Lesson Plan: *How do You Meme?*

Overview

How do you Meme? invites young people to create *Internet memes*—sharable, often funny, captioned images—as a way to publicly critique human behavior, persuade others, or participate in positive culture change. They will also learn how to help prevent the spread of Internet memes containing mis- or dis-information. A set of provided examples, templates, and meme-starters will help participants quickly generate their own memes. Participants may then share created meme images within their learning community and across their social networks.

Learning Goals:

This lesson will help participants:
- *comprehend how images and text combine to make meaning.*
- *identify the characteristics that make Internet memes more likely to spread.*
- *understand how Internet memes may mislead or spread misinformation.*
- *prevent the spread of false or misleading information online.*
- *create persuasive visual media to influence a target audience to vote in elections.*
- *create visual media to communicate a specific message to a specific target audience.*
- *create visual media to respond critically to political or news media.*

What's needed:
- Full Lesson Time: 40-50 minutes + 15 minutes sharing and reflection
- Activity Time: 20 minutes
- Youth Voice Level: Medium
- Required Tech: Phones, tablets, laptops, or desktop computers; Internet access

- Optional Tech: WiFi connection, projector or display
- Media Products: Internet meme images to download or links to meme images for sharing online

Guiding Questions

- What are internet memes?
- Why do some Internet memes spread virally online?
- How can memes mislead or spread false information?
- What can we do to help prevent the spread of misleading memes?
- How do we combine images and a text caption to create Internet memes that critique, persuade, or change culture?

Vocabulary
media - constructions made by people to communicate messages to audiences of people. Examples include videos, audio, TV, radio, movies, video games, books, photos, social media posts, Internet memes, animated meme images, news stories, and advertisements.   *meme* - most basic part of an idea that spreads person to person by bypassing rational thought. Memes are "small enough to spread without mutation and distortion, and big enough to create meaning in someone's mind." (Karafiath, Lazo 2014)   *Internet meme* - visual images with text captions that are easily shared and copied online, may spread virally across social media, and often stimulate ideas, influence others, and change culture.

Procedure

The **How do I Meme?** media-making activity may be delivered as part of a guided lesson—as presented below—or included as one of several activities at an "action party" or other single event.

➔ Prepare

Participants will select photos or images and combine these with text captions using a free online meme-making tool such as memedad or imgflip.

Grouping:
Participants may work individually, in pairs, or small groups to create Internet memes. You may group participants together to plan and discuss ideas while asking each person to create at least one meme of their own.

Activity Options:
Participants will choose **or** be given a particular option. You may present any or all of the these options, depending on time and your own goals.

Participants will make **Internet memes** using images and text captions to:
- **Option 1:** Persuade other young people to vote in elections.
- **Option 2:** Raise awareness about an issue that matters you.
- **Option 3:** Respond critically to political or news media.

Providing and Choosing Images:
- A selection of images and starter templates are provided with this lesson.
- The meme-making sites **memedad** and **imgflip** provide image templates commonly used to make Internet memes.

- Images may be found and downloaded via a [Google Images](#) search. You may gather images from recent **news stories**, **political speeches**, or even from **pop culture.** Any image likely to resonate with a younger audience and could be creatively combined with text captions may work.
- Distribute the images to participants via USB drive, [shared Google Drive folder](#), email, or MMS picture message (texting).

  You may provide:
  - **the images and templates provided with this lesson.** Participants then choose which to upload to the meme-maker tool.
  - **a selection of images that you search for and download.**
    ○ **a selection of images that you find and upload to your account at [imgflip](#).** This method allows you to make your memes and templates available for participants using a searchable tag, such as *MsOsClass*.

  Or ask participants to:
  - **navigate to [memedad](#) or [imgflip](#) and add text to any of the stock images they find.** ****This approach may be the simplest, fastest, and requires the least prep. Be aware some content may be deemed inappropriate.*
  - **search for their own images to upload as templates**.

Media-Making Tech:
Each participant or group will need <u>one device with an Internet connection.</u>
  You may provide:
  - tablets or iPads
  - desktops, laptops
  or ask participants to:
  - use their own phones.

To make Internet memes, use [memedad](#) or [imgflip](#). You may, however, use any meme-making tool that you or your participants choose.

- [memedad](#) is simple and ad-free, but has fewer features and publicly shares all memes created.
- [imgflip](#) shows ads and watermarks created images, but it allows you to create an account, upload public image templates, create a meme of two stacked images, add multiple text boxes, add searchable tags to images, and keep created memes private (to be downloaded only).

