

Social Media Post

Years 7 & 8

Australian F-10 curriculum links

Content descriptions

Health and Physical Education

- Investigate and select strategies to promote health, safety and wellbeing ([ACPPS073](#))

Media Arts

- Plan, structure and design media artworks that engage audiences ([ACAMAM069](#))
- Experiment with the organisation of ideas to structure stories through media conventions and genres to create points of view in images, sounds and text ([ACAMAM066](#))

English (Year 7)

- Plan, draft and publish imaginative, informative and persuasive texts, selecting aspects of subject matter and particular language, visual, and audio features to convey information and ideas ([ACELY1725](#))

Achievement standards

- They investigate strategies and practices that enhance their own, others and community health, safety and wellbeing.
- They demonstrate skills to make informed decisions and propose and implement actions that promote their own and others' health, safety and wellbeing.
- Students produce representations of social values and points of view in media artworks for particular audiences and contexts.
- They understand how to draw on personal knowledge, textual analysis and other sources to express or challenge a point of view.

Prepare yourself (teacher)

Students are to use their experience with social media to create a post for Facebook/Instagram/Tik Tok that would engage their peers with effective sun protection and increase understanding of UV (ultraviolet) radiation. Students should be introduced to the infographic '[Protection is Better than the Cure](#)' and have access to the Cancer Council WA website or other reputable websites.

The social media post can be a static post or as a video. Students may use sites such as Canva to develop their post.

Students must ensure they include the following:

- **Two** statistics/statements from the 'protection is better than the cure' infographic.
- A clear statement differentiating UV and heat.
- A call to action for more sun protection in adolescents.
- The **five** different methods of sun protection are mentioned and advocated for.
- Where students can go for more information about sun protection.
- Persuasive messaging.

Teachers are encouraged to choose a winning social media post to upload onto the school social media platforms. Cancer Council WA can share these posts - contact sunsmart@cancerwa.asn.au

Class resources

- '[Protection is Better than the Cure](#)' infographic
- Activity sheets (below)
- Notebook

Estimated time required

Four lessons:

Lesson 1 – Research and learning

Lesson 2 – Planning

Lesson 3 & 4 – Development of social media post

Social Media Post

Student worksheet

After evaluating the resource 'protection is better than the cure' you will prepare your social media post by completing the planning phase.

PLANNING PHASE

- 1 Which two statistics/statements did you find the most compelling from the resource?

- 2 What is the difference between UV (ultraviolet) radiation and heat?

- 3 What are the five sun protection measures encouraged to prevent sunburn and skin cancer? Give a brief description of each one.

- 4 How can you use social media to influence your target audience to incorporate more sun protective behaviours into their daily routine? HINT: *Think about the way a social media post can be created to encourage sun protection.*

5 Use the space provided below to plan your social media post. You can create a still post, a series of still posts or a video. Include the following:

- **Two** statistics/statements from the 'protection is better than the cure' infographic.
- A clear statement differentiating UV and heat.
- A call to action for improved sun protection in adolescents.
- The **five** different forms of sun protection are mentioned and advocated for.
- Where students can go to learn more information about sun protection.
- Persuasive messaging.