SW 799 Section 006 (Class #30167): Social Media for Social Change

Fridays 2/6 & 2/13/2015
9:00am-5:00pm
School of Education (SOE) PC Lab (Rm 2302)

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“What is the power of a hashtag (#)?”
-Dr. Desmond Patton, December 5, 2014

1. Course Description:

This minicourse is intended for students interested in the use and application of social media in community practice, with a focus on community organization and social change. Participants will be introduced to effective methods of using social media for community organization and social change. They will learn and apply the knowledge and tools to more effectively design and implement web sites, databases, social media like Facebook and Twitter or multi-media for advocacy campaigns, training and information management.

2. Course Content:

Part 1 explores ways that social media tools may be used in organizations to connect with the communities they serve. Course content includes tutorials, activities and examples that will strengthen your knowledge and skills in using social media.

Parts 2 and 3 examine how social media can be used to address a social work intervention and to gather information about neighborhoods and communities.

3. Course Objectives:

Upon completion of the course, students will be able to address the following issues:

1. Historically, how has the media in general (news, advertising, radio) been used in or against social work actions?
2. How is new/social media affecting social work? Is "activism" being redefined with the use of mass internet awareness campaigns? Are these tools useful for community organizing and policy work?
3. Case studies and examples of social media being used effectively for
4. Since new media is still in its early stages, a lot of agencies and orgs don't have established guidelines or best practices yet. What would I advise?
5. How can or how should social workers utilize social media in light of issues of access and the "digital divide"?
6. Are different parts of the US and the globe using new media to community organize, and how does that compare with Metro Detroit?

This course is based on a participatory, active learning approach, with an emphasis on peer-to-peer learning. The course is project based; students will create and publish social media artifacts.

Participants are expected to come to the course with ideas about how their organization or programs can integrate or further develop the use of ICTs and social media within the program. Participants will do the required reading, prepare assignments and participate in group discussions.

Course outline

Principal Access and Core Website: see CTools website for the minicourse
- Social Media Tools for Social Change (Courtesy of SW 652 Students 2012)
- https://socialmediatools101.wordpress.com/about/
- Idealware Guide
### February 6th, 2015:

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
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<tbody>
<tr>
<td>9:00 - 9:30 am</td>
<td>Getting Technically Prepared – Hashtags and Tweetdecks 3D</td>
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<tr>
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<td>Social Media for Social Change: 3D</td>
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<tr>
<td>9:30 - 10:00 am</td>
<td>Creating Content: IdeaLaware approach to social campaigns: Case Studies from Social Media Campaigns Developed in SW 652</td>
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<tr>
<td>10:00 - 11:00 am</td>
<td>Reflections: Going over issues that arise with Twitter</td>
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<td>11:00 - 11:30 am</td>
<td>Social Media for Social Change: 3D</td>
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<tr>
<td>11:30 - 12:00 pm</td>
<td>Using Facebook as an agent of an organization</td>
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<td>12:00 - 1:00 pm</td>
<td>LUNCH</td>
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<td>1:00 - 2:00 pm</td>
<td>Understanding and deconstructing counter progressive media tools the other side is on the net as well</td>
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<td>2:00 - 3:00 pm</td>
<td>Other social media platforms</td>
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<td>3:00 - 3:30 pm</td>
<td>You are the Consultant at Facebook for Social Change: Construct Facebook page either in workbook groups or class wide</td>
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<td>3:30 - 3:45 pm</td>
<td>Ethical Challenges I: Virtual attacks, hacks, privacy and security: Rules from Slashdot</td>
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<td>3:45 - 4:30 pm</td>
<td>Rejections: Going over issues that arise with Facebook</td>
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<td>4:30 - 5:00 pm</td>
<td>Others??</td>
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- **9:00 -9:30 am**: Getting Technically Prepared – Hashtags and Tweetdecks  So why use social media for Social Change? Four Critical Answers  3 overarching social justice issues underlying social media for social change: Gladwell, Zandt, and Digital Divides
- **9:30 – 10:00am**: Developing social media presence for a cause, action or event: Forming workgroups around topic areas or causes
- **10:10 – 10:30am**: Creating Content: Idealware approach to social campaigns: Case Studies from Social Media Campaigns Developed in SW 652
- **10:30am – 11:00am**: Twitter for social change (Prezi presentation); Case Examples, How to’s, and What to’s

### February 13th 2015:

- **9:00 -10:00 am**: Introduction to Blogging for social change
  - d. Case examples
  - e. How to’s: Wordpress vs. Blogger vs. Tumblr, increased demand for visuals
  - f. What to’s: breaking news, calls to action, photos & videos, stories, share resources, engage supporters & get feedback, numbered lists, highlight volunteers, donors or supporters
- **10:10 – 11:00am** Going over issues that arise with blogging
  - f. How does blogging relate to Gladwell’s argument?
  - g. How does blogging account for mobile technology and issues of access?
  - h. How does blogging replicate offline biases?
  - i. What other issues can arise with blogging?
  - j. Blogging as an agent of an organization
- **11:10- 12:00 pm**: Introduction to YouTube, Vimeo, Vine, etc YouTube
  - [YouTube](http://www.ted.com/talks/margaret_stewart_how_youtube_thinks_about_copyright.html)

- **1:00-2:00**: Offline and Press Media
- **2:10-3:00**: Ethics of Communication, Information, and Persuasion
- **3:10-3:45**: Understanding and deconstructing counter progressive social media tools: the other side is on the net as well.