

# Umojafying the Four C's: How to Use Social Media Projects to Engage and Empower Black Minds

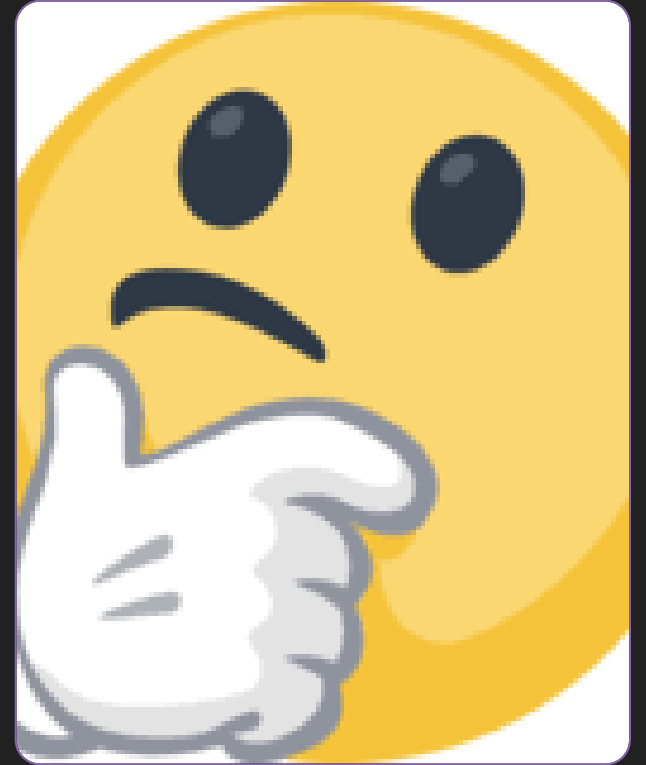
Presenters: Ammanda Moore, Aunlaje Farmer & Cherresa Tresvan  
Umoja Norco College

# The Four C's: Skills for the 21<sup>st</sup> Century

- Critical thinking: effective reasoning, problem-solving & decision-making
- Communication: communicate effectively interpersonally & using technologies
- Collaboration: work effectively & respectfully, shared responsibility, flexibility & compromise
- Creativity: demonstrate originality & inventiveness, view failure as a learning opportunity

# The Social Media Project Assignment

- Final Project: Research Paper Presentation
- Originally Designed by Friend, Jessie Bonafede
- Originally Designed for Facebook Page
- Original Struggles
  - Poor collaboration
  - Struggles understanding audience
  - Resistance to social media use



# UMOJA-FIED

- Final Project: Argument and Rhetoric
- Freedom of Choice
- In Response to Baldwin and West
- Umoja Practices: Manifesting
- Focused Audience: Black youth



