GALE LESSON PLAN

Gale In Context: Global Issues- Women's Rights Social Media Campaign

GRADE LEVEL: 9-12

SUBJECT/CONTENT: Social Studies, International Current Events, Women's Rights

FOCUS QUESTIONS: What rights are women fighting for across the world? Why/how are these rights being threatened? How can social media help spread knowledge and support for women?

RESOURCE: *Gale In Context: Global Issues*

LEARNING EXPECTATION: As a result of this lesson, students will have a developed social media campaign designed to bring attention to a Women's Rights topic. Students will understand the need for global support of women, and how they are fighting for their rights across the globe.

Materials Needed: Computer with access to *Gale In Context: Global Issues*.

PROCEDURES:

Steps/Activities for the Teacher:
- Provide students with information on how to use the tools found within *Gale In Context: Global Issues*. You can find helpful tutorials here: **https://support.gale.com/training/videos**.
- Write the focus questions on the board and keep them there for the duration of the activity.
- Distribute the Social Media Campaign guidelines and expectations (attached).
- While this activity can be completed individually, consider breaking the class into collaborative groups instead.

Steps/Activities for the Student(s):
- Students will utilize *Gale In Context: Global Issues* to research women's rights, and find a topic of interest.
- Students will save their research to **Google Drive** or **Microsoft OneDrive** for use later.
- Students will develop social media campaigns, utilizing their research, to bring attention to a women's right topic.
- Students will use the **Citation Tool** to correctly format a reference page.

GALE LESSON PLAN

STUDENT INSTRUCTIONS:

In this project you are tasked with researching women's rights topics around the world. You will build a social media campaign designed to bring awareness to a topic of your choice. Your campaign should explain your topic, and how we can support the women fighting for their rights. In addition to your campaign, you will complete a write up detailing your topic and social media strategy.

To complete your research you will be using *Gale In Context: Global Issues*, which contains articles, news reports, images, videos, and more to help build your campaign. Use **Highlights and Notes** to remember important parts of the articles you find and save the information by sending over to your drive. Finally, utilize the **Citation** tool to copy and paste into your write up reference page.

Detailed requirements are listed below for you.

This project requires you to create a full social media campaign including posts, images, and anything else needed to drive home your point. You will also develop a write up outlining the research you did and your campaign strategy.

SOCIAL MEDIA CAMPAIGN

- Include 5 posts to the social media site(s) of your choosing.
- Each post should contain important facts about your topic, images or videos, and a hashtag.
- Create a call to action for your campaign. In other words, what should people do to support your cause?

WRITE UP

- 1-2 page paper describing your social media campaign. You should include:
  - Background about your topic. What is the topic, what countries or regions are impacted, what is the history of it? How are people fighting to gain their rights related to your topic?
  - Outline your posts, why did you choose to create them how you did? What social media platform(s) are you using to get the information out?
  - Your hopes for your social media campaign. What do you want to achieve? What do you want people to know?
- MLA formatting with citations for the research you completed (don't forget the **Citation** tool!).

❊❊ GALE

Gale, here for **everyone.**

GALE LESSON PLAN

Gale In Context: Global Issues- Women's Rights Social Media Campaign

Element	0 Points	5 Points	10 Points
Social Media Post Content	No social media posts have been created.	Less than 5 posts have been created, and/or the posts do not include all the required content.	5 or more posts have been created, and all expected content has been included.
Social Media Post Design	Social media posts do not contain any design elements, are unorganized, or are missing a hashtag.	Social media posts contain basic design elements, but are not fully established.	Social media posts are creative, including many design features and a hashtag.
Write Up Contents	No write up was submitted.	Write up does not contain all necessary parts. An understanding of the topic, history, and current events isn't evident. An explanation of the social media campaign is not included.	Write up shows a full understanding of the topic, history, and current events. It also describes the created social media campaign and goals.
Write Up Mechanics	Severe grammatical or spelling errors are present. MLA formatting is not followed, and/or a reference page is not included.	Minor grammatical or spelling errors are present.	No grammatical or spelling errors present.

Total: /40

GALE LESSON PLAN
Gale In Context: Global Issues- Women's Rights Social Media Campaign

LESSON MODIFICATIONS

Discussion Topic:
- Utilizing *Gale In Context: Global Issues*, find an article for students to read and discuss. You can use **Google Classroom** integration, **LMS** integration, or send to your **Google Drive/ Microsoft OneDrive**.
- **Advanced Search** allows you to narrow down to specific content types and results.
- Have students read the article and respond in a discussion post with how they can bring awareness and support women fighting for their rights.

Simplified Activity:
- Direct students to the **Women's Rights Topic Page** within *Gale In Context: Global Issues* (you can access this page by searching "**Women's Rights**" and selecting the bolded option that appears).
- Have students break into groups of no more than four.
- Task each group with finding an article of interest.
- Approve each article so no two groups select the same.
- Have each group read and summarize their article, then present the information to the class.

Extended Activity:
- Have students complete their research and build their social media campaigns.
- Utilize school or personal social media accounts, instruct students to deploy their campaigns.
- Instruct students to monitor the number of interactions with each post.
- Prompt students to answer the questions: "Which of your posts had the most impact?" "Why do you think that is?"
- Have students submit their responses to your prompt.