



Website TBC...

LEARNING OBJECTIVES



1

Observe;

user profiles and compare real life to on screen social media profiles

2

Understand that;

users create different personas online and consider critically how genuine profiles can come across more relatable

3

Discuss how users;

may choose who they are online and why everyone puts their best version of themselves online

4

Consider the use of;

photo editing and filter effects when posting online and how visually pleasing images receive more engagement online

5


Reflect on good practice for ;

using and interpreting user interaction and how best to view other peoples filtered reality

Persona

The aspect of someone's

character that is
presented to or
perceived by others.



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**Persona description. Ask class to think of what this means; can they think of others who might be more outspoken online than in person.*



**Encourage self assessment – don't need to discuss as a class*

Social Media True or False?

The Internet creates a sense of anonymity for users.

It allows people to try out different personas and experience something different to their offline life.

We will take a look at how and why we choose to represent ourselves online the way we do.



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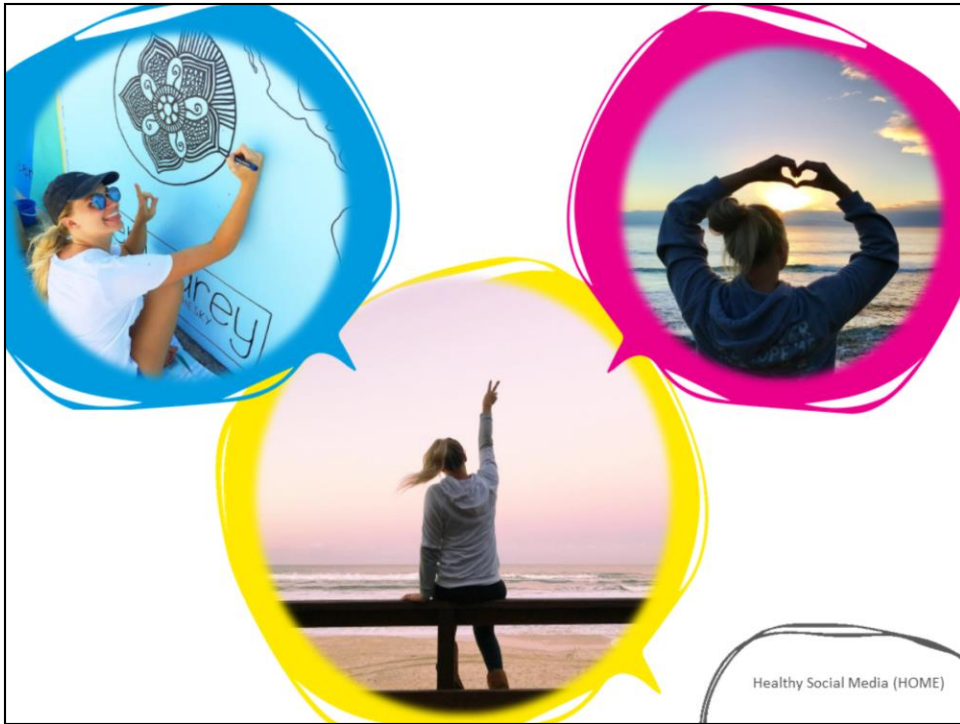
**Class discussion – give example of someone with a hearing disability*



Let's Look

We are now going to take a look at some examples of people online. Make a note of what you think their offline daily lifestyle is like from seeing their online persona

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**As you view each image allow class to comment what they think of the users offline daily routine*



**As you view each image allow class to comment what they think of the users offline daily routine*



Let's Look

Now we will take a look at these users backstory.

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*Make note of what surprises the class

Emma Carey


A paraplegic

<https://www.emcarey.com/my-story>

Why are we going straight down? The ground is getting closer and the parachute is below me. I know nothing about skydiving but I know this isn't right. We're falling so fast and the ground is right there. He's not answering me. I don't know what to do. Why isn't the parachute above us? I'm about to die. I'm actually going to die. I wonder what being dead feels like. The ground is right there. This is the last thing I'll ever see. I wonder if I'll even know I'm dead. Why won't he answer me? I wonder if they know I love them. 3, 2, 1. Here it is. #tobecontinuedem_carey



**Make the point that someone doesn't need to have a disability or illness to portray a different online persona but these are examples of how first looks aren't the full story and to be mindful of our own friends on social media and that you don't really know what anyone goes through on a day to day experience.*



