

## 4.2 #You're It

### Purpose

This activity focuses on how and why hashtags are created and allows participants to practice creating effective hashtags. *Hashtag You're It* is a social media-based bluffing game in which participants read real social media posts with hidden hashtags, submit their own hashtags to fool other participants, and then attempt to select the real hashtag themselves without getting fooled by others. Participants reflect on the power of hashtags to stimulate conversation and mobilize action.

### Learning Goals

#### Participants will:

- Create interesting and rhetorically purposeful hashtags
- Learn how to advocate for issues and causes through social media
- Think critically about social media 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 and access to the Internet
- Mobile devices or computers for every participant or every other participant

### Facilitator Preparation

The facilitator should visit <https://emergingcitizens.org/about/htyi> and view the *Hashtag You're It! Simulation/Tutorial video* to become familiar with the rules of the *Hashtag You're It! game*.

It is also recommended that the facilitator read the *Hashtag You're It! Learning Guide* and conduct research to identify hashtag campaigns which have been popular or have enacted change locally.

### Introduce the Activity to Participants

Begin with several quick questions to make sure participants understand what a hashtag is and get them thinking about how they can take an online conversation to scale.

- How many of you have a social media account? What social media platform (Twitter, Facebook, etc.) do you use for this account? Do you use this social media account to learn about current events or the news? How many of you have seen hashtags on these social media accounts? Have you followed

## ADVOCATE ACTIVITIES

# #You're It, continued

a hashtag or viewed at multiple posts which use a single hashtag?

*(the Facilitator should list other examples that may be more relevant to the local context. If only a few have used Twitter or other social media tools which utilize hashtags, ask them what they use it for/what kinds of social media posts they create and what hashtags they have followed.)*

- What is the purpose of a hashtag/what does it do?  
*(A hashtag is a short phrase preceded by a # mark that highlights keywords or topics within a social media post and can be placed anywhere within a post. A hashtag is an easy way for people to categorize, find, and join the conversation on a topic.)*
- Who creates them and why?  
*(Anyone can create a hashtag and stimulate a conversation on their chosen topic.)*
- How can hashtags be helpful? When should we use them?  
*(Following a hashtag is a great way to receive up-to-the minute commentary about an issue or a campaign. Creating a hashtag is a great way to start a conversation, spread awareness, and/or mobilize action.)*

## Launch the Activity

### Instructions

1. Ask participants to visit <https://emergingcitizens.org/about/htyi> and view the [Hashtag You're It! Simulation/Tutorial video](#) to familiarize themselves with the rules of the game.
2. The facilitator, either on a projected screen or computer screen visible to all participants, goes to <https://emergingcitizens.org/about/htyi> and selects the "Play Now!" button. The facilitator then selects all content categories which participants will see social media posts about and make hashtags for during the game. Multiple categories can be selected. Once the categories are selected, the facilitator selects "Launch Game".
3. Participants, either on their mobile device or personal computer, go to <https://ecplay.org/>. Participants must enter the room code which is visible on the facilitator screen, along with their name, and select "Play".
4. When all participants have joined the game room, the facilitator selects "Start" and then selects the right arrow button on screen, and the game begins.
5. Each participant will see a social media post on screen and types in his or her own **hashtag**. (The goal is to fool other participants into thinking their hashtag is the real one.)
6. If a participant tries to submit the real hashtag (i.e., they guess the hashtag that is hidden from view), the game will let them know and ask them to **submit** a different hashtag.
7. When all participants have submitted their hashtags, each participant **selects and votes** for the hashtag they think is the "real" one.
8. After everyone has voted, the game shows who voted for which hashtags, who made each hashtag, and what the real, hidden hashtag was.
9. Participants receive 25 points for each vote their hashtag receives. Any participant who guesses the real hashtag receives 50 points. The participant with the most points after three rounds wins!

## ADVOCATE ACTIVITIES

# #You're It, *continued*

### Debrief and Reflect

**Ask participants to discuss or find a recent example of a notable hashtag campaign on their preferred social media.**

- What was the purpose of this hashtag?
- What creative techniques are used to attract attention?
- What communities or ideas does this hashtag advocate for or support?
- In your community, who has access to social media? Who doesn't? Does this make a difference? (*How?*)

If the group is ending the module with this activity, go back to Activity 1 (Meme Machine) and see some of the suggested discussion questions for a final debrief.