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TECHNOLOGY

LESSON 3 OF 4

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

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.



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



Time to pause and have a discussion with the class.



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.

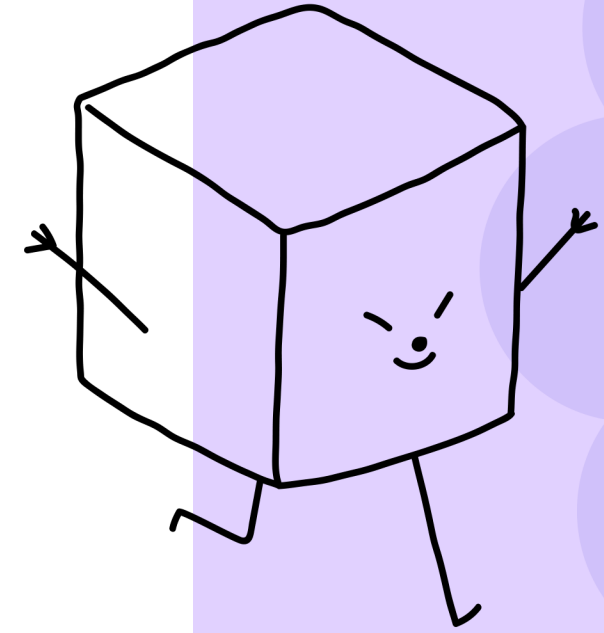
Turning posts into protests!

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.



ALL DONE? CLICK ON THE NEXT ITEM IN THE MENU

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



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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

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