



Curriculum & Intended Learning Outcomes

Social Media Literacy & Wellness Certification — 2026 Curriculum

This guide outlines what the BrandWise Certification actually teaches, module by module, and what a student or employee can demonstrate by the end of each one. Every module maps to one of BrandWise's three pillars — Social Media Literacy, Digital Reputation, and Personal Branding — delivered through the same core curriculum for individuals, families, schools, and organizations.

1 Social Media Literacy

Reading platforms critically, understanding algorithms, and using them with intention.

1.1 — How Platforms Actually Work

LESSONS: What an algorithm is and how it decides what you see · Why platforms are designed to maximize time, not wellbeing · How recommendation feeds differ across platforms

Learning Objective: Explain, in plain terms, how a social media algorithm decides what content to show a user.

1.2 — Spotting Misinformation & Manipulation

LESSONS: How to fact-check a claim before sharing it · Recognizing manipulated media and out-of-context content · Understanding bots, engagement farming, and manufactured outrage

Learning Objective: Identify common signs of misinformation or manipulated content before sharing or reacting to it.

1.3 — Healthy, Intentional Use

LESSONS: Recognizing compulsive vs. intentional use · Setting personal boundaries around notifications and screen time · Building habits that serve you instead of the algorithm

Learning Objective: Design and apply a personal social media usage plan that reflects intentional, not compulsive, habits.

2 Digital Reputation

Managing privacy, safety, and the permanent record every post leaves behind.

2.1 — Privacy & What “Public” Really Means

LESSONS: Privacy settings across major platforms · How screenshots, reposts, and “friends of friends” extend your real audience · Understanding permanence and what actually gets deleted

Learning Objective: Correctly configure privacy settings and explain how content can travel beyond its original intended audience.

2.2 — Judgment & Context

LESSONS: How content can be taken out of context · Exercising judgment around sensitive topics before posting · Recognizing, and not participating in, cyberbullying or pile-ons

Learning Objective: Evaluate a post or comment for how it could be perceived by an audience beyond its intended one, before sharing it.

2.3 — What Colleges & Employers Actually Look For

LESSONS: What admissions officers and hiring managers report checking · How to audit your own existing footprint · Building the habit of a regular self-check

Learning Objective: Conduct a basic self-audit of an existing social media presence and identify content worth reconsidering.

2.4 — Recovering From a Mistake

LESSONS: What to do if something you posted causes a problem · The difference between deleting, apologizing, and ignoring · Rebuilding trust after a misstep

Learning Objective: Describe an appropriate, proportionate response to an online mistake, rather than panicking or ignoring it.

3 Personal Branding

Turning a consistent online presence into a real advantage.

3.1 — What a Personal Brand Actually Is

LESSONS: Personal brand vs. personality — what's the difference · Why consistency matters more than perfection · How a personal brand forms whether or not you're managing it

Learning Objective: Define personal brand in their own words and identify examples of strong versus weak personal branding.

3.2 — Building a Consistent, Intentional Presence

LESSONS: Choosing what to showcase across platforms · Aligning tone and content with your actual goals · Auditing and cleaning up an inconsistent presence

Learning Objective: Build or revise a social media presence that reflects a clear, consistent, and intentional personal brand.

3.3 — Growing a Real Network

LESSONS: The difference between followers and a real network · Meaningful engagement vs. empty interaction · Using platforms to build genuine academic or professional relationships

Learning Objective: Identify and apply at least three practices for building a genuine, productive online network.

3.4 — Turning Your Presence Into an Advantage

LESSONS: What a strong presence can do for college applications, internships, or a first job · Student vs. early-career examples · Long-term maintenance, not a one-time fix

Learning Objective: Articulate how their own online presence could specifically support an academic or career goal.

ORGANIZATION ADD-ON

For employer and organization cohorts, one additional module extends the core curriculum with workplace-specific conduct — delivered alongside all three pillars above, not in place of them.

W.1 — Social Media & Professional Conduct

LESSONS: Employer social media policies, and why they exist · Appropriate use during work hours and on work devices · Protecting confidential and proprietary information online · Posting about coworkers, clients, and company events

Learning Objective: Apply an organization's social media policy correctly to real, workplace-specific scenarios.

FORMAT & ACCREDITATION

Delivered through short, self-paced, non-lecture-style modules. Individual and family enrollment includes all three pillars; school and organization cohorts add group reporting and, where applicable, the Professional Conduct module above. BrandWise Certification is independently accredited and verifiable by schools and employers.

See the full breakdown and current pricing at itsbrandwise.com/services.html, or get a free quote for your school or organization at itsbrandwise.com/organizations.html.