



Why Social Media Literacy?

In a world where the internet and social media in particular are pervasive in everyone's personal and professional lives, it has become increasingly difficult for schools, teachers, as well as parents to appropriately address the digital challenges these new media can present for pupils, students and even themselves.

Social media literacy can help children and young people to become critical thinkers and active content creators rather than passive consumers of online content and technology. It can also help them to behave responsibly and ethically and, ultimately, to become more engaged and better informed citizens. Schools, seen as both physical spaces and social environments where teachers, students and parents meet, play an important role in developing these (social) media literacy skills.



WHAT WILL YOU LEARN?

- 1 What social media literacy is
- 2 What a social media literacy strategy is
- 3 How to develop a meaningful social media literacy strategy at your school
- 4 How to assess the effectiveness of your strategy
- 5 How to implement your strategy

Practical Information

The course lasts 6.5 weeks and is divided into 5 modules

Start date: 29 April 2019

End date: 12 June 2019

Language: English with translations of content and video transcripts in 9 languages (Greek, Spanish, Italian, Latvian, Polish, Portuguese, Romanian, Dutch and German)

Target audience

- Heads of schools
- Primary and secondary school teachers
- Teachers in initial training

Want to help us spread the word about the course?

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the course dissemination pack here

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