

Curriculum & Intended Learning Outcomes

PROFESSIONAL EDITION • FOR ORGANIZATIONS

Social Media Literacy, Digital Reputation & Professional Branding — 2026 Curriculum

This guide outlines what the BrandWise Professional Edition teaches, module by module, and what each employee can demonstrate by the end of each one. Its 12 modules map to BrandWise's three pillars: Social Media Literacy, Digital Reputation and Professional Branding. They are built around workplace situations: representing an employer online, protecting confidential information, recognizing impersonation and payment scams, and building a professional presence that helps both the employee and the organization.

1 Social Media Literacy

Reading platforms critically, spotting scams and manipulation, and using social media with intention at work.

1.1 — How Platforms Actually Work

LESSONS: What an algorithm is and how it decides what people see · Designed for attention, and what that means for your workday · How feeds differ, including professional networks

Learning Objective: Explain, in plain terms, how a social media algorithm decides what content to show, and how that affects who sees what you post about yourself and your work.

1.2 — Spotting Misinformation, Scams & Manipulation

LESSONS: Fact-check before you share, especially under your professional name · Impersonation, AI fakes and payment scams · Bots, engagement bait and fake opportunities

Learning Objective: Identify common signs of misinformation, impersonation and manipulated content before sharing it, acting on it or responding to it at work.

1.3 — Focus & Healthy Boundaries

LESSONS: Intentional vs. compulsive use at work · Notifications, after-hours messages and team norms · Habits that serve you, plus your plan

Learning Objective: Design and apply a personal plan for using social media and messaging intentionally during and after work hours.

2 Digital Reputation

Protecting privacy, using sound judgment and safeguarding the organization's reputation in everything employees post and share.

2.1 — Privacy, Security & What "Public" Really Means

LESSONS: Privacy and security settings that protect you and your employer · Your real audience, including group chats and work tools · Permanence, deletion and records

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

2.2 — Judgment & Context

LESSONS: How content gets taken out of context · Sensitive topics, codes of conduct and other people's privacy · Online harassment and pile-ons at work

Learning Objective: Evaluate a post, comment or message for how it could be perceived by colleagues, clients or the public, and how it could reflect on an employer, before sharing it.

2.3 — What Employers, Clients & Recruiters See

LESSONS: Who looks, and what they notice · How to audit your own footprint · Making the self-check a habit

Learning Objective: Conduct a self-audit of an existing online presence and identify content worth updating or reconsidering for professional purposes.

2.4 — Recovering From a Mistake

LESSONS: What to do when something you posted causes a problem · Delete, apologize or let it go · Rebuilding trust after a misstep

Learning Objective: Describe an appropriate, proportionate response to an online mistake at work, including when and how to involve a manager, HR or the communications team.

2.5 — Professional Conduct & Company Policy

LESSONS: Speaking for yourself vs. speaking for your employer · Confidential information and other people's privacy · Work accounts, devices and security

Learning Objective: Apply common workplace social media rules to real situations, including speaking for an employer, protecting confidential information and keeping work accounts and devices secure.

3 Professional Branding

Turning a consistent, policy-aware online presence into an asset for the employee and the organization.

3.1 — What a Professional Brand Actually Is

LESSONS: Professional brand vs. personality · Consistency matters more than perfection · Your brand forms whether or not you manage it

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

3.2 — Building a Consistent Professional Presence

LESSONS: Choosing your strengths and where to show them · Aligning tone and content with your goals · Cleaning up an inconsistent presence

Learning Objective: Build or revise an online presence that reflects a clear, consistent and intentional professional brand, within company policy.

3.3 — Growing a Real Professional Network

LESSONS: Connections vs. a real network · Meaningful engagement vs. empty interaction · Networking safely: fake recruiters, impersonation and scams

Learning Objective: Identify and apply at least three practices for building a genuine, productive professional network while protecting yourself and your employer.

