Content Discovery Assignment

Many older adults want to utilize social media but don’t really understand the basics of getting started, the different platforms out there or even the dangers that providing too much information could cause. Having a great social media prescience is important not only for a staying in touch with friends/family but receiving news and information in real time.

(What I need to teach my learner) Upon completion of this program seniors will be able to:

* Explain what social media is and identify the 5 top popular platforms
* Ability to work independently (self-starting abilities).
* The basics of social media navigation, positive/ negatives and how to use it on an everyday basis

Yes, very minimal prerequisite skills are needed. Some knowledge of interaction with a computer before would be great. Most of my content will be discovered using a hands-on approach, such as pairing.

Prerequisite skills –Required to take a pre-test and a post test (the pre-test will just be an assessment while the post test will be graded as the final; material will be the same)

Use search to look for people that are close with or want a connection to communicate via social media.

(Chunking Content) Here is some quick advice on what you can do to improve your profile.  Remember that you want to paint a thorough picture of your skills and be easy to find.

* Set up of profile bio:

A. Think about your most marketable coursework no matter your emphasis and include class projects. Include links to the projects if available.

B. Professionalism counts! Include it in your profile.

-According to a realsimple.com article your profile is 14 times more likely to be viewed with a picture.

* Messaging ethics.

A. If you have unique skills like a foreign language or advanced technology be sure to emphasize that.

* Security and Privacy
  + 1. What is cyberbullying? What to do if it happens to you. Get a professionally sounding email address that is not using an antiquated vendor like Yahoo or AOL. Use a personal one like Gmail
    2. What you should do if you forget your password.

Clients will also be encouraged to connect with one another to stimulate actual communication via social media applications. They will use this new knowledge to them connect with a couple friends/family (3-5) throughout the program to display retention. Upon finishing this program participants will have beginner to intermediate social media understanding.

3 modules to choose to learn about (Facebook, Twitter, or Pinterest) for this outline I will focus on Facebook.

Outline: 10-week program/ each week consist of a 2-hour session

Week 1: Introduction/ Defining Social Media + Sign Computer User Agreement

-What is social media? Why so many apps? Basic Introduction

* Appropriate vs. inappropriate usage of social media interaction
* Obscene language, harassment, violating terms

Week 2: Introduction of a social media platform of interest. Ex: Facebook

Week 3: Beginning to set up email and profile

-Spamming, email chains, inappropriate content

- Do not share passwords – like a pin number; but can be kept in a safe place for reference.

Week 4: Updating profile pictures, information and finding/adding “friends”

* Guidelines, Rules, Privacy Agreement

Week 5: Appropriate messaging, posting and comments. Privacy policy and what that means.

Week 6: Simulation with groups. (messaging person to person, group chats)

Week 7: Simulation with classmates (everyone must communicate with one another via Facebook comments)

Week 8: Simulation with groups and messaging with ‘friends’

Week 9: Recap and Review

Week: 10: Final Exam: Have a completed and up to date profile, min. of 10 friends and 5 messages and 10 comments.

Example of time breakdown of 2- hour session:

0:00-0:15 10 min introduction/ refresher of last week if needed

0:15-0:30 Introduce new material – Week 1 defining social media and signing computer user agreement.

0:30-1:05 Group activity/ Simulation (Group size 2 adults)

* What to do if you forget your password/ reset? – if someone has access to your password they could pose as you.

1:05- 1:30 Questions/Concerns – One-on-one help

1:30- 1:45 Review and re-brief

1:45-2:00 Assign homework and leave time for questions

* One-on-one help or tutoring available 60 min before class starts.