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 3– Creative vs non-creative short-form content for Instagram
Duration: 60 mins

Aim	This lesson aims to introduce to students with how to create creative short-form content for Instagram. Creating short-form content should be a creative process while at the same time being an easy and fun way to reflect your thoughts in digital form through social media platforms.
Target Group	Secondary School Students
Facility/ Equipment	➢ Classroom ➢ Internet Access ➢ Laptops/ Smartphones / Tablets (Electronic Devices) ➢ Projector – To be able to show the presentation ➢ White Board (Optional for notes or brainstorming)
Tools/ Materials	➢ *Handout: 'Creative short-form content for Instagram' (Attached)*
Main Activity	1. **Activity 1: Introduction to creative vs non-creative short-form content for Instagram (10 minutes)** This lesson focuses on how to become more creative. To provide students with a general idea of this topic show them the following video from

YouTube and then start a discussion:
-How can you be creative?
-How do you believe you can increase your creativity?

Let's Watch:
https://www.youtube.com/watch?v=RqO8AU_R4_w

Give effective learning feedback and ideas to your students: (Discuss the following sentences):

"Put something of your own on paper and post something creative and new"
- Collect ideas from books you recently read, as well as from social media platforms, videos music and etc.
- Execute your idea in your own way (avoid to copy others)
- Be inspired by others but don't copy them
"Creative vs non-creative short-form content for Instagram"

2. **Activity 2 (15 minutes)**

Compare the two pictures according to **slide 16** of the PPT Topic 3: Short-Form Content Creation for social media. Ask students to have a discussion and outline the differences (they are really apparent).
Questions: -What would you say about the two photos you see?
-Use your critical thinking skills: if we compare the two pictures, which one looks more catch?
-When comparing the two Instagram pictures, which content looks more appealing and eye-catching? (It can be both because it based on personal opinions but using the **3 C's framework theory** both captions might stand by their picture but the breakfast picture is overall more qualifying to be the most appealing to the users.

	3. Activity 3: 'Creative vs non-creative short-form content for Instagram' (10 minutes) Focus on the content of the image according to **slide 17** of the PPT Topic 3: Short-Form Content Creation for social media. Compare the two contexts: For example, the right-hand picture had a perfect, appealing and eye-catching picture of eggs on toast, with the caption being short, simple and symbolic, meaning that it stood up to the concept of the picture. **4. Activity 4: "Create creative short-form content for Instagram"(25 minutes)** Remember that for social media posts, you have to always remember to maintain certain standards to grab the audience's attention,as well stimulate engagement (comments, likes, shares). Provide the example of the footballer to slide 19 of the PPT Topic 3: Short-Form Content Creation. After this demonstration complete the Handout activity. **5. Wrap up (Duration 5 minutes)** Have a brief discussion with your students about the lesson and the activities.
Assessments	Test - Multiple Choice, True/False, Matching (For Topic 3: Short-form Content Creation for social media)