On creating and using searchable hashtags:
- Create a **unique hashtag** for your group. This will allow you to search for and track the media you create and post across different social media platforms. For example:
  ○ *#MrRsClassRm108*

○ *#BronxHelpers2018*
- Participants may also add their own unique hashtags to allow them to track their individual media creations as they spread online. This may be derived from their call to action messages. For example:
  - *#WeWillVoteIn2020*
  - *#SaveSutherlandPark*
  - *#StopHB3313*

Timing:
- Total meme-making time should be around 15-20 minutes.
- Displaying a [countdown timer](#) may help participants keep track of time.

Copyright and Fair Use
- U.S. **copyright** laws are intended to protect the creators and owners of media content like books, songs, movies, and photos. Much of the content found online is owned by someone and therefore cannot be used without their permission.   - Under **Fair Use** there are exceptions that allow people to use copyrighted material for: *critical commentary*   *teaching, scholarship, and research*   *transforming original works into a completely new work with a different purpose or meaning*   - For more information about Fair Use and copyright, refer to this [LAMPlit resource guide](#).

➔ Activate

Begin with a **short writing** or **[think-pair-share](#)** discussion activity.

Define Internet memes: *images with text captions that are easily shared and spread online.*

Display one example meme. Most young people will recognize this type of media after seeing an example.

Display <u>one</u> of the following writing or discussion prompts:

- *Look at this example of an Internet meme. If this meme appeared in your SnapChat, Instagram, or Facebook feed, would you share it? Why or why not?*

- *Think of an Internet meme you recently saw or shared. What was the core message? If you shared it, what about the meme made you want to share it?*

Share a few responses with the whole group.

➔ Explain

Explain the assumptions, goals, and end products for the **How do You Meme?** meme-making activity. Directions for each activity option appear in the printable Activity Sheets.

Assumptions:
For our democracy to be healthy, we need to include many different voices in national conversations, including those of young people. Making media—like an Internet meme—is one powerful way to be heard and to actively participate.

Goals:
Today you're going to create Internet memes: funny or thought-provoking images with text captions intended to be shared online. You'll make memes using images and text captions to:***
- ***persuade other young people*** *to vote in elections.*
- ***raise awareness*** *about an issue that matters you.*
- ***respond critically*** *to political or news media.*

Along the way we'll explore how Internet memes sometimes spread misinformation and how you can help prevent that from happening.

***(You may present any or all of these options, depending on time and your own goals.)

End Products:
Each participant will create at least 1 Internet meme image.

➔ Explore

Before you learn how to meme, you may explore:
- *what memes are.*
- *why people share them.*
- *how some memes mislead.*
- *how to help prevent the spread of memes containing misinformation.*
- *how memes can be used to make a positive impact.*

What are Internet memes?

Like biological *genes*, cultural *memes* compete, reproduce, and evolve. Watch Richard Dawkins, who coined the term "meme," explain what he meant by "meme"

- There are many different types of Internet memes, but the memes we will explore combine images with text captions. These are meant to be easily shared, copied, and remixed. If catchy enough, memes might spread virally online from person-to-person (or even bot-to-bot).
- Examine provided examples of Internet memes. Think about:

○ *What do you see that helped these images spread virally?*
○ *If it's funny, what makes it funny?*
○ *How do the image and text work together to make meaning?*

What makes some memes spread virally?

● Memes are more likely to spread if they...
  ○ can be easily copied.
  ○ feel like an "inside joke." If you get the joke, you share it with others who you think will "get it" too. By sharing with the group who gets the joke, you may gain prestige and increase your status.
  ○ use images that:
    ■ are absurd, funny, or interesting.
    ■ have been used before in other memes.
    ■ have broad appeal (think cats and babies).
    ■ are recognizable from pop culture.
    ■ make you feel an emotion: amused, sad, angry, or curious.
  ○ communicate one simple idea.
  ○ use few words.
  ○ can be changed, adapted, or remixed by others.

How can some memes mislead or spread false information?

Images have long been used to persuade, misdirect, or misinform others. For many people "seeing is believing." Yet, photos can easily be manipulated.

