

Social Media 101

Lesson Plan

This lesson will give a broad overview of the social networking trend, its benefits and drawbacks, and then will focus in on specific popular social networking sites as examples.

Lesson Objectives

The student will be able to articulate answers to these questions:

* What are social media and social networks?
* What are the current trends and potential benefits of social media?
* What are some popular social networks, and how do they differ?
* What are the common features of social networks and how they function?

Lesson Prep Work

(30 min, at a minimum, prior to student arrival)

* get in early to test for technology failure, because it will happen :-)
* pre-sign into accounts
  + Facebook Carmela Friend [ctc@denverlibrary.org](mailto:ctc@denverlibrary.org) password:
  + Twitter username: CtcDPL email: [ctcdpl@gmail.com](mailto:ctcdpl@gmail.com) password:
  + Commoncraft [zlietzau@denverlibrary.org](mailto:zlietzau@denverlibrary.org) password:
* pre-load videos
  + <https://www.youtube.com/watch?v=QUCfFcchw1w>

Lesson Prerequisites

* ability to use mouse, keyboard and navigate the Internet.

Lesson Outline

The lesson is completed in one 90-minute class session.

* (5 min) Introduction
  + Introduce instructor, students.
    - Have students introduce themselves and state what social media they’ve been involved with. Ask them to share any concerns they have about social media. Use this later to enhance discussions.
  + State learning objectives.
  + State/show order in which class will happen.
* (15) Section 1: Defining social media and social networks and their rise to power
  + Social Media: Any website that includes social interaction between users.
    - * Eg: customer reviews on sites like Amazon.com, eBay, or any shopping site. Customer commenting and rating on sites like YouTube.com, or yelp.com
  + Social Network: A type of social media site that is dedicated to socializing, rather than rating things. Draw this on the board:

Social networks- users socializing with their unique network.

Social Media- users interacting with each other.

* + Big trends in social media
    - Prior to the video, tell students they should watch for facts or statements that particularly strike them as interesting or shocking.
    - *Watch* Social Media Revolution 2013
      * <https://www.youtube.com/watch?v=QUCfFcchw1w>
    - *Discuss*: what stuck out at people?
      * Possible ways to lead discussion: are these new trends for humans, or are we seeing old patterns reproduced? Will these new technologies fade away, just like everything else? Are there differences for different generations, different groups?
* (10) Section 2: Common features of all social networks
  + Account creation:most SNs are free, and you use a functioning email address and password to create an account.
  + Four common characteristics: Mention these briefly and remind class that they’ll be seeing examples of this later in class, when you demo specific sites.
    - 1. Profile: the face you present to the online world - your online identity; typically includes a picture and basic information. This is what people interact with when they’re interacting with you on a social network.
      * *Metaphor:* I wake up, put on my make-up and dress in clothes that I choose to represent my identity in the real world. Your profile is your online version of that.
    - 2. Network: The people you are connected to on the site. Different sites structure how you can connect to others differently, but they all include a network of other users that you create.
      * *Thought activity:*Verbally divide the class into two groups. One group is one person’s social network (user 2), the other group is your social network (user 1).
        + When I post, only my network sees it.
        + When I interact with a post from someone in my network, *their* network also sees that interaction.

Eg: I post a picture of my cute cats. When user 2 comments on my picture, his network also sees my picture.

* + - * + settings vary by network, but they all allow you some ability to manage who sees what.
        + Newsfeed is where I go to see the posts of my network.
    - 3. Newsfeed: Where you view the posts that your network shares.
    - 4. Settings: usually a cog or a downward arrow at the top of the screen that allows you to personalize your account, including your privacy settings.
    - 5. Private messaging: you have the ability to have private conversations (essentially either email or chat) with other users that are not visible to your network.
* (35) Section 3: Popular Social Networks
  + Each social network has a slightly different purpose. We’ll look at the most popular ones, but feel free to ask questions about anything you’ve heard of.
  + Briefly demonstrate the following networks, and point out how the five common characteristics are present in all of them:
    - [facebook.com](http://facebook.com) (log in Carmela Friend)(plug future classes)
      * FB networks are typically made up of people you have a connection to in real life. High school buddies, co-workers, family, friends. FB is not typically used to meet entirely new people.
      * *Demo*: (show on the teacher’s screen)
        + Profile

Every social network has profile pictures next to user names.

FB asks you to use your real name; other SNs are different.

