

Lesson plan on social networking, August 2013

Talk about who I am, what I do, how I use social networking in my work and how it has changed how organisations interact with their audiences.

When I say 'social networking' what's the first word that comes to mind?

How many social networks do you think there are?

10? 100? 1000?

Let's name some. Start with ones you are a member of. Other ones you know about?  
[write them up on the whiteboard]

Here's a picture of how many social networks there are at the moment,

[https://conversationprism.com/wp-content/uploads/2013/07/JESS3\\_BrianSolis\\_ConversationPrism4\\_WEB\\_2880x1800.jpg](https://conversationprism.com/wp-content/uploads/2013/07/JESS3_BrianSolis_ConversationPrism4_WEB_2880x1800.jpg)

and it's growing all the time.

What are some of the characteristics of a social network? What can they be used for?  
Work for 5 minutes with your partner and think of what makes a social network different from just a website.

[Put the student's responses up on the board, categorising by the 5 characteristics below, without writing in what each characteristic is]

Some researchers came up with 5 characteristics:

[get the students to work out what each characteristic is, based on the content of that category]

User-based - no-one in charge, controlling the message

Interactive - games, quizzes, share things

Community-driven - find people who like what you like

Relationships - about who you know and how you interact with them

Emotional content - about Likes, not Knows

Get the students to fill in a matrix looking at the advantages and disadvantages of social networking at school, community and global level

	School	Community	Global
+			
-			

Discuss the various issues that arise from their analysis.

If there is time, play Sensible or Silly based on the information in this link:

<http://www.briansolis.com/2013/08/broadcast-yourselfie-how-teens-use-social-media-and-why-it-matters-to-you/>

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Are these actions by teens sensible or silly? Pick students that have each view to explain their thinking.