

SOCIAL MEDIA

» INTRODUCTION

Social media platforms allow users to connect, share content, have conversations and communicate with each other.

There are many popular social media sites such as Facebook, Instagram, Snapchat, TikTok and more.

Social media has many positives including making communicating and staying in touch with your friends incredibly easy. However, it also has its negatives including the rise of cyberbullying, promoting unrealistic lifestyles and more.


? DID YOU KNOW?

- 58% of the world's population (4.5b people) is active on social media.
- The average internet user has 7.6 social media accounts.
- 3.2 billion images and 720,000 hours of video are shared online each day.
- We spend an average of 2 hours a day on social media.
- Facebook is the most used social media site in the world, followed by YouTube & WhatsApp.



GET ACTIVE: PLAYING GAMES FIND ME: SOCIAL MEDIA EDITION

A twist on the game of 'Find Me'. Can you find everyday objects hidden in the social media accounts of well-known people?

- 1  A leader will need a copy (electronic or physical) of the 'Find Me: Social Media Edition' challenge sheet. This sheet has the 28 objects included in the challenge.
- 2 Split into pairs or small teams. Each pair / small team will need at least one smart phone with a social media app installed on (i.e. Instagram, Facebook, TikTok etc).
- 3 For this challenge a leader should call out one of the items on the challenge sheet. It then becomes a race for the group to find that object within a photo / video on a well-known person's social media account. To do this, you can search for celebrities on social media and then scroll through their accounts looking for the object. You are only allowed to use accounts of well-known people and cannot search for businesses, organisations, charities etc.
- 4 The first pair / team to find the object should call out to the leader and show them the object to win that round.
- 5 Continue playing, calling out another object on the list. You could go through all 28 rounds or just pick and choose the ones that work best for your group.
- 6 The team with the most points at the end of the activity wins.
- 7 Some objects are harder to find than others, so you might have to think outside of the box. Think about what object you are trying to find and therefore which well-known person is most likely to have that on their social media page.


Example: Olympic Gold Medal – Search for Tom Daley, Adam Peaty etc and scroll through their photos. Searching for 'The Olympics' or 'Team GB' would not be allowed.



GET LEARNING: ME AND MY WORLD

WHO'S FOLLOWING WHO?

Take a look at some well-known personalities on Instagram and try to predict which account has the most followers, with this 'Who's Following Who?' quiz.

- 1  Download the 'Who's Following Who?' PowerPoint. You'll need a projector / large TV screen to display this on.
- 2 Split into pairs / small teams for this activity.
- 3 Within the PowerPoint are 10 battles between well-known Instagram accounts. For example, Lewis Hamilton v Max Verstappen, PlayStation v Xbox and Just Eat v Deliveroo v Uber Eats.
- 4 Show the slide and then in pairs / small teams try to decide on which account has the more followers on Instagram. This could be in the form of writing your answers down, or you could allocate different sides of the room for the different answers and then vote with your feet.
- 5 Take the activity further and try to predict how many followers the account has too.
- 6 Reveal the answer and see which account has more followers. Award a point for anyone who guessed correctly. Award a bonus point for the person who got closest to the correct number of followers too.
- 7 The pair / small team with the most points at the end of the activity win.



GET INVOLVED: SHAPING OUR WORLD


AN INSTA-LIE?

What we see on social media often isn't 100% true to real life. Does your social media reflect who you are as a person or are you living an 'Insta-lie'?

- 1 As a group, consider what you think an 'Insta-lie' is. Explore an 'Insta-lie' more by watching 'Are You Living an Insta Lie?' by 'Ditch the Label' (<https://youtu.be/OEFHbruKEmw>).
- 2 Afterwards discuss some of the following questions:
 - Have you ever experienced or suspected someone of posting an 'Insta-Lie' or at least trying to make their post look far greater than it really was? Share some examples.
 - Have you have been guilty of bending the truth a little bit when posting on social media? Again, share some examples and reasons why.
 - What can be the impacts of an 'Insta-lie', both on the person posting it and the people viewing it?
 - Have you ever found yourself comparing your real life to someone else's Instagram life? If so when and how did that make you feel?
 - Can we end up missing out on real life due to our need to post 'perfect' pictures on social media? Come up with three top tips as a group, to help people reduce the need to live an Insta-lie and instead value their real life more.



GET LEARNING: STAYING SAFE ONLINE ABUSE

- 1  Download the 'Social Media: Online Abuse' PowerPoint. You'll need a projector / large TV screen to display this on.
- 2 As a group, look at each of the abusive social media posts. Have a brief chat about your first thoughts as you look at each slide and then have a discussion around the below questions.
 - Try to rank the posts from most to least serious / harmful. Whilst doing this make sure to discuss why you think some are more harmful than others.
 - Should online abuse be classed as more or less serious? Or is all online abuse equally harmful and each one should be taken just as seriously?
 - Could any of these be classed as 'just banter'?
 - Is public online abuse worse than private (i.e. via DM / private message)?
 - Pick one or two of the images and discuss what the impact might be on the person receiving the abuse.

Take it Further: As a group, come up with a social media kindness pledge. This should be 5-10 statements on what we all can do online to stop online abuse and make social media a kinder place. Once completed, each person should sign the pledge and then make it public on your display board or on your group's social media page.



GET INTO THE BIBLE: MY BIBLE ADVENTURE TWEET THE GOOD NEWS IN 280 CHARACTERS

Twitter is well known for limiting its users to only a small number of characters, to help keep tweets to the point and easy to digest. Share a story of the Bible as a tweet, using just 280 characters.

- 1 Split into pairs / small teams. Each team should have a Bible and some pen & paper (or a phone).
- 2 Take on a different Bible story each. The challenge is to try and re-tell the key parts of the story in just 280 characters. Whilst doing so consider what the key message of the story is. Try to also include a hashtag at the end of the tweet, that sums up the story / message in a word or two.
- 3 Afterwards, share your tweets with the group. How did you get on? Was the challenge easy or difficult? If difficult then why? Consider sharing your 'tweets' on your group's social media page, if you have one.
- 4 Thankfully we don't need to limit the Bible, its message, or its impact on our life to just 280 characters. God's love and the power of the Bible is limitless and will never go 'offline'. Accessing God thankfully also doesn't rely on being connected to the internet or being 'full of battery'. He and his words are there for us whenever and wherever we need them. Finish in prayer, thanking God for the Bible and its limitless ability to change our lives for the better.

FIND ME - SOCIAL MEDIA EDITION

- | | |
|-------------------------------|--|
| 1) Olympic gold medal | 15) A BAFTA |
| 2) Wellington boots | 16) Suitcase |
| 3) Nike trainers | 17) Exactly 10 celebrities in the same photo |
| 4) A gold tooth | 18) Easter Egg |
| 5) Boxing glove | 19) Cocktail |
| 6) COVID vaccination picture | 20) Bible |
| 7) Cup of tea | 21) Swan |
| 8) Birthday cake | 22) Walkers crisps |
| 9) MBE / OBE / Knighthood etc | 23) The Queen (not on a Royal Family social) |
| 10) Father Christmas hat | 24) Fireworks |
| 11) Remembrance poppy | 25) PlayStation controller |
| 12) Surfboard | 26) An Oscar |
| 13) Harry Potter book | 27) Peppa Pig |
| 14) Starbucks coffee cup | 28) Union Jack |