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**"Digital Harmony" -
Steering Social Media Towards Positive Mental
Health and Active Societal Participation"**

Digital Literacy and Civil Engagement

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LTTA in Reunion, France

From City Hall to Social Media:

Exploring how we express opinions

Explore how people respond to high-profile public events on social media and how opinions are shaped, shared, and expressed in digital spaces.

Using the recent luxury wedding of Jeff Bezos and Lauren Sánchez in Venice as our case study, we'll move through 3 steps:

Step 1: Get the facts

Step 2: Debate like the City Council

Step 3: React Like It's Social Media





Step 1
The Bezos
Wedding:
love, luxury &
controversy



Step 1: Who is who

Jeff Bezos (61 years old) is an American businessman best known as the founder, executive chairman, and former president and CEO of Amazon, the world's largest e-commerce and cloud computing company. According to Forbes, Bezos's estimated net worth exceeded \$220 billion, making him the third richest person in the world



Lauren Wendy Sánchez (56 years old) is an American philanthropist and former journalist. She is a licensed pilot and founder of Black Ops Aviation, an aerial film and production company.



Step 1: The event & key facts

- Bezos & Sánchez got married in Venice, Italy in June 2025
- It was a private, multi-day luxury wedding attended by celebrities and billionaires
- The cost of the wedding was about \$50 million
- Events: Private opera performance, fireworks show, VIP yacht party
- Impact: Venice restricted access for locals during the wedding days

Step 1: Why it matters

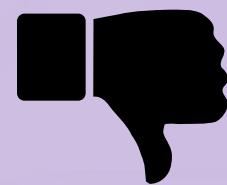


Venice: UNESCO World Heritage

Over-tourism & elitism



boosting visibility & business



disrespectful to the city & damaged the environment



Step 1: Social media reactions to Bezos wedding in Venice

Local Resident (Critical) @venezianovoice (Twitter/X)

🚧 Another mega yacht blocking the Grand Canal. Security everywhere, streets closed. I grew up here — now I feel like a background actor in someone else's luxury film.

#VeniceForVenetians #BezosWedding

Tourism Business Owner (Positive) @LuxuryStayVenice (Instagram)

✨ Big thank you to @JeffBezos & @LaurenSanchez for choosing Venice! Local businesses were booked solid, and the spotlight on our city was 🔥.

We welcome the world! 🧳 🍷

#DestinationVenice #WeddingOfTheYear

Step 1: Social media reactions to Bezos wedding in Venice

Environmental Group (Critical) @GreenerLagoon (Twitter/X)

A fleet of superyachts. Private jets. Helicopters over the lagoon. 🌪️
Meanwhile, we're talking about climate change and flooding. Is this the
future Venice wants?

#EcologicalFootprint #NotSoRomantic

Lifestyle Influencer (Neutral / Curious) @GiuliaTravels (TikTok)

📹 POV: you're in Venice for a quiet weekend & Jeff Bezos just rented half
the city 💍 😂

Also... Beyoncé is singing on a yacht?! I mean... I'm speechless.

#OnlyInVenice #CelebSighting

Step 1: Social media reactions to Bezos wedding in Venice

International Fan (Positive) @SpaceAndRomance (Instagram)

Say what you want, but Bezos built rockets AND got married in Venice.

That's billionaire-level romance. Respect. 🚢 🚀 ❤️

#Goals

Student Voice (Thoughtful / Critical) @Elena_Student24 (Twitter/X)

Hard not to admire the glamour... but also hard to ignore how disconnected it feels from everyday people. What does this say about privilege, visibility, and public space?

#ModernRoyalty #WeddingsAndWealth

Step 1: Social media reactions to Bezos wedding in Venice

Journalist (Observational / Neutral) @NicoReports (Twitter/X)

Venice hosted one of the world's most private and extravagant weddings. Global stars. Million-dollar logistics. Local impact still being debated. A story of wealth, heritage, and access.

#BezosWedding #Venice2025

Young Tourist / Content Creator (Playful – Positive but light)

@LenaOnTheGo (Instagram Story)

📍 Venice: Thought I was here for pasta & gondolas...🍷 Ended up sipping spritz while Beyoncé sang on a yacht next to Jeff Bezos's wedding 💍✨ 10/10 best accidental trip ever
#VeniceUnreal #BezosVibes #LuxurySpotted

Step 2a: City Council in action

- You are now **part of the Venice City Council**.
- Your group represents a specific stakeholder (e.g. residents, business owners, environmentalists, tourists) using a **De Bono Thinking Hat**.
- Discuss your group's opinion: ***“Should Venice allow these types of ultra-luxury private events in the future? Why? Why not?”***
- Prepare a **short formal statement** from your role's perspective.
- Create a **short, informal post** (max 280 characters) expressing the same opinion in a public-facing tone.
- Post in the appropriate group section on the Padlet board.
- Present your viewpoint during the mock council meeting.

Step 2a: City Council in action

6 groups of students, representing a different council perspective



The Moderators

Facilitate debate, structure the council meeting, and draft the final resolution



The Emotional public

Express local residents' and visitors' feelings



The Optimists

Highlight positives: cultural prestige, economic growth, global spotlight on Venice.



The Analysts

Present the facts: wedding logistics, media attention, economic boost



The Critics

Raise risks: noise, environmental impact, traffic, elitism, city reputation.



The Creatives

Suggest alternatives: more sustainable tourism models, partnerships, limits on mega-events.

Step 2b: Council decision & official social media post

- After all groups have presented, the council must **vote and write a final decision.**
- As a team (or selected Blue Hat group), agree on a **final city decision.**
- Write this decision as an **official announcement** of the **Venice City Council.**
- Post it in the Padlet column labeled “**City Council decision.**”



Step 3: Constructive comments on the final decision

- Read the Venice City Council's official decision about ultra-luxury private events.
- Write your **personal response** as a short social media post (2–3 sentences):
- You can **agree or disagree** with the decision, or **ask a question**.
- Keep your tone **respectful, clear, and constructive** — as if you were writing on Twitter, Instagram, or Facebook.
- Avoid **insults** or **offensive language**. Focus on expressing your opinion in a **helpful way**.
- Use hashtags or emojis if appropriate.
- Important: **THIS IS YOUR OWN OPINION** — not your group's or your assigned thinking hat's point of view.
- **Post your personal response** in Padlet under the column “Constructive Comments”



THANK YOU

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