



Students illustrate a “viral” Instagram post that inspires people to donate to or volunteer for a charitable cause.



Blank paper or copies of the “Be Instafamous” Handout (optional); Drawing materials (Pencils, pens, markers, colored pencils, and/or crayons).

Total Prep Time: 5 mins.



As this is the third Monday of the month, please consider sharing or re-sharing the Monthly Kick-Off activity, and if appropriate, video at [www.everymondaymatters.org](http://www.everymondaymatters.org). Additionally, a three-minute recap of the previous weeks may add extra context to this week and help connect the dots around the monthly theme.

4 C's	SOCIAL & EMOTIONAL LEARNING	SERVICE LEARNING
● Critical thinking	● Self-awareness	● Integrated learning
● Communication	● Self-management	● High quality service
● Collaboration	● Social-awareness	● Collaboration
● Creativity	● Relationship skills	● Student voice
	● Responsible decision-making	● Civic responsibility
		● Reflection
		● Evaluation

## GOALS FOR THE WEEK

- Discover how we can use social media as a tool to build a sense of belonging, confidence, and joy for ourselves and others
- Identify ways to foster “CONNECTION” and community on social media
- Instead of self-promotion, practice using social media to promote worthy causes and meaningful, real-life “CONNECTION”
- Understand how “SOCIALIZE GOODNESS” is an important part of this month’s theme, “MONDAY GETS CONNECTED”



## **STUDENT ACTIVITY:** **“BE INSTAFAMOUS”**

### **1) SHARE THE NAME OF THIS ACTIVITY WITH STUDENTS: “BE INSTAFAMOUS”**

### **2) ASK 1-3 QUESTIONS FROM THE LIST BELOW TO WARM STUDENTS UP ON THE ACTIVITY’S FOCUS:**

**\*NOTE:** *Choose questions appropriate to your students’ ages, grades, ability levels, and classroom goals. Students may share their answers in pairs, small groups, or as a large group.*

- **What is social media?**
  - Answer: Websites and applications that allow users to create and share content, or to participate in social networking
- **What does it mean for a social media post to “go viral”?**
  - Answer: When a post becomes very popular very quickly
- **What does it mean to be “INSTAFAMOUS”?**
  - Answer: To be famous or well-known because of a large number of followers on Instagram
- **What types of posts “go viral” and why?**
- **What types of posts and users become “INSTAFAMOUS” and why?**
- **What are some examples of viral and “INSTAFAMOUS” posts you have seen?**
- **Is it possible to create a viral or “INSTAFAMOUS” post that “SOCIALIZES GOODNESS”?**
  - What might an “INSTAFAMOUS” post that “SOCIALIZES GOODNESS” look like?
- **How would creating an “INSTAFAMOUS” post that “SOCIALIZES GOODNESS” help you “GET CONNECTED”?**
- **How might creating an “INSTAFAMOUS” post that “SOCIALIZES GOODNESS” “CONNECT” you to how much YOU MATTER?**
- **Do you think creating an “INSTAFAMOUS” post that “SOCIALIZES GOODNESS” can help others understand how much they MATTER and that they can make an impact on the world?**

### **3) SET UP THE “BE INSTAFAMOUS” ACTIVITY:**

- **Explain:**
  - All viral videos and “INSTAFAMOUS” social media posts have one thing in common: They all create an emotional response that makes viewers want to share the post
  - There are three ways that viral videos and “INSTAFAMOUS” posts create that emotional response: (1) they challenge an assumption; (2) they offer a unique perspective; and/or (3) they tell a story
  - Today, we’re going to try to be “INSTAFAMOUS” by helping a message of “GOOD” go viral by illustrating a post that inspires people to donate to or volunteer for a charitable cause
- **Ask:**
  - Do you think social media can be used for “GOOD”?
  - How can helping other people “CONNECT” to “GOOD” causes be a way to use social media for “GOOD”?

