

SMM AIM Technology workshop

Technology has become the cornerstone of modern society, spreading through out every aspect of our lives. From the way we communicate and work to how we access information and entertain ourselves, technology has fundamentally transformed the way we interact with the world. Its importance cannot be overstated, as it not only drives innovation and progress but also empowers individuals and communities, and addresses some of the most pressing challenges facing humanity. In this rapidly evolving digital age, understanding the significance of technology is paramount to navigating and shaping the future landscape of our world.

The integration of technology within the church can serve multiple purposes, enhancing both outreach and engagement with congregations and communities. The Technology Workshop will engage youth through hands on activities that they can take back and use at school, home or church.

Workshop

This workshop provides a comprehensive review to social media, covering platform exploration, content creation, audience engagement, and analytics. It incorporates both theoretical discussions and practical activities to ensure active learning and skill development.

Day 1: Understanding Social Media Platforms

Objective: Review with students the different social media platforms and their purposes.

Activity 1: Review Social Media Platforms

- Begin with a discussion about what social media is and its impact on society.
- Show examples of popular social media platforms such as Facebook, Instagram, Twitter, and TikTok.
- Discuss the primary features of each platform, including their target audience, content types, and communication methods.
- Ask students how they use their social media

Activity 2: Platform Exploration

- Divide students into small groups and assign each group a different social media platform.
- Ask them to explore the platform, and familiarize/review themselves with its features.
- Encourage them to find examples of posts, profiles, and interactions relevant to their assigned platform.

Day 2: Creating Engaging Content

Objective: Teach students how to create compelling content for social media.

Activity 1: Content Creation Basics

- Start with a discussion on the elements of engaging social media content, such as visuals, captions, hashtags, and timing.
- Provide tips on creating visually appealing graphics, writing concise and impactful captions, and using relevant hashtags to increase visibility.

Activity 2: Content Creation Workshop

- Have students work individually or in pairs to create sample social media posts for a specific purpose (e.g., promoting an event, sharing a message, showcasing a product).
- Encourage them to apply the concepts learned in the discussion and experiment with different content formats (text, images, videos).

Objective: Teach students how to engage with their audience and analyze social media performance.

Activity 3: Audience Engagement Strategies

- Discuss the importance of engaging with followers, responding to comments and messages, and participating in conversations on social media.
- Brainstorm strategies for fostering meaningful interactions and building a community around their content.

Day 3: Competition

- Create a post or video using key concepts and skills throughout three-day lesson.