

CREDIBILITY ON SOCIAL MEDIA

SUBJECT: Critical evaluation of information online

LESSON TOPIC: Strategies for assessing credibility in social media content

DURATION: 45 minutes

LEARNING OBJECTIVE/S:

Students will be able to critically assess the credibility of information shared on social media platforms, enabling them to distinguish between trustworthy content and misinformation.

Competencies acquired: develop the ability to analyze the accuracy of social media content and gain awareness of the influence of social media and how viral content can shape public perception.

MATERIALS/RESOURCES NEEDED:

- Module 4 (<https://www.digi-civis.eu/e-learning>)
- Guidelines for evaluating social media content
- Templates for creating fake social media posts

METHODS/TECHNIQUES:

Students will engage in an interactive lecture, hands-on creation of social media posts and peer evaluation of content to apply credibility assessment strategies.

LESSON PLAN OVERVIEW

PREPARATION:

- Present the challenges of evaluating credibility on social media, focusing on virality, sensationalism and the role of influencers.
- Use the guidelines for evaluating social media posts (e.g., checking the source, analyzing the tone).
- Check the templates for creating simulated social media posts.

IMPLEMENTATION:

- Begin with a brief discussion on how social media influences the way we consume and share information.
- Present the strategies for assessing social media content, focusing on source verification, bias detection, and fact-checking.
- Divide students into small groups. Each group uses templates to create a simulated social media post that either conveys credible information or misinformation. Groups exchange their posts with other groups and use the provided guidelines to evaluate the credibility of the posts they receive.

MORE INFORMATION TO LEARN MORE:

- [What is social media literacy, and how to develop it?](#)
- [Misinformation, the media, and the role you're playing in both](#)

ANNEXES:

- Guidelines for evaluating social media content.
- Printed or digital templates for creating simulated social media posts.

HOMEWORK:

Design a social media campaign for a fictional product, event, or cause. Your campaign should include at least three posts following the credibility strategies discussed in class (e.g., using verified sources, presenting balanced information, avoiding sensationalism).

ASSESSMENT:

Evaluate the creativity of the social media campaign in using credibility strategies. Assessing how well the posts incorporate verified sources, balanced information, and avoidance of sensationalism.

ANNEX: GUIDELINES TO EVALUATE SOCIAL MEDIA CONTENT

Check the source

- Is the username and profile picture professional and appropriate? Check for consistency with known sources or organizations.
- Does the account bio provide credible information about the organization or individual?

Analyze the content

- When was the post published? Is the information current, or could it be outdated?
- Check if the information is factual and supported by evidence. Look for links to reputable sources or studies.
- Is the language professional and objective, or is it sensational or emotionally charged? Sensational language can be a red flag.
- Does the post seem to present information from a particular viewpoint or agenda?
- Is the content confirmed by multiple trusted websites or news outlets?

Assess the engagement

- Examine the engagement metrics. Do the numbers seem realistic for the content?
- Review the comments on the post. Are there any discussions?

ANNEX: TEMPLATE

Use the following template to design your own social media posts, which can either be credible or contain misinformation. You can incorporate elements such as user profiles, images, text, hashtags, and engagement metrics to simulate real social media content.

