

# Ensure Students Are Learning: Faculty Descriptions of Innovative Teaching Practices

## Project-Based Learning: Creating a Social Media Campaign

### Innovative Teaching Practice Description:

The Introduction to Radio Production course prepares students to produce creative radio shows. Students learn the breadth and depth of radio and entertainment industry information from creative brainstorming sessions during which they share wonderful ideas for new genres of music blocks, as well as innovative ideas for shows. The students also learn how to work together collaboratively.

Currently, radio DJ's spend about 40% of their time on social media and Internet content; thus, this activity is purposeful to the Introduction to Radio Production course.

### Creating a Social Media Campaign:

The purpose of this assignment is to create content for a social media campaign that can be used across any platform (Twitter, Facebook, Instagram, Spotify, YouTube, radio station, website, etc.).

The steps to produce a social media campaign include the following:

1. Create an advertisement.
2. Collect related photos.
3. Create audio.
4. Create video.

*Example:* The Radio Station gets specific. This includes radio-themed production such as “Songs to play when you are hanging out with your cat,” or “Songs to play when you hit the lotto.”

### How to Ensure Participation in This Innovative Teaching Practice:

From the beginning of the semester, the instructor should foster a sense of fearlessness in sharing. Instructors should promote students' sharing in their own voices, which will help to eliminate the fear of speaking in front of the class. Instructors should establish from the beginning that the classroom is a place for collaboration.

### Notes From the Instructor About This Innovative Teaching Practice:

“Students have had incredible brainstorms and group projects. The brainstorms and ideas get better as the semester progresses. Students' concepts get stronger and more exciting, and they really shine when producing content for the college radio station.”