



Learning Focus

- Online and Social Media

In this lesson students learn how television and radio broadcasters use online and social media to interact with their audiences. Students look at the ways that they interact with their favourite programs and how to write their own online posts to promote their Schools on Air program. **If your school does not participate in schools on air this lesson can be modified so that students write a post for a fictional program.*

Level - 9/10

Related Curriculum Standards

- Information and Communication Technology - ICT for communicating

Students examine the ways that they engage with online content, particularly social media. Students learn how media organisations use online communities and forums to communicate with audience. Students learn how to best use social media to communicate their message and connect with their Schools on Air program audience.

- Communication

Students demonstrate their understanding of the relationship between form, content and mode, and select suitable resources and technologies to effectively communicate. They use subject-specific language and conventions in accordance with the purpose of their presentation to communicate complex information.

- English (AC)

Understand how punctuation is used along with layout and font variations in constructing texts for different audiences and purposes (ACELA1556)

Use a range of software, including word processing programs, confidently, flexibly and imaginatively to create, edit and publish texts, considering the identified purpose and the characteristics of the user (ACELY1776)

-The Arts

Students vary the content, structure and form of their work to suit a range of purposes, contexts, audiences and/or the conventions of a specific style. They effectively use a range of traditional and contemporary media, materials, equipment and technologies

Resources

SYN Online and Social Media PowerPoint

SYN Online and Social Media Worksheet

Internet access

Lesson Plan

- Introduction
 - How does using social media keep audiences engaged online?
 - How do you interact with the media online?
- Program Profile Activity
 - Students research the online presence of a program they like. They comment on how the program uses online and social media to engage with their audience.
- Social Media Plan
 - Students learn how to write for social media and create their own Social Media Plan for their Schools on Air show.