

Name: \_\_\_\_\_

# Life of Qin Shi Huangdi

Did you know that individuals and companies hire people to manage their social media? Social media managers create and implement strategies to help individuals and companies use social media effectively. For example, they decide what to post and how to keep viewers engaged. For example, a social media manager might create a plan to post on Instagram™ to tell viewers about a new product that a company is selling. On average, social media managers make \$50,473 per year.



While “social media manager” is a modern-day term, people have communicated information to large groups of people for a long time. Today, you will imagine that you are a social media manager who lived in Ancient China and worked for an emperor named Shi Huangdi. Follow the steps below.

## Step 1: Learn about Shi Huangdi

For much of its history, China was ruled by dynasties. A dynasty is leadership structure in which descendants from one family rule for a long period of time. Power is passed from family member to family member. For example, when a ruler dies, the eldest son may become the new ruler. Read about a legendary ruler from the Qin dynasty below. Then, answer the questions.

In 221 BCE, a man named Ying Zheng became the first ruler of the Qin dynasty. At the time, China was divided into several separate states that each had their own ruler. There was often tension between the states, as they fought over neighboring land in an effort to become more powerful. Ying Zheng was the first ruler who succeeded in unifying China. The country was now under the rule of one government. Ying Zheng proclaimed himself “Shi Huangdi,” which means “first emperor.”

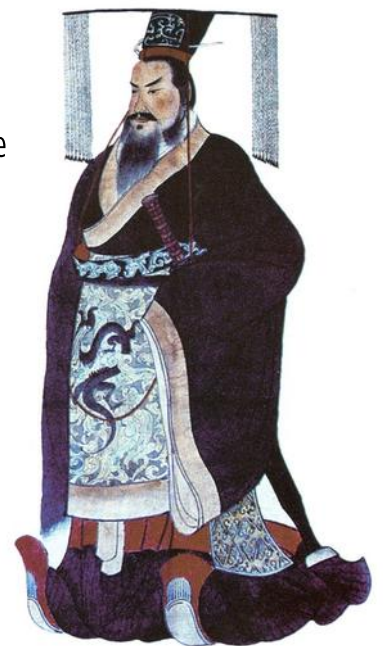
### Curious about Pronunciation?

Qin is pronounced: “chin”

Shi Huangdi is pronounced “Sh-ee Huan-ti”

During his reign, Shi Huangdi was very strict and created harsh laws. For example, he censored books by ordering the burning of books he did not approve of. Only books about farming, medicine and fortune telling were allowed. If people objected to his law, they were killed. He also banned freedom of speech. This meant that people could not criticize him or his government. If they did, they would also be killed.

Shi Huangdi also strengthened and expanded the Chinese empire. His armies captured lands around the Chang Jiang and Huang Hi Rivers as well as lands near the Gobi Desert. To ensure that people in conquered territories would be obedient and not revolt against him, Shi Huangdi removed their weapons. He also knocked down any fortress walls in their cities. To provide additional protection for the empire, Shi Huangdi built the Great Wall across northern China. This wall linked earlier walls that had been built by previous rulers across the northern frontier. The wall prevented foreign invaders from attacking from the north.

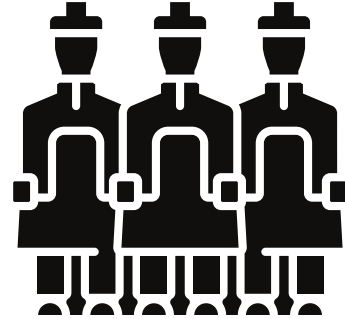


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Shi Huangdi also promoted trade by building roads and canals that linked cities and towns throughout the country. He also built irrigation systems, allowing farmers to efficiently grow more crops.

Throughout his time as emperor, Shi Huangdi thought about how he would be remembered after his death. He ordered a large tomb to be built in his honor and hired over 30,000 workers to build it. It took 38 to years to construct most of the tomb, and many workers lost their lives during the construction. The tomb was over 250 feet tall and resembled an underground palace with brick walls and a ceramic tile floor. Over 8000 Terracotta soldiers, horses, and chariots were also placed near the tomb. Terracotta is a type of clay that comes from the earth that is shaped, dried and then baked in kilns. When Shi Huangdi died in 210 BCE, a portion of the tomb had not yet been completed. However, he was still buried there.



### Fun fact!

Archaeologists claim that the tomb was as large as the entire city of Manhattan in New York!

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Answer the questions below using complete sentences.

1. Give one example of a strict law Shi Huangdi created during this reign.

2. What two things did Shi Huangdi do to strengthen the Chinese empire?

3. List three things that were buried in Shi Huangdi's tomb.

4. Do you think Shi Huangdi was an effective leader? Why or why not?

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## Step 2: Design a Social Media Plan

Imagine that you lived in Ancient China when the Shi Huangdi was emperor. Shin Huangdi has chosen you to be his social media manager. It is your job to choose what information will be sent out across the empire and what social media platforms will be used. You will create four posts that will be posed on social media. Fill in the information below.

### Read Requirements

Your posts must meet the following requirements:

- All posts must include at least two hashtags to help people find your posts. For example, you might include the following hashtags: #dynastylife #beinganemperor #followthelaw
- All posts should incorporate information you read from the passage. For example, a post on Shi Huangdi's tomb could include information about the 8000 Terracotta soldiers that were placed in his tomb.
- All posts should be written in a tone and style that an emperor would use. For example, an emperor might use more formal and proper language when giving commands to an empire.

### Purpose

Decide on the purpose of your posts. For example, your posts might tell people about special events, like a religious celebration. A post might also tell people what items an emperor wants in his tomb. Your posts can cover different topics, or they can all be on the same topic. Describe the purpose(s) of each post on the lines below.

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### Audience

The audience refers to the group the people who will see the social media posts. Your audience may include the following: enemies from surrounding lands, other members of the dynasty, or farmers. Write who will be your audience on the lines below.

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## Social Media Platform

Choose a social media channel that will best showcase your information. Keep in mind that different social media channels are better for different types of campaigns. For example, if you want to share pictures and write posts with a lot of information, Facebook™ is a great platform. However, if your campaign is mostly pictures, Instagram™ is a better fit. Choose a social media channel from the list below.

- Facebook™
- Instagram™
- YouTube™
- TikTok™
- Other (Choose another social media platform) \_\_\_\_\_

**Create your social media posts on the templates on the next page or on a computer.**

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Social Media Posts:

Post:



Post:



Post:



Post:



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Social Media Posts:

Post:

Post: