

# Pop Tweet



## Introduction:

A world population of over 7 billion is a complex issue with many environmental, social, and economic consequences. Often with big challenges like this, it is difficult to consolidate the problem into short statements that still pack a punch for a public audience. To help students learn how to create clear, concise, and meaningful statements about population pressures, have students enter a school-wide Twitter® contest *7 Billion...So What?*

*Note: This activity can also be used as a contest within your class.*

## Materials:

Collection bin  
Contest flyer  
Entry forms

## Procedure:

### For School-Wide Contest:

1. Contact other teachers and administrators to let them know about the contest. Ask if they'd be willing to announce the contest in their classes to ensure student involvement.
2. Post fliers around your school advertising the contest and giving students details about when and where to enter. You'll find sample fliers attached. Fill in unique information and make copies.
3. Let student know about the contest and its rules. To enter, they'll need to write a tweet about world population at over 7 billion that answers the question "7 Billion...So What?" This tweet could include information on how our growing population will affect them, the environment, society, or whatever they think is most important. If you'd like to provide background readings on population, you can find them under the Teacher Resources section at [www.Worldof7Billion.org](http://www.Worldof7Billion.org).
4. In a central location in the school, place two baskets or holding containers: one with blank entry forms for students to pick up and one for students to turn in their entries.
5. Rank entries and give prizes as available. You may also choose to announce the winners at a pep rally or over the intercom.

If holding the contest in your individual class, you may want to share more than just the winning tweet. For example, each day, you

## Concept:

A short, concise statement about world population can help focus this large issue into a manageable message.

## Objectives:

Students will be able to:

- Write a concise statement about world population at over 7 billion.
- Link world population to other issues.
- Learn different techniques to reach a range of audiences through social media.

## Subjects:

Civics/Government,  
Environmental Science, Family and Consumer Sciences,  
Geography, Health, Language Arts,  
Media Communication, Science,  
Social Studies.

## Skills:

Persuasive communication, social media marketing

## Method:

Students engage in a social media contest where they develop a tweet on the topic of world population.



could read one of the tweets to help students learn about different techniques that can be used to reach various audiences through social media.

### Tips for judging the entries:

It is important to have a clear way of judging the entries. Here is a sample rubric; feel free to modify this as necessary. But however you choose to judge the tweets, be sure to stay consistent throughout the process.

- **Content (33%):** Does the tweet clearly make a connection to population? Does the tweet include appropriate content? Is the information included in the tweet correct and up-to-date?
- **Effectiveness (33%):** Is the tweet memorable? Does the tweet make the reader want to hear/learn more? Is the tweet understandable (abbreviations, symbols, etc. were used appropriately)?
- **Creativity (33%):** Is the tweet original and unique? Is the tweet something you haven't read before? Did the student use the limited character space to his/her advantage?



# 7 Billion ... So What?

## Twitter Contest Entry Form

Name \_\_\_\_\_

Grade: \_\_\_\_\_ Teacher: \_\_\_\_\_

**7 Billion...So What? In 140 characters or less, tell us why we should care about world population being over 7 billion.**

(Tip: Type the tweet in MS Word so that you can use the “Tools” to show the character count. Then, either write the tweet here or simply print and tape it on this form.)

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Here are a few tips for creating your tweet:

- Do your research and be sure to use correct statistics. Pick out facts that will stick in people’s minds.
- Be concise! You only have 140 characters to make your point, so make sure every word counts.
- Pick an audience. Are you trying to reach children? Students your age? Adults or policymakers? Choose an audience and make your tweet relevant to them.
- Pick a tone. If you want a funny tweet, use witty, clever puns to get your point across. If you want a more serious tweet, use shocking statistics or anecdotes. Try to keep it positive, as too much negativity can turn your audience off from the real message.
- Be creative and have fun! This is a great way to learn more about the issues regarding world population and it should be a fun project for you and your friends.
- Learn more about the issues at [www.Worldof7Billion.org](http://www.Worldof7Billion.org).



# 7 Billion... So What?



## Twitter Contest

**World population is over **seven billion people** and increasing every day. We want to hear your thoughts on **why we should care** about our growing numbers!**

**Who?** \_\_\_\_\_

**What?** A Twitter Contest! Create a tweet (140 characters or less) that answers the question “7 Billion... So What?” Turn it in to win great prizes!

**When?** The deadline for submissions is: \_\_\_\_\_

**Where?** Pick up your entry form here: \_\_\_\_\_

**Why?** Because your voice can make a difference in educating people everywhere about population and its effects. Plus, it's FUN!