

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

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| Module Name: Online Communication & Collaboration | |
| Topic Title: Organizational Communication | |
| Lesson Plan 3 - Interacting through Digital Technologies – Creating and Promoting an Event | |
| Duration: 60 mins | |
| Aim | This lesson aims to provide an introduction to the use of digital technologies and social media as a mean to promote an event/campaign. |
| Target Group | Secondary School Students |
| Facility/ Equipment | <ul style="list-style-type: none"> ➤ Classroom ➤ Projector – To be able to show a video ➤ Internet Access ➤ White Board |
| Tools/ Materials | <ul style="list-style-type: none"> ➤ Event Promotion Handout ➤ Handout 'What's the best digital tools for your event?' |
| Main Activity | <p>1. Introduction (10 mins)</p> <p>Start your lesson by initiating a discussion on the different functionalities and possibilities of using digital technologies and social media. After a few minutes of discussion, introduce the lesson to your students by explaining to them that one of the best ways to create and promote an event is through digital technologies and social media. Then describe some of the benefits social media provide.</p> <p>2. Activity 1 – Create A Promotion Strategy Using Social Media (25 mins)</p> <p>For Activity 1, divide your students in groups of 4-5 and using the 'Event Promotion Handout' provide your students with a theoretical</p> |

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| | <p>scenario. Ask them to come up with a promotion strategy using digital technologies and social media. Mention that depending on their target group and the nature of the event some social platforms may be more effective than others.</p> <p>3. Activity 2- Group Exercise (20 mins)</p> <p>Ask the different groups to present their strategy and justify their choices. As a class discuss and provide feedback using Handout ‘What’s the best digital tools for your event?’ provided.</p> <p>4. Wrap it up – (5 mins)</p> |
| <p>Assessments</p> | <p>Test - Multiple Choice, True/False, Matching</p> |