



Social Media Show & Tell

Time: 20 minutes

Group Size: N/A

Materials Needed: Computer/projector

INSTRUCTIONS:

Pull up the social media posts to share with the class, and facilitate a discussion about the assignment. You might have a general discussion about their experiences or a more targeted discussion about the posts that they liked. Sample facilitation questions are below.

GENERALIZED DISCUSSION:

1. When asked to design a social media post, you were able to choose from a variety of topics. Why did you select the one you did?
2. Where did you obtain the information for your social media post? What makes a reference reliable?
3. What social media posts have you seen on non-veterinary websites that you found were particularly effective?
4. What social media posts have you seen that were not effective? Have you seen any that potentially caused harm to the business?

TARGETED DISCUSSION:

1. Which posts did you like, and what did you like about them?
2. Social media algorithms prioritize engagement, particularly when users comment. What did you create or see from your classmates that was effective?
3. After seeing other examples, what might you do differently next time?