The faked image above was shared widely claiming to show Hurricane Sandy over the Statue of Liberty. In truth, the image was created combining photos of a North Dakota storm with a photo the New York skyline.
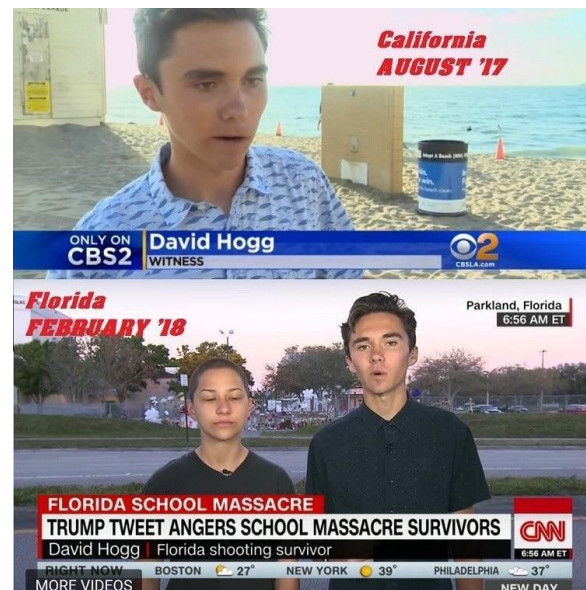
Images can have false information added to them, changing their meaning.

erictucker @erictucker · Nov 9
Anti-Trump protestors in Austin today are not as organic as they seem. Here are the busses they came in. #fakeprotests #trump2016 #austin

16K   14K

A photo of these buses was Tweeted and spread online with the added text caption containing false information. The buses were, in fact, there to bring people to a software conference.
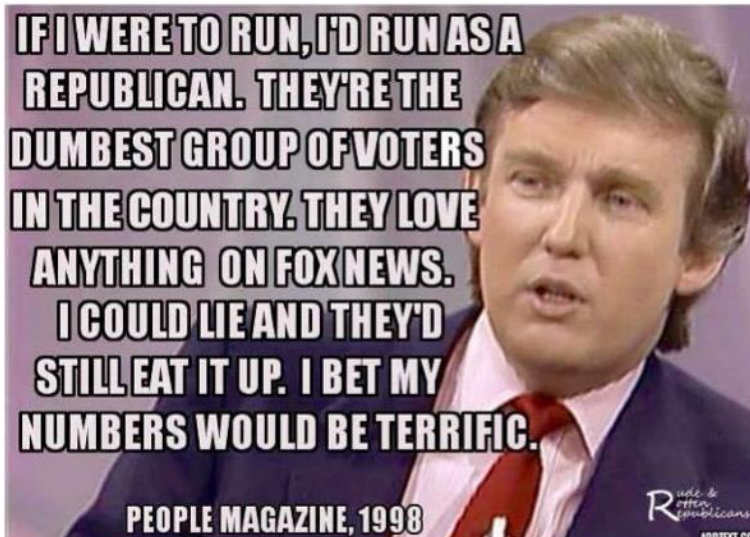
Images may be as tools of *disinformation*: information created to deliberately deceive or confuse.

After the shooting at Stoneman Douglas High School in Parkland, Florida, images like this one were created and spread to **falsely** accuse David Hogg, a student survivor, of being a paid "crisis actor" who travels from crisis to crisis when they happen to appear on camera.

While many memes spread virally because they make people laugh, memes can also be used to spread misinformation or even outright lies. Memes are intended to be seen by many, magnifying their impact. People tend to trust information shared by friends and so many repost memes without checking whether or not they are truthful. Memes may also feel more authentic because they are simple and appear to be made by "people like us" as opposed to "elite" media professionals like advertisers or news reporters.

This meme used a false quote to mislead. Adding a specific source helped make the fictitious quote seem legitimate.

And memes can be used to build up negative associations in peoples' minds about a political candidate or other public figure.

How are the memes below used to show the political figures in negative light?

What can we do about misleading, untrue, or dishonest memes?

1. **Stop and think before you share.** Even if you think it's funny or agree with the message, be sure the information is fair and true before spreading.
2. **Check the information.** Here are some fact-checking sites. You may also follow and share suspect memes with *@mediawisetips* on Instagram and Twitter. Mediawisetips is a teen-led fact-checking campaign.
3. **Check the source.** Meme images rarely cite sources. Try searching online for the text to find the source. Go to KnowYourMeme to try to learn about the context and find more information. You may find the claims have no legitimate source or have been proven false.
4. **Check the image**. Because faking an image is easy.
5. **Check the quotes.** Because adding a made-up or out-of-context quote next to a person's photo is even easier.
6. **Check the conspiracy.** A "red-pill" or conspiracy theory may be misleading propaganda or promoting hate against a specific group or people.
7. **Do not share a false meme even to criticize it.** Others still might spread it and share it.
8. **Create your own Internet memes that are fair, truthful, and accurate**–as well as funny and catchy.

