**Module 3**

**Student Handout – Using Social Media for Social Justice**  
**Instructions:** Within a group of 4-6 students, discuss various social justice issues. Through consensus, choose one social justice issue and brainstorm different social media tools that can affect change for the common good. Then, complete the form below and prepare to share your ideas with the rest of the class.  
  
Identify your group’s Goal:

Identify the social media tools to be used:  
  
Social Media Tool #1: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
Purpose: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
  
Social Media Tool #2: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
Purpose:  
\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
  
Social Media Tool #3: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
Purpose:  
\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Gathering Ideas**

Visit several Catholic organizations and see how they are using social media to spread their message and connect with people.  
  
Diosese of London <http://wp.dol.ca/webportal/diocese/home/1>  
Pope Benedict on Twitter <https://twitter.com/#!/popebenedictxiv>  
Development and Peace <http://www.devp.org/en>

See a great example in of a young person using social media ([www.29leaps.com](http://www.29leaps.com)) for a good cause in **Appendix 1** at the end of this document.

View the [social media landscape](http://www.fredcavazza.net/2012/02/22/social-media-landscape-2012/) in **Appendix 2** to get ideas common types and uses of social media.  
Additionally, if you have time, students may want to look at the [Top 100 Web 2.0 Tools for Learning](http://edudemic.com/2011/11/best-web-tools/).

**A Sampling of Social Justice Issues**

In case you are not sure what social justice issue to focus on, there are some broad suggestions here. [The Centre For Social Justice](http://www.socialjustice.org/) identifies several key social justice issues: “Democracy & Corporate Power, Economic Inequality, Gender Inequality, Health Inequality, Aboriginal Issues, Peace & Justice.” Still other areas to look at would be helping the homeless, supporting human rights, feeding the hungry, and raising awareness of people who are oppressed.

**Appendix 1**

**Example:**

Read about the initiative called “29 Leaps”, started this year by a local teen.

# Teen takes the leap to help others on Feb. 29



**Taking the leap.** Madi MacIntyre shows her website that encourages people to be philanthropic during the month of February. Mathew McCarthy/The RecordSource: The Record

By Ashley Csanady, Record staff

February 5, 2012

WILMOT TOWNSHIP — If you had an extra day, what would you do with it?

Go to the movies? Read? Shop?

That’s what Madi MacIntyre wants you to ask yourself as we get closer to February 29.

For some, an extra day in a leap year is another to spend with friends and family. But for the less fortunate, it could mean another day in a shelter or food bank line, or another day struggling to make it until payday.

So 17-year-old MacIntyre wants Canadians — and hopefully the world — to take 29 Leaps this February and pay it forward by donating 29 minutes of time, 29 dollars, 29 cans of food or 29 of whatever suits you best.

“It all started with the leap year ... but 29 is also a reasonable number,” she said.

The social media campaign and website ([www.29leaps.com](http://www.29leaps.com)) launched the first day of February.

MacIntyre will find a way to donate 29 of something everyday for the rest of the month. On February 1, she gave $29 to three random guys on the street, challenging them to pay it forward. They did, buying Tim Hortons gift cards and passing them out to homeless people.

“We also want to get people to take the leap with us,” said the grade 11 student.

After just five days, more than 800 people have already jumped in online, and 29 “leaps” are added each time to the website’s growing tally, which is now over 24,000 and climbing. The goal is to help the campaign go viral, and get people around the world doing small good deeds throughout the month.

MacIntyre said the idea came to her in late January when she was discussing what to do with the extra day with her family and realized that not everyone would welcome an extra day.

Her dad, Jeff MacIntyre, set up a meeting with Echo Sims, a Kitchener-based social media and online marketing firm. The company threw itself behind the project, and offered its services for free. They shot a video the next day, and the site was live by Feb. 1.

She’s using sites like Facebook and Twitter to spread the word. And posts daily videos to YouTube, documenting her own 29 days of giving. She enjoys the social networking component the most.

