

Appendix III: Social Media Campaign Template

Students can use this Instagram template to plan a social media campaign. Have students identify one compelling photo to represent their topic and write a short caption that captures the most important message they want to share. They can think about hashtags or other creative details to include. Other guidelines to consider:

- Images should be appropriate and specific to the topic
- Images and statistics should be sourced properly
- Captions should be no more than five sentences
- Content should be original and not use AI
- Content should be appropriate and not include anything exploitative, triggering, or abusive

Once complete, hang up the posts throughout your school to educate other students. If you have a classroom Instagram account, you can create real posts to share online. Be sure to never include the faces of your students without signed permission from their parents / guardians.



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