How might memes be used to have a positive impact?

Memes may be created to positively impact culture. Examine example memes provided in the Positive Memes Google Drive folder.

If time allows, **facilitate a brief whole-group discussion** using the following discussion prompts:

- *What are the core messages in these memes?*
- *How do the images and text interact to create meaning?*
- *Would you share any of these memes? Why or why not?*
- *How did the creator of this meme use images and text to persuade the audience?*

➜ Show

Briefly demonstrate how to create an Internet meme before participants to make their own.

➜ Make

Grouping:

Participants form pairs or small groups to create **Internet memes**: images combined with thoughtful text captions meant to be shared online. While each participant may create their own memes, it will be helpful for them to discuss and build upon each other's ideas. They can also share and remix each others memes, as time allows.

Activity Options:
Participants may choose or be given one these meme-making options:
- **Option 1:** *Persuade other young people to vote* in elections.
- **Option 2:** *Raise awareness* about an issue.
- **Option 3:** *Respond critically* to political or news media.

Option 1: *Memes of Persuasion*

Your Challenge:
To create **Internet memes** that combine images with text captions to persuade other young people to vote in elections. Try to make them funny, interesting, or catchy. Make as many as you can—the more memes the merrier!

Plan:
Provide the *Persuading a Target Audience* tool to help participants think more deeply about target audiences and persuasive techniques.

Follow these steps help you make a persuasive meme.

1. *Identify your target audience.*
   - Speak to people like you or try to reach people very different from you who may be concerned about the same issues.
2. *Choose and craft your message.*
   - *Persuade* other young people to vote. You might…
     - pledge to vote yourself (when you turn 18).
     - challenge others to pledge to vote.
     - share why you think voting matters or can make a difference.
3. *Decide how you will persuade the target audience.*
   - *Choose a persuasive technique.*
   - *Activate their emotions*. Try to make the audience feel *angry*, *sad*, or *inspired*.
   - *Activate powerful ideas*, for example *family*, *patriotism*, *safety*, or *justice*.
   - *Choose your words carefully* to connect your message with the feelings and values of your target audience.

Meme-Making Tips:

Memes are more likely to spread if they...
- ● can be easily copied.
- ● feel like an "inside joke." If you get the joke, you share it with others who you think will "get it" too. By sharing with the group who gets the joke, you may gain prestige and increase your status.
- ● use images that:
  - ○ are absurd, funny, or interesting.
  - ○ have been used before in other memes.
  - ○ have broad appeal (think cats and babies).
  - ○ are recognizable from pop culture.
  - ○ make you feel an emotion: amused, sad, angry, or curious.
- ● communicate one simple idea.
- ● use few words.
- ● can be changed, adapted, or remixed by others.

Make:

1. Navigate to a free online meme-making tool, memedad or imgflip.
2. Choose an image for your meme.
   Your options:
   - ● *Choose an image from the meme-making site.*
   - ● *Choose one of the meme templates provided.*
   - ● *Search for an image on Google Images. Download it and upload it the meme-making tool.*
3. Add text captions at the top and the bottom.
   - ● *Use just a few words.*
   - ● *Remix a popular meme by using some of its words and adding your own.*
   - ● *You may change the text font, color, and style, but the default "Impact" font style is standard for memes.*
4. Create your meme! Click CREATE (memedad) or Generate Meme (imgflip).
5. To save and share your image:
   a. *Memedad:*
      - ■ Download or save image. You can share the meme directly from desktop or photo library.
   b. *Imgflip*
      - ■ Download or save image.
      - ■ *Or* copy the URL link and share that.
6. Makes new memes!
   a. Add a different text caption the same image.
   b. Choose a new image and add text to that.
7. Remix the memes of others!
   a. Look at the memes made by others around you.
   b. Change, transform, or build upon their memes by changing either the text caption or the image.