* + - * + Newsfeeds
        + Settings

Plug FB: Privacy & Security class

* + - * Keep your eyes peeled for these features in all the SNs we talk about today. They may look different but they’ll function the same.
    - Twitter.com (log in CTCDPL)
      * Microblogging, it’s very fast and short, used as a platform for having topical conversations, connecting with people you may not know, and having direct access to celebrities, brands, politicians and other VIPs. Posts can have a maximum of 140 characters. Good for live updating about big events (super bowl, TV shows, celebrations).
      * *Demo:* 
        + Profile page

Followers: people who follow you ie read what you write.

Following: people you are following ie you want to read what they write.

* + - * + Newsfeed

Reiterate that this is where you get the updates from people in your network ie those you follow.

*Explain @ and # (draw them on the board)*

@: placed before a username without spaces, @ merely tags that user in your tweet, alerting them that you’ve written about them and created a clickable link to their profile.

*Demo:* write a tweet: “You’re awesome, Beyonce” and see how it’s not linked to @Beyonce. Then write a second tweet: “You’re awesome @beyonce” and see how it is linked to @beyonce.

works on Facebook too.

#: Hashtag: Placed before any phrase, it becomes a clickable link that pulls up all other tweets which use the same hashtag. It’s like a superfast search tool, they search term being what’s after the #.

*Demo:* from homepage, show “trending” hashtags in the column on the left. Click on the one that’s the least likely to contain offensive material and explain that what results is a chronological compendium of all tweets that have used that hashtag.

*Explain*: anything you put a # in front of immediately becomes a hashtag that you and others can use to create a network-wide conversation.

*Demo:* write a tweet that says “Gotta love those #coloradoapples” and see if anyone’s used that hashtag before. Then write a tweet that uses the hashtag from the Trending demo (above) and see that your tweet goes into the pile with all the other tweets about that hashtag.

* + - LinkedIn.com (demo <http://www.linkedin.com/in/kendraramirez>)
      * For professional networking- connecting with people in related fields. More active for “professional level” work that is typically but not always characterized by earning a salary over an hourly wage. Eg: marketing, sales, IT.
      * Not an “active” network like FB or Twitter (you wouldn’t necessarily log on every day or even every week); you make a profile and then it just lives there representing you until the time comes when you’re looking for new opportunities.
      * Some fields use LI to actively recruit new talent.
      * *Demo:* Profile
        + It’s an online CV
        + Resumes are tailored to specific jobs, but your LI profile showcases all work you’ve done that you’re proud of, including in different fields.
      * *Demo:* Jobs tab
        + LI suggests jobs to you based on your profile and also allows you to search for jobs.
        + Bonus: LI might suggest things to you you hadn’t thought of before- helps you look “outside the box” for work.
    - Meetup.com (no specific demo; ask class what their hobbies are & find a group for that)
      * Online network for people to connect in the real world; local
        + If a lower-skilled class, demo how to do a search- pull a hobby from one of the students or search for your local sports team groups.
      * *Activity:* spend 3 minutes finding a group that would be of interest to you, then we’ll report back to the class. Teacher go around and make sure everyone’s able to do it.
    - Reddit(general demo)
      * Online forum for sharing content & having conversations.
    - Yelp
      * Customer reviews of local businesses. You can write a review too!
      * ***Activity****:* have students explore for 5 min, and look up either a new restaurant they’d like to go to, or find reviews on a business they know and trust.
      * Indicate how to create an account if they want to write a review.
      * Repeat that SN account creation only requires an email addy and password.
* (20) Section 4: Summary and Discussion about Social Media & Social Networking
  + *Discuss*: Now that you’ve seen several social media sites in action, what do you think are the benefits of engaging in social media?
    - Staying up to date with family
    - Being in touch with old friends
    - “it’s what’s happening whether we like it or not”
    - Know what’s going on in the world
  + *Discuss:* Do you still have concerns about engaging in social media? What would make you want to hold back?
    - Privacy Issues (note how a lot of privacy settings are user controlled)
    - Security Issues
    - Identity Theft (birthdates, addresses, what info you choose to share)
    - Information Overload
* (5) Conclusion
  + Go over handout, review material, emphasize contact info & further resources on handout.
  + Any questions? Final comments?
  + Remind to take survey.

What This Lesson Does Not Cover

1. How to actually set up profiles on these sites or how to use them (in detail).