



## LESSON PLAN

# Digital media and European elections

### Learning outcome 3.12

Examine case studies of the use of digital or other media in a political election or referendum

## Students will learn

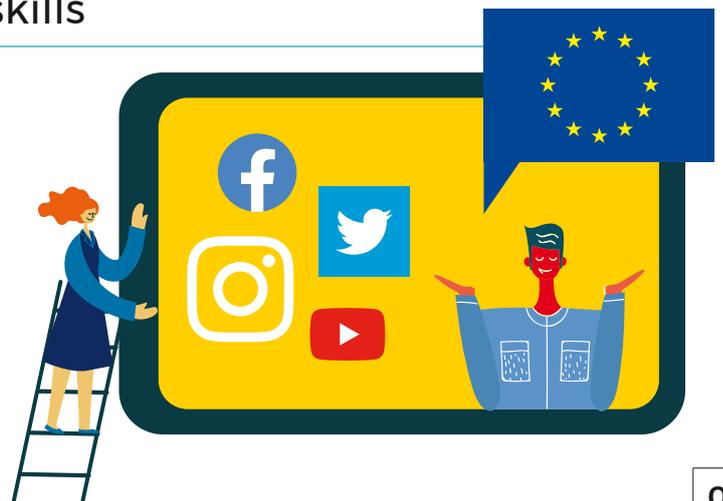
- ▶ The role of social media in campaigning during the 2019 European elections
- ▶ How reporting has changed over time
- ▶ How to use social media in an election campaign

## Materials

- ▶ Slide show
- ▶ Worksheet 1: Political party promotional video – one for each student
- ▶ Worksheet 2: Create your own campaign – one for each campaign (groups/pairs/individual students)

## Assessment for learning/Key skills

- ▶ Students will analyse different promotional videos and create their own social media campaign
- ▶ Communicating
- ▶ Being creative



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## 1 Introduce the lesson

### SLIDE 3

Outline and explain the European elections 2019.

### SLIDE 4

Explain that various forms of media - print, broadcast and social - are used, which will be the focus of this lesson.

### SLIDES 5-9

Highlight how social media is used to distribute information about the election, but mostly it is used by candidates to get their message across to voters and to engage in discussion, to canvass and debate.

Explain how campaigning has changed over the years.

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## 2 Worksheet 1: Political party promotional videos

### SLIDE 10

Divide the class into three groups and allocate one campaign video to each group.

Give each student a copy of **Worksheet 1: Political party promotional video** (see page 3) and ask each student to complete it based on the video assigned to them.

Show the three campaign videos.

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## 3 Discussion

Open a discussion based on students' perceptions of the videos.

Invite students to create sample tweets summarising the message of their video.

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## 4 Worksheet 2: Create your own campaign

### SLIDE 11

In groups, pairs or individually invite students to imagine they are standing for election to the student council.

Distribute **Worksheet 2: Create your own campaign** (see page 4) and ask them to use it to create their own social media campaigns.

Allow students time to share their campaigns with the class.

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## → Extension activities

Ask students to choose one of their local councillors and research the use of social media in their campaign for election.

Contact a candidate from the recent elections and ask his or her opinion on the role played by social media in their campaign.



## Worksheet 1

# Political party promotional video

1. What political party is this video from?

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2. Name three issues being discussed.

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3. What do you remember most about this video?

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4. Would it encourage you to vote for this party?

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Why / Why not?

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5. Why do you think this is an effective way of connecting with voters?

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6. Write down one difference between your video and the others which you have watched.

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## Worksheet 2

# Create your own campaign

**Candidate name**

### Candidate profile

#### My manifesto

▶ If elected, I will address these three issues:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

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▶ My campaign slogan/hashtag

\_\_\_\_\_  
\_\_\_\_\_

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▶ Why voters should vote for me

\_\_\_\_\_  
\_\_\_\_\_

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▶ If elected, my goals will be

\_\_\_\_\_  
\_\_\_\_\_

#### My communication plan

▶ How I will connect with the voters

\_\_\_\_\_  
\_\_\_\_\_

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▶ Social media platforms I will use and why

\_\_\_\_\_  
\_\_\_\_\_