Sharing your memes:
- *Memedad:*
    - Download or save image. You can share meme images directly from desktop or photo library by texting, emailing, or as instructed.
- *Imgflip*
    - Download or save meme image.
    - *Or* copy the URL link and share that via text, email, or as instructed.

Option 2: *Memes of Awareness*

Your Challenge:
To create **Internet memes** that combine an image with a text caption to raise awareness about a social or political issue that matters to you. Try to make them funny, interesting, or catchy. Make as many as you can—the more memes the merrier!

Plan:
Answer the following questions to get you thinking about what to say and how to spread your message. Discuss your ideas with a partner.
1. *What social or political issue do you want to speak about?*
2. *What problem do you want people to help solve?*
3. *What could young people do to improve their communities and country?*

Meme-Making Tips:

Memes are more likely to spread if they...
● can be easily copied.
● feel like an "inside joke." If you get the joke, you share it with others who you think will "get it" too. By sharing with the group who gets the joke, you may gain prestige and increase your status.
● use images that:
    ○ are absurd, funny, or interesting.
    ○ have been used before in other memes.
    ○ have broad appeal (think cats and babies).
    ○ are recognizable from pop culture.
    ○ make you feel an emotion: amused, sad, angry, or curious.
● communicate one simple idea.
● use few words.
● can be changed, adapted, or remixed by others.

Make:
1. Navigate to a free online meme-making tool, memedad or imgflip.

2. Choose an image for your meme.
   Your options:
     - *Choose an image from the meme-making site.*
     - *Choose one of the [meme templates provided](#).*
     - *Search for an image on [Google Images](#). Download it and upload it the meme-making tool.*
3. Add a text caption at the top and the bottom.
     - *Use just a few words.*
     - *Remix a popular meme by using some of its words and adding your own.*
     - *You may change the text font, color, and style, but the default "Impact" font style is standard for memes.*
4. Create your meme! Click `CREATE` (memedad) or `Generate Meme` (imgflip).
5. To save and share your image:
   a. *Memedad:*
     - Download or save image. You can share the meme directly from desktop or photo library.
   b. *Imgflip*
     - Download or save image.
     - *Or* copy the URL link and share that.
6. Makes new memes!
   a. Add different text caption the same image.
   b. Choose a new image and add text to that.
7. Remix the memes of others!
   a. Look at the memes made by others around you.
   b. Change, transform, or build upon their memes by changing either the text caption or the image.

Sharing your memes:
   - *Memedad:*
     - Download or save image. You can share meme images directly from desktop or photo library by texting, emailing, or as instructed.
   - *Imgflip*
     - Download or save meme image.
     - *Or* copy the URL link and share that via text, email, or as instructed.

Option 3: *Critical Memes*

Your Challenge:
To create **Internet memes** that combine images with text captions to respond <u>critically</u> to a piece of political or news media. Try to make them funny, interesting, or catchy. Make as many as you can—the more memes the merrier!

Plan:
Think about and talk through your critical meme response to a given piece of media.

1. **Ask Questions**
   a. *What questions do you have about this meme and its messages?*
   b. *What is being said? How is it being said? Who is saying it?*
   c. *How does the message try to influence the audience? How does it try to affect the emotions?*
   d. *Who benefits from this message? Who might be harmed?*
   e. *Is the claim or message untrue or misleading? If so, how?*
2. **Craft your message.**
   a. *What do you want to say? How will you say it?*
   b. *Will you use humor, irony, or satire?*
   c. *What few but powerful words can you use?*

How to Respond **Critically**

Creating your own media to talk back to other media can be a powerful way to make your voice heard—but you need to do it critically.
- Be thoughtful, not insulting or merely stating the obvious.
- Examine media many times to find messages that may be hard to spot.
- Fact check to challenge false or misleading claims. Here are some [fact-checking tips](#) and [fact-checking sites](#).
- You may also follow and share suspect memes with *@mediawisetips* on [Instagram](#) and [Twitter](#). [Mediawisetips](#) is a teen-led fact-checking campaign.
- Don't use your meme to mislead! Information that may be accurate can still be used to misrepresent the truth, misinform, or lie. Even [true facts, out of context, can be used to mislead](#)!
- Think about *audiences*. How might different audiences might interpret messages differently?
- Think about *stereotypes*. Are harmful stereotypes being used or reinforced? Are groups of people being misrepresented with respect to gender, race, ethnicity, social class, sexuality, or ability?
- Think about *power*. How might the media messages benefit those with more power at the expense of those with less power?

