

# SAGE Framework Planning Guide

## Global Virtual Learning Projects

Project Title: Social Media Campaign: Unraveling Systemic Racism in Schools

Grade Level/Subject/Discipline: 5-12th grades

Time Frame: 2 - 4 weeks

Objective: Students will design a social media campaign to communicate how to combat racism in schools.

# S



### Student Choice

- Students will be grouped in pairs.
- Each group will select one issue about racism in schools.
- Students will be given guidance on how to research their ideas, but the aspect of the topic will be selected by students. For example -school security protocols, opportunities for students of color to attend advanced courses, school leadership, etc.

# A



### Authentic Experiences

Students will design and structure their own social media campaign and will make independent decisions about the following:

- Aspects of racism in schools in which to focus
- Length and scope of the campaign (2-4 weeks)
- Structure
- Styles and types of posts

# G



### Global Significance

While exploring this issue, students will be introduced to the following concepts around racism in schools:

- Define the concept of privilege and identify examples in their schools.
- Reflect on their own comfort level when talking about race and racism.
- Understand the role of stereotypes and how they can be harmful in the school community.
- Understand perspectives and think critically about the media.

# E



### Exhibit to a Real Audience

Students will build a social media campaign using at least two social media platforms. Their posts will encourage action, hope, and activism in other students. The campaign will be designed to allow students to view a single topic from multiple perspectives.

#### Resources:

- Asian Americans Fight Racism with Social Media Campaign: <https://spectrumnews1.com/ca/la-east/news/2020/05/28/asian-americans-fight-racism-with-social-media-campaign-makenoisetoday>
- sendinblue.com: Get started with free marketing and communication tools for your social media campaign.
- Nice White Parents: A 5 part podcast series about building a better school system. <https://www.nytimes.com/2020/07/23/podcasts/nice-white-parents-serial.html>