**NOBLE PARK SECONDARY COLLEGE**

**VET – SPORT & RECREATION**

**CERTIFICATE III – First Year (Induction)**

**SOCIAL MEDIA - ICTWEB201**

By the end of the unit, learners will be able to:

* Demonstrate competence in establishing a social media presence.

Website – App – Snapchat – Instagram – Twitter - Other

* Demonstrate competence in uploading content.
* Be able to navigate between social network platforms.

**WORKSHEET 1**

**Social media platforms & copyright**

1. Compile a list of social media tools and platforms.
2. Divide the list into the categories they predominantly belong in:
   1. Text-based
   2. Photo based
   3. Multimedia-based
3. Take one social media tool from each category. Discuss how these tools allow for the content-provider to interact with the content-consumer.
4. Discuss how these interactions can be used to foster:
   1. Self-promotion
   2. Community-building/Networking
   3. Social activism
5. What is Copyright?
6. Who owns copyright to original material – written, photos, art, music, video?
7. Can copyright material be bought and sold?
8. What can happen if you take copyright material and use it without permission?
9. What, if any, strategies can you put in place to ensure that people online can't use your content without your permission?

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**WORKSHEET 2**

**Safeguard personal privacy**

**“On Facebook, you are NOT the user... you are the PRODUCT.”**

1. Discuss this quote in relation to Social Media, data harvesting and privacy. Why do social media sites like Facebook, Google etc. want ALL your information?
2. What do they do with it?
3. What excuses do they give for asking for information like mobile telephone numbers, DOB, address etc.?
4. Who wants your personal information?
5. What do they do with it?
6. Assessment Task

Part 1: On a piece of paper, learners will write down all the personal information that they can think of that could be used to identify them:

Part 2: Learners will identify every instance they can remember where they have uploaded any piece of information onto a social media platform (in whole or in a fragment), whether as part of their account details or as actual content. (FB, YouTube, Instagram, Twitter etc.)

Part 3: Learners will list all of the information that social media sites have openly asked them to provide.

1. Part 4: List 10Internet privacy and safety strategies:

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**WORKSHEET 3**

**Internet security**

**ONCE MATERIAL IS ON THE INTERNET IT CAN NEVER TRULY BE ERASED.**

1. What is the difference between Internet privacy and Internet security?
2. In what ways can Internet security be breached at the OS level:
3. Name 10 Strategies to avoid security breaches:
4. List 3 security strategies at the Browser level:

**ASSESSMENT TASK**

As a class we will be designing and building a social media platform that we will be using throughout 2020 to communicate with each other. This task will assist in achieving competency in the Social Media Unit, (ICTWEB201).

Suggestions for the type of platform chosen must take into account the needs and requirements of the class. **Brainstorm what our needs and requirements may be for 2020.**

Suggested platforms include: Website, Teamapp and Facebook.

**Finalise social media platform to be used by Sport & Recreation in 2020.**

**All students will be required to assist in the design, building and updating of the social media format chosen.**