



Themed week on Instagram

Aim	Media education project on Instagram
Duration	-
Number of participants	any
Difficulty	medium
Conditions	Enough time is necessary for the preparation as well as the implementation. Suitable for groups
Material	Smartphone, Instagram account

Preparation

Setting up an Instagram account, looking for participants

Description

The participants agree on a theme which they should deal with on the Instagram account of an organisation in the form of a “takeover”.

Possible themes: cooking, sports, activities, the youngsters of the organisation/youth centre, etc.

Responsibilities are assigned to the participants: Who is in charge of the concept? Who takes pictures? Who selects the contents? Who adds the hashtags and which hashtag recurs throughout the themed week?

Who is in charge of the comments?

Choose a period of time for the themed week which is convenient for the organisation. It need not literally be a week.

After the “week”, the password of the account is changed again by the organisation and the takeover is over.

Tip: Do not extend the activity over a period of time which is too long. Otherwise, it might be difficult to keep on going. It is better to offer the activity in a short and compact form and to do so repeatedly.

Source OIAT/Saferinternet.at based on the idea of the MakeIT trainers

Link <http://peerbox.at/?p=283>