

The social media movement

Social media has evolved from simply catching up with friends to becoming a major force for change, connecting people worldwide.

As we explore these networks, we should consider: Beyond just chatting, how has social media reshaped the way we engage and influence our communities?



LESSON 3 learning objectives

01

UNDERSTANDING SOCIAL MEDIA'S EVOLUTION

Trace the growth from friend updates to global conversations.

02

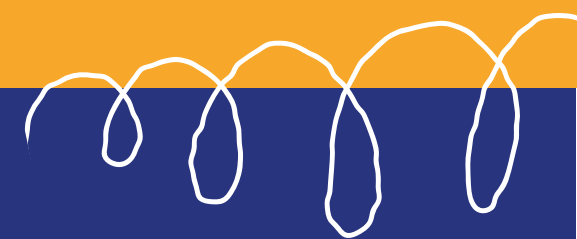
THE POWER OF A POST

Learn how individual posts can drive significant change.

03

CONNECTING COMMUNITIES

Discover the role of social media in bringing people together from around the world.





A platform for every passion

Greenhouse

There's now a social media platform tailored to every interest and purpose. For those captivated by visual storytelling, Instagram is the leading choice for sharing snapshots. X (formerly Twitter) thrives as a space for real-time commentary and discussions. LinkedIn serves as the go-to hub for professionals, fostering business connections and industry insights.

Whether you're seeking inspiration on Pinterest or joining niche communities on Reddit, there's a digital corner for you.

Navigating the lesson

Keep an eye out for these symbols throughout the lesson. They're your go-to guide, helping you pace yourself to learn, discuss, practice, and reflect on what you've discovered.



12 MINUTES

An estimate of how long the activity or challenge may take.

CLASS
DISCUSSION

Time to pause and have a discussion with the class.



CRITICAL
THINKING
CHALLENGE

Exercise your critical thinking to evaluate an issue or topic.



What are your *favourite* social media platforms?

From sharing snaps on Instagram, to creating viral dances on TikTok, what platforms are your go-to? Maybe you don't use any – and that's fine too!



Not just likes and shares

Social media has grown into a **powerful mirror of our culture.**

It provides a platform where diverse **voices** can be amplified and where stories, both big and small, can be told. More than just a tool, **social media bridges distances**, forging connections and communities in ways we never imagined, reshaping our understanding of relationships, information, and the world itself.



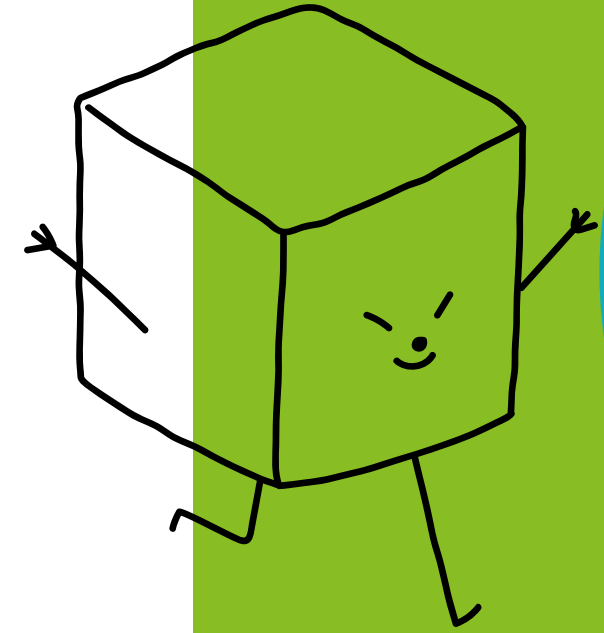
Turning posts into protests!

Social media can ignite significant change. Take the #BlackLivesMatter hashtag. What started as an online tag transformed into massive street protests and sparked conversations about justice and equality. It demonstrates how social media can rally people around issues they deeply care about.



Did you KNOW?

