Certificate of completion

Social Media Literacy for Change

29 April 2019 - 12 June 2019

European Schoolnet Academy

This is to certify that

Giger Matthias

has successfully completed the "Social Media Literacy for Change" course at the European Schoolnet Academy

Brussels, Monday, 24 June 2019

Viola Pinzi	Veronica Donoso	Marc Durando
Project manager	Project coordinator	Executive Director European Schoolnet

Course details

Dates: 29 April 2019 - 12 June 2019
Duration: 25 hours
Description: http://www.europeanschoolnetacademy.eu/web/social-media-literacy-for-change
Organiser: EUN Partnership aisbl (known as European Schoolnet), Rue de Trèves 61, B-1040 Brussels
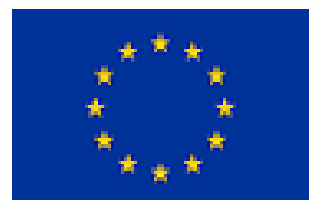
Course content

Module 1: What is social media literacy?

The learning objectives:
1. Understanding current social media trends
2. Understanding the meaning of social media literacy, its broader context within media and information literacy, and how it differs from traditional media literacy
3. Recognizing the need to foster the social media literacy of children and young people, teachers, and the wider school community, and the importance of schools in the process

Module 2: What is a social media literacy strategy?

The learning objectives:
1. Summarize what a SML strategy is and which key principles apply to it
2. Recognize the need to engage the whole school community in the strategy development and implementation process
3. Outline how to assess the own school context and implement a whole-school approach
4. Describe how a peer-training program for students could be potentially implemented and how it can benefit the whole school

Module 3: How to develop a meaningful SML strategy at your school

The learning objectives:
1. Identify the key areas of your social media literacy strategy
2. Engage relevant stakeholders in the development of your strategy
3. Compose a situational analysis of your school context
4. Define SMART goals, objectives, and activities for your strategy based on your school context
5. Identify potential risks to the development and implementation of your strategy and propose possible solutions
6. Define a coherent strategy with realistic strategic goals, objectives, and activities for your strategy

Module 4: From planning to reality – Implementing your strategy

The learning objectives:
1. Describe in detail the development of a champion program and peer training for students
2. Describe different steps of co-creation processes and how they can involve students
3. Select relevant activities to be implemented during your SML strategy

Course content

Module 5: Assessing the impact of your strategy

The learning objectives:
1. Summarize why it is important to assess your SML strategy
2. List and apply different assessment tools
3. Assess your own SML strategy