



FOOD ADVERTISEMENTS ON SOCIAL MEDIA

INTRODUCTION

Food advertisements are all around us: on television, on websites and social media and on the streets.

Do students notice digital food advertisements? What type of food is advertised on social media and how does this affect the students?

THE ISSUE

1. Watch the video “Food advertisements” with your students.
2. Ask your students which issues are being addressed in the video.
3. Ask your students if they ever noticed any digital food advertisements.
4. Tell your students that they are going to explore the food advertisements that they are exposed to on social media.

INTO THE COMMUNITY

5. Discuss with your students the best methodology to explore food advertisements on social media. One possible methodology would be:
 - Assign the students a social media platform that they regularly use.
 - Ask the students to use the platform like they usually do for 30 minutes.
 - While using the social media platform, ask the students to take screenshots of all food advertising.

AIMS

- To draw attention to digital food advertisements.
- To explore and evaluate what type of food is advertised on social media.
- To raise awareness among the school community on the type of food advertised on social media.

SUSTAINABILITY COMPETENCES

- Critical thinking
- Developing creative solutions

SOCIETAL ACTORS

- Families
- School community

KEYWORDS

Digital food advertisements, food choices, digital marketing

AGE RANGE

13-16 years old

THE CO-CREATION PROCESS

6. Back in the classroom, download the screenshots into a common online platform, allowing access for all students.
7. Ask students to show at home, to their families, the food advertisements found on social media, and to discuss its characteristics (e.g., type of food, level of processing, nutritional value etc.).
8. Back in school, ask the students to share among them the conclusions they reached with their families.

THE (SUGGESTED) SOLUTION

9. Ask your students to develop a digital infographic with the main findings of the digital food advertisements on social media, with the purpose of raising awareness about the type of food that is being advertised and to which students are exposed daily.
10. Share the infographics with the school community, including teachers and families.

SUBJECTS

Citizenship / Civic participation,
Home economics, Health education

TOPICS

Citizenship / Civic participation:

Sustainable development

Home economics:

Food choices

Health education:

Nutrition

SETUP

Almost all the activities will be developed inside school. During the activity, students will share and discuss their findings with families.

MATERIALS

- Cell phone