

### LESSON PLAN

*“The Internet, in particular, offers immense possibilities for encounter and solidarity. This is something truly good, a gift from God.” —Pope Francis*

**LENGTH** 1 hour

**OBJECTIVES** Through this activity participants will:

- ❖ Gain tips and best practices to advocate effectively using social media.
- ❖ Take the next step by putting those tips into action.

**MATERIALS**

- *Social Media: Getting Involved* handout
- *What Is Advocacy? Social Media Resources* handout

**PREPARATION** For the brainstorming portion of the activity, check out the CCGP Action Center (<http://www.confrontglobalpoverty.org/get-involved/action-center/>) and current news items. Have some ideas about recent social media campaigns that advocated for legislative or political change.

### PROCESS **Brainstorm**

Have participants brainstorm and then list recent social media campaigns related to issues of social justice, and advocating for specific legal change or calling attention to a problem.

Congressional offices are using social media to help gauge public opinion, augmenting traditional tools used for that purpose. Nearly two-thirds (64%) of senior managers and social media managers surveyed think Facebook is a “somewhat or very important tool for understanding constituents’ views and opinions,” 42% say Twitter is “somewhat or very important,” and 34% say YouTube is “somewhat or very important.” As few as 30 comments can attract the attention of a representative.

### **Social Media: Getting Involved**

Pass out the *Social Media: Getting Involved* handout

For more information about how social media is taken into account by congressional offices, see <http://www.congressfoundation.org/projects/communicating-with-congress/social-congress>

**HOMEWORK** Have participants take the next step by using their social media accounts to advocate for a cause. Instruct participants to print a screenshot of their post, tweet, etc. Participants who are not on Facebook or Twitter can use alternative platforms (Instagram a photo, comment on a blog, or share an email alert).