In 2014, the #IceBucketChallenge went viral, with participants pouring a bucket of iced water over their heads to raise awareness and money for Amyotrophic Lateral Sclerosis, (a disease that affects muscle movement in the body) research.



Should athletes Speak out on social?

Athletes on social media have **big followings**, so when they talk about issues, **many people listen**. They can help spread the word about important causes and make a real difference. But is there a downside too?

Read the article from The New York Times Learning Network. You don't need to answer any of the questions listed in the article.

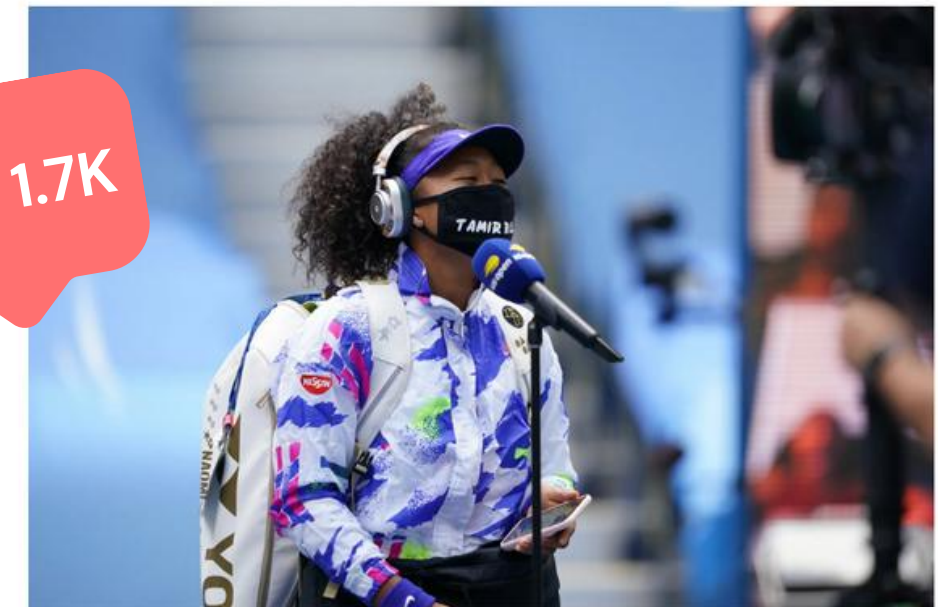
STUDENT OPINION

Should Athletes Speak Out On Social and Political Issues?

Do they have a responsibility to use their platform and influence to raise awareness? Or should they stick to sports?

Share full article

1.7K



Naomi Osaka at the 2020 U.S. Open women's singles final wearing a mask bearing the name of Tamir Rice. Chang W. Lee/The New York Times

