

LESSON 5 – TWITTER

GOALS: This lessons aims to give students an understanding of :

- What Twitter is
- How Twitter functions
- The difference between a tweet and direct message
- How to write a Twitter bio
- How to follow someone on Twitter
- How to search for someone on Twitter
- Verified by Twitter
- Privacy settings

OBJECTIVES: The student will:

- Set up a Twitter account
- Include a short biographical piece about themselves and their skills
- Write a tweet
- Add a hashtag to a tweet
- Reply to a tweet
- Retweet something
- Search for someone on Twitter
- Follow a thread on Twitter
- Search for 5 companies/individuals
- Follow 5 companies/individuals

INTENDED LEARNING OUTCOMES: Students will be able to clearly distinguish between Twitter and other forms of blogging and other social media fora such as LinkedIn and Facebook. Students will understand the public nature of Twitter and will be able to follow and engage with others on Twitter.

Sample timeline:

09.00-09.15: recap of last week's class.
Answer any queries raised.

09.15-09.30:
presentation

09.30-10.15: practical activity

10.15-10.30:
Q&A/discussion

Required equipment

- Laptop x 1
- PCs x 10
- Projector
- Whiteboard

HOMEWORK

Students will track the companies they are following for a week to see how many jobs are offered and will keep a record of this to bring to class next week.

