

# Social Media 101

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## Objective

Create and maintain a classroom blog for promoting and documenting progress of student-led campaign. Integrate social media as a way to encourage and evaluate student participation.

1. Establish goals for the blog. Who is the target audience? How will the site be promoted? How will visitors engage with the site? What are the desired actions of those who visit the site? This is the social media strategy component for the campaign.
2. Establish parameters for student posts, participation, and evaluation for the blog. This is how student campaign involvement integrates into the larger goals for your course.
3. Create the blog. There are several free blog platforms available that can be useful for documenting and promoting student-led campaigns. I have found WordPress.com and Tumblr.com to be very user-friendly. Each have accessible tutorials that explain how to set-up and contribute to the site. There are also further resources for using blogs in the classroom listed in the "Online Resources" sheet.
4. Have students regularly contribute and promote the blog. Document progress of campaign through student posts. Encourage visitors to contribute to the site by commenting and linking to student posts.

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## Classroom Blog Planner - Social Media Campaign Strategy and Guidelines for Student Participation/Evaluation

After developing the social movement campaign strategy, brainstorm in small groups:

- What are some possible names for your classroom blog? It is important that the name of the blog reflect the movement message. Short, catchy, emotionally-moving names work best.
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- Who are the target audiences for the blog? (Students, teachers, school community, larger community, online communities, etc.)
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- How will students promote the blog? (word-of-mouth, set up Facebook/MySpace/Twitter accounts for blog, links to student's Facebook/Myspace/Twitter sites, links to related clean tech and electric car sites, post submissions to Digg.com, etc.)
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- What type of content will student post to the blog? (Articles, videos, photos, artwork, research projects, etc.) How often will students post content? How will this content reflect the subject material of the course?
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- How will student participation to the blog be evaluated? (I recommend evaluating and proofreading submissions before posting to the site as you would for any other classroom assignments intended for display. However, student participation also refers to reading, commenting, and linking to other student posts, as well as help in creating and designing the site itself.)
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- What kind of guideline submissions will the blog have? Some teachers place guidelines on whether student last names will be used, and (obviously) the type of language, images, and videos allowed on the blog.
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