Video StoryBoard and Script

Working Title of Project: The Role of Social Media

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|  | What's on screen? | Script  A rough draft of the narration | Time |
| 1 | iPhone Home Screen | After unlocking your phone, what do you navigate to first? Your email? Your pictures? Your messages? Or your social media apps? | 15 secs |
| 2 | What is social media? | Social media is a “website or app” that allows users to participate in “social networking” | 10 secs |
| 3 | Logos of Facebook, twitter, tumblr, youtube, snapchat, instagram | Today all of these apps are used heavily used. Checking our social media has become a habit that all people have.  But what are we learning through the use of these apps? Is anything educational? Are you going to use anything from these apps later in life? | 30 secs |
| 4 | Images of my culture | I am Mexican and this is my culture. I know you’re looking at the screen right now and questioning what my heritage has to do with social media. And I am here to explain it to you. | 30 secs |
| 5 | Clicks on Facebook, types in PeroLike and clicks on a Video | On Facebook there is a Buzzfeed page called PeroLike which translates in “But Like” which unconsciously I and all my cousins use when we speak. Back to the subject in hand, this facebook page has taught me things of my culture I did not know, such as the history \*lets the video recording play\* | 45 secs |
| 6 | Creates a timeline of Mexican history  w/ video playing | I watch these videos for entertainment purposes; however, I’ve learned important figures of my culture and so have my sisters who watch their videos. Through these videos I’ve been able to create this timeline. I’d say that’s educational | 30 secs |
| 7 | Twitter Logo dominates the screen | Yet, there is an app that I use more frequently than Facebook. You’ve guessed it… it’s twitter. | 10 secs |
| 8 | Tweets from important figures (Barack Obama, NBA) | Twitter has been described as a “microblogging, social networking” and video sharing global site. \*inserts viral videos/memes\* | 15 secs |
| 9 | Twitter & Education??? | How does education and twitter overlap? Let’s learn how twitter works first. | 10 secs. |
| 10 | Open up & typing a tweet | First rule, you must be able to tween with 140 characters or less. That includes spaces, punctuation and every letter. | 10 secs |
| 11 | 140 Characters or Less | This has taught people to be concise with their argument and really get to the point. Some say it’s “too restrictive” while others enjoy the challenge. | 10 secs |
| 12 | Closing apps & returning to the homepage | I’ll close my apps, lock my phone & 5 minutes I’ll open up my phone and redo this whole thing again. And that’s my TedTalk of the semester. | 15 secs. |
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\*Note... to add additional rows, place your cursor anywhere in the last row > select the **Table** menu > click on **Insert Row Below.**