



Social Responsibility (SR) Recipe Title: Social News

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Course in Which You Incorporated Social Responsibility: COMM Internship Class

Description of (SR) Assignment: The students were asked to bring news clippings focused on a current event. The concept of social responsibility was introduced and each student shared the news clipping and its importance. After all students shared their events, the group voted on the top event for which the class would develop a social media campaign. Collectively, the group developed a week-long social media campaign focused on the nature of the current event, why the event was important, and crowdsourced ideas focused on what could be done to address the event. Responsibilities were divided among the class members and each student posted on their designated day with the #[SpecialEventHashtag]. After the event ended, the students had to write a two-page reflection focused on the social media campaign and what they learned about the event and the concept of social responsibility.

Items Needed: News clippings and an announcement a day before the assignments

Time Needed: 50 minutes

Items to Consider: Students could share the links to the news articles before class begins. The instructor probably wants to establish criteria or ground rules for topic gathering and sharing.

Ideas for Assessing the Assignment: [The Social Responsibility Value Rubric \(University of Houston-Downtown\)](#)