CLICK HERE FOR THE ARTICLE





With a purpose, you have power

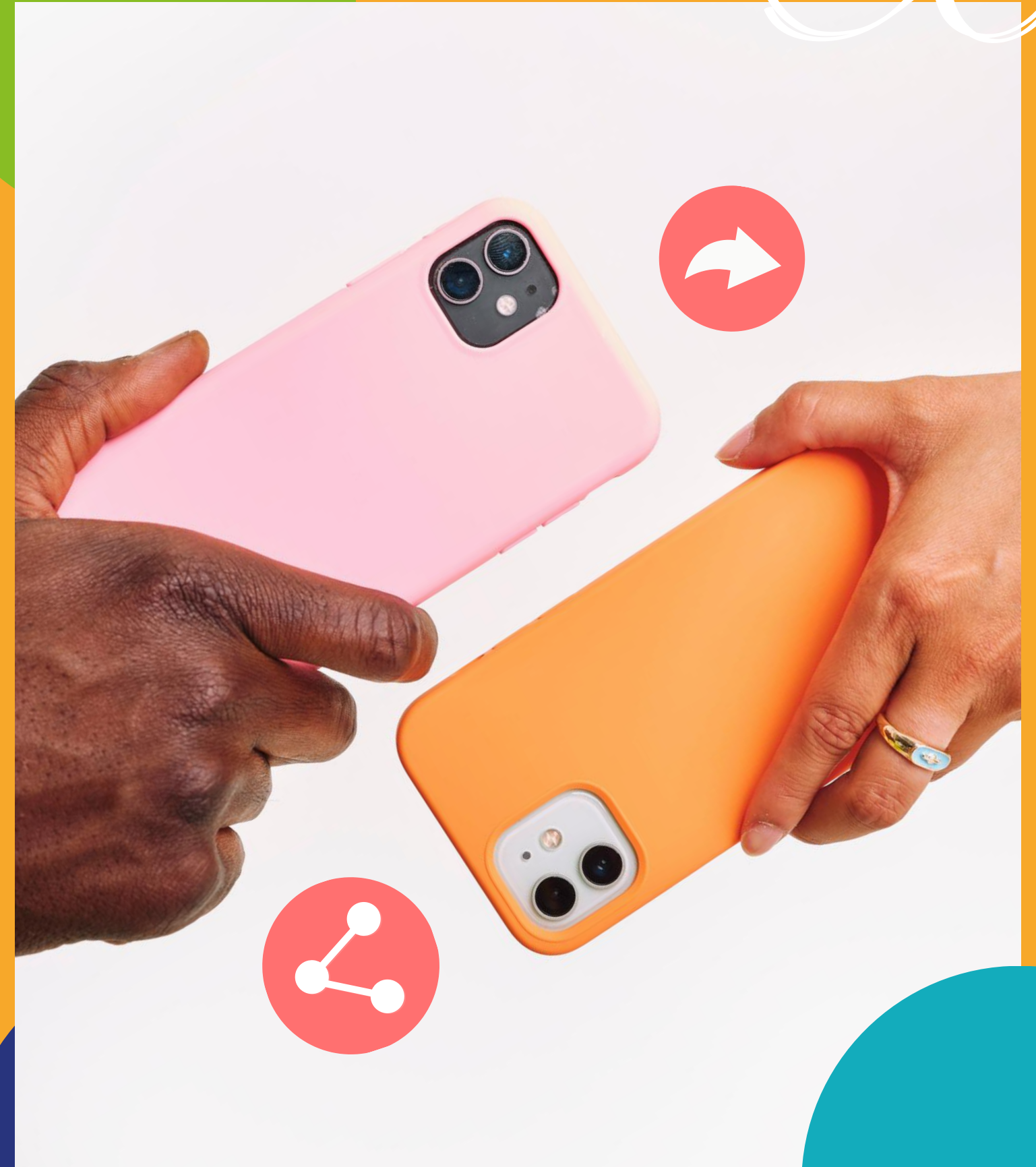


You don't need to be a celebrity to be heard. Platforms like X (formerly Twitter) & Instagram have leveled the playing field, allowing everyday individuals to speak up. With the right message, anyone can spark a conversation, inspire change, or build a community.

It's a reminder that in the digital era, a voice is not limited to the stars but is a power we all possess.

Make waves, create ripples

Today's students are using social media, especially platforms like Instagram, X (formerly Twitter), TikTok, and Facebook, to **champion causes** and **mobilise action** on topics like climate change, racial equality, mental health awareness, and LGBTQIA+ rights.



