social
media
literacy
for change

Supporting teachers to develop a whole-school social media literacy strategy

Social media are a relatively new phenomenon and yet, many people around the world find it increasingly difficult to imagine life without them – especially children and young people, who are spending ever-larger proportions of their day on platforms such as Instagram, YouTube, WhatsApp or Snapchat.

Despite social media's potential to support learning, provide access to information and facilitate civic engagement, only few children and young people take full advantage of all opportunities that social media can offer online. This is where schools and social media literacy skills come in. By empowering teachers to foster social media literacy in class, schools can capitalise on the opportunities that social media offer, while also minimising related risks such as cyberbullying, hate speech, or privacy related risks, thus preparing students for the digital future.

Social Media Literacy for Change (sml4change) is a one-year project co-funded by the European Commission's Media Literacy for All pilot project, which aims to support European school leaders and teachers to foster social media literacy (SML) in both their school and local community, thus reaching out to citizens at large.

1. Project launch	*Project kick-off and first workshop with experts and content co-creators*
2. Capacity building	*Strategies development by sml4change schools*
3. Co-development	*Co-creation of online course materials and content*
4. Online course	*Social Media for Change Massive Online Open Course*
5. Lesson learn	*Final evaluation report*

sml4change MOOC*

*massive open online course

When | Spring 2019

The sml4change online course is designed for heads of schools, primary and secondary teachers, as well as teachers in initial training. The first edition of the MOOC runs on the European Schoolnet Academy website from April 2019 to June 2019.

What is the MOOC about?

The 6.5 week-long online course is structured in 5 modules, each tackling one of the following topics:

1 What is social media literacy (SML)?

2 What is an SML strategy?

3 How to develop a meaningful SML strategy in your school?

4 From planning to reality – implementing the strategy

5 Assessing the effectiveness of your strategy

By following this MOOC, participants are able to:

> Receive advice about how to develop a social media literacy strategy in their school

> Access videos about inspiring best practices and other learning materials

> Engage with a community of like-minded professionals

> Reflect, discuss and share experiences around social media literacy

> Develop their social media literacy strategy

Contact us

sml4change-info@eun.org
http://fcl.eun.org/sml4change

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