# Check Out Student Examples!

**Aunlaje's Twitter Project:**  
**@lovingmyskin3**

**Cherresa's Instagram Project:**  
**preventing\_the\_sunkenplace**

**Tech Time!**



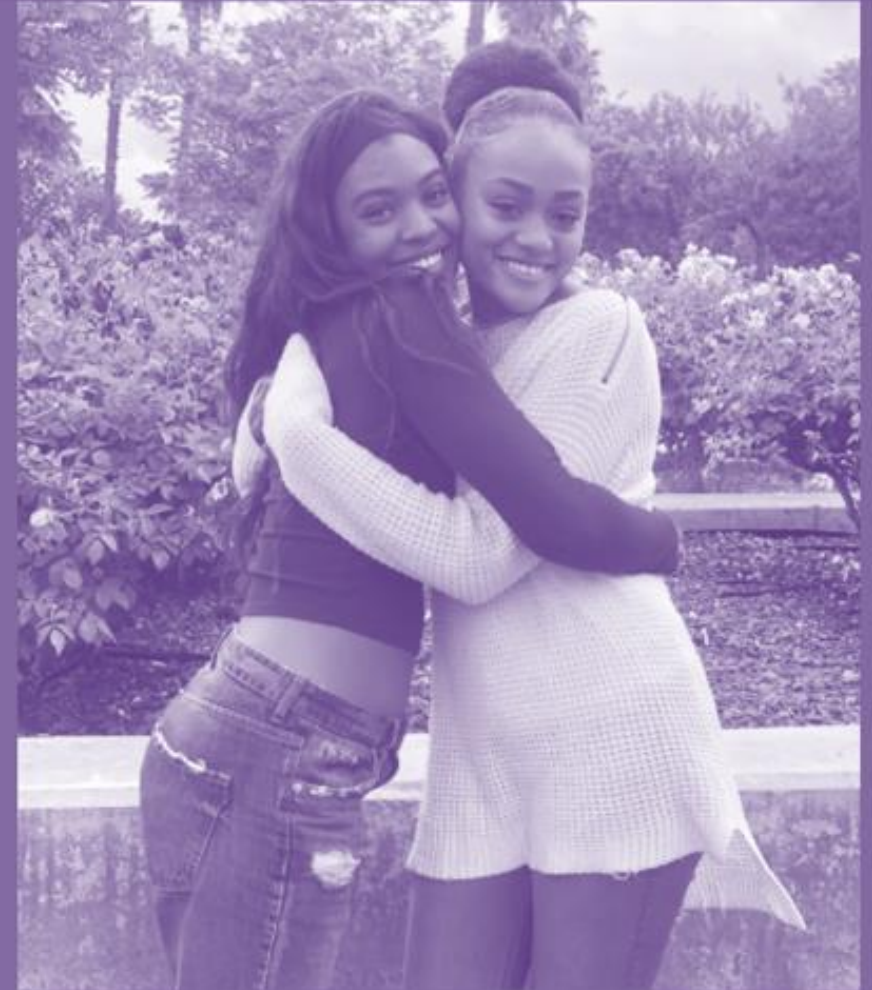


# Aunlaje @lovingmyskin3



**lovingmyskin** @lovingmyskin3 · May 28

Jody Cooper's story on using bleaching creams for 9 years! and the false narrative of beauty standards in main stream culture and its affect on our younger generations. [marieclaire.com/beauty/a27678/...](https://marieclaire.com/beauty/a27678/...) READ MORE!! #myblackisbeautiful #blackboyjoy #youngmelaninpoppin #youngandblack



**lovingmyskin** @lovingmyskin3 · Jun 5  
Loving our skin!! #youngmelaninpoppin



Drizi.com, Edmodo.com, and Socrative.com in the

Cherresa  
preventing\_the\_sunkenplace

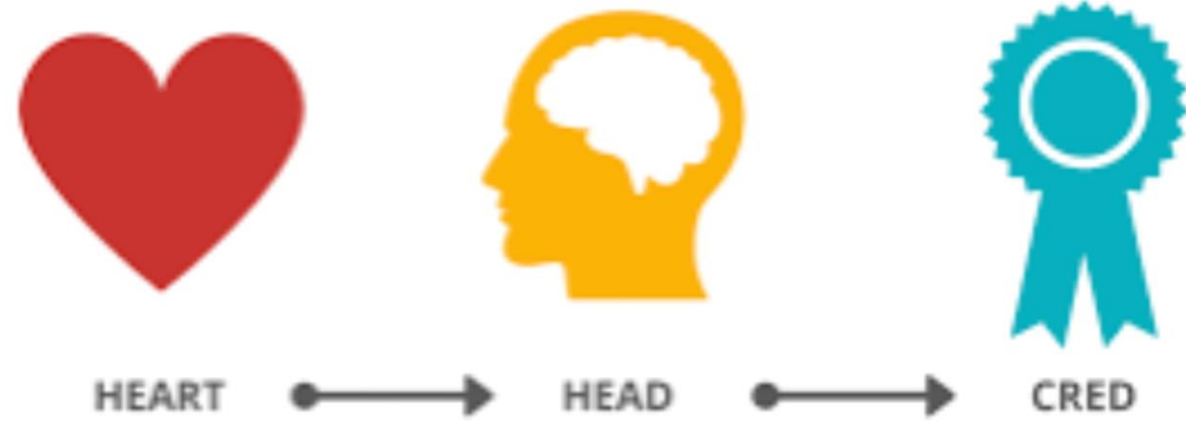


**preventing\_the\_sunkenplace** The Sunken place is defined as when one is in a perpetual place of slumber, regarding systematic and idiosyncratic injustice and oppression in regards to race; the antithesis of being woke. (In other words) the Sunken Place can be used as a metaphor of how mental illness can distort of views of reality. The denial that the community demonstrates on the matter of mental health only sinks us deeper into the sunken place.





# Student Experiences: Aunlaje & Cherresa



## Challenges:

- Rhetorical choices: ethos, pathos, logos
- Coordinating schedules

## Successes:

- Building Personal Skills
- Manifesting – sharing ideas with the community
- Rhetorical Choices – choosing medium & posts

# Student Reflections – Aunlaje & Cherresa

- Importance of inspiring Black youth
- Importance of providing good representation
- Importance of words and images of affirmation
- Built personal skills
- Built responsibility and accountability to others
- Learned how to do research in groups
- Learned how to use social media as a information platform
- Learned about mental health and how it affects African American communities

# Questions? Suggestions?

- Contact:

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