

Lesson/Presentation Title: Youth Leadership – Message

Time Required: 30 minutes

Learning Objectives:

- Students will learn effective communication skills
- Students will learn to develop campaign messaging
- Students will learn how to use social media as an effective communication method

Related National Standards:

Trainings have been developed in alignment with Common Core Standards

(CCSS.ELA.LITERACY.SL.11-12.1-5 and CCSS.ELA.LITERACY.SL.9-10.1-5)

Materials Required: Fall Commute Statistical Narrative, ECO₂school Manual, and 11 Types of Social Media Article, White board or large poster paper

Background for Facilitators and Assumed Prior Student Knowledge:

Student Leaders have identified walking, active and alternative forms of transportation as an important and feasible component of reducing the school’s carbon footprint.

The following activities are all preliminary work that are recommended prior to the fourth youth leadership training session.

- Team Building YLD training
- Facilitation YLD training
- Vision YLD training

Student leaders should have received the Fall Commute Statistical Narrative with information about their schools commute patterns and habits. Use this information to inform messaging.

Trainings are best conducted when they are connected to student activity. This training should be help on conjunction with a recommended ECO₂school encouragement activity. Refer to the student manual for additional information on organizing a single day, multi-day or ongoing active or low carbon commute event.

Teaching/Facilitation Strategy:

Introductions: Provide an overview of what you are going to be doing during the session.

Facilitator note: Copy the agenda onto a white board or have written copies students can take notes on.

Activities:

Conduct an Icebreaker. Ask participants to say their name and answer one of the following questions or choose your own conversation starter question.

- What is the most memorable thing you have seen on FB this week?

- Name your three favorite social media sites.

Facilitator note: Since you and your leadership team already know each other an icebreaker as a “get-to-know-you” activity, may not be necessary, however, this is an effective tool for getting students to think about the topic at hand.

Decide as a group who will take meeting notes.

Facilitator’s Note: You should know your student leaders well at this point and have a clear understanding of their strengths and abilities in this area. Use this knowledge to inform your decision on who is taking notes.

Initiate a conversation with the students about who they want to reach and what they want to say. What tools do they have access to that will help them get the word out. School sites have a multitude of communication strategies including:

- School bulletin
- News letter
- E-mail blast
- School and Teacher web sites
- Posters or fliers

Facilitator’s Note: Use the [ECO₂school manual outreach manual](#) in the supplemental materials to help provide templates and additional information on outreach.

In addition to school site outreach social media is a powerful tool all teenagers use. Social media is good for empowering your community. It is not great for growing your community.

Why do people use social media?

- Engage
- Educate
- Entertain
- Connect
- Be Heard
- Be Inspired

How can we use this knowledge to inform the kinds of images we post and the sites we use? Think about the content you like. Don’t post anything that you would not click on. Notice the success of different types of posts and use this knowledge to inform future content.

Facilitator’s Note: Use the article [11 Types of Social Media](#). This includes sample images of posts on a variety of themes. You can use this to initiate discussion on what content they like and find engaging.

Facilitator’s Note: The [Fall Commute Statistical Narrative](#) is a useful tool for helping students develop informed content.

How you organize your content is just as important as the content itself.

- Plan out what you're going to post in advance
- Pick 3-5 themes (why someone might do what you're doing)
- Post 2-3 times per week
- Rotate themed posts on a regular basis making sure you address all the different themes consistently

Facilitator's Note: If you have an organize FB site consider choosing 1-2 students as site administrators who can help you with organizational content.

Tips for Facebook posting

- When you are posting links delete the link once the thumbnail shows up
- Plan you post times. Know your audience, what do you know about their schedule and habits? Post an hour before that.
- Engage your audience by putting an action or a question into your post
- Share content, with friends and with other organizations and encourage them to do the same. Tag your friends. Create a network, it increases your visibility

Facilitator's Note: Organization sites are managed differently than individual sites. Familiarize yourself with the tools and information you have access to on the insights page.

Closure: Set the next meeting. Acknowledge to the students what has been accomplished in the meeting and thank them for their time and effort.

Follow Up: Send a follow up email with the task list of what individuals have committed to and when and a reminder of the next meeting.

Facilitator note: Make sure you include the teacher advisor in all communication so they can stay up to date on club activity.