

Lesson Plans for teachers which will be used for the MeLDE ACADEMY.

Module Name: Digital Content Creation	
Topic Title: Short-Form Content Creation for Social media	
Lesson Plan – Short vs Long-form content on Social Media (e.g. FB)	
Duration: 60 minutes	
Aim	The aim is for the student to understand how to plan, prepare and develop short-form content on social media platforms. Short-form content might be video, audio or image, accompanied by text. Students must be able to recognize how to adapt the content to each platform.
Target Group	Secondary School Students
Facility/ Equipment	<ul style="list-style-type: none"> ➤ Classroom ➤ Internet Access ➤ Laptops/ Smartphones / Tablets (Electronic Devices) ➤ Projector – To be able to show the presentation ➤ White Board (Optional for brainstorming if you want to write your ➤ Students' answers)
Tools/ Materials	➤ Handout 'Create your own short-form content'
Main Activity	<p>1. Activity 1: Introduction to short-form content (15 minutes)</p> <p>Introduce your students with the definition of short-form content. Start the lesson by comparing short vs long-form content on social media platforms as per slides 6 and 7 of PPT-3: Short-From Content Creation.</p>

Ask your students the following questions:

-Which one of the two types of content would you read first?

-Which one is more attractive and simple?

-Which one if you share do you believe your friends or audience will read?

2. Activity 2: “The human vs goldfish case study” (15 minutes)

To set the grounds show them the following [video](#) and then start the discussion: [Our Attention Span Is Less Than That Of A ... Oh, Look!](#)

Notes: The human attention span is below the average of a goldfish and this is something that has played a vital role in the principles of marketing and communications over social media.

3. Activity 3: “Concentrate” (5 minutes)

Ask your students to do first form a circle, and then follow your instructions:

1. Close your eyes
2. Try not to laugh and concentrate to hear the background noise for 15 seconds.
3. Now open your eyes
4. Describe with one word how did you feel and if you were able to concentrate.

The ability to concentrate on one task and not be distracted is rather rare nowadays.

4. Activity 4: “Create your own short-form text for your social media profile e.g Facebook”. (25 minutes)

	<p>Go ahead and give to your students the Handout: “Create your own short-form text for your social media e.g Facebook”.</p> <p>5. Wrap up (5 minutes)</p> <p>Finish the lesson and have a brief discussion with your students on how did they find the activities and the new knowledge.</p>
<p>Assessments</p>	<p>Test - Multiple Choice, True/False, Matching (For Topic 3:Short-form Content Creation for social media)</p>