any settings which they were unaware of and if there are any settings that they will be changing to private that are currently set to public.

Option 2: Independent Activity: Evaluating Screen Time

- Independently, students should review their screen time through the settings on their phone. They should record the following data points:
 - Total screen time (weekly)
 - Daily screen time average
 - Time spent on each social media app (total per week and daily average)
- Once collecting this information, students should evaluate whether they think they should decrease their social media use. Set specific goals and use the "add limit" feature to help maintain the goals by setting time limits for each app.

LESSON EVALUATION:

Students complete the Social Media Responsibility test on [MyCareerTech.com](https://www.mycareertech.com).