### **4) START THE “BE INSTAFAMOUS” ACTIVITY:**

- **Distribute blank paper or optional “Be Instafamous” Handouts and drawing materials (pencils, pens, markers, colored pencils, and/or crayons) to each student**
- **Explain:**
  - You will each create an “INSTAFAMOUS” post by drawing it out on your paper
  - This post will inspire people to donate to or volunteer for a charitable cause
  - You can choose what the cause is
  - Do your best to create an emotional response from the viewer that inspires them to get involved
- **Remind students to incorporate one or more of the three ways posts go viral into their own “INSTAFAMOUS” post by (1) challenging an assumption; (2) offering a unique perspective; and/or (3) telling a story**

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- Make sure students understand the instructions and ask them to begin
  - If helpful, students can brainstorm in pairs, small groups, or as a large group the charitable causes they want to “post” about and/or the way they will create their Instagram post and message
  - Allow up to 10 minutes for students to draw and write
  - When time is up, ask for volunteers to share out their “INSTAFAMOUS” post and what their message is
  - When all students are finished, collected the posts and hang them in the classroom or somewhere else on campus to inspire others to “GET CONNECTED” to a charitable cause and “SOCIALIZE GOODNESS”

**5) AFTER THE ACTIVITY, ASK 1-3 OF THE FOLLOWING QUESTIONS TO HELP STUDENTS REFLECT ON WHAT THEY’VE ACCOMPLISHED AND HOW THEY CAN TAKE THIS FORWARD:**

**\*NOTE:** *Choose questions appropriate to your students’ ages, grades, ability levels, and classroom goals. Students may share their answers in pairs, small groups, or as a large group.*

- What was it like to “SOCIALIZE GOODNESS” through Instagram posts today?
- What was challenging about this activity and why?
- What was the most unexpected or important lesson you took away from this activity and why?
- Did this activity change your perspective on how you can use social media?
  - How so?
- After this activity, how will your social media habits and viewpoints will change?
- Going forward, are you more likely to use social media as an opportunity to promote “GOOD” causes or charitable campaigns?
  - Why or why not?
- How can you use social media as a way to get more involved with charitable causes and creating “GOOD” in the world?
- How will you use social media as a way to more intentionally “GET CONNECTED”?
- How might striving to “BE INSTAFAMOUS” to promote a charitable cause (instead of promoting yourself) help you “GET CONNECTED”?
  - How might it help you to “SOCIALIZE GOODNESS”?
- How might “SOCIALIZING GOODNESS” help you and others know how much YOU MATTER?
- How could the world change for the better if we started using social media for “GOOD” more often?

**6) THANK STUDENTS FOR CREATING THEIR “BE INSTAFAMOUS” POSTS AND FOR SHARING THEIR REFLECTIONS WITH THE CLASS. CHALLENGE STUDENTS TO USE SOCIAL MEDIA FOR “GOOD” GOING FORWARD, INCLUDING TO SUPPORT AND PROMOTE CHARITABLE CAUSES.**

**7) ENCOURAGE STUDENTS TO USE THIS ACTIVITY AS AN OPPORTUNITY TO REVIEW HOW THEY USE SOCIAL MEDIA AND TO EXPLORE NEW WAYS TO USE IT TO “SOCIALIZE GOODNESS,” “CONNECT” MORE AUTHENTICALLY, AND SHOW OTHERS THAT THEY “MATTER.”**

**8) CONTINUE EXPLORING HOW TO “SOCIALIZE GOODNESS” BY LEADING ONE OR MORE OF THE FOLLOWING EXTENSION IDEAS.**



## **EXTENSION IDEAS:**

**DO ONE OR MORE OF THESE EXTENSION IDEAS TO BRING THE LESSON FROM 15 MINUTES TO 30 MINUTES OR MORE.**

- 1) Viral Video for a Cause:** Have students work individually or in small groups to create an illustrated storyboard for a viral video that supports a “GOOD” cause.
- 2) Socialize Goodness Offline:** Create a social media campaign that encourages people to actually meet up in person to support a “GOOD” cause. For example, promote participating in a charitable fundraiser or all showing up at the same time to support a local business or artist.

