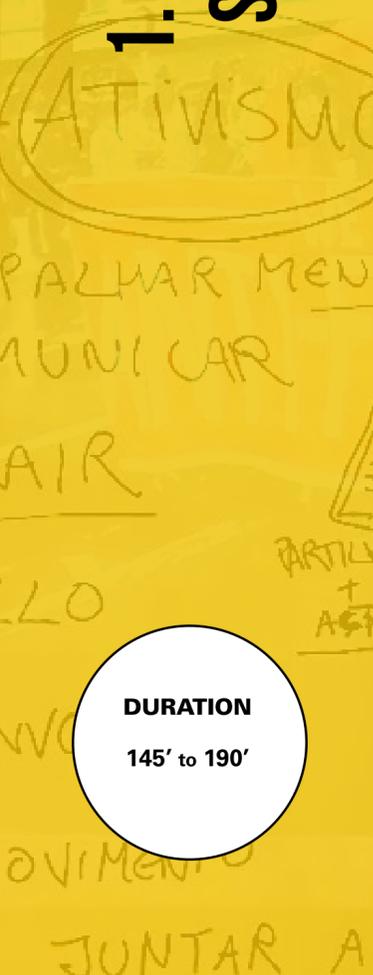




1. ACTIVISM ON SOCIAL MEDIA



DURATION

145' to 190'

INTRODUCTION

GENERAL DESCRIPTION

This workshop deals with the Activism on the internet and the idea of common good. It aims to establish collaborations and connections between team members and engagement with a local/global community. It reinforces the notion of empathy and tolerance.

GOALS

- › Become aware of how social media may allow people to connect towards a collective goal (thus helping to promote tolerance, empathy).
- › Increase young people/students' capacity of group collaboration.

PREPARATION

Before the activity:

- › Prepare the links to examples.
- › A2 or A1 paper (2 big paper sheets per group), sticky notes, dark markers (black, blue), pencil or pen.
- › Prepare a private social media platform to share the participants' photographs (e-portfolio, padlet...).

Prepare the space/room:

- › Chairs and tables.
- › Internet access.
- › Video projector and a computer to project.
- › One smart phone per group of participants (minimum).

OPTIONAL: image edition apps

DIGITAL SKILLS

LEVEL 1: basic use of digital tools

STEP BY STEP

45' to 50'	The facilitator shares a brief presentation of the workshop. Example: "This workshop has two parts: in the first part we will discuss social media and activism.
	Themes to open a very short introductory discussion: Can you think of ways to raise awareness about a topic? Have you seen any campaign lately regarding a social or political issue? Can you describe it? (You can display an image from a relevant website such as avaaz.org (1)).
	The facilitator asks about examples of activism in physical space, examples of digital activism and examples that combine both. The examples may concern local, national and international issues, for instance, Climate change, Black Lives Matter, Refugees, etc. A discussion follows.
30' to 35'	The facilitator shares examples of art and activism while engaging participants in a discussion: artists and artworks that are connected to various social or political issues. For example, artworks from the permanent collection of EMST by artists such as Andrea Bowers (2), Kendell Geers (3) and Francis Alÿs (4).
	Other examples: Video Link (5): Vieja Gloria (2003) by Andrea Bowers. A video documentary about the clash between John Quigley and Los Angeles authorities. Quigley wanted to save "Old-Glory", a 400-year-old oak located in Valencia, California.
20' to 30'	Creativity time! The facilitator helps organizing in groups of 3 to 5 participants. The facilitator will answer further questions and encourage the youngsters. Participants can also do the creative work independently as a group and, then, present the work on the subject.
	The purpose of the creative work is to raise and spread awareness of a local social issue connected to a certain community or of a social issue of global interest, for example: an environmental issue. (It can be an artwork, a poster with slogans, a campaign on social media or facebook page, etc).
	The facilitator explains the challenge: "to think collectively about how to make a poster, we will use a method we will call Convergent/Divergent. Follow the steps below and try to keep to the times indicated - it's important to keep the rhythm and the group dynamic!:
	1. please choose a social issue that you feel important within your group. Write the topic in big and capital letters in the paper sheet.
	2. In a fast exercise, during 2', write as many words as you can remember that you relate to the social issue that you have chosen. The words may be related to the origins of the issue, to how it manifestates in society, the people that are mostly affected by it and how. The main purpose here is quantity, so don't overthink. Each word should be written in a different paper, you may cut small pieces of paper or use sticky notes for that.
	3. For the next 10' discuss and analyse the words that you have written with your group. Organize those words in clusters and name a topic for each cluster. Choose the most significant topic and write it in big and with capital letters in another paper sheet.
	4. During 2', write again as many words as you can related to the topic your group chose. Remember, the main purpose here is quantity, so don't overthink. Each word should be written in a different paper, you may cut small pieces of paper or use sticky notes for that.
	5. For the next 10' discuss and analyse those words and using some of them you can write some sentences. The purpose is to call for other people's attention related to the issue you have chosen. Select the most significant one(s). "

Ethics

The participants works can be shared online with the consent of participants or it can be kept offline. For more on privacy and personal data protection, consult [Educator's Guide Part 1, point 4, p. 5.](#)

Assessment

Here the facilitator can find resources to carry out the assessment of the workshop.

Description and reference links

- (1) <https://secure.avaaz.org>
- (2) <https://collection.emst.gr/en/projects/border-angels/>
- (3) <https://collection.emst.gr/en/projects/>
- (4) <https://collection.emst.gr/en/projects/cam-gun-84/>
- (5) <https://vimeo.com/389371585>



STEP BY STEP

<p>20' to 30'</p>	<p>The facilitator explain the next step of the creative work: "With the sentences that you have selected you have the basis to develop a poster that can be used to drive a campaign. The next stage of this ativity is to compose an image that can bring visibility to your sentence.</p> <ol style="list-style-type: none"> 1. Look around you. Choose an element that relates to your issue and take a photograph. It can be skin, the sky, a leaf, a brick... 2. Choose 1 colour. Pay attention to the fact that colours are usually associated to feelings/ states of mind or actions, for example, red for fire, blood, war, sensuality and danger; blue for calm, stability, deepness, the ocean and the sky, sadness. Use the colour to write the letter of your sentence. 3. Place the photograph and the sentence together, transforming it into a poster. <p>TIPS: if the colour of the letters does not stand out from the background of your image, try placing the phrase within a rectangle in a contrasting colour.</p> <p>Another idea: you can cut out an element of the image using the app PS Express or another similar app; choose a colour for the background of the poster that contrasts well with the colour of the element and the sentence; compose the poster with the element and the words of the sentence in a fun way!"</p>
<p>30' to 45'</p>	<p>The facilitator invites participants to share the work, explaining choices and analysing it with all the group. Use a private social network platform to share the results.</p> <p>Finally, participants can take a picture of their creative work and start a campaign with group partners, using it as a slogan or a postar for a campaign on social media or facebook page, etc.</p>