Emma Carey

Em_Carey

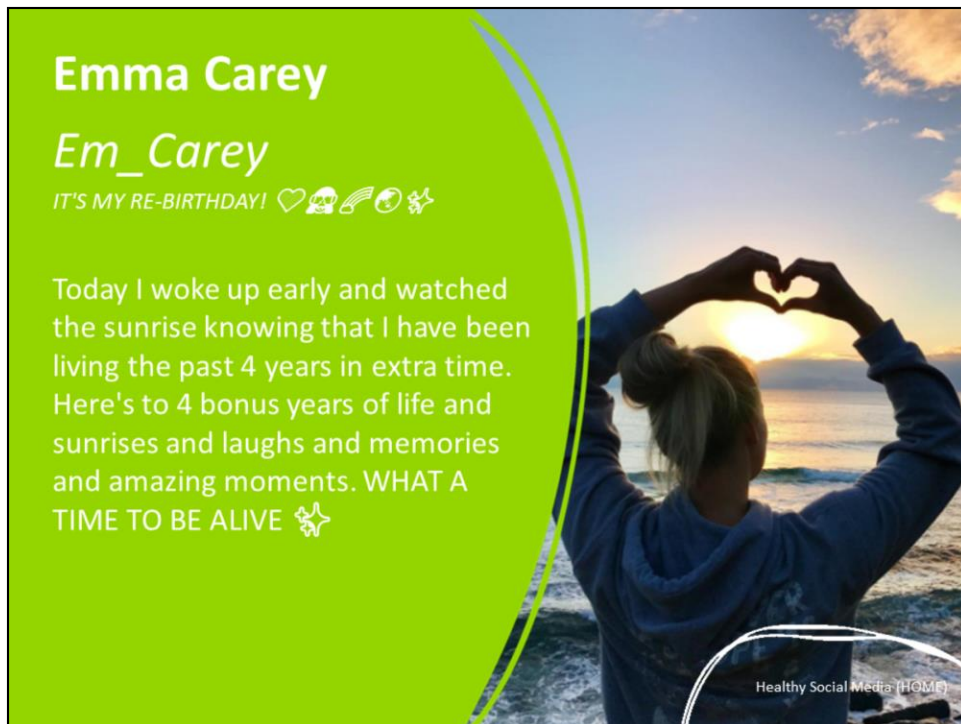
IT'S MY RE-BIRTHDAY! ❤️🧠🌈🌍👉

Something you probably can't tell about this photo or a lot of the other photos I post for that matter, is that I'm actually covered in wee. This is something I'm only talking about because I know how alone and embarrassed I felt in the year after my accident and I don't want anybody else to ever have to feel that way.

Some of you might know this and some of you might not, but one of the main problems that comes along with a spinal cord injury is the loss of bladder and bowel control. When people see me walking, they generally assume that because my legs regained movement that I have recovered completely, when really that is so far from the truth. The way my spinal cord was damaged means that I am completely incontinent with both my bladder and bowel. So basically yep, that means that I pee and poo myself errrrday. ❤️ #spinalcordinjury

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Christian Meijer

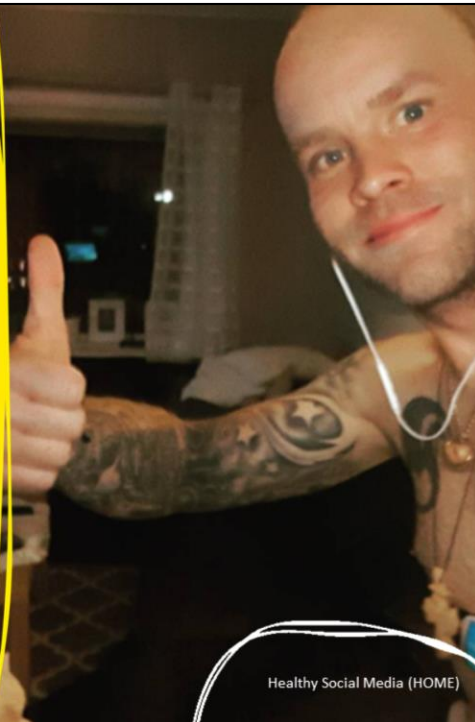
A competitive cyclist, Christian Meijer hasn't let his 2009 Crohn's diagnosis or his 2012 colostomy procedure stop him from his love of the outdoors. He shares stretches and workouts on his Instagram page and chronicles his challenges and achievements of Crohn's, ostomy bags, and cycling on his blog.



