



Human Rights Activist: The Long-lasting Impact of the Women's Movement

Adventure Description:

In this adventure, you will think like a human rights activist and create a social media campaign for gender equality.

Activity

Step 1: Background Information on Activism (5 minutes)

- Show [Video: Long-Lasting Impact of the Women's Rights Movement](#).
- Discuss how human rights activists use social media to create awareness for issues and topics they are passionate about.
- Explain how, in the past, human rights activists couldn't use social media to spread awareness. They had to hold rallies, call people on the telephone, or write newspaper articles. Now, human activists can use these methods or create social media campaigns to spread awareness.

Step 2: Choose a Topic (5-8 minutes)

- Explain to students that they will imagine they are human rights activists who are creating a social media campaign related to gender equality.
- Students can work individually, in pairs, or in small groups.
- Explain to students that their first step in creating a social media campaign is to choose a topic. Provide students with [Handout: Choosing a Topic](#). Students can also choose a topic that is not listed if they get teacher approval.
- Have students spend 3-5 minutes reading through the topics and making a choice.

Step 3: Making a Social Media Plan (30+ minutes)

- Teacher note: Students can make their social media plans on the template provided or they can create one on a computer.
- Teacher note: If students need more time, they can finish their posts at home or in another class period.
- Explain to students that they will now make a social media plan. Provide each student with [Handout: Steps to Make a Social Media Plan](#). As a class, read through the steps.

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- Next, provide students with [Handout: Sources to Use](#). Explain to students that they can use these sources to help them create their messaging and social media campaigns. Ask students why human rights activist would want to use sources as part of their campaign. Discuss how using certain sources can increase credibility. This means that people are more likely to believe your messaging or point of view because they are based on history and events that actually took place.
- Sources are also important to use because they can make the point that these issues are still alive today and not just kept in the past when the source may have been created.
- Provide students with [Handout: Social Media Templates](#) so that they can make their posts.
- Teacher note: If students are creating their social media plans on a computer, they can screenshot the sources to use and incorporate them into their posts. If students are creating their social media plans on paper, they can cut out the sources to use and paste them on the posts they are creating.
- Teacher note: Create a class social media account where students can actually post!

Step 4: Discussion and Reflection (10 minutes)

- Have a class discussion on one or more of the following:
 - How can social media campaigns influence people's view points on issues?
 - Do you think human rights activists should consider other people's view points? Why or why not?
 - Should people be allowed to post whatever they think or feel on social media?
 - Is social media the best way to communicate with people about issues they are about.

Materials List

Provided online:

- Video: Long-Lasting Impact of the Women's Rights Movement
- Handout: Choosing a Topic
- Handout: Steps to Make a Social Media Plan
- Handout: Sources to Use
- Handout: Social Media Templates

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