

 **BUILDING BLOCKS STUDENT WORKSHEET**

# Teaching others about Social Security

Almost every family in America contributes to or receives Social Security benefits at some point in their lives.

Social Security provides benefits for retired workers and people with disabilities, as well as the unmarried children, surviving spouses, or former spouses (in certain cases) of both.

## Instructions

- 1 Read the “All about Social Security” handout.
- 2 Read the situation and task below.
- 3 Using the planning questions on the next page, plan a graphic that can be shared on social media to communicate the value and importance of Social Security benefits in a social marketing campaign.
  - Social marketing is one way to communicate with a large number of people. While marketing and advertising are often used to sell products, social marketing is often used to share important information, teach something, or get people to change their behavior.
- 4 Create a social media graphic that combines a slogan with an interesting image.

## The situation

A community organization that runs a food pantry and offers services for senior citizens hires a group of teens for their summer programs. It’s the first real job for many of these kids. Each summer, the organization notices that when the teens get their first paycheck, they’re surprised to see that their take-home pay is less than what they actually earned for that pay period. After hearing a lot of grumbling about how annoying taxes are, the organization decided to do something about it.



## The task

The organization has reached out to your class to help. They asked your class to create a range of graphics for a social marketing campaign showing young people the value of Social Security benefits. This will help youth better understand why taxes are taken out of their earnings. It will also help explain how our taxes support this important government program.

Each social marketing graphic must include a slogan, or catchy phrase, and an interesting image to help drive home your point. Creativity is encouraged, but you'll be graded based on the key elements in the rubric on the following page.

## Planning your social media graphic

Use the space below to plan the specifics of your social media graphic.

What's the key message of your social media graphic?

What key fact(s) will you communicate?

What catchy words or phrases will you use to get the point across?

What type of image will you use to support the message?

### Scoring rubric

Key elements	Possible points	Points earned
The graphic clearly communicates at least one fact about Social Security benefits.	25	
The graphic has a clear message and purpose.	25	
The graphic uses words or phrases to help build understanding of the importance of Social Security benefits.	25	
The use of images in the graphic helps reinforce the message.	25	
<b>Total points</b>	<b>100</b>	