One Pager on Social Media Consumption

What is a digital one-pager?
A one-pager is a single page response to a prompt, set of data, or a reading. It is a way of making your own pattern of your unique understanding. It is a way to be creative and experimental. It is a way to respond with imagination and honesty. It is a way to be brief and compressed. A one-pager is a valuable way to own what you are learning and to draw conclusions. We learn best when we can create our own patterns.

Directions:
Create a digital one-pager in such a way that your audience will understand something of your thinking. Feel free to use digital images, colored pens/pencils/crayons/markers, etc… the more visually appealing and organized it is, the more you and your peers can learn from your pattern.

- Create a 3-slide PowerPoint.
  - Slide 1: Place your name, class period, and topic on the title slide
  - Slide 2: Use a visual image or images, either drawn or produced, to create a central focus for the page (This is your one-pager)
  - Slide 3: Make a personal statement that summarizes what you learned from this analysis
Analyze your Social Media consumption

Look at the top/most recent 20-30 posts on your preferred social media platform. On your one-pager, address the following questions:

- **Who do you follow?**
  - Who produces the most content? (What accounts make up majority?)
  - What kind of content do they produce? (news, entertainment, personal life updates, sports, politics, etc)

- **Snapshot of your feed**
  - What types of images / themes / topics do you see?
  - What is celebrated? What is shunned?
  - What types of ads do you get? (clothing, experiences, sports equipment, services)

- **Who follows you?**
  - What kind of influence do you have?
  - How are your followers similar or not similar to you?

**IMPORTANT:** DO share names of organizations or celebrities you follow (*NY Times, Nike, Taylor Swift, etc*). Do NOT share names of personal accounts (your friends and family)
Examples

Slide 1: One Pager

Slide 2: Analysis of your Social Media Consumption
Mr. X’s Twitter Followers

Spring 2020
1. Colleagues (Current or Former)
   - Low Content producers - Chambers and Wynkoop significant posters

2. Media Literacy Educators
   - High Content producers - Mike Caulfield, UWCIP, Kate Starbird

3. Writers / Historians
   - High Content Producers - Don Winslow, Heather Cox Richardson, David Frum

4. Celebrity Teachers
   - Moderate Content Producers - Daniel Jocz, HipHughes

5. Politicians / Newsmakers
   - Moderate to High Content Producers

6. Sports/Golf
   - Moderate to Low Content Producers - Lots of local professional sports, golf

7. Professional Organizations
   - Low Content Producers - promotion of professional workshops and events

School Sports - low content production

Historical Sites - low content production

Seattle Schools, Teacher Unions, Local and State Government - moderate content production

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Followers doesn’t necessarily equal content

While the majority of the people followed are teachers, educators and organizations involved in education, that does not mean that the majority of information on the feed has to do with education. Many teachers are uncomfortable with self-promotion, and don’t post as much as other groups of people I follow.

Writers, entertainers and politicians account for the majority of content on this thread. This group thrives on, needs and is very good at self-promotion. As a result, much of my feed is filled with national politics, news stories and opinion pieces.

A large portion of my feeds’ original content (not likes and retweets) appears to originate from writers and historians who I follow. This group tends to view the world through a political, economic, and social lenses. This accounts for the very political character of the feed.
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