



PASSPORT TO DIGITAL

UNIT 3: DIGITAL COMMUNICATION

ELEMENT 3: SOCIAL MEDIA



Worcestershire
Local Enterprise Partnership

THE CAREERS &
ENTERPRISE
COMPANY



worcestershire
county council

DIGITAL COMMUNICATION

ELEMENT 3: SOCIAL MEDIA



PASSPORT TO DIGITAL

DURATION: 4 SESSIONS

YEAR GROUP: KS3/4 OR 5

STUDENTS WILL:

- > Know what social media is and what it can be used for
- > Identify the difference between personal and business use
- > Design a social media post
- > Practice and develop skills directly related to Digital
- > Develop life skills
- > Develop employability skills for future employment
- > Hold employee encounters virtual and face to face
- > Acquire and develop an appropriate vocabulary in writing and spoken language
- > Listen to and understand spoken language and use spoken Standard English when appropriate

ADDITIONAL NEEDS:

- > Teachers to differentiate according to need

NOCN QUALIFICATION:

NOCN Links:

- > Digital Communication T/651/1084
- Learning Outcome 3

You can gather evidence through using teacher observation and assessment, photos and activities.

SKILLS USED FROM SKILLS BUILDER:

- > Listening
- > Speaking
- > Aiming High
- > Problem Solving
- > Creativity
- > Teamwork

KEY WORDS:

- > Social media
- > Personal
- > Business
- > Digital footprint
- > Marketing

RESOURCES FOR ALL LESSONS:

- | | |
|-------------------------------------------|-------------------------------------------------------------------------------|
| > Computer and internet access | > UN3E305 - Social media: Personal |
| > Whiteboard | > UN3E306 - Design a social media post |
| > Paper, pens, coloured pens/pencils | > UN3E307 - AI in social media |
| > UN3E301 - Social media logos | > UN3E308 - Social media marketing and content creator job description |
| > UN3E302 - Types of social media | |
| > UN3E303 - Personal or business? | |
| > UN3E304 - Social media: Business | |



SESSION 1: SOCIAL MEDIA



ACTIVITIES TO SUPPORT LEARNING

1. Ask the learners if they know what social media is. Most students may be able to name a few different social media apps but can they explain what social media is and what is used for? Share the definition with the learners: **It is a form of media that allows people to communicate and share information and photos using the internet or mobile phones.**

2. Use the 'social media logos' resource with the learners, can the students name the social media application from its logo? You may also like to ask if any of your students use social media, and if so, which ones do they use?
If your learners have no prior knowledge of social media, you may like to prompt them by telling them the names of the apps and seeing if they can guess which logo they think matches.

3. Prompt the students with the question 'do all social media sites do the same thing?' Some students may be able to tell you the difference between social media applications they're aware of. Use the 'types of social media' resource to explore the different uses. Encourage the students to use the 'social media logo' resource alongside and discuss which category they think each platform would fit into.

TASK VARIATION: You may wish to choose the social media logos you think are age appropriate for your learners to focus on for both activities.

PMLD TASK VARIATION: Play this [social media sound video](#) for the students.

LEARNING OUTCOMES

- > Know what social media is
- > Be able to identify social media logos
- > Understand the different social media uses
- > Sort the social media into the correct use category

NOCN links:

- > Digital Communication T/651/1084
- Learning Outcome 3

DIFFERENTIATION AND RESOURCES

- > Pens
- > **UN3E301** - Social media logos
- > **UN3E302** - Types of social media



SESSION 2: PERSONAL AND BUSINESS USE OF SOCIAL MEDIA

ACTIVITIES TO SUPPORT LEARNING

1. Social media is often used for personal profiles. You might create a social media page to reconnect with friends, family and share your hobbies and interests but it can also be used for business. Can the learners suggest what a business would use social media for? Encourage a discussion with the group, prompting where needed.
2. Use the 'personal or business?' resource, either as a whole group, in pairs or individually. Ask the students to complete the activity and choose if they think it is a personal social media post or a business social media post.
3. To explain and highlight how social media can be used for business, use the 'social media: business' resource to look over the dos and don'ts and the advantages with the students.
4. After looking at the business use of social media, share the 'social media: personal' resource to look at some top tips that users should be aware of when using social media for their personal lives. Both are important to be aware of and there are many cross overs between business and personal use that should be shared with learners.

TASK VARIATION: Link this session with the previous unit 2, element 1 session on online safety and digital footprint and encourage students to think about how their social media use can impact their digital footprint.

LEARNING OUTCOMES

- > Understand the use of social media for both personal and business use
- > Identify the difference between a personal and business social media post
- > Recognise the advantages of using social media for business

NOCN links:

- > Digital Communication T/651/1084
- Learning Outcome 3

DIFFERENTIATION AND RESOURCES

- > **UN3E303** - Personal or business?
- > **UN3E304** - Social media: Business
- > **UN3E305** - Social media: Personal

ADDITIONAL RESOURCES:
UN2E100, UN2E102, UN2E103



SESSION 3: MARKETING



ACTIVITIES TO SUPPORT LEARNING

1. Social media is often used as a form marketing, to help promote an item or a business. Can the students think of ways a business may use social media? What types of social media might they use and why would they use them? Record their suggestions on the whiteboard or a large piece of paper.
2. Watch this video [Social media marketing](#) to listen to how a business uses social media and how effective they have found it. Ask those students who use social media if they have seen any social media posts from a business? Do they follow certain businesses on social media?
3. With the 'design a social media post' resource, create a brief and ask the learners to design the social media post they would create. They should choose the social media platform they would use and describe what they would. Students can complete this independently or in a group.
4. As Artificial Intelligence (AI) develops, it is being used in many ways in the digital world. Every social media platform on the planet uses AI in some way to function. AI dictates what content surfaces in your feed. It moderates comments and content to improve user experience. And it suggests content and accounts you might like. Use the 'AI in social media' resource to look at how it is used with social media.

TASK VARIATION: Learners could take their social media post designs and create a social media post on their chosen platform with the guidance of staff.

LEARNING OUTCOMES

- > Identify why a business may use social media
- > Design a social media post
- > Understand how AI can be used in social media marketing

DIFFERENTIATION AND RESOURCES

- > Computer and internet access
- > Whiteboard
- > Paper and pens
- > **UN3E306** - Design a social media post
- > **UN3E307** - AI in social media



SESSION 4: JOB DESCRIPTION EXPLORATION



ACTIVITIES TO SUPPORT LEARNING

Allow the students to look over the job description:
 See if they have met any of the skills through the sessions?
 Did they find any of the skills easy?
 Did they find anything difficult?
 Had they completed some of the tasks before?
 See if this would be something they would like to do as a job?
 For those that wish to, you could hold a mock interview asking questions around the skills they have learned related to the Digital sector.

LEARNING OUTCOMES

Skill identification

 Linking activity to careers and subject learning
 > Speaking
 > Listening
 > Reading

DIFFERENTIATION AND RESOURCES

> **UN3E308** - Social media marketing and content creator job description