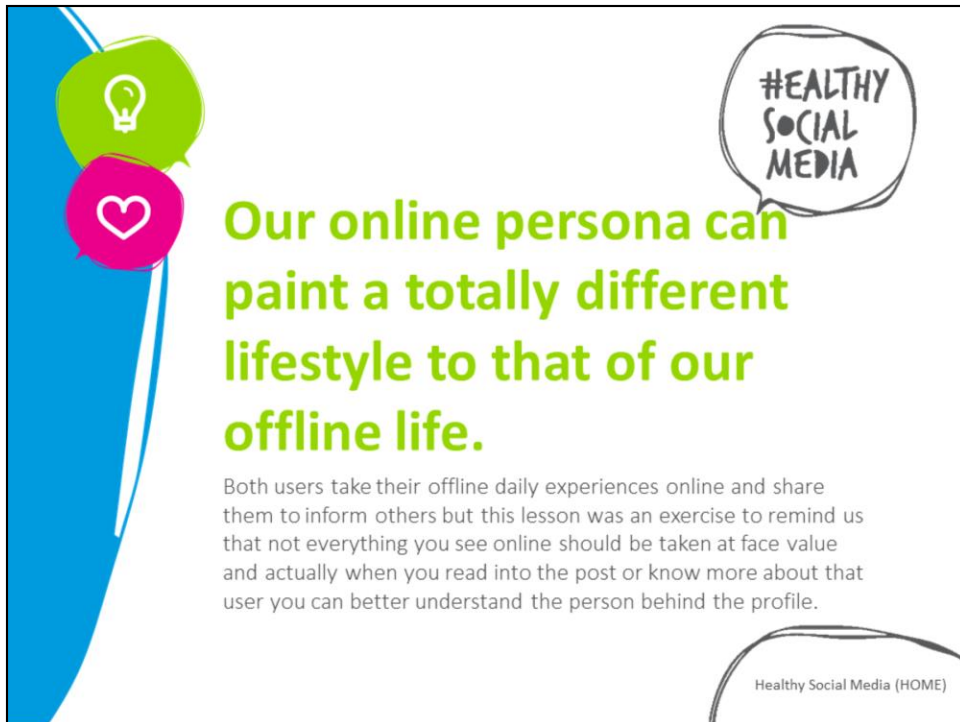
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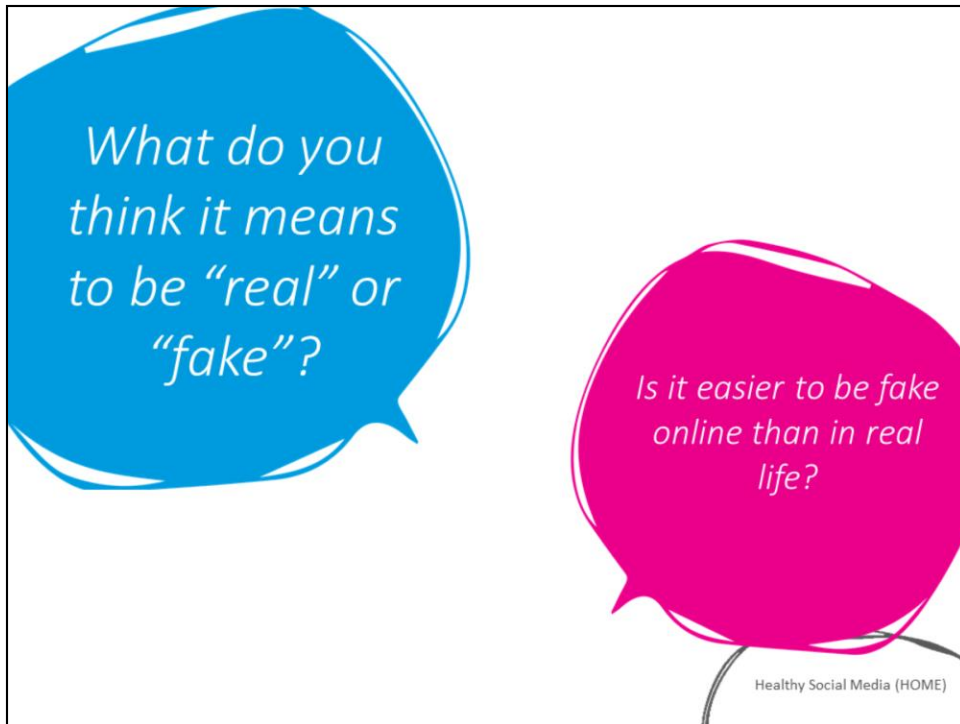


Our online persona can paint a totally different lifestyle to that of our offline life.

