

## Dare to be a social media guide

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**Abstract:** *Dare to be a social media guide is an interactive workshop that focuses on social media literacy education. In the past few years it has become clear that teachers should play an important role in improving media competences of students. In this workshop you will learn to teach the teacher how to use social media to its best advantage in the classroom.*

*At the end of the workshop you will have a better understanding of how the different social media networks like Facebook, Twitter and Pinterest work. Also the workshop will provide you with tools to use, while teaching.*

**Keywords:** Social media literacy, education, online behaviour

### About the workshop ‘Dare to be a social media guide’

Dare to be a social media guide is an interactive workshop that focuses on social media literacy education. In the past few years it has become clear that teachers should play a key role in teaching children how to use social media in a safe and helpful way to their advantage. This is a big challenge for teachers as they are not always skilled in the use of social media. This workshop will illustrate how social media literacy can be taught by letting you participate in an interactive social media literacy workshop for schoolteachers.

After the workshop you will have a better understanding of how social media works, what the specific features and qualities of platforms like Facebook, Twitter and Pinterest are and it offers you tools for optimal use of social media in class. We believe that by using social media in class both children and teachers will better understand the impact of their actions and posts on social media. Using social media in class will help teachers recognize online bullying in an early stage. They can teach children to recognize wrong intentions, hoaxes, grooming and spam but also how to use social media in a positive way, for instance crowd funding for a good cause.

After the workshop participants will have a clear view of the necessity of social media literacy, and are provided with tools and guidance on how to spread this knowledge.

The workshop will help teachers to get over their initial fear of social media, and give them methods to teach and support their pupils to become conscious users and participants in the social media environment.

### Workshop topics

The Dutch national expertise centre on media literacy describes ten competences for media literacy (mediawijzer.net, 2012). The workshop will focus on social media literacy, focussing on the following two competences from this model:

- Insight in the mediatized society
- Participating in social networks

By giving you insight into the influence social media has on society, the relevance of and need for proper guidance becomes clear. This insight will be the first step in gaining social

media literacy. The workshop will then go on to show you how to participate in social networks by using the ‘learning by doing’ method. You will not only learn how to participate in several social media platforms but you will also gain insight in the possibilities, main advantages and disadvantages.

### **Learning objectives/outcomes**

After this workshop participants will not only have a clear view of the necessity of social media literacy, they will also be provided with tools and guidance on how to spread this knowledge.

### **Target audience**

Students and professionals interested in showing teachers on how to use social media to its best advantage in the classroom in order to enhance social media literacy in the classroom.

### **Duration**

60 minutes

### **Number of participants and Prerequisites**

The maximum number of participants is 20. No prior knowledge is required. If there are no computers available, participants should bring their own laptop with an internet.

### **Method**

An interactive workshop, consisting of the following parts:

1. Introduction to the need to teach people better social media skills. (approx. 20 minutes)
2. Activities targeted at schoolteachers exemplifying methods of teaching social media literacy using a ‘learning by doing’ method. (approx. 30 minutes)
3. Discussion and sharing ideas.

### **Equipment needed**

A beamer and screen for the presentation and a computer that is connected to the internet.

### **Curriculum Vitae**

Ellen Kiel and Eveline Blasius are part-time students at the School of Design and Communication, Hogeschool van Amsterdam. Ellen is married and has two children (age 9 and 12). She works as a communications officer, loves being online since 2006, knows her way around the social media environment, writes for a hobby and loves to connect (with) others, familiar or otherwise, in both the virtual and the real world. Eveline has two children (age 4 and 7). She is member of several representative advisory councils at her children’s grammar school as well as at the Hogeschool van Amsterdam. She is always looking for ways to improve the quality of education, and to connect people in order to improve their collaboration.