Unit 6: Social Media

Content Area: **Computer Science**
Course(s):
Time Period: **Marking Period 3**
Length: **20-30 days**
Status: **Published**

Brief Summary of Unit

Community members obtain their information in a variety of manners that change over time. In order to stay relevant, the information from the district's website should be shared out on social media platforms in order to reach a wider audience. Student interns will help set up and provide assistance for each school's social media accounts that are run by the school. Careful care will be taken in terms of Acceptable Use of student images and information, as well as security settings on each account.

Revision Date: August 2020

CS.9-12.8.2.12.EC.1	Analyze controversial technological issues and determine the degree to which individuals, businesses, and governments have an ethical role in decisions that are made.
CS.9-12.8.2.12.EC.2	Assess the positive and negative impacts of emerging technologies on developing countries and evaluate how individuals, non-profit organizations, and governments have responded.
CS.9-12.8.2.12.EC.3	Synthesize data, analyze trends, and draw conclusions regarding the effect of a technology on the individual, culture, society, and environment and share this information with the appropriate audience.
CS.9-12.DA	Data & Analysis
WRK.K-12.P.3	Consider the environmental, social and economic impacts of decisions.
WRK.K-12.P.4	Demonstrate creativity and innovation.
WRK.K-12.P.5	Utilize critical thinking to make sense of problems and persevere in solving them.
WRK.K-12.P.6	Model integrity, ethical leadership and effective management.
WRK.K-12.P.8	Use technology to enhance productivity increase collaboration and communicate effectively.
WRK.K-12.P.9	Work productively in teams while using cultural/global competence.
TECH.8.1.12.A.CS1	Understand and use technology systems.
TECH.8.1.12.C	Communication and Collaboration: Students use digital media and environments to communicate and work collaboratively, including at a distance, to support individual learning and contribute to the learning of others.
TECH.8.1.12.C.CS1	Interact, collaborate, and publish with peers, experts, or others by employing a variety of digital environments and media.
TECH.8.1.12.C.CS2	Communicate information and ideas to multiple audiences using a variety of media and formats.
TECH.8.1.12.D.1	Demonstrate appropriate application of copyright, fair use and/or Creative Commons to an original work.
	Choices individuals make about how and where data is organized and stored affects cost, speed, reliability, accessibility, privacy, and integrity.
	The ability to ethically integrate new technologies requires deciding whether to introduce

a technology, taking into consideration local resources and the role of culture in acceptance. Consequences of technological use may be different for different groups of people and may change over time. Since technological decisions can have ethical implications, it is essential that individuals analyze issues by gathering evidence from multiple perspectives and conceiving of alternative possibilities before proposing solutions.

Essential Questions / Enduring Understandings

Essential Questions:

- How do you utilize social media to reach your audience?
- How would you determine your audience size and trends on social media?
- What security features does each platform possess and how can they best be used for our purposes?

Enduring Understanding

- Social media can be a powerful tool both for informing the public of important events as well as the spreading of misinformation. How one uses it determines its properties.

Objectives

Students Will Know:

- how to use a social media platform for a professional business.
- how to give an account a security overview and make suggestions if improvements are needed.
- board policy on acceptable use of students' images and information.

Students Will be Skilled At:

- timely and relevant posts on social media.
- identifying trends on social media.

Learning Plan

- Have students study updates to the different platforms security features.
- Use district webmaster internship accounts to plan for any changes.

Then for each school:

- Review social media accounts.
- Communicate with webmasters/administrators about the accounts, identifying any potential holes in security.
- Develop a plan for what is posted, how frequently and who is posting.

- Assist the posting party with technical help.

Assessment

Assessments

- Formative: Daily assessments using examples from class notes and CodeHS.com, AP Classroom/Albert Checks for Understanding

- Summative: Teacher-created assessments/projects and CodeHS Computer Science Projects, AP Classroom/Albert Unit Assessments

- Benchmark: Check for understanding benchmark assessments on CodeHS, AP Classroom/Albert/Khan Academy Diagnostics

- Alternative Assessments: Student-centered activities such as a doorbell coding project, game design projects, and other activities involving real world applications

Social Media Account Posts for each school.

Materials

Core instructional materials: Core Book List

Supplemental materials: CodeHS

Instagram/Twitter/Facebook/etc.