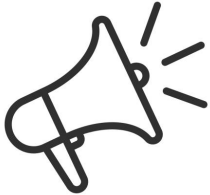


Social Media Awareness Campaign: #EveryVoteMatters

Objective: Students will be able to create a social media campaign to help raise awareness about voting access in their community. The goal is to design a post for Instagram that includes:



- A short but powerful caption
- A picture or graphic (something they create or find, with proper credit if necessary)
- A message that connects what they learned from both the Wisconsin article and a local news story

Along with the post, students will write a short explanation that describes the issue they are focusing on, why it's important, and how the post encourages people to care and get involved. This project helps students practice media skills, understand local and national voting issues

Checklist for Social Media Campaign

Use this checklist to make sure your post is complete and impactful. Check each box as you complete your work.

Image or Graphic

- ☐ I created or found an appropriate image or graphic. If found, I gave credit if I used an image that is not mine.

Caption

- ☐ I wrote a short, powerful caption that raises awareness about a voting access issue.
- ☐ My caption connects to both the Wisconsin article and a local news story.

Connection to Learning

- ☐ I made a clear connection between my post and what I learned in class.
- ☐ I included the hashtag #EveryVoteMatters.

Written Explanation

- ☐ I explained the issue I'm focusing on.
- ☐ I explained why it's important and how my post encourages people to care or get involved.

Final Review

- ☐ I checked that my message is respectful, clear, and informative.
- ☐ *I am ready to share my post and explain it to others.

*If desired, students can send a post to the teacher and it can go on the class page.