



Social Media	
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<b>Topic:</b>	How much do we know about social media?
<b>Age:</b>	12-14 years (5 <sup>th</sup> year of English if integrated lesson)
<b>Time:</b>	45min
<b>Competences:</b>	Learning to learn / Social and civic competence / Communication in the mother tongue and Foreign language / Digital competence/critical thinking
<b>Aim of this lesson:</b>	To introduce students with the variety of Social Media Platform; to encourage to think critically, to raise learners' awareness to their use of social media. After this lesson, students will be able to: tell what social media is; explain the uses of social media; create and discuss the pros and cons of specific social media formats.
<b>Introduction:</b>	Tell the students that they will be learning about the Social Media. Have students turn to a partner and share what they know about Social Media sites. List their ideas on the board.
<b>Tools:</b>	Worksheets for each student, computer for each group, internet connection
Process	
<b>Step 1</b>	5 min Short discussion about Social Media. 1. <i>What do you think Social Media is?</i> 2. <i>What kind of Social Media platforms do you know?</i>
<b>Teachers notes (if needed)</b>	Social media is the collective of online communications channels dedicated to community-based input, interaction, content-sharing and collaboration. Websites and applications dedicated to forums, microblogging, social networking, social bookmarking, social curation, and wikis are among the

different types of social media.

*Collaboration – discussion*

**Step 2** 15 min

Working in small groups. Each group gets different worksheets (appendix: worksheet 1 ó worksheet 11) with prepared materials and with the help of the internet and the knowledges they have, pupils have to fulfill the worksheets.

**Teachers notes (if needed)**

**Here are some prominent examples of social media:**

Social Media Platform	Description
 <b>Facebook</b>  Age restriction 13  1,5 billion world wide users 91 % of Millenials uses Facebook 20+ minutes a user spent on facebook per day Active from 1pm till 4pm	<p>This Social Media Platform is a popular free social networking website that allows registered users to create profiles, upload photos and video, send messages and keep in touch with friends, family and colleagues.</p>
 <b>Instagram</b>  Age restriction 13  400 million monthly active users90% of users are younger then 35 years old 8% of users are bots Active from 5pm till 6pm	<p>It was launched as a unique social networking platform that was completely based on sharing photos and videos. This photo sharing social networking app thus enables you to capture the best moments of your life, with your phone's camera or any other camera, and convert them into works of art.</p>
 <b>Twitter</b>  Age restriction 13  320 milion monthly active users 29% of millenials use Twitter 44% of users have never sent a tweet Active from 1pm till 3pm	<p>This Social Media Platform is a free microblogging service that allows registered members to broadcast short posts called tweets. The members can broadcast tweets and follow other users' tweets by using multiple platforms and devices</p>
 <b>Google+</b>  Age restriction 13  300million active users 51% of users are men	<p>Owned by the tech giant Alphabet (Google), this interest-based social networking platform enables you to stay in touch with people by sharing messages, photos, videos, useful links to sites and so on. It also extends support for video</p>

	<p>Average monthly time spent on Google+ is 7 minutes Active from 8am till 11am</p>	<p>conferencing through Hangouts and allows businesses to promote their brands and products through business pages.</p>
	<p> <b>Snapchat</b></p> <p>Age restriction 13</p> <p>100 million daily active users 71% of users are under 34 years old 60 million people visit snapchat Discovery Active from 10pm till 11pm</p>	<p>This is an image messaging social platform that enables you to chat with friends by using pictures. It allows you to explore news and even check out live stories that are happening around the world.</p>
	<p> <b>Pinterest</b></p> <p>Age restriction 13</p> <p><a href="#">100 million active members</a> 80% female users and 20% male users 66% of pinners use pinterest to save things that inspire Active from 8pm till 11pm</p>	<p>This is a photo sharing and visual bookmarking social media site or app that enables you to find new ideas for your projects and save them. So, you can do DIY tasks or home improvement projects, plan your travel agenda and so on.</p> <p>It is a social curation website for sharing and categorizing images found online.</p>
	<p> <b>LinkedIn</b></p> <p>Age restriction 14</p> <p>380 million members 79% of users are older than 35 57% of companies created linkedin pages Active from 5pm till 6pm</p>	<p>This Social Media Platform is easily one of the most popular professional social networking sites or apps and is available in over 20 languages. The goal of the site is to allow registered members to establish and document networks of people they know and trust professionally.</p>
	<p> <b>Reddit</b></p> <p>Age restriction 13</p> <p>234 million monthly visitors 8% of users are 14 to 17 years old A person spend averagely 85 minutes on reddit Active from 8 am till 11 am</p>	<p>This social media platform enables you to submit content and later vote for the content. The voting determines whether the content moves up or down, which is ultimately organized based on the areas of interest (known as subreddits). The goal is to send well-regarded stories to</p>

		the top of the site's main thread page.
	 <b>Myspace</b> Age restriction 13 20 million user.	This is a music-focused social networking site and provides an interactive and user-submitted network of friends. It also provides blogs, groups, personal profiles, pictures, videos and so on.
	 <b>YouTube</b> Age restriction 13 with parents permission or 18 1 billion monthly unique users 82% of users are teens Average time spent on youtube is 40 minutes Active from 2am till 3 am	It is the world's largest video-sharing social networking site that enables users to upload and share videos, view them, comment on them and like them. This social network is accessible across the globe and even enables users to create a channel where they can upload all their personally recorded videos to showcase to their friends and followers.
	 <b>Vine</b> Age restriction 17	This is an entertainment-based, short-form video sharing social media site where members can easily share videos that are six seconds long. It belongs to the Twitter family and allows easy integration with other social networking platforms to share and watch videos.

	<b>Step 3</b>	15 min
	Teamwork presentation (approximately 5 minutes per team) Each team will present its work to the class.	
	<b>Step 4</b>	5 min
	Each pupil gets short quiz 'Are you addicted to Social Media?', (Appendix No. 2) and fulfills it independently and after that checks the scores.	
<b>Teachers notes (if needed)</b>	Use the quiz to raise learners' awareness to their use of social media. This will touch on their reality and help them relate to the topic of the lesson and discuss it from their own personal perspectives. Key: 0 < Not an addict < 10 11 < Moderate user < 50 51 < Obsessed user < 100 101 < Addicted user < 200	

	<b>Step 5</b>	5 min
	Conclusion an short self-evaluation	
<b>Teachers notes (if needed)</b>	Talk about what your students have learned about Social Media and their own participation in the social media.	