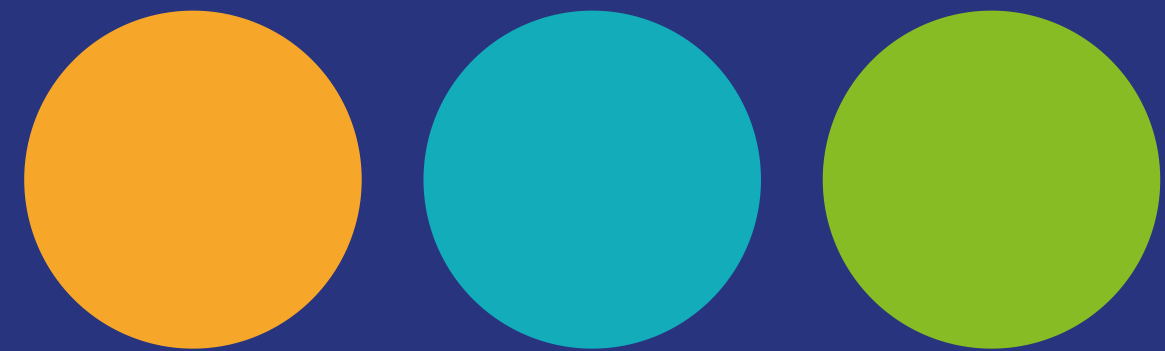
A photograph showing several hands of different skin tones (white, brown, black) holding each other in a circle, symbolizing unity and support. One hand has a black beaded bracelet.

Digital activism

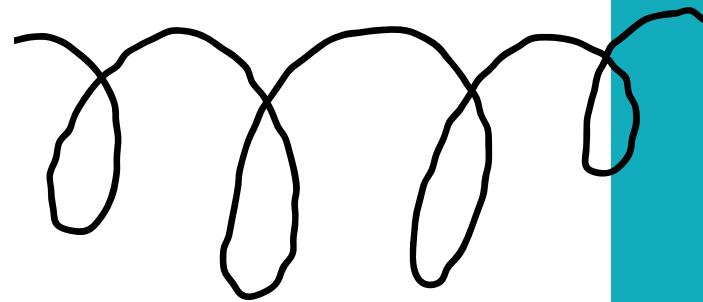
This digital activism not only amplifies their voices but also fosters a sense of community and solidarity among peers. From organising mass climate strikes and advocating for gender equality to spreading awareness about gun control and supporting refugees, it showcases the potential of social media to drive real-world change when wielded with passion and purpose.

Did you know?

The hashtag (#), once used in phone calls, gained popularity with social media like Twitter. It helps group topics so users can easily follow discussions.



What
movement
would you
make?



What's something you truly care about? How would you use social media to help make a difference?

For our next activity, you'll need to get creative and craft a message that inspires change.



Social media has made a big splash by bringing *attention* to many **important issues.**

It's amazing how it can get people to notice and act on things that might have been overlooked before. Let's take a look at some of the major topics and causes that social media has helped **bring into the spotlight.**



Racial Equality

The #BlackLivesMatter movement utilized social media to protest against systemic racism, police brutality, and the unjust killing of Black individuals.

Gender Equality and Women's Rights

The #MeToo movement started as a hashtag and quickly transformed into a global phenomenon, raising awareness about sexual harassment and assault, and pushing for accountability in all sectors of society.





Climate Change

Movements like #FridaysForFuture and #ClimateStrike, initiated by young activists like Greta Thunberg, have used social media to mobilise millions of people worldwide to demand action on climate change.



Political Movements

The Arab Spring, particularly in places like Egypt and Tunisia, showcased the power of social media in mobilizing masses, toppling autocratic regimes, and pushing for democracy.

Mental Health Awareness

Hashtags like #EndTheStigma and #MentalHealthMatters have helped diminish the taboo associated with discussing mental health, creating communities of support and understanding.



Disease Awareness and Fundraising

The #IceBucketChallenge went viral on social media, raising awareness and millions of dollars for ALS research.



