

Lesson – Using Instagram to Boost Your FACS Student Creativity



Instagram

Lesson Overview

In this lesson, you'll get ideas for integrating Instagram into your existing lesson plans. Engage your students by using Instagram photo sharing in a variety of ways.

Lesson Objectives

After completing this lesson, participants will be able to:

- Identify specific ways to use Instagram to engage students in a variety of activities

Lesson at a Glance

Activity	Materials	Preparation	Approximate class time
FOCUS	<ul style="list-style-type: none"> • Internet access and Instagram access if possible • Optional Instagram tutorial • Holding and Feeding Unit 2 Lesson 4 from Basic Infant Care • <i>Breastfeeding Facts</i> and <i>Formula Feeding Facts</i> handouts • <i>Breastfeeding vs. Formula Feedings</i> handout • Master Instagram Username form 	<ol style="list-style-type: none"> 1. Make sure you can access the Internet and ascertain if you can access Instagram 2. Print/photocopy <i>the Master Instagram Username</i> form 3. Access Unit 2, Lesson 4 and print any materials if desired 	30 minutes
LEARN	<ul style="list-style-type: none"> • RealCare Baby and bottle • Instagram access • Holding and Feeding Unit 2 Lesson 4 from Basic Infant Care 	<ol style="list-style-type: none"> 1. Access Unit 2, Lesson 4 and print any materials if desired 	30 – 45 minutes
REVIEW	<ul style="list-style-type: none"> • Instagram access • <i>Instagram Writing Prompts</i> handout 	<ol style="list-style-type: none"> 1. Print/photocopy the <i>Instagram Writing Prompts</i> handout 	15 - 30 minutes

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FOCUS: Using Instagram to do Brand Research

30 minutes

Purpose:

This lesson will introduce participants to Instagram as a means to research information.

Materials:

- Internet access and Instagram access if possible
- *Holding and Feeding* Unit 2 – Lesson 4 from Basic Infant Care
- *Breastfeeding Facts* and *Formula Feeding Facts* handouts
- *Breastfeeding vs. Formula Feedings* handout
- *Master Instagram Username* handout

Facilitation Steps:

1. Provide an introductory Instagram lesson in the classroom before assigning the Instagram activity. If possible show an available online tutorial or lesson on Instagram basics. There are many to choose from.
2. Have each student create an account, if they don't already have one. You should also have an account. Pass around the *Master Instagram Username* form.
3. Tell your students that each of their Instagram postings, it must include a class hashtag such as #BabyClass123*. Try to choose one that is unique. This is how you will search for student postings.
4. During this lesson we will be using parts of Unit Two Lesson Four *Holding and Feeding* from the Basic Infant Care curriculum. This activity will compare and contrast bottle feeding versus breastfeeding. Give each participant a copy of the *Breastfeeding Facts* and *Formula Feeding Facts* handouts.
5. Divide participants into groups of four and give each participant a copy of the *Breastfeeding vs. Formula Feeding* worksheet. Have each participant within the group fill in one quadrant, then share their ideas with one another to complete all quadrants, contributing additional ideas as they see fit. Ask for volunteers to share their ideas and display *Slides 12-13*.
6. Now that students understand the advantages and disadvantages of each, they will do a bit of research using Instagram. Tell students that many products and companies use Social Media as a way to reach out to customers. New parents are one target segment that is big business. Tell students that they are to first research and identify the brand names of baby food and formula and also companies. They should also use the Internet to research the names of associations that focus on breastfeeding or infant nutrition. For example, Gerber is a big name in baby food. They will use the brands or company names in the Instagram activity.
7. Have students research to see if each company on the list has an Instagram presence. If so, what types of marketing messages does their Instagram portray? How might they be trying to influence new parents?
8. Have a class discussion when students have completed their Instagram research. Ask students to identify a name that they researched and what they found.



Master Instagram Username List

Write your name and your Instagram username on the list below. This will be used by the instructor to track Instagram for grading purposes.

Student Name	Instagram Username



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LEARN: Using Instagram to Create Writing Prompts With Photos

30 - 45 minutes

Purpose:

Participants will learn how to hold and feed an infant properly during this lesson. In addition students will post a photo to Instagram during in-class practice to be used later as a writing prompt.

Materials:

- Basic Infant Care Unit 2 Lesson 4 *Holding and Feeding*
- Instagram access
- RealCare Baby and bottles

Facilitation Steps:

1. Give each participant or group of participants on Baby and a bottle.
2. Before you teach the lesson, however, tell students that they are going to be looking for opportunities to take photos during class today as they practice holding and feeding Baby, and they will choose one to post to Instagram along with a thought-provoking caption that will be used as a writing prompt later in class. If there are students that do not have a cell phone, have their pair up with another student to access Instagram and take photos during class.
3. Give an example of how a photo can be used as a writing prompt.
4. Tell students that they should try close-ups or different angles of common objects. They could even use some of the visual effect tools on Instagram as they post their photo. The caption should be a question or give students something to consider.
5. Teach the lesson on *Holding and Feeding* an infant. Follow the detailed facilitator instructions provided in the Basic Infant Care curriculum. Participants will actively practice holding and feeding techniques using RealCare Baby in class.
6. After you have completed this lesson, tell students that they are going to choose the photo they want to post to Instagram and add a good question. You will share the writing prompts from Instagram later and give students a chance to write. Remind students to include the unique hashtag on their post so that you can search and find them all easily.



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REVIEW: Using Instagram Photos as a Writing Prompt

15 – 30 minutes

Purpose:

This activity provides time for participants to find Instagram posts by other students and choose one to journal about.

Materials:

- Instagram access
- *Instagram Writing Prompt* handout

Facilitation Steps:

1. Begin by telling students that they will begin by searching Instagram using the unique hashtag that you provided earlier in the lesson. Each student should have posted one photo with a caption to be used in this exercise. The number of photos submitted will be based on the number of students in your class.
2. Have students look at each Instagram photo and caption. They should choose one for their writing exercise.
3. Give the Instagram Writing Prompt handout. Have students identify the writing prompt ‘question’ and answer it on the handout provided.
4. Give students 5 minutes to complete their writing exercise. If time permits, show Instagram posts on a smartboard and invite students to share their answers.

Extension Activities:

You can use Instagram for many applications. Here are a few suggestions for use in other FACS classes.

Child Development: Tell students that they are to document “A Day in the Life of Baby.” They should shoot and post a series of photos documenting their RealCare Baby simulation experience and put them on Instagram.

Culinary: Have students research Instagram posts by famous chefs. What type of information do they share? Cooking tips? Recipes? Food photos?

Interior Design: Challenge your students to design a room of choice from wall to ceiling. They should post a photo of each major decorating decision that they make during the project.

Apparel Design and Construction: Create a class-wide fashion show. Have students submit a photo of a garment they have sewn using a unique hashtag.

Budgeting and Financial Literacy: Post a provocative photo of something relating to budgeting or money with a question. Students should use this to write a short journal entry.



Instagram Writing Prompt

Instructions: In the space below identify the Instagram post that you have chosen to journal about. Identify the writing prompt question. Then add your answer in the space provided.

Question:

Answer:

How did the Instagram photo influence your response or impact your thinking as you answered the question?