For more, watch The LAMP's [Video Guide to Critical Commentary](#).

Meme-Making Tips:

Memes are more likely to spread if they...
- can be easily copied.
- feel like an "inside joke." If you get the joke, you share it with others who you think will "get it" too. By sharing with the group who gets the joke, you may gain prestige and increase your status.
- use images that:
  - are absurd, funny, or interesting.
  - have been used before in other memes.
  - have broad appeal (think cats and babies).
  - are recognizable from pop culture.
  - make you feel an emotion: amused, sad, angry, or curious.
- communicate one simple idea.
- use few words.
- can be changed, adapted, or remixed by others.

Make:

1. Navigate to a free online meme-making tool, memedad or imgflip.
2. Choose an image for your meme.
   Your options:
   - *Choose an image from the meme-making site.*
   - *Choose one of the meme templates provided.*
   - *Search for an image on Google Images. Download it and upload it the meme-making tool.*
3. Add text captions at the top and the bottom.
   - *Use just a few words.*
   - *Remix a popular meme by using some of its words and adding your own.*
   - *You may change the text font, color, and style, but the default "Impact" font style is standard for memes.*
4. Create your meme! Click CREATE (memedad) or Generate Meme (imgflip).
5. To save and share your image:
   a. *Memedad:*
      - Download or save image. You can share the meme directly from desktop or photo library.
   b. *Imgflip*
      - Download or save image.
      - *Or* copy the URL link and share that.
6. Makes new memes!
   a. Add different text caption the same image.
   b. Choose a new image and add text to that.
7. Remix the memes of others!
   a. Look at the memes made by others around you.

b. Change, transform, or build upon their memes by changing either the text caption or the image.

Sharing your memes:
- *Memedad:*
    - Download or save image. You can share meme images directly from desktop or photo library by texting, emailing, or as instructed.
- *Imgflip*
    - Download or save meme image.
    - *Or* copy the URL link and share that via text, email, or as instructed.

➔ Share, Discuss, Reflect

> In the *Technical Preparations* section you will find suggestions for sharing meme images among your group at your site.

Provide time for sharing and discussion of participants' memes with the group.

Suggested prompts for discussion and reflection:
- *Would you share or repost this meme online? Why or why not?*
- *How might you remix this meme?*
- *What is the simple idea or message?*
- *How did they try to persuade the audience to agree with their message?*
- *How effectively does this meme persuade others?*
- *How was the message in the meme <u>critical</u>? How might these be changed to be more critical?*
- *Is the meme spreading false or misleading information? How could you check?*

Reflection Ticket Prompts (you may choose <u>one</u> or provide a few as options)**:**
- *What was the most interesting or surprising thing you learned about Internet memes?*
- *How will you use what you learned about memes and meme-making in the future?*
- *If a friend shared a funny meme containing questionable information, what would you do?*

Technical Preparations
Be prepared for the sharing of participants' media to take time and for potential tech problems.

- Transferring meme images and coordinating viewing may be a time-consuming process.
- You may need to share and discuss participants' memes in a <u>follow-up class or session</u>.

- Test the chosen sharing option prior to the lesson or event.
- Try alternate options until you find one that works at your site.

You may want to create accounts on [imgflip](). This would allow you to:
- create your own example images and upload starter meme templates to share.
  - The memes and templates you upload can be shared via a URL containing your user name, as in https://imgflip.com/user/YOUR_USER_NAME
  - Once your create a meme, click Submit Image to make it publically visible.
  - Once submitted, others can navigate to your user page, click the image, and click Re-caption this meme to remix the meme.
- add tags to your images to make them easy for others to find.
  - You can make a unique tag just for your group, for example *MsOsClass103*.
- invite participants to create their own [imgflip]() accounts
  - Then they could share their user page URLs, and remix each other's memes.

If you aim to make memes responding to political or news media, you may provide a collection of images, website links, or video links copied from sites like [YouTube]() or [Vimeo](), you may:
- [share a public Google Doc]() containing the selection of links.
- send a group text message to each participant phone number.
- paste links into a text document and copy that on to each of the computers.
- provide a USB drive containing image and video files.

To share starter images for participants to choose from, including those provided with this lesson, you may:
- [share a public Google Drive folder]() containing a selection photos, images, and meme templates.
- send group picture messages to each participant's phone number.
  - They would then download the image to their photo library and upload that image to a meme-making tool, either [memedad]() or [imgflip]().
- provide a USB drive containing image files.