LGBTQIA+ Rights

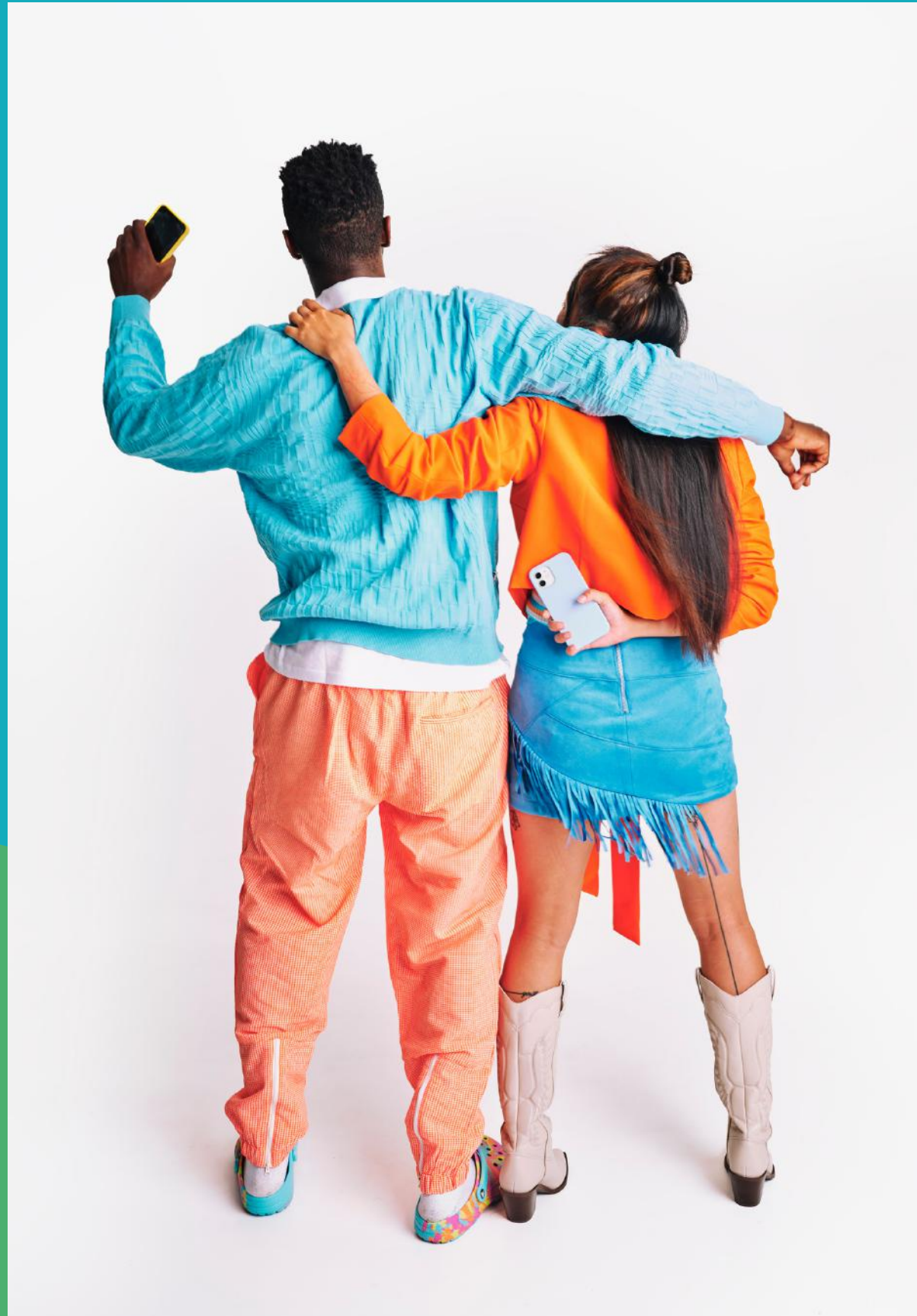
Campaigns like #LoveIsLove and #PrideMonth trends annually, advocating for LGBTQIA+ rights, acceptance, and celebration.



What other
issues have you
noticed being
addressed on
social media?

The examples are just the tip of the iceberg. Social media platforms have given ordinary people a voice and a means to rally behind causes, hold power accountable, and push for societal change.





We hope you enjoyed this lesson on social media!

In our last lesson on technology, titled "Digital Devices: Windows into our world", we're going to dive into how these gadgets have really changed the way we live, work, and connect with each other. It's amazing to see how much they've shaped our world!

See you next time!