



EMERGING CITIZENS

Advocate

Activity #3

[#] You're It

Purpose

Hashtag You're It is a Twitter-based bluffing game where participants read real tweets with hidden hashtags, submit their own hashtag to fool other participants, and then attempt to select the real hashtag themselves without getting fooled by others.

Learning Goals

- **CREATE AND CRAFT** interesting and rhetorically purposeful hashtags
- **LEARN** how to advocate for issues and causes through social media
- **THINK CRITICALLY** about twitter campaigns

- **ANALYZE** what makes hashtags effective and meaningful
- **REFLECT** on the role of hashtag activism in spreading awareness, engagement and participation

Time

30 to 45 Minutes

Supplies

- A computer and/or projector
- Mobile devices for every participant or every other participant
- Ability to split into teams depending on size of the group

Introductory Activity Questions

- **WHAT IS A HASHTAG?**

A hashtag is an easy way for people to categorize, find and join conversations on a particular topic. The hashtag is used to highlight keywords or topics within a tweet, and can be placed anywhere within a post.

- **WHY SHOULD WE CARE ABOUT HASHTAGS?**

Hashtags are a predominant way for online communities who are interested in a certain topic, idea, or issue. They prove to be invaluable for cataloguing following up-to-the-minute news about an issue or campaign, and are a concise way to capture large complex topics in order to spread awareness and/or mobilize action.

Instructions

- 1 At the start of a round, the main screen displays a tweet within the chosen category, but with the real hashtag hidden from view.
- 2 On their devices, each participant types in a hashtag. The goal is to submit a hashtag, either a real one or a fake one, that fools other participants into thinking the submitted hashtag is the real, hidden hashtag attached to the displayed tweet.
- 3 If a participant tries to submit the real hashtag (they guess the hashtag that is hidden from view), the game will let them know and ask them to submit a different hashtag that will fool other participants.
- 4 After all participants submit their hashtags each participant selects the hashtag they think is the real one hidden from the tweet, using context clues about the hashtags displayed, the text in the tweet, etc.
- 5 After everyone votes, the game shows who voted for which hashtags, reveals who made each hashtag, and what the real, hidden hashtag actually was.

Debrief

Ask participants to find a recent example of a notable hashtag campaign.

What was the purpose of this hashtag?

Think about intention, design, and structure of the message itself.

Why was this Tweet sent?

Most media messages are organized to gain profit and/or power.

What creative techniques are used to attract attention?

Media messages are constructed using a creative language with its own rules.

What communities or ideas does this hashtag advocate for or support?

Media make up the fabric of civic life, and information is at the core of community dialog.

Who has access to Twitter? And more importantly, who doesn't?

Wide access to diverse information is important for democracy.