Both users take their offline daily experiences online and share them to inform others but this lesson was an exercise to remind us that not everything you see online should be taken at face value and actually when you read into the post or know more about that user you can better understand the person behind the profile.

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** Would you have known from the few pictures posted on social media that these users are facing daily challenges.*



**Group discussion – prompt with how online it isn't face to face. Is it easier to chat with someone than speak face to face.*



**Encourage group discussion of what they just watched. What scene are they most used to from the video? Do they have ideas for healthier options to what was shown?*



Think – Pair - Share

Take a look at this users “Real” vs
“Instagram” posts.

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*Make note of what surprises the class



**Someone who has taken photo comparisons not really of fake but or real but how users can blur the truth to make themselves or their images to look better.*



In pairs discuss.

Are there risks for creating an online presence that is very different to the offline one?

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**Split the class into pairs, ask them to make notes*

Manipulating your identity online

RISKS

- You convey false identity which disappoint other users expectations
- You may inspire similar behaviour
- Your communication skills offline may become weaker



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**Ask the class if they came up with other risks and benefits*

Manipulating your identity online

BENEFITS

- You can find new communities you might not fit into offline
- Thinking time is available before you respond
- You can experience thoughts and opinions you mightn't feel confident doing offline



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**Ask the class if they came up with other risks and benefits*



BRAINSTORM

Personas on Social Media

Why do people use social media to act different?

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Brainstorm on 10 reasons why social media is used for people to act different

Anonymity online

BENEFITS

You have time to respond
Your emotions are not on show

Can you think of other benefits?



Healthy Social Media (HOME)


**Ask the class if they came up with other risks and benefits*

Anonymity online

RISKS

You can't gauge tone of voice over a screen

Can you think of other risks?



Healthy Social Media (HOME)

**Ask the class if they came up with other risks and benefits*

Create a set of guidelines for keeping it real online




Group work

Create a set of guidelines for viewing and accepting content you deem as fake or out of your reality

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**Split the class into groups for the exercise*

Encourage alternative responses. One person may have another coping mechanism to another

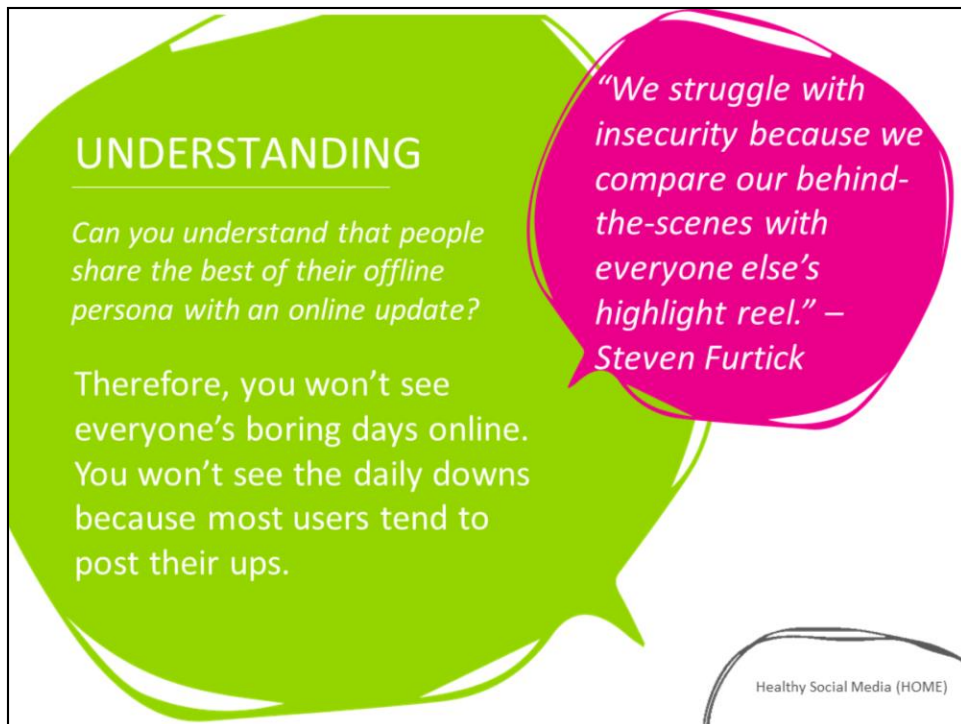


Let's Get Creative

Design a poster for this exercise
include your guidelines

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**Encourage creativity with this exercise*



