

Online Presentation Formats: Social Media Pages

60 minutes

ICT Specialism 4: The internet and digital literacy

Outcome M4.U3.1

WHAT THIS LESSON DOES

Transform one of your investigation findings into a short social-style post. Use a hook to grab attention, present one clear fact with a visual note, and finish with a close. Draft everything safely in a document for class use.

CURRICULUM OUTCOMES

Outcome	What the specification asks for
M4.U3.1	Present information in online digital formats suitable for the required audience.

WHAT STUDENTS SHOULD BE ABLE TO DO

- Write findings for social formats with brevity, hook, and visual
- Draft a safe class-only or document-based social-style post
- Present one investigation fact in platform-appropriate language

BEFORE THE BELL

- Confirm every student can open Project_Portfolio → 09_specialism → sm4 (create sm4 if missing).
- Have the apprenticeship sample fact ready to project as a class fallback.
- Confirm school logins. Check each student can open Project_Portfolio → 09_specialism → sm4 (create sm4 under 09_specialism if missing). Have the apprenticeship sample fact ready to project.
- Have the five matching lines ready on the board or slide for the oral check.
- 2-minute folder-path check before this step. Project the worked-example post and a OneDrive/Drive breadcrumb to sm4. Open recovery: create sm4 under 09_specialism if missing.
- No prep needed beyond circulating with the checklist visible on the board.

Online Presentation Formats: Social Media Pages

HOW THE LESSON RUNS

5 min	introduction	Introduction
7 min	content	Key concepts
15 min	activity	Step-by-step task
3 min	content	Common issues
20 min	activity	Your draft
5 min	content	Reflection
5 min	summary	Lesson summary

TEACHING MOVES

- Model the first steps of the document build live, including the Source line under Fact.
- After Hook + Fact from the model, have students swap in their own Fact inside the practice file.
- Circulate during the draft segment for sources first, then hooks.
- Run a fixed 90-second share-back: two hooks only, thumbs vote.
- Emphasise document-based work, because it keeps the students' personal accounts out of it and keeps the evidence trail in one place.

WHAT TO WATCH FOR

- Creating hooks that are simply topic titles, guide students to rewrite as interesting claims.
- Packing multiple findings into one post, encourage focus on a single fact.
- Neglecting to add source lines, remind students to include them for accuracy.
- Saving the finished draft under the practice filename, check sm4_social_post_draft before dismissal.

DIFFERENTIATION

- Support: Supply a template with structure headings already in place, or have students duplicate labels from the practice file.
- Support: Assign the projected sample fact if the investigation folder is incomplete.
- Extension: Request adaptations of the post for multiple platform formats in the same draft file.