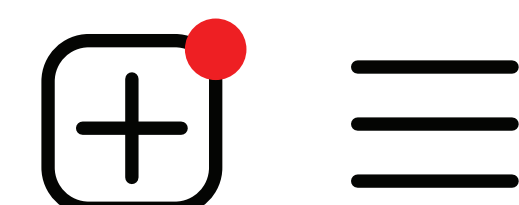## For Students, By Students

Developing a Student-Driven Social Media Campaign on Media Literacy

763 posts **2,861** followers **275** following

🔗 linktr.ee/cltatkins

Suggested for you | See all

- **Abby Moore** ✓ — Education Librarian — Follow
- **Dr. Wilfredo Flores** ✓ — Assistant Professor of Writing, Rhetoric, and Digital Studies — Follow
- **Catherine Tingelstad** ✓ — Head of Instruction and Curriculum Engagement — Follow
- **Natalie Ornat Bitting** ✓ — Humanities Librarian — Follow
- **Byron Williams** ✓ — Library Communications Specialist — Follow

Post tiles

What is misinformation?
Critical Media Literacy Collaborative — Bad News Bearers
- False or inaccurate info
- Usually is unintentionally false
- Spreads through social media platforms, news channels, online forums/discussions and even through word of mouth!
- Takes on many forms: false rumors, misleading social media posts, fabricated news stories, and more

MISINFORMATION

Remember to verify how reliable your source of information is before believing the content of it or sharing it

How to: Talk to loved ones about conspiracy theories
Step 1
CLARIFY OR PARAPHRASE
Swipe for more

ECHO CHAMBERS & ALGORITHMS
YOU WILL LEARN:
- Algorithmic curation
- Echo chamber dynamics
- The impact on perspectives
Use the Hashtag: #NinersKnow

How Algorithms Spread Conspiracies
Algorithms play a pivotal role in the spread of conspiracies by tailoring content to individual preferences, leading users down a rabbit hole of increasingly extreme ideas.

They create echo chambers that reinforce existing beliefs, pushing conspiracy-related content to users who engage with such narratives, ultimately amplifying their reach.

COMBATING FALSE INFORMATION ONLINE AS A DIGITAL COMMUNITY!
- BLOCKING & REPORTING HARMFUL ACCOUNTS
- ALWAYS FACT CHECK BEFORE SHARING
- REPOSTING WARNINGS ABOUT FAKE INFORMATION

#NinersKnow
SOCIAL ENGINEERING:
3 WAYS TO GET TRICKED ONLINE

PROJECT BACKGROUND

Starting in the fall of 2023, a group of librarians began collaborating with an assistant professor in the Department of Writing, Rhetoric, and Digital Studies to create student-developed social media content on topics relating to digital media literacy. The librarians and WRDS professor were members of the Critical Media Literacy Collaborative, a campus group that promotes media literacy among UNC Charlotte students, staff, and faculty and encourages them to be informed and knowledgeable users and creators of digital information.

Students were tasked with developing social media campaigns on a range of topics including conspiracy theories, media manipulators, political misinformation, and privacy.

We had three goals in placing the content generation in the students' hands:

- Student-crafted content would both perform and resonate better with other students
- Students would explore major issues surrounding online media production
- Campus awareness on media literacy would increase

Ultimately, students were provided an outlet to share their work with a larger audience, and the content they created was featured in a 13-week campaign on the library's social media accounts over the Spring 2024 semester.

COURSE LEARNING OBJECTIVES

- Discuss ethical implications of the ways information spread amongst varying digital cultures across different platforms
- Determine how mis/ disinformation spread and circulate via different platforms and how to spot them as they appear in such contexts
- Trace digital artifacts to their original source and the choices that went into them via the use of rhetorical analysis
- Explain the algorithmic sorting process for digital outputs and how platforms inform these processes while learning how to use these methods to reach a public audience
- Showcase and use digital production methods for educating multiple communities

WHAT'S NEXT?

Based on the success of the first student-driven social media campaigns, the CMLC and professor will organize a spring 2026 campaign featuring student content created during the fall 2025 semester.

Lessons learned include:

- Ensure that students are acknowledged throughout campaign
- Strive for continuity in stories, posts, and overall campaign
- Edit content closely
- Use university branding (colors, fonts, etc.)

INSTAGRAM ENGAGEMENT DATA
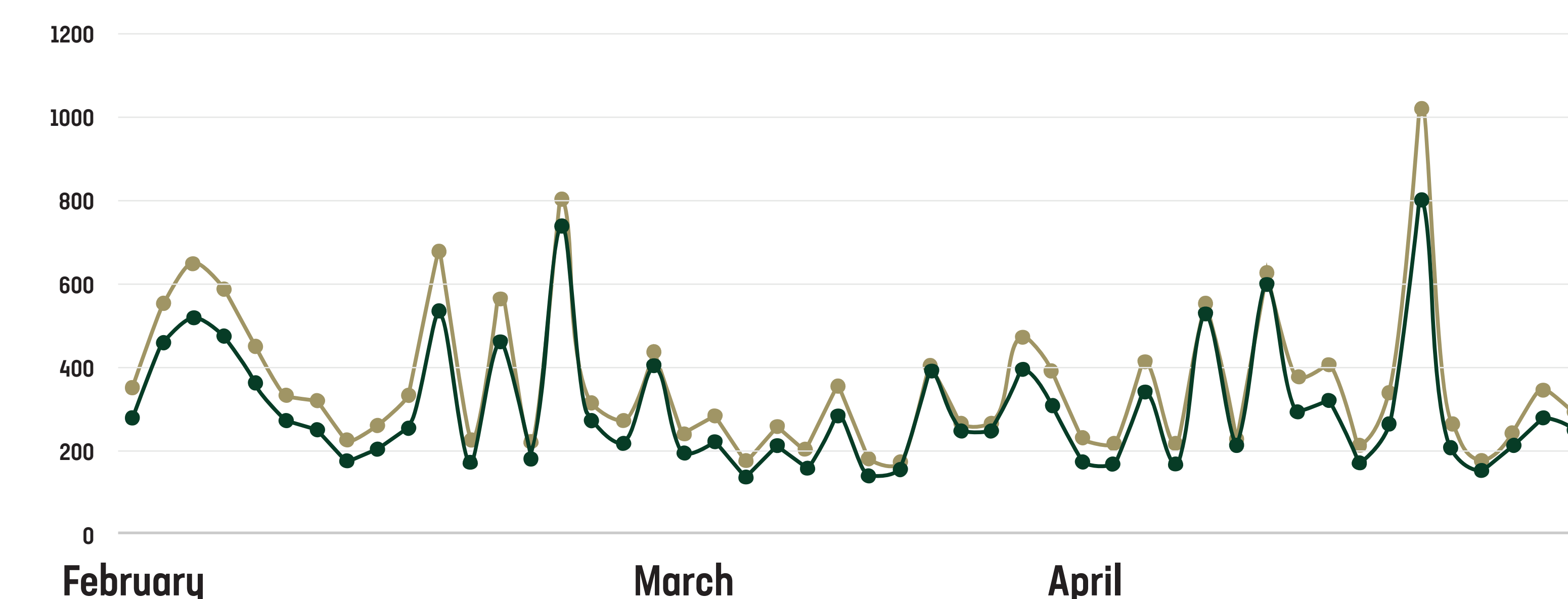
IMPRESSIONS
The number of times your content was displayed to users.

REACH
The number of unique users who were shown your content.

(Chart x-axis: February, March, April; y-axis: 0–1200)