

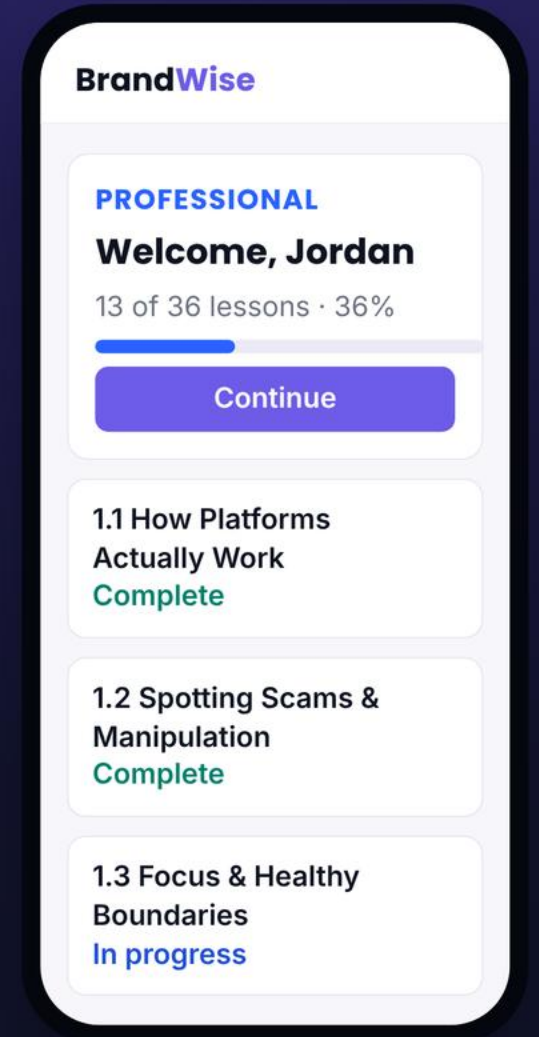


PROFESSIONAL EDITION · FOR ORGANIZATIONS

Social media training your people will actually use.

Employee social media literacy, digital reputation and professional branding, with a team dashboard and a verifiable certificate.

itsbrandwise.com/organizations.html



Every employee is a public face of the company.

88%

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

34%

of employers have found content online that led them to reprimand or fire an employee.

FTC

Endorsement Guides expect employees to disclose the connection when they post about their employer's products.

A social media policy is not the same as training.

Most employees sign a policy once and never see it again. BrandWise teaches the judgment behind it, with real workplace scenarios, and documents who completed it.

12 modules across three pillars.

1 • Social Media Literacy

How Platforms Actually Work

Spotting Misinformation, Scams & Manipulation

Focus & Healthy Boundaries

2 • Digital Reputation

Privacy, Security & What "Public" Really Means

Judgment & Context

What Employers, Clients & Recruiters See

Recovering From a Mistake

Professional Conduct & Company Policy

3 • Professional Branding

What a Professional Brand Actually Is

Building a Consistent Professional Presence

Growing a Real Professional Network

Turning Your Presence Into a Career Advantage

| INSIDE A LESSON

Short, practical, built for work.

Hook · a situation from real work

Read · plain-language teaching

Try it · on their own accounts

Scenario · what would you do?

Check · three quick questions

BrandWise

Module 2.5 · Lesson 1 of 3

Speaking for yourself vs. speaking for your employer

A friend asks online whether your company's new product is worth buying. You love it. Can you just say so?

Most employees don't speak for the company. When you recommend your employer's products, disclose that you work there.

TRY IT

Find your company's social media policy and note who can speak for the company.

Practice the judgment call before it happens.

SCENARIO

Lena works for a skincare brand. She posts a glowing review of its new serum on her personal account, without mentioning her job. A follower finds out she works there.

What should she have done?

Strong answer: disclose the connection, check the company's policy, and correct the post now.

QUICK CHECK

**You recommend your employer's product online.
What should you include?**

☐ A discount code you made up

☒ A clear note that you work there

☐ Nothing, it's a personal account

Correct. Disclosure keeps the post honest and protects you.

| PROOF OF LEARNING

Completion means they passed.

12 module quizzes · 4 of 5 to pass

Applied activities · plans they write

25-question final · 80% to pass

BrandWise

Final assessment

Final assessment

Question 4 of 25

You comment a joke on a friend's post. A day later, a client mentions it. What best explains how the client saw it?

- ☐ The client hacked your account
- ☐ Comments are always private
- ☒ It was shown to your connections, including the client

Next question

| THE CREDENTIAL

A certificate in each employee's name.

Each has a unique ID and QR code, so HR, clients or a future employer can verify it online in seconds.

