



CEFR Companion Volume implementation toolbox

Posting on social media - interactions

Title:	Posting on social media - interactions
Language:	English
CEFR Level:	B1/B2
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Descriptor:

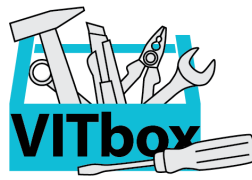
Mode of communication / Activity, strategy or competence: speaking, writing	Scale: Online conversation and discussion
Descriptor:	
B1	
Can post online accounts of social events, experiences and activities referring to embedded links and media and sharing personal feelings.	
B2	
Can engage in online exchanges, linking his/her contributions to previous ones in the thread, understanding cultural implications and reacting appropriately.	

Introduction to task

Goals of the activity: practice creating an online social event, publicising the event and communicating with future participants. Using the appropriate register for online postings, using language effectively to transmit a message, communicating via posts.

Introducing the activity in the classroom:

- ask participants to talk about forums, Instagram accounts, twitter feeds, etc. they follow. Do these accounts show interaction?
- ask participants if they have ever interacted on social media with people from other countries. Is this part of their social media activity?
- ask participants to describe what sort of interactions they see. Is it social? maybe transactional?



Description of the main activity:

This activity can be carried out in blended learning courses as an online activity or in traditional courses as a classroom activity.

Have students look at the following template for publicising an online event.



Online film festival

Description of event (remember the limitations of each social network – no. of words, etc)

Social networks for publicity

Facebook

Instagram

TikTok

Interaction: *#heretohelp*

Divide the students into groups and ask them to create an online event that they are going to publicise online. Use an online platform for them to communicate (Moodle, for example) or a google doc where they can all add contributions. Remind them they can choose the event.

Ask them to post their activity online.

Ask each group to comment on the activity of the other groups and leave the comments online (again using a forum or google docs to replicate the interaction of a social media account).

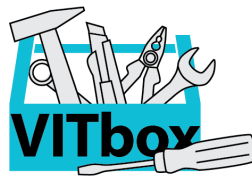
- When is it?
- What is it about?
- Why would it be interesting?
- Is there a registration?

Ask each group to respond to the questions and comments of the other groups. Give groups time to engage in interaction until all their questions have been answered.

Peer feedback – class discussion

Project the online documents for all students to see. Pay special attention to how the interaction was conducted.

- How is the language used?
- Were the rules of interaction of the social media chosen respected?
- How many responses to the comment or note were needed to answer each question?
- Was the interaction meaningful? Did it make the event attractive?



Assessment

Fill in the following table, or have their peers fill it in. The success in the completion of the task is determined by the number of questions answered affirmatively.

	Yes	No
Was the language used appropriate for the situation (relevant, polite, etc.)?	<input type="checkbox"/>	<input type="checkbox"/>
Were the contributions linked to the previous ones? (Were the participants reacting to the previous comments or information?)	<input type="checkbox"/>	<input type="checkbox"/>
Was there meaningful information exchanged? (Were the messages useful to extract the information?)	<input type="checkbox"/>	<input type="checkbox"/>
Did all participants participate in the exchange?	<input type="checkbox"/>	<input type="checkbox"/>