

SOCIAL MEDIA BLITZ

LEARNING OUTCOMES

Students continue to engage in the discussion outside of the classroom in a way that is fun, sharable and creative.

SUPPLIES NEEDED

Computers

AGE GROUP

High School

1. Create a closed group on Facebook called "Switch the Drink" where the class can share content about better beverages (Teacher should be in group as well)
2. Have students take a "Switch the Drink" pledge
 - Students and their families can pledge to only drink better beverages for a month and document their experiences and progress on the group with weekly updates
3. Assign a weekly task for students to post in the group, for example:
 - Post an article relating to the beverage industry and summarize and comment on the article in less than 500 words
 - Share a photo of yourself choosing a better beverage
 - Use the better beverage finder and share a new drink from the BBF that you would like to try
 - Post an advertisement for a sugary beverage and provide comment
 - Note: encourage students to share other related content as often as they want and to interact with each other's posts
4. Discuss posts from the Facebook group in class

Follow @HoCoUnsweetened on Facebook and Twitter!

(Note: Users must be 13 years old to be on Facebook. Be aware of privacy concerns and know your school's/organization's social media policy beforehand.)