



COMPANY OVERVIEW · 2026

Social media literacy, digital reputation and personal branding, as one certification.

Be Seen. Be Trusted. Be You.

itsbrandwise.com

Social media is where reputations are built, and broken, at every age.

45%

of teens say they spend too much time on social media, up from 36% in 2022.

67%

of college admissions officers say applicants' social media is "fair game."

88%

of hiring managers would consider firing an employee over a personal social media post.

| THE GAP

Most digital-safety training stops at a list of don'ts.

BrandWise teaches the whole skill: how platforms work, how to protect a reputation, and how to build one that opens doors. Calm, practical and never fear-based.

| MISSION

BrandWise gives people of every age, and organizations of every size, the social media literacy, safety awareness and branding skills to build a reputation that opens doors.

A certification that turns responsible online behavior into a lasting, measurable skill, not a one-time warning.

Every BrandWise course teaches the same three skills.

1

Social Media Literacy

How feeds decide what people see, how to spot misinformation and scams, and how to use apps with intention.

2

Digital Reputation

Privacy, judgment and context, what colleges and employers see, and how to recover from a mistake.

3

Personal & Professional Branding

Building a consistent presence and a real network that work for you at school, at work and in a career.

| TWO EDITIONS, LIVE TODAY

BrandWiseMy Course

STUDENT EDITION
Welcome, Jordan
13 of 33 lessons complete · 39%

1.1 How Platforms Actually Work **Complete**

Student Edition

11 modules for middle and high school students, families and schools. Parent resources included; under-13s join with a parent's approval.

BrandWiseMy Course

PROFESSIONAL EDITION
Welcome, Jordan
13 of 36 lessons complete · 36%

2.4 Recovering From a Mistake **In progress**

Professional Edition

12 modules for employees, including professional conduct and company policy. Team dashboard and completion reports for HR.

| INSIDE A LESSON

Short, practical and built for real life.

Hook · a situation they recognize

Read · plain-language teaching

Try it · on their own phone

Scenario · talk it through

Check · three quick questions

BrandWise

Module 1.1 · Lesson 1 of 3

What an algorithm is and how it decides what you see

You and your best friend follow almost the same accounts. So why do your feeds look so different?

An algorithm is a set of rules for making a choice. Your feed predicts what you're likely to engage with, then ranks posts in that order.

TRY IT

Scroll for one minute and count the posts from accounts you don't follow.

Ideas students can see, not just read.

How your feed gets chosen

1 · Gather every post

2 · Predict engagement

3 · Rank the list

4 · You see the top

Check it before you share it

- S** Stop when it stirs you up
- T** Trace the source
- O** Open another tab
- P** Pause before you post

Your three brand pillars

Your brand

Soccer

Photos

Mentoring

True · Positive · Specific

| PROOF OF LEARNING

A certificate you earn.

99

lesson checks

11

module quizzes

4

written plans

80%

to pass the final

BrandWise

Module 1.3 · Lesson 3 of 3

My usage plan

"Use my phone less" fails. A specific plan works.

My plan

No social apps after 10 p.m. on school nights.

Save my plan

Saved to your account

| THE CREDENTIAL

A certificate anyone can verify.

