



Now that you have created your profiles, the next step is to create the content. You can use this template for both kinds of content: the messages to gain followers and the messages with false information. Let's get started. Use the tips and tricks below!



Option! Choose a picture from the worksheet, cut it out and add it to your written post.

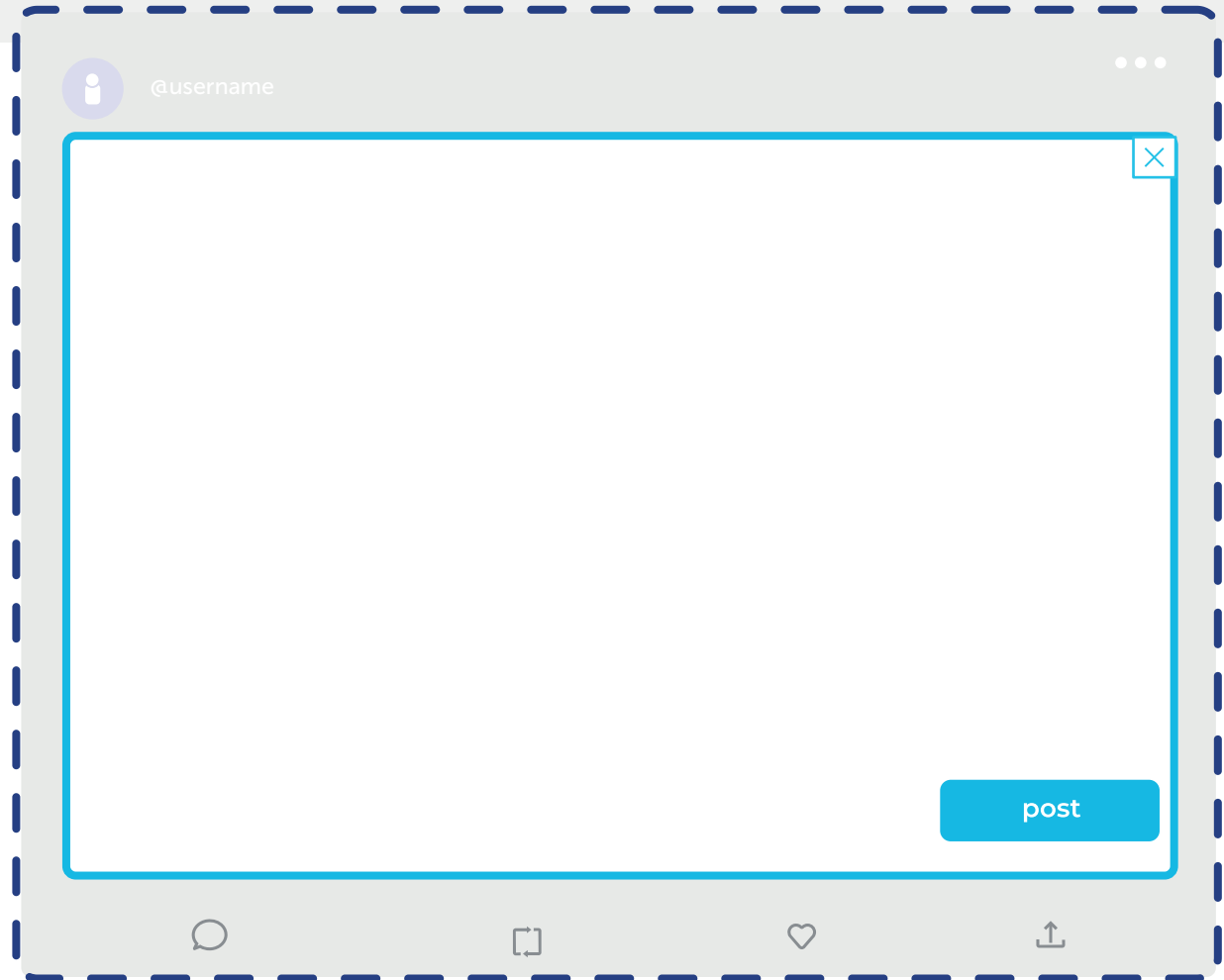
## PERSONAL STORY

- Think about the character you want to put forward: what kind of person are they? How can you establish credibility?
- Write content that is likely to gain followers, and generate trust and credibility. Think about pets, holidays, friends, sports or hobbies.

## FAKE NEWS POSTS

- Will you write something judgemental? Or rather questioning? (*"Why are they hiding the facts?"*)
- How do you attract readers with a title? Decide what your tone of voice should be.
- Play on emotion: "This is really bad!"
- Play with the credibility: make up an expert or yourusername let a fake eyewitness tell a story.
- Come up with a hashtag to gain attention.
- Be creative and stay polite!

# Create your own **SOCIAL MEDIA POST**



In lesson 4, you are going to use this miniature in order to create your strategy