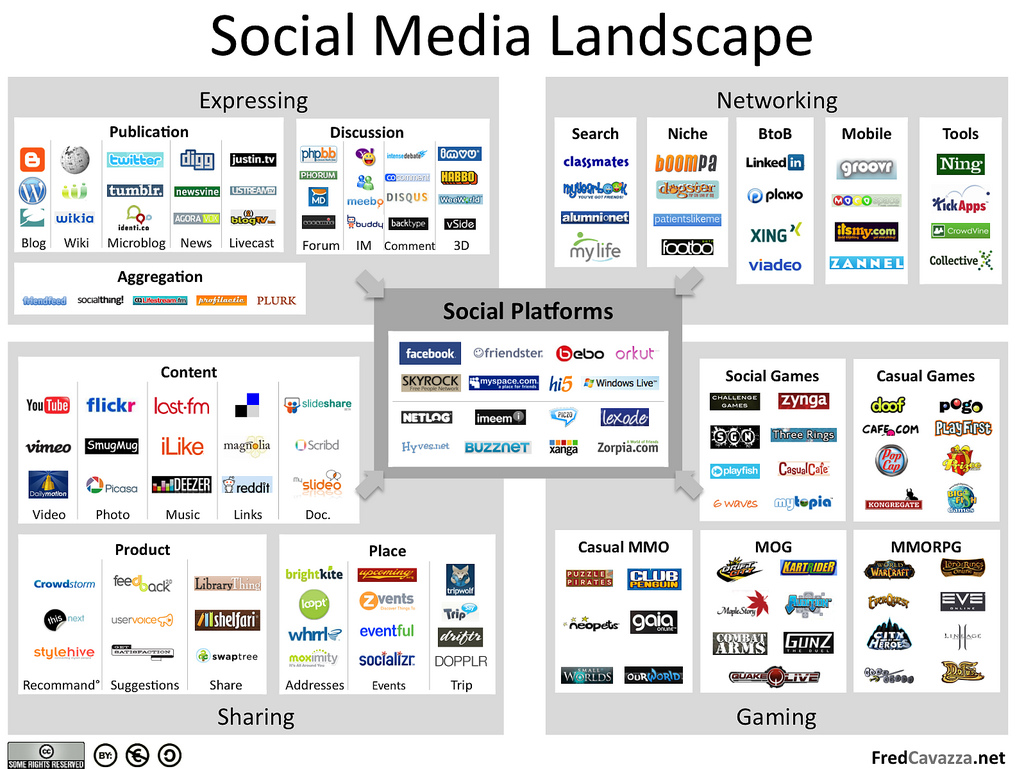
“It’s a teenager’s life these days,” she said on Saturday as she sat in the kitchen of her family’s farmhouse near Petersburg.

And that’s helping her spread the word quickly and gain momentum. Her followers have already started campaigning celebrities like Ellen DeGeneres to spread the word and take the leap.

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**Appendix 2**

The following infographic shows all the various social media tools and platforms and how they interrelate. To learn more, visit the author’s website: <http://www.fredcavazza.net/2010/12/14/social-media-landscape-2011/>

**[](http://www.fredcavazza.net/2010/12/14/social-media-landscape-2011/)**

**Resources**

*Cast Your Net* lessons and modules are based on the Catholic Curriculum Corporation’s two documents below:

*Ethical and Responsible Use Of Information and Communication Technology: A Guideline for all Stakeholders in Catholic Education. November, 2009*.

*Ethical and Responsible Use of Information and Communication Technology Part II: K-6*

Diosese of London <http://wp.dol.ca/webportal/diocese/home/1>

Pope Benedict on Twitter <https://twitter.com/#!/popebenedictxiv>

Development and Peace <http://www.devp.org/en>

Young person using social media for a good cause ([www.29leaps.com](http://www.29leaps.com))

*The* [*Social Media Landscape*](http://www.fredcavazza.net/2012/02/22/social-media-landscape-2012/)

[*Social Media for Social Good*](http://nonprofitorgs.wordpress.com/2012/02/08/social-media-for-social-good-your-nonprofit-tech-checklist/)*: A Tech Checklist for Non-profit Groups*

**Other Sites on Safety online**

[*Rules ‘N Tools Checklist: for Parents, Educators, and Other Caring Adults.*](http://www.internetsafety101.org/upload/file/Rules%20'N%20Tools%20Checklist.pdf)  Implement both safety rules and software tools to protect children online. Focus on the positives of Internet use while teaching children about the dangers and how to make wise choices online.

[Internet Safety 101](http://www.internetsafety101.org/) is a very detailed resource dedicated to making the internet safer for children. There are videos, quizzes, and resources for parents, teachers, & students.