For creating and sharing meme images locally at your site, here some suggested options:

- ***Use participants' own smartphones.***
  Requirements: Each pair or group will need 1 phone with an Internet connection.

  - Sharing Option 1: **Share memes directly from participants' screens.**
    - Once created, participants display the meme from their own screen. The group gathers around to watch and discuss each meme.
    - You might divide into small groups and send each into a different area to share and discuss.
  - Sharing Option 2: **Share memes through [imgflip]().**

- ■ Option 2a: Each participant, pair, or group may create their own user account. They then create and submit memes which may be viewed at that imgflip user page, https://imgflip.com/user/YOUR_USER_NAME
  - ● Ask participants to add a unique tag to identify your group, such as *MsOsClass103*.
  - ● Tagged memes may be found via the tag's URL.
- ■ Option 2b: Each participant, pair, or group may use the same single account. Created and submitted memes would then be available to all participants a single user page.
- ○ Sharing Option 3: **Send memes to you via text message or email.**
  - ■ Share your phone number and ask participants to download and send memes via MMS or text app such as Apple Messages or WhatsApp.
  - ■ Share your email address and ask participants to send memes via email.
  - ■ Once received, you may download memes to your mobile device to play directly from that or transfer memes to a laptop or desktop connected to a display.
- ○ Sharing Option 4: **Transfer downloaded memes directly from phones to a single laptop or desktop computer** to display or project.
  - ■ You will need a computer, display or projector, and charger cables for both iPhones and Android phones.
  - ■ Plug each phone directly into the computer and transfer via the cable to your hard drive or USB drive. *You may need to install additional software.*
  - ■ *For Macs*: Follow these instructions for connecting with iPhones. Follow these instructions for connecting with Android phones.
  - ■ *For Windows*: Follow these instructions for connecting with iPhones. Follow these instructions for connecting with Android phones.
- ○ Sharing Option 5: **Use a shared Google Drive folder.**
  - ■ Requires cell service or WiFi with Internet connection.
  - ■ Each device would need to sign in to a Google account.
  - ■ To provide access to shared folder, create a shared folder link and share, text, or display the link. You can shorten the URL using a URL shortener.
  - ■ Participants sign into the Google account, access the folder via the link, then copy files to the shared folder.
- ○ Sharing Option 6: Participants post their images and captions **directly to their own social media accounts** on YouTube, Instagram, Facebook, and Snapchat.
  - ■ This option requires that each **post include a unique hashtag in the social media caption text**. That allows you to search for that hashtag on each social media site to find participants' work. But if they do not include a hashtag, finding their finished work will be difficult.
  - ■ **At many schools, social media is blocked**. Test accessing these sites via the school's Internet or cell service before choosing this option.

- ● *Use tablets or iPads.*
  Requirements: Each pair or group will need 1 tablet or iPad with an Internet connection.

- Sharing Option 1: **Share directly from participants' screens.**
  - Once created, participants display the memes they made from their own screen. The group gathers around to view and discuss each meme.
  - You might divide into small groups and send each into a different area to share and discuss.
- Sharing Option 2: **Share memes through imgflip.**
  - Option 2a: Each participant, pair, or group may create their own user account. They then create and submit memes which may be viewed at that imgflip user page, https://imgflip.com/user/YOUR_USER_NAME
    - Ask participants to add a unique tag to identify your group, such as *MsOsClass103*.
    - Tagged memes may be found via the tag's URL.
  - Option 2b: Each participant, pair, or group may use the same single account. Created and submitted memes would then be available to all participants a single user page.
- Sharing Option 3: **Send meme images to you via text message or email.**
  - Share your phone number and ask participants to send meme images via MMS or text app such as Apple Messages or WhatsApp.
  - Share your email address and ask participants to send meme images via email.
  - Once received, you may download memes to your mobile device to play directly from that or transfer them to a laptop or desktop connected to a display.
- Sharing Option 4: **Transfer downloaded memes directly from phones to a single laptop or desktop computer** to display or project.
  - You will need a computer, display or projector, and charger cables for both iPhones and Android phones.
  - Plug each phone directly into the computer and transfer via the cable to your hard drive or USB drive. *You may need to install additional software.*
  - *For Macs*: Follow these instructions for connecting with iPhones. Follow these instructions for connecting with Android phones.
  - *For Windows*: Follow these instructions for connecting with iPhones. Follow these instructions for connecting with Android phones.
- Sharing Option 5: **Use a shared Google Drive folder.**
  - Requires cell service or WiFi with Internet connection.
  - Each device would need to sign in to a Google account.
  - To provide access to shared folder, create a shared folder link and share, text, or display the link. You can shorten the URL using a URL shortener.
  - Participants sign into the Google account, access the folder via the link, then copy files to the shared folder.
- Sharing Option 6: Participants post their images and captions **directly to their own social media accounts** on YouTube, Instagram, Facebook, and Snapchat.