**From the posters ask the class can you outline better practice for viewing others online?*

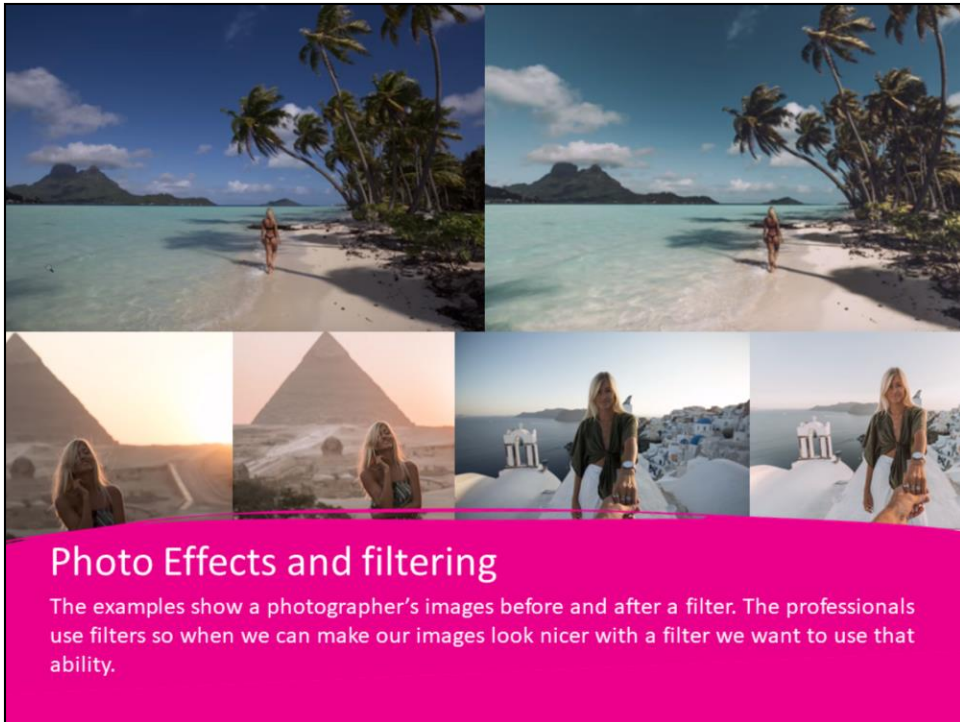
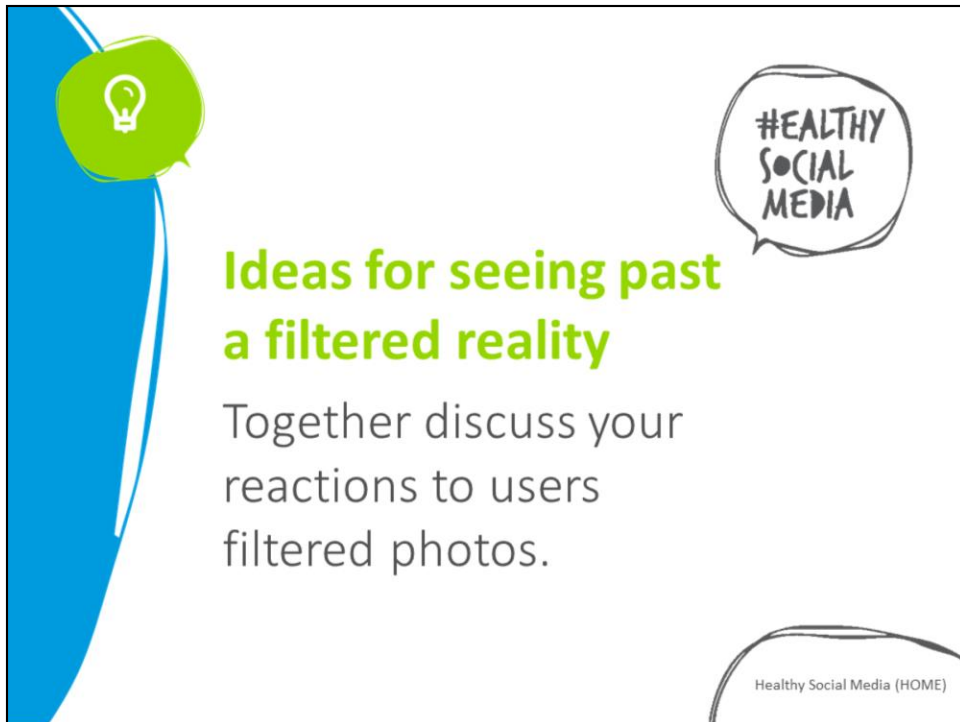


Photo Effects and filtering

The examples show a photographer's images before and after a filter. The professionals use filters so when we can make our images look nicer with a filter we want to use that ability.

