

Reform Movement Social Media Campaign

Directions: You will create a social media campaign to promote a 19th century reform movement.

1. Create a Google Doc in this [Google Drive folder](#).
2. Title your work “YourLastNameReformMovement” (Example: PhillipsAbolition)
3. Choose from one of the following reform movements:
 - a. The Second Great Awakening
 - b. Transcendentalism
 - c. Utopian communities
 - d. Public school movement
 - e. Penitentiary (Prison) reform
 - f. Temperance
 - g. Abolition
 - h. Women’s rights

To earn a 60% D:

Tweet about it:

- Brainstorm three (3) hashtags to increase awareness for a reform movement.
- For example: for the temperance movement, you could use a hashtag such as #BanTheBooze, or for the abolition movement #SetThemFree.
- Write three (3) “tweets” in the style of Twitter (240 character limit) to promote your reform movement. Incorporate your hashtags.
- You aren’t writing actual tweets on Twitter. Just write 240-character statements in your Google Doc.

To earn a 70% C:

Also, post about it:

- Next, also find three (3) images related to your reform movement.
- Paste these images into Google Doc.
- Write three (3) short paragraph length (3-4 sentences) Facebook-style posts to go with each of the three (3) images. Reuse your hashtags in your posts.

To earn an 80% B:

Also, make memes about it:

- Next, also create three (3) memes for your reform movement
- Use a meme generator such as <https://makeameme.org/memegenerator>, <https://imgflip.com/memegenerator/33942061/Ecard>, or <https://memegenerator.net/>.
- Paste your memes in your Google Doc.

To earn a 90% A:

Also, create a dating profile:

- Next, make a dating profile in the style of Tinder for an individual associated with your Reform Movement. Keep it rated PG!
- See how to write a good profile here: <https://www.zoosk.com/date-mix/online-dating-advice/online-dating-profile-tips/tinder-profile-examples-for-men/>
- Write your own or use this tool to help you: <https://www.dating-profile-generator.org.uk/create.php?type=1>
- Paste your profile in your Google Doc.

To earn a 100% A:

Finally, create a petition:

- Lastly, write a petition in the style of Change.org.
- See examples of petitions here: <https://www.change.org/petitions>
- For writing advice, see here: <https://www.thepetitionsite.com/how-to-write-a-petition/>, <https://www.gopetition.com/info/how-to-write-a-petition>, or <https://www.wikihow.com/Write-a-Petition>
- Paste your petition in your Google Doc.

Due Date

- You will have two Wednesday, 11/07/18 and Thursday, 11/08/18 in the Media Center.
- All work must be uploaded to [this Google Drive](#) folder no later than 11:59 PM on Monday, 11/12/18.