



## Adventure Description:

In this adventure, you will be a union representative and create a social media campaign to raise awareness about unions.

## Activity

### Step 1: Background Information on Union Representatives and the History of Labor Unions (5 minutes)

- Show [Video: History of Labor Unions](#).
- As a class, review how labor unions were started during the Industrial Revolution. Unions still exist today! All kinds of occupations have unions, including teachers, post office workers, construction workers, and firefighters.
- Explain that labor union representatives try to get people to join unions. That way, groups of professionals can come together to demand safe work places, better pay, and other perks for workers.
- Discuss how one way for union representatives to reach out to workers is to use social media. Union representatives can use social media platforms to educate people on workers rights, invite workers to events, or dispel myths about unions.
- Explain to students that it will be their job as union representatives to come up with a social media plan to tell workers or the general public about unions and workers rights.
- Ask why union representatives might want to use sources from events, history, and data in their social media posts. Discuss how showing people sources or evidence can increase credibility. This means that people are more likely to believe your messaging or point of view because they are based on history, artifacts, data, or events that actually took place.

### Step 2: Activity Set Up (10 minutes)

- Explain to students that they are union representatives making a social media plan campaign on workers' rights and unions. Their campaign can give people information, invite people to an event, or try to convince them to support unions.
- Provide students with [Handout: Labor Union Sources](#). Explain that students will use these sources to back up their messages on social media. Have students spend 3-5 minutes and read through the sources.
- Next, provide students with [Handout: Steps to Make a Social Media Plan](#). As a class, read through the steps.
- Then, provide students with [Handout: Social Media Templates](#). Explain to students that they will use these documents to create their posts.

Please contact Allison Bischoff, Director of Customer Service, at [allison@rozzylearningcompany.com](mailto:allison@rozzylearningcompany.com) or 314-272-2560 with questions.



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

- Have students follow the steps to create their social media plan. Remind students to use [Handout: Labor Union Sources](#) to help them create their messaging and social media campaigns.
- Ask students the following questions as they create their campaigns:
  - Why did labor unions start during the industrial revolution?
  - Do you think labor unions today are similar to how they were during the industrial revolution? Why or why not?
  - How do labor unions protect workers?
- Teacher notes:
  - Students can make their social media plans on the template provided or they can create one on a computer.
  - 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.
  - If time permits, create a class Instagram account where students can actually post their ideas.
  - If students need more time, they can finish their posts at home or in another class period.

### Step 4: Discussion and Reflection (10 minutes)

- Have students volunteer to present their social media plan and posts to the class.
- Have a class discussion on one or more of the following:
  - Why might some people not support labor unions? Does this mean they do not care about workers' rights?
  - What are negative consequences to using social media as a labor union representative?
  - As jobs become more automated in the U.S. and more jobs are done by computers, will labor unions still be needed? Why or why not?

## Materials List

### Provided online:

- Video: History of Labor Unions
- Handout: Labor Unions Sources
- Handout: Steps to Make a Social Media Plan
- Handout: Social Media Templates

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