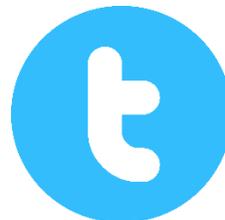




Teen Club Takeover



Social media and social networks are one of the hottest topics for all teenagers today! Every day it seems as if the social networks are moving faster which is leading to more irresponsible choices being made. At Sinaloa Teen Club, we believe that it is important to teach teens the do's and don'ts of social platforms.

In Teen Club Takeover, teens will be learning about the benefits and pitfalls of social media. With the rapid pace of media in the current generations, i.e. - Millennials and iGeneration, it is crucial that the up and coming generations learn how to properly use social media.

Through hands on exercises, teen club participants will learn the value of using different media platforms properly. From posting and tweeting appropriate content to the consequences of inappropriate posts, students will gain the knowledge and wisdom of Web 2.0.

In this 10 week program, all teens will be placed into two teams, and compete for the success of their social network, either Twitter or Instagram. The success of each social media platform will be measured by the content on each page:

- Number of Followers
- Number of Likes
- Number of Comments (Keeping the conversation going)
- Creativity of posts
- Network Feedback

Each of the teams networks will be monitored by staff, but the students will have the freedom to show their creativity and media skills.

10 Week Schedule

Week 1: You vs. Your Account

- [Social Media Video](#)
- Q & A

Week 2: Social Network Teams

- What to Post for the Teen Clubs
- Break into Teams
- Build Social Media Sites
- What is [Instagram](#) & [Twitter](#)

Week 3: Cyberbullying Pt. 1

- "Cyberbully" The movie
- Q & A

Week 4: Cyberbullying Pt. 2

- [Movie Clip](#)- What to do?
- Q & A

Week 5: Campaigning

- Valentine's Day at the Teen Club
- Show how to campaign?
- Tags, Hashtags, Names, Content, etc.

Week 6: Teen Club Blow Up

- Teambuilding
- Mannequin Challenge

Week 7: Teen Club Blow Up

- Campaigning
- Marketing Campaign
- What to Post?
- What do we want to show at the Teen Club?
- Hashtags, Tags, Names, Content, etc.

Week 8: Twitter vs. Instagram

- What is/isn't working?
- Where are you now?

Week 9: How much do you know?

- Open panel...
- Present how your social platform did?

Week 10: Pizza Party for Winning Team