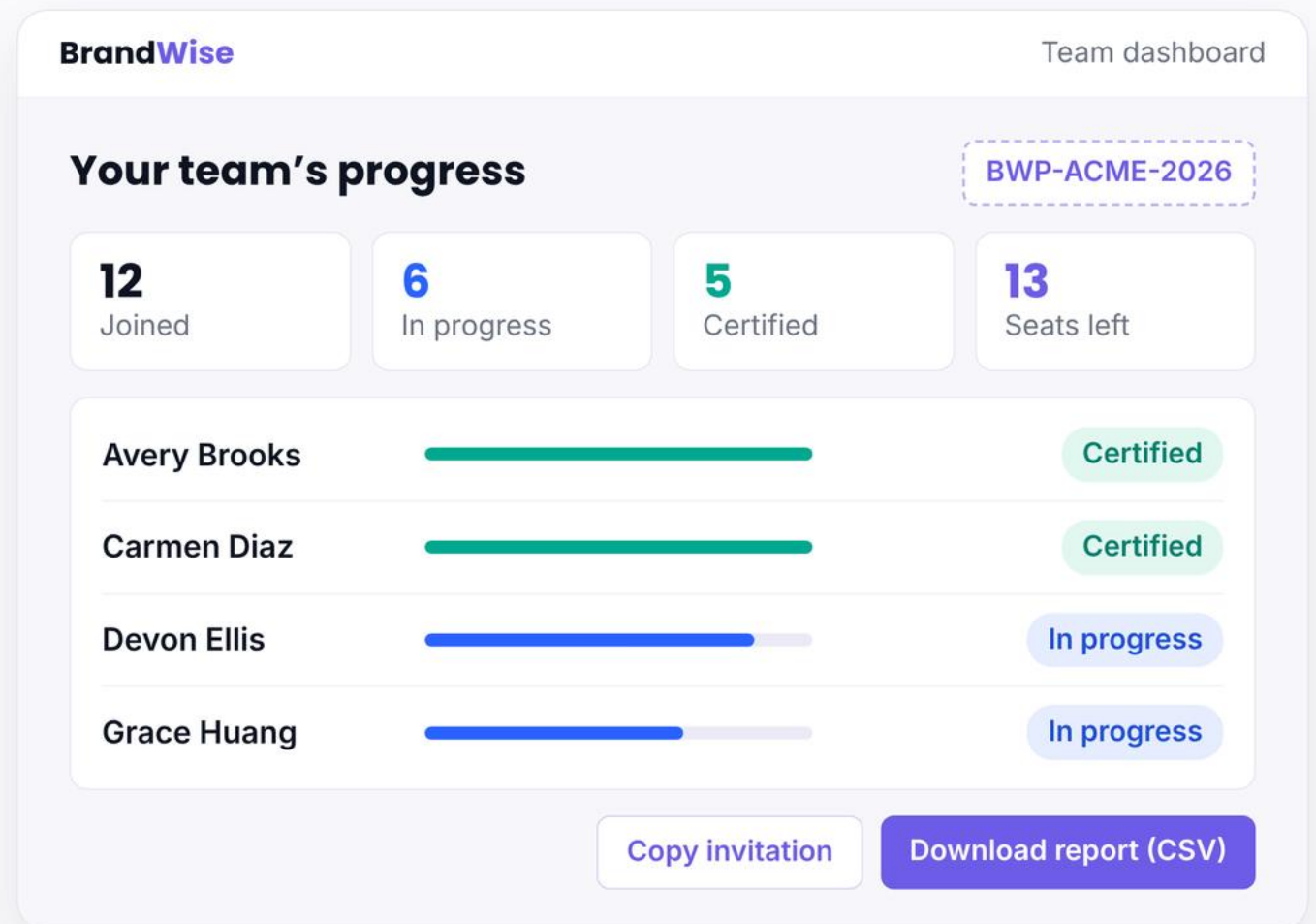


| TEAM DASHBOARD

Assigned, tracked and documented.

See who has joined, each person's progress and who is certified.

Download a CSV with completion dates and certificate IDs for your records.



Live in three steps. No software to install.

Your team code

BWP-ACME-2026

Copy join link

1 • Get a team code

One code and join link for each team or department.

Welcome

Code BWP-ACME-2026 applied

Create my account

2 • Employees join

Each person signs up with the link, so the certificate carries their name.

Avery



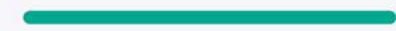
Devon



Grace



Isaac



3 • Track completion

Watch progress and export records any time.

Built on public guidance, not opinion.

Topic	Modules	Public guidance referenced
Business email compromise and payment-request scams	1.2, 2.5, 3.3	FBI IC3
Phishing, account takeover and two-step login	1.2, 2.1, 2.5	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	NLRB
Harassment, including online harassment of coworkers	2.2	EEOC
Online screening and background checks	2.3	FTC and EEOC
Fake followers, reviews and engagement	3.3	FTC final rule (2024)

Managers see completion. Employees keep their reflections.

MANAGERS CAN SEE

Name and email

Progress through the course

Certificate status, date and ID

STAYS PRIVATE

Individual quiz answers

Written reflections and plans

Their personal social media accounts

Employees see exactly what their manager can see before they join.

| WAYS TO START

Start small or go company-wide.

PILOT

One team

Try it with a small group and see the dashboard in action.

DEPARTMENT

A function

New hires, sales, marketing, HR or client-facing staff.

COMPANY-WIDE

Every employee

A code for each team, with its own manager.

Every option includes the full 12-module course, a verifiable certificate for each employee, the team dashboard and CSV reporting.



Protect the company. Grow your people.

Let's set up a pilot for your team.

hello@itsbrandwise.com

itsbrandwise.com/organizations.html