



# MODULE #2 Self-Confidence

## WEEK #5 Diversity in Media

**Essential Question for Activity:** How might you design a way for your peers to utilize social media to encourage inclusion?



### Materials needed

- Pen/pencil
- Paper
- Timer
- Prototyping Materials
  - Smartphone/computer/tablet
  - Poster board
  - Markers



**Facilitator Prep:** This activity will take place inside with the use of the prototyping materials listed above (computer/smartphone/tablet). This activity also includes an article as well as a video so it is best to have your TV set up with the materials loaded or printed out prior to the start of the lesson.



**Group Discussion: Take time to discuss the following questions with your group of members. (15 minutes)**

- What is DEI? Diversity, Equity, and Inclusion
- Watch this video with your members: <https://www.youtube.com/watch?v=OXoIndtgpCY>
- Read this article with your members: <https://www.policylink.org/resources-tools/curb-cut-effect>
- What was your takeaway from the article?
- How can social media be used as a platform to practice DEI?



**Design Thinking Challenge: Create a social media trend that will encourage inclusion.**

(Examples: a hashtag, a TikTok dance, or an Instagram filter- the filter should be a DEI slogan or unity focused image, caution members to stay away from race changing filters)

1. Have members get into small groups.
  - Their jobs are to design a song that will boost the self-confidence of Boys & Girls Club members.
2. Have members interview members around the Boys & Girls Club to get an understanding of the interests and needs. **(10 minutes)**
  - What social media platforms do you use?
  - How many hours do you spend on social media?
  - What do you tend to watch or look at?
  - Do you follow a diverse group of accounts or do you tend to interact with genres that are interesting to you?
3. Members will create a need statement independently by completing the following sentence. **(10 minutes)**

\_\_\_\_\_(BGC members) \_\_\_\_\_need a social media trend that will \_\_\_\_\_  
because \_\_\_\_\_

For example

“Boys & Girls Club members need a social media trend that will diversity their feed because it is important to expose yourself to all different types of people”



“Boys & Girls Club members need a social media trend that will encourage teens to celebrate their differences in order to practice inclusion in their daily life.”

4. Have your members brainstorm 25 different ideas that address the needs statement. For example, will it be a dance about diversity, will it be an inclusion hashtag, etc.? **(5 minutes)**
  - Encourage your members to think big
  - Have them write down or sketch their ideas
5. Have each member make their prototype. **(25 minutes)**
6. Have members share their prototypes with the rest of the group. Have members provide and capture feedback on each other’s prototypes. **(5 minutes per person)**
  - I like, I wish, I wonder
7. Have members reflect on their design thinking process. Ask them the following questions. **(10 minutes)**
  - How did you feel about interviewing your peers?
  - How well did you capture your peers’ needs?
  - What type of feedback did you receive?

**Wrap-up Discussion: Take time to discuss the following questions with your group of members. (10 minutes)**

- Did this activity change the way you plan to interact with social media?
- How can we use social media as a tool to add diversity to our daily lives?
- Now that you have a better understanding of DEI, how can you incorporate it into other areas of your life?