

# Social Media Takeover Assignment

As we've discussed this semester, social media is a powerful tool for sharing information, and making people's voices heard. For this assignment, your groups will each do a 24-hour takeover of the Temple Libraries' social media presence. This semester, we will focus on the [@tulibraries Instagram account](#).

Each group will choose one of our course themes to focus on (such as digital privacy, algorithmic bias, misinformation, etc.). Then, you will choose a day (I will share a sign-up sheet), and start planning the content you want to share.

## Guidelines

You can use a variety of Instagram's features (Feed posts, Stories, or Reels) to share your content. Please **do not** use Live or IGTV for this assignment. Review [Instagram's help pages](#) for definitions of these different features. Since these types of posts can be very different, there is some flexibility for how much you post. However, please plan to share **at least one Feed post with at least three photos/videos, and at least five Stories in any format**, in order to sufficiently accomplish each of the following:

- Introduce the theme that you will focus on for the day. Feel free to introduce yourselves, but you are not required to.
- Describe why this theme is important to you, and why viewers should care about it
- Share advice or action steps that viewers can take
- Provide an opportunity for viewers to interact with you (asking a question, taking a poll, etc.)
- Wrap up and summarize your day, and what you want viewers to know

The Libraries' social media manager will visit our class to share best practices and detailed guidelines for posting on our social media. **We trust you to follow our guidelines on the day of your takeover.** If you violate any of the guidelines, your entire group will receive no credit for this assignment.

## Learning Goals

I hope that this assignment will help you to...

- Identify what aspects of digital literacy are relevant to your peers
- Use social media effectively to convey information
- Advocate for digital literacy issues that matter to you

## How you will be evaluated

While some social media takeovers are about gaining followers, this one is designed to give you a platform to share issues that matter to you and your peers. The most important part of this assignment is the quality of your ideas, and your understanding of what types of content work best for the platform. Please refer to the rubric below for more details.

Social Media Takeover Rubric			
Criteria	Strong	Acceptable	Insufficient
Relevance	Students created content that is relevant to their peers, and explained why the issues addressed are relevant.	Students created content that is somewhat relevant to their peers, or shared a weak explanation of why the issues addressed are relevant.	Students created content that is not relevant to their peers, or did not define why the issues addressed are relevant.
Appropriate use of social media (this means making good use of the platform - for example, a short video might make a successful Story, while a long block of text typically would not)	Students shared content that successfully utilized the social media platform.	Students shared content that sometimes utilized the social media platform, but was sometimes out of place.	Students shared content that did not make sense on the platform.
Advocacy	Students made compelling arguments for the importance of their topics.	Students made somewhat compelling arguments for the importance of their topics, with some weaknesses.	Students made arguments that were not compelling, or no arguments were present.