

# STRATEGIES THATWORK

Intel® Learn Easy Steps for CALD learners

## Module 5: Social Media



The *Intel® Learn Easy Steps for CALD learners* project and the *Strategies That Work* resource kit were developed with the support of the Victorian Government.

The resource is filed at: <http://intelforcald.acfe.vic.edu.au/Resource+kit>

# STRATEGIES THAT WORK

## Module 5: Social Media

Learn Social Media basics: setup account, posts, sharing, comments, likes, understand social media settings

### Planning and Delivery Tips

- *Skill Set Checklist* (located on page 197) provides “goals” for Module/Lesson i.e. the core skills and knowledge to be taught
- *Contextualise* the concepts to learners’ needs and experiences eg: *What is Social Media?* (Connecting with friends and communities), and *How do you share on social media?*
- Use a projector to give learners an overview of Facebook by hovering the cursor to reveal labels for menus including profile, newsfeed and settings
- *Easy Steps Online, Module 6, Activity 3: Create a Facebook account*, use video for demonstration  
<http://easystepsonline.intel.com/module/6/0>

### Scaffolding

- Unpack the knowledge / skills / concepts for
  - *social media* (who, why, when how)
  - *Post /comment* (what, why, how, etc.)
  - *sharing/media sharing* (how, who with, where )
- Revise skills and knowledge from previous Lessons.
- Discuss Social Media and networking platforms to demystify and give learners confidence to explore.
- Print the page for a social media interface (Facebook, LinkedIn, etc.). Explain each menu choice (newsfeed, profile, etc.) and have students complete by hand. Students use written copy as prompt for online process, reducing anxiety.
- Learners explore search within social media to discover posts, pages and groups.

### Key Terms / Vocabulary

- |                              |                     |
|------------------------------|---------------------|
| • Internet                   | • Like              |
| • Browse / Browser App       | • Tag               |
| • Social Networking Password | • Emoticon          |
| • Account                    | • Block             |
| • Newsfeed                   | • Activity Log      |
| • Post/Comment               | • Group             |
| • Social media Brands        | • ID / User account |
| • Public or private post     | • Log out           |
| • Find friends               | • Messenger         |
| • business                   | • Follow            |

### Extra Resources

- Social Media basics:  
<https://www.staysmartonline.gov.au/socialising>
- Social Media Safety:  
<https://staysafeonline.org/stay-safe-online/protect-your-personal-information/social-networks>
- Social Media tutorials including instant messaging and blogging:  
<http://www.gcflearnfree.org/topics/socialmedia/>
- Social media jargon and meanings  
<http://blog.hubspot.com/blog/tabid/6307/bid/6126/the-ultimate-glossary-120-social-media-marketing-terms-explained.aspx>