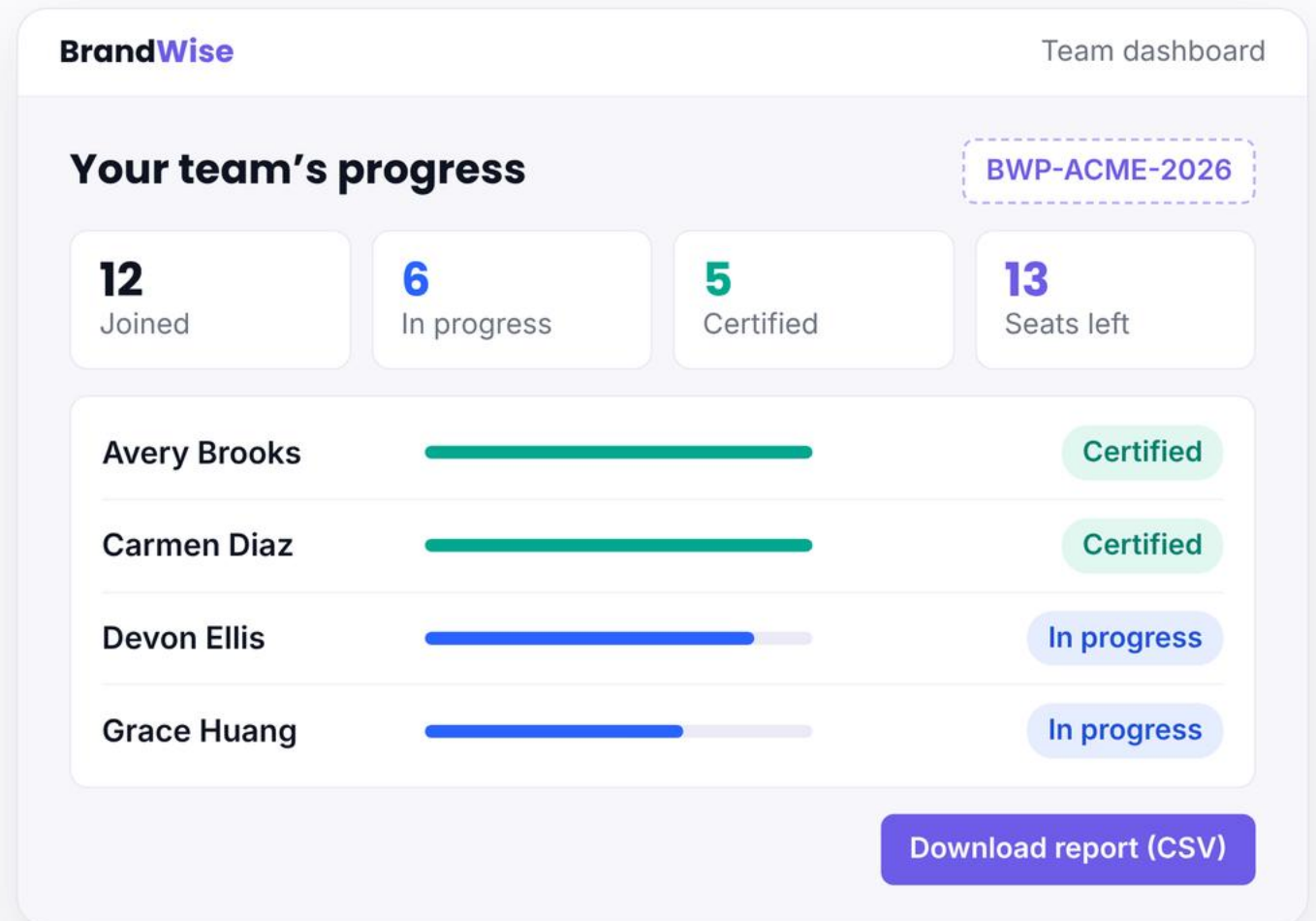
Every certificate carries a unique ID and QR code. Schools and employers confirm it online in seconds, and it's emailed so it can be printed later.



| SCHOOLS AND EMPLOYERS

One code. One link. One dashboard.

Share a single join link. Administrators see who has joined, each person's progress and who is certified, and download a report for their records.



Calm, sourced and private by design.

Evidence-based

Every lesson rests on widely accepted guidance from sources like the FTC, APA, CISA and NCMEC. All 44 are listed publicly.

Empowerment-first

No scare tactics, no politics. We explain the why and build judgment people keep.

Private by design

No ads, no data selling and no tracking inside the course. Written reflections stay private to the learner.

Safe for younger students

Students under 13 join only after a parent approves by email, or through a school-authorized code.

From one student to a whole company.

Offer	Who it's for	Price
Certification	One student, one-time	\$137
Family Membership	Up to 3 students, monthly brief, parent Q&A	\$19.99/mo (12-month)
Concierge	Family plus 1:1 Specialist sessions	\$2,499/yr
Schools & districts	Group codes and the school dashboard	Per-seat quote
Organizations	Professional Edition team seats	Per-seat team packs

We help families ask for social media literacy where it belongs: in school.

ASK YOUR SCHOOL

A ready-to-send email for parents

One click lets any parent ask what their child's school teaches about social media literacy today.

OPEN DOORS PROGRAM

Seats for students who need them

Sponsors and schools can fund certifications so cost is never the reason a student misses out.

A trusted standard, from a student's first phone to a professional's first job.

NOW

Student and Professional Editions are both live.

NEXT

School and district programs, and employer onboarding built around the team dashboard.

THE VISION

A certification people expect to see, the way they expect first aid or financial literacy.



Let's build the standard for responsible social media, together.

For partnerships, schools, organizations and press, we'd love to talk.

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