**Look at these examples. Professional photographers use filters. When they are there to use shouldn't we credit good use rather than negatively commenting on being fake?*



**Ideas for seeing past
a filtered reality**

Together discuss your
reactions to users
filtered photos.

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**Discuss and record feedback*

PHOTO EDITING

Have you ever used a photo editor before?

Share your experience and what you used.



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**Ask class for feedback*

Phot Editing

BENEFITS

Better images

Can create more professional looking shots

Can you think of other benefits?



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**Ask the class if they came up with other risks and benefits*

Photo Editing

RISKS

Photos are less natural
People look different

Can you think of other risks?



Healthy Social Media (HOME)

**Ask the class if they came up with other risks and benefits*


Social Media

What do you think?

What role does social media play for sharing and criticising images that have been edited?

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**Prompt commenting, screenshotting, sharing what do the class think?*



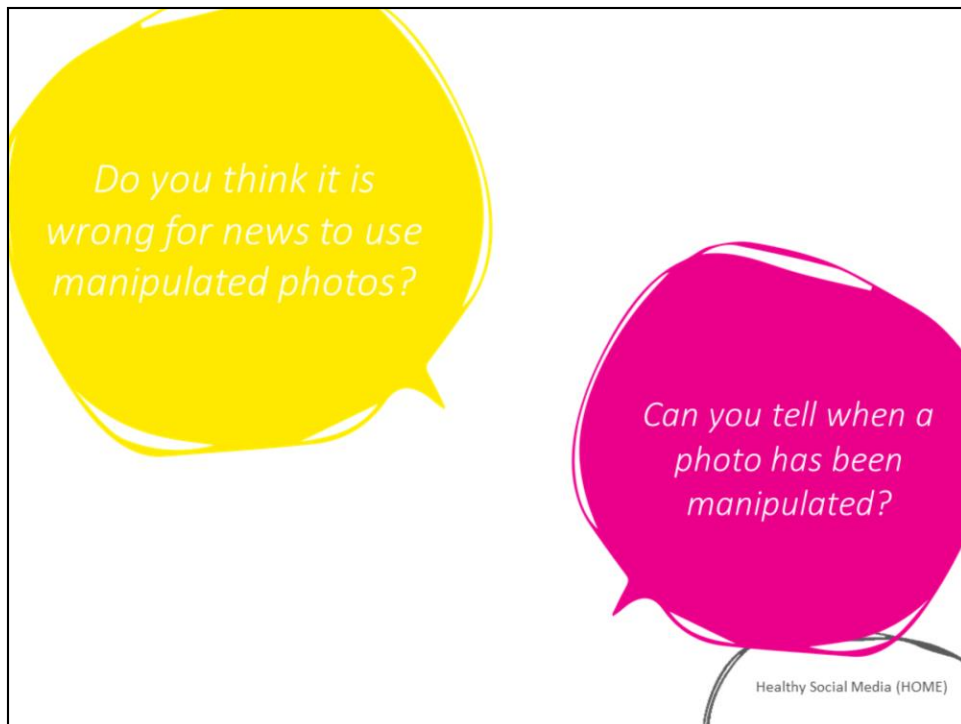
Discuss

Where do we draw the line?


Why do people edit their photos of their bodies?
Where do we draw the line between creativity and deception?

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**Do the class think that editing our bodies are ok? If the media do it to celebs why not?*



**Discussion*



GROUP WORK

Photo Editing

In groups create photo rules. Decide when you think photo editing is acceptable and when you think it isn't.

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**Split into group. Make a list of rules for photo editing. When is it ok?
When is it too far?
Each group showcase to the class*

Thank You

Any Questions?



NLDCHP, 206 Duncairn Gardens,
Belfast, United Kingdom, BT15 2GN



00 44 28 9074 5588



info@communityhealthpartnership.co.uk



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