SOCIAL MEDIA

Let’s play!

Have you ever posted / retwitted something on a social network which you were aware of being false or fake?

Well, there is always a first time…..

Let’s play!

Create a fake post / story / Tweet and upload it on your social media profiles. Wait for your contacts to see or read your fake post. When the activity has finished, go to your post and check if you received any feedback (likes or comments). Share what type of feedback you got. For example: this is a picture of me with Ronaldo’s sister, I won the lottery ticket, ….

Round 1: “How emotionally engaged are social networks?”

Imagine people stop using social media because they have realised they are only used to manipulate, you can’t trust what is online anymore.

In order to find a solution to this problem, social networks are changing their policy. There is a new requirement before posting: SHOWING HOW YOU FEEL WHILE YOU ARE POSTING OR WHEN YOU TOOK THE PICTURE THAT YOU ARE GOING TO POST.

Round 1: “How emotionally engaged are social media?”

Now you have the opportunity to create the tool that will serve this purpose.

Design a frame, button, symbol or alike that allows people reading your post to know how you were really feeling when you posted it.

Use all the necessary materials provided.

Round 2: “Music to MY ears”

How important / manipulative can a song, a noise, a sound be in a post?

Have you ever read something which was not connected in any sense with the type of publication, the target audience or the product advertised?

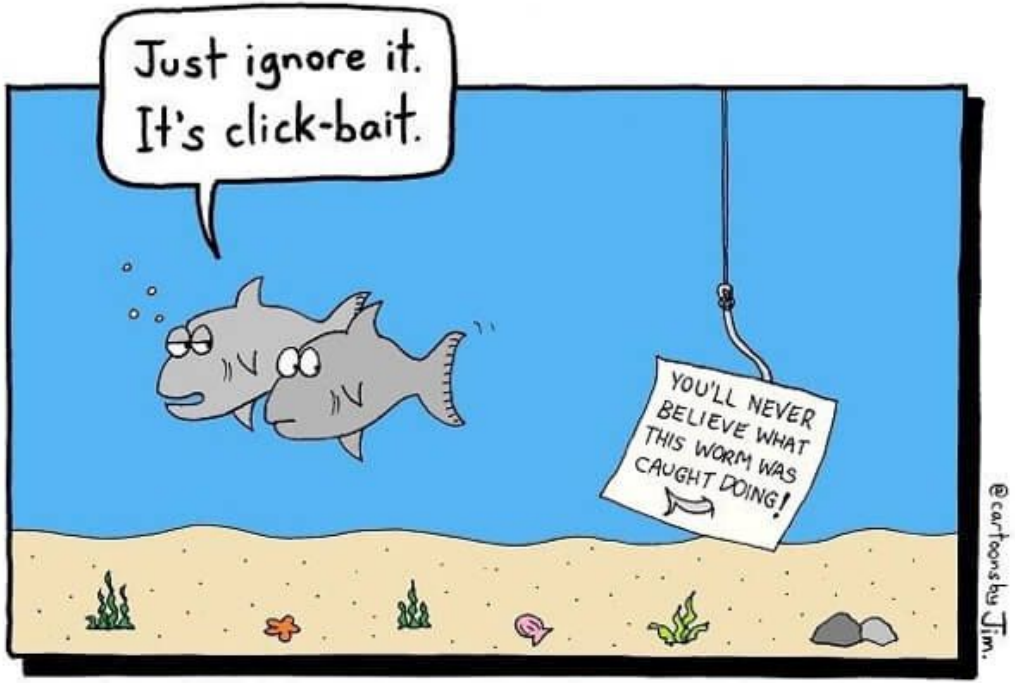
Round 2: “Music to MY ears”

Listen to the following sounds / songs and try TO GUESS:

- Type of post
- Target audience

Write it down in the piece of paper provided and share your conclusions with the rest.

Round 3: “Got Ya”



Round 3: “Got Ya”

- **“CLICK-BAIT”**: (on the internet) content whose main purpose is to attract attention and encourage visitors to click on a link to a particular web page.

Dermatologists Hate Her!

She is **51**
Looks **25**

Local mom exposes shocking anti-aging secret. Learn the $5 trick to her stunning results.

LEARN THE TRUTH NOW

Round 3: “Got Ya”

Look at the suggested post below.

Now, think of a CATCHY, appealing, attractive headline that would make readers “bite the bait” and CLICK.

Round 4: Final Conclusions

It’s time to check on the final results of your work.

- Fake post: how and what was the reaction of your followers? Did anybody believe the post was real? Did you get comments or likes from people that do not usually comment on your posts? Why do you think that happened?