



Social Media

A guide for Staff



About *Be Strong Online*

Social Media is the eighth module in the Be Strong Online Ambassadors Programme from The Diana Award and Vodafone. This peer-led programme aims to empower young people to teach their peers about digital skills and online safety, with modules exploring topics such as cyberbullying, selfies and self-esteem, digital footprint and coding. For more information on the programme, visit bestrongonline.antibullyingpro.com

Social Media

This module aims to start a discussion amongst students about social media. A 2016 study for CBBC Newsround found that among 13-18-year-olds, 96% were signed up to social networks such as Facebook, Instagram, Snapchat and WhatsApp. Among under-13s, 78% were using at least one social network, despite being below the age requirement¹.

By running this module, Be Strong Online Ambassadors will have the opportunity to educate and share their knowledge with younger students. The activities in the lesson plan, with the exception of activity B (*Timeline of Your Day*), are suitable to run with students under the age of 13 and are designed to encourage reflection and discussion around social media before they reach the minimum age limit for most social network services.

This 'core' module explores social media in relation to topics covered elsewhere in *Be Strong Online*, such as cyberbullying, digital footprint, the impact of social media on self-esteem, and how students can use critical thinking skills when using social media.

How it works

This programme uses a peer-to-peer format, which is based on the highly successful approach used by The Diana Award Anti-Bullying Ambassador Programme.

The first steps to running this module successfully are recruiting a team of 6-8 Be Strong Online Ambassadors, a group of students who are responsible for delivering a 20-30 minute session on *Social Media* with a group of younger students. We recommend choosing Be Strong Online Ambassadors from Years 8 or 9, who then deliver to a group of Year 7s.

Training the Be Strong Online Ambassadors

You should run a training session with the Be Strong Online Ambassadors to do the following:

- Explore their role as a Be Strong Online Ambassador
- Examine the Lesson Plan in depth
- Divide the 4 activity choices between the group and give pairs time to prepare and practice their activity Be Strong Online Ambassadors then come together to demonstrate their activity to the rest of the group

Options for the Be Strong Online Ambassadors' session with younger students

- Once the Be Strong Online Ambassadors feel confident enough after their training, arrange for them to deliver to a group of younger students
- They might like to do this as a team or in pairs
- They could extend the session to a full hour and run all four activity choices, perhaps in pairs in a carousel style around the room

¹ <http://www.bbc.co.uk/news/education-35524429>

Training the Be Strong Online Ambassadors

This training session is designed to take approximately 2 hours. If you feel that the Be Strong Online Ambassadors need more time before delivering their session, you may like to explore the topic further in another training session before they deliver.

Activity	Description	Approx. timings	Links to other resources
Introductions	Run an ice breaker activity if the students don't know each other; explain their task and role as Be Strong Online Ambassadors	20 minutes	
<i>Social Media</i> Intro	Discuss reasons why we're exploring social media; what do Be Strong Online Ambassadors already know	5 minutes	
Examine Lesson Plan	Hand out Lesson Plan, look through it for general overview; discuss learning objectives	5 minutes	<i>Social Media</i> Lesson Plan; Slide 2 of PowerPoint
Things to bear in mind	Go over ground rules Be Strong Online Ambassadors need to explain students at start of session	5 minutes	P.6 of Lesson Plan; Slide 3 of PowerPoint
<i>Social Media</i> Discussion	Practice running through the video and intro discussion Be Strong Online Ambassadors will run	20 minutes	P. 6-7 of lesson plan; Slide 4 of PowerPoint; youtu.be/LfBpVONtnD4
Activity Selection	Divide the 4 activities between the group to prepare and present to the rest of the group; feedback and selection of activity	30 minutes	P. 7-20 of Lesson Plan; Activity sheets in appendix; Activity slides
Follow-up Activities	Discuss the follow-up activity; look at Student/Parent Info sheets they should hand out to everyone	5 minutes	Lesson Plan Appendix; Info Sheets
Feedback	How Be Strong Online Ambassadors might like to get feedback from students	5 minutes	P.21 of Lesson Plan
Wrap-up	Addressing any concerns from Be Strong Online Ambassadors; check for understanding; next steps	15 minutes	<i>Social Media</i> Info sheet & Parent Info Sheet

For more information visit bestrongonline.antibullyingpro.com

Activity Grades

A straightforward, structured activity to use if you want the students to understand this issue quickly

LEVEL 1

LEVEL 2

Moderately challenging activity which may need some extra time to practice and research

If you have more time and feel the students are more advanced in this area, use this activity

LEVEL 3



vodafone