3.4 — Turning Your Presence Into a Career Advantage

LESSONS: What a strong presence can do for your career · Early-career vs. experienced professional examples · Long-term maintenance, not a one-time fix

Learning Objective: Articulate how their own online presence could specifically support a professional development goal, within company policy.

HOW LEARNING IS MEASURED

Assessment and evidence of learning

Every module ends with a short quiz and an applied activity that shows the learning objective was met. Employees earn the certificate only after passing every module and the final assessment.

Module	Knowledge check	Evidence of the learning objective
1.1 How Platforms Actually Work	Quiz: 4 of 5 to pass	Written scenario response
1.2 Spotting Misinformation, Scams & Manipulation	Quiz: 4 of 5 to pass	Written scenario response
1.3 Focus & Healthy Boundaries	Quiz: 4 of 5 to pass	Focus and boundaries plan
2.1 Privacy, Security & What "Public" Really Means	Quiz: 4 of 5 to pass	Hands-on privacy and security settings check (Lesson 1)
2.2 Judgment & Context	Quiz: 4 of 5 to pass	Written scenario response
2.3 What Employers, Clients & Recruiters See	Quiz: 4 of 5 to pass	Written scenario response
2.4 Recovering From a Mistake	Quiz: 4 of 5 to pass	Written scenario response
2.5 Professional Conduct & Company Policy	Quiz: 4 of 5 to pass	Written scenario response
3.1 What a Professional Brand Actually Is	Quiz: 4 of 5 to pass	Written scenario response
3.2 Building a Consistent Professional Presence	Quiz: 4 of 5 to pass	Professional brand plan
3.3 Growing a Real Professional Network	Quiz: 4 of 5 to pass	Written scenario response

Module	Knowledge check	Evidence of the learning objective
3.4 Turning Your Presence Into a Career Advantage	Quiz: 4 of 5 to pass	Professional development goal
Final assessment	25 scenario-based questions covering all 12 modules; pass with 80% (retakes allowed)	

| WORKPLACE TOPICS

Workplace topics and the public guidance behind them

Topic	Modules	Public guidance referenced
Business email compromise and payment-request scams	1.2, 2.5, 3.3	FBI Internet Crime Complaint Center (2023)
Phishing, account takeover and two-step login	1.2, 2.1, 2.5	Cybersecurity and Infrastructure Security Agency (CISA)
Disclosing employment when posting about company products	2.5, 3.2, 3.4	FTC Endorsement Guides
Employees discussing pay and working conditions online	2.5	National Labor Relations Board
Harassment, including online harassment of coworkers	2.2	U.S. Equal Employment Opportunity Commission
Online screening and background checks	2.3	FTC and EEOC joint guidance
Fake followers, reviews and engagement	3.3	FTC final rule (2024)
Job, recruiter and impersonation scams	1.2, 3.3	FTC consumer guidance (2026)

Full citations are on the Research & References page at itsbrandwise.com/references.html. BrandWise teaches widely accepted best practices and directs employees to follow their own organization's policy. It is not legal advice and does not replace an organization's social media policy or the guidance of its legal counsel.

| FORMAT, REPORTING & CERTIFICATE

How it works for organizations

Self-paced and mobile-friendly

Short, non-lecture lessons with real workplace scenarios. Progress saves after every lesson and quiz, so employees can finish across several sessions.

One code per team

Each team or department gets its own access code and join link. Every employee creates an individual account so the certificate carries their name.

Team dashboard and reporting

Administrators see who has joined, each person's progress and who is certified, and can download a CSV with completion dates and certificate IDs. Quiz answers and written reflections stay private.

Verifiable certificate

Employees who pass earn a BrandWise Certificate of Completion with a unique ID and QR code that anyone can check at itsbrandwise.com/verify.html.

Get a free quote or a walkthrough of the team dashboard at itsbrandwise.com/organizations.html, or email hello@itsbrandwise.com.