

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 2 – Short-form Content Creation for social media- “Introduce to 3 C’s”	
Duration: 60-70 minutes	
Aim	This lesson aims to introduce and teach students with how to plan, prepare and develop short-form content for social media. Furthermore, it aims to enhance creativity and critical thinking particular to short-form content creation for various social media platforms.
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 a video ➤ Sticky Notes or Papers ➤ White Board (optional for brainstorming or notes)
Tools/ Materials	<ul style="list-style-type: none"> ➤ Handout ‘My 3 C’s of success to write short-form content:’

Main Activity	<p>1. Activity 1: Introduction (10 minutes)</p> <p>Start the lesson with a brainstorming (you can use the Whiteboard or provide them with sticky notes to write their own ideas).</p> <p>Teacher: When you come up with an idea of something new you want to post it on social media right? But first, even if you never really think about it, you have to plan your post to get the maximum reach and engagement.</p> <p>Activity for students: You have 5 minutes to think about an idea and write about it on the sticky notes. (Keep the sticky notes for the Handout Activity)</p> <p style="text-align: center;">2. Activity 2: “Introduce to 3 C’s”</p> <p>Explain to your students the 3 C’s framework following the slides 12-15 of the PPT Topic 3: Short-Form Content Creation:</p> <ul style="list-style-type: none"> -The 3 C’s of success -Critical -Creative -Concise <p style="text-align: center;">3. Activity 3: <u>My 3 C’s of success to write a short-form content: (25-30 minutes)</u></p> <p>Provide your students with the Handout: <u>My 3 C’s of success to write short-form content:</u> ask your students to concentrate and attempt the activity to create their own creative short-form content.</p> <p>The aim is for them to effectively broadcast the idea or the message they want to their social</p>
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	<p>media profiles. This message should be appropriate and look professional.</p> <p>4. Activity 4: “Create and share a post” (10-15 minutes)</p> <p>Post the short-form content you created on your social media profiles according to the guidelines of the Handout. Optional: share a post that a peer of yours published and you liked.</p> <p>5. Wrap up (5 minutes)</p> <p>Have a brief discussion with your students about the lesson and the activities.</p>
<p>Assessments</p>	<p>Test - Multiple Choice, True/False, Matching (For Topic 3:Short-form Content Creation for social media)</p>