**“OUR GREATEST FEAR SHOULD NOT BE OF FAILURE... BUT OF SUCCEEDING AT THINGS IN LIFE THAT DON'T REALLY MATTER.”**

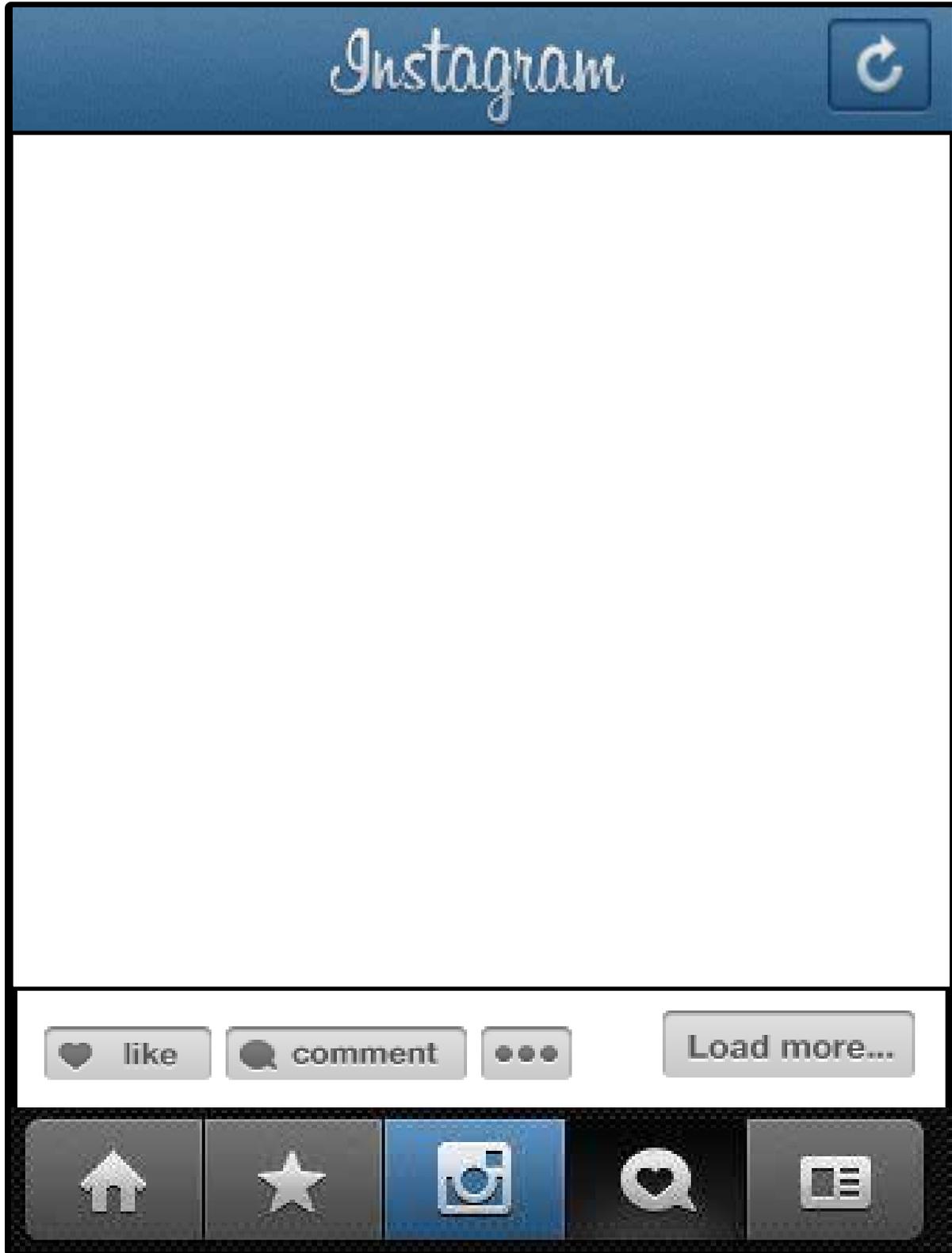
**- FRANCIS CHAN**

# BE INSTAFAMOUS



## SOCIALIZE GOODNESS

Make enough copies to give one to each student (optional).



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Source: <https://www.teacherspayteachers.com/Product/Free-Instagram-Template-1064422>