- This option requires that each **post include a unique hashtag in the social media caption text**. That allows you to search for that hashtag on each social media site to find participants' work. But if they do not include a hashtag, finding their finished work will be difficult.
- **At many schools, social media is blocked**. Test accessing these sites via the school's Internet or cell service before choosing this option.

- *Use laptops or desktop computers.*
  Requirements: Each pair or group will need 1 laptop or desktop with Internet connection.

  - Sharing Option 1: **Share directly from each computer screen.**
    - Once created, participants display meme images directly from their screen. The group gathers around each to watch and discuss.
    - You might conduct a "Gallery Walk" by asking participants to move from computer to computer to view each image. You can provide sticky notes and pens and ask participants to write helpful feedback about each meme image, leaving that at each computer. Then bring everyone back to the whole group to discuss.
  - Sharing Option 2: **Share memes through imgflip.**
    - Option 2a: Each participant, pair, or group may create their own user account. They then create and submit memes which may be viewed at that imgflip user page, https://imgflip.com/user/YOUR_USER_NAME
      - Ask participants to add a unique tag to identify your group, such as *MsOsClass103.*
      - Tagged memes may be found via the tag's URL.
    - Option 2b: Each participant, pair, or group may use the same single account. Created and submitted memes would then be available to all participants a single user page.
  - Sharing Option 3: **Transfer meme image files from USB drive, then to a single laptop or desktop computer** to display or project.
    - Provide participants 1 or more USB drives.
    - Ask participants to transfer each finished meme image file to the USB drive.
    - Transfer meme image files from the USB drive to the single laptop or desktop computer that will be used to display them.
  - Sharing Option 4: **Transfer meme image files via local network from participant computers to a single laptop or desktop computer** to display or project.
    - You will need a computer, display or projector, and to connect each device to the same network.
    - *For Macs*: You can use Airdrop, iMessage, or File Sharing. Follow these file sharing instructions for Macs.
    - *For Windows PCs*: Follow these file sharing instructions for PCs.
    - Display images from your hard drive.

- ○ Sharing Option 5: **Use a shared Google Drive folder.**
  - ■ Requires cell service or WiFi with Internet connection.
  - ■ Each device would need to sign in to a Google account.
  - ■ To provide access to shared folder, create a shared folder link and share, text, or display the link. You can shorten the URL using a URL shortener.
  - ■ Participants sign into the Google account, access the folder via the link, then copy files to the shared folder.
- ○ Sharing Option 6: Participants post their images and captions **directly to their own social media accounts** on YouTube, Instagram, Facebook, and Snapchat.
  - ■ This option requires that each **post include a unique hashtag in the social media caption text**. That allows you to search for that hashtag on each social media site to find participants' work. But if they do not include a hashtag, finding their finished work will be difficult.
  - ■ **At many schools, social media is blocked**. Test accessing these sites via the school's Internet or cell service before choosing this option.

On creating and using searchable hashtags:
- Create a **unique hashtag** for your group. This will allow you to search for and track the media you create and post across different social media platforms. For example:
  - ○ *#MrRsClassRm108*
  - ○ *#BronxHelpers2018*
- Participants may also add their own unique hashtags to allow them to track their individual media creations as they spread online. This may be derived from their call to action messages. For example:
  - ○ *#WeWillVoteIn2020*
  - ○ *#SaveSutherlandPark*
  - ○ *#StopHB3313*

Additional Resources

Civic participation, voting, and elections:
- Voting in Your State - state-specific info on voting and eligibility

This educational module was created as part of a partnership between The LAMP and CIRCLE. Our partner at The LAMP had a mission and vision that birthed a campaign which we subsequently co-led. We/CIRCLE are excited to continue the work of supporting and amplifying youth voices as a way to expand the electorate.

CIRCLE