

Reform Movement Social Media Campaign

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

1. 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
2. Follow each of the following steps to earn full credit. "Tweet", "post", and "share" each step in a Google Doc. (You aren't really tweeting, posting, or sharing on actual social media. You're just writing in the style of social media posts.) Submit your finished social media campaign to Google Classroom.

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>
- This sites may be blocked at school. If so, refer to example profiles on my website.
- 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

1. You will have Friday, 11/08; Tuesday, 11/12; and Wednesday, 11/13 to work on this AND the Presidential Ambition project (two separate grades) in the Media Center.
2. This project is due at the start of class on Thursday, 11/14.