

Web 2.0 Assignment

Course: Advanced Health Assessment

Assignment Title

Health Promotion Through Instagram or Canva Social Media Campaign

Learning Outcomes

By the end of this assignment, students will be able to:

- Develop evidence-based patient education using current clinical guidelines.
- Communicate health information using clear, culturally appropriate language.
- Critically evaluate peer-created educational materials.
- Demonstrate professionalism when using social media for health education.

Assignment Instructions

Students will create an Instagram carousel post (or Canva social media post formatted for Instagram) that teaches patients about a common primary care topic.

Examples include:

- Hypertension
- Diabetes prevention
- Depression screening (PHQ-9)
- Smoking cessation
- Vaccinations
- Healthy nutrition

- Exercise management
- Obesity prevention
- Heart disease prevention

Requirements

Create 5–7 slides that include:

- Brief explanation of the condition
- Risk factors
- Signs and symptoms (if appropriate)
- Prevention or treatment
- Evidence-based recommendations
- References on the last slide (using APA 7)

After creating the post:

1. Upload it to the course discussion board (or a private class Instagram page if approved).
2. Review and respond to two classmates' posts.
3. Provide constructive feedback discussing:
 - Accuracy
 - Readability
 - Visual appeal
 - Patient friendliness

Resources

Students may use:

- CDC
- American Heart Association
- American Diabetes Association
- USPSTF
- Healthy People 2030
- Canva
- Instagram
- ChatGPT (optional) to help organize ideas, generate captions, or improve readability. Students must verify all AI-generated content using current clinical guidelines.

Grading Rubric Total: 100 points

Criteria	Exemplary	Proficient	Developing	Beginning	Total Points
Evidence-Based Content	Information is accurate, supported by reputable evidence-based guidelines (e.g., CDC, USPSTF, ADA, AHA), and demonstrates excellent	Information is accurate with only minor omissions; uses appropriate evidence-based sources.	Information contains some inaccuracies or lacks sufficient evidence to support recommendations.	Information is inaccurate, incomplete, or not supported by credible evidence.	30

understanding of the topic.

Patient Education & Clarity	Information is organized, easy to understand, written at an appropriate health literacy level, culturally sensitive, and uses patient-friendly language.	Information is mostly clear and understandable with minor areas needing clarification.	Information is somewhat difficult to follow or contains excessive medical terminology.	Information is confusing, poorly organized, or inappropriate for the intended patient audience.	20
Creativity & Visual Design	Presentation is visually engaging, professional, well-organized, uses high-quality graphics, consistent formatting, and enhances learning.	Design is visually appealing with minor formatting inconsistencies.	Design is somewhat cluttered or lacks visual appeal; graphics minimally support content.	Design is difficult to read, poorly organized, or distracts from learning.	15
APA References & Citation	All references are current (within 5 years when appropriate),	Minor APA formatting errors; references are appropriate.	Multiple APA errors or missing required references.	References are missing or largely incorrect.	10

cited
correctly in
APA 7th
edition, and
included on
the final
slide.

Use of Instagram/Canva Technology	Skillfully uses Instagram or Canva features to create an engaging, accessible educational resource; demonstrates effective integration of technology.	Appropriate use of the platform with minor technical or formatting issues.	Limited use of platform features; technology only partially supports learning.	Inappropriate or ineffective use of the platform; assignment requirements not met.	10
Peer Responses	Provides thoughtful, respectful, and evidence-based feedback to two classmates, offering specific strengths and constructive suggestions.	Responds to two classmates with meaningful feedback but lacks depth or specificity.	Responds to only one classmate or feedback is brief and minimally constructive.	Missing peer responses or comments are not constructive or respectful.	15

Total points: 100

Instructor Expectations

To earn full credit, students should:

- Use at least three current (within the past five years) scholarly or professional sources, unless using foundational guidelines.
- Include accurate APA 7 citations on the final slide.
- Create a 5–7 slide Instagram carousel (or Canva equivalent) suitable for patient education.
- Ensure content is written for a general patient audience using plain language.
- Submit the post by the deadline and provide constructive feedback to two classmates.

Social Media Guideline: Creating and Sharing Content

Students must ensure that all content shared is professional, evidence-based, and appropriate for patient education. Posts should:

- Use information from credible sources (e.g., CDC, USPSTF, American Diabetes Association, American Heart Association, Healthy People 2030).
- Be written in patient-friendly, culturally sensitive language that promotes health literacy.
- Avoid sharing any patient-identifiable information or confidential clinical experiences.
- Include appropriate APA 7 references on the final slide.
- If using AI tools such as ChatGPT, verify all AI-generated content with current evidence-based clinical guidelines before posting.

Reflection Journal

- What updates did you make, and why?

I added a guideline for social media creating and sharing content so there are clear expectations for this assignment.

- What feedback did you find most helpful? Please explain.

I found the feedback that your assignment is clear, and detailed so there is a clear understanding of what is being asked. If this was an online course and this assignment was given, I can be confident that there is a mutual agreement that the students will know what is being asked of them for this assignment to complete.

- How do you feel about this updated version? Do you feel the presentation is ready to be shared with audiences, and why or why not? If not, what other changes do you feel are needed?

I feel this guideline has improved the assignment even more, I feel this assignment is ready to share with the audience because it is clear, and concise to the point of what it is being asked of the students.

Optional Reflection

Social media has become an important health education tool. Teaching nursing students how to create accurate, engaging, and evidence-based content prepares them to educate patients effectively while recognizing the importance of professionalism and verifying information before sharing it online.