

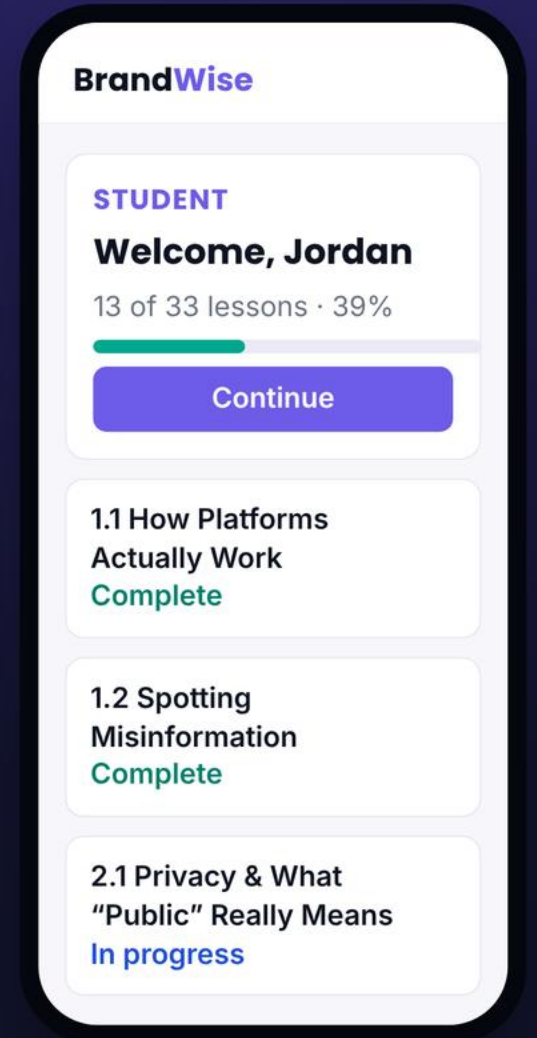


STUDENT EDITION · FOR SCHOOLS AND DISTRICTS

Social media literacy, ready to teach this semester.

A self-paced certification for middle and high school students,
with a school dashboard and a certificate anyone can verify.

itsbrandwise.com



| WHY NOW

Students are already on social media. Few are ever taught how it works.

95%

Up to 95% of youth ages 13 to 17 report using a social media platform.

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."

| WHAT THE EXPERTS RECOMMEND

The American Psychological Association recommends social media literacy training for young people.

BrandWise is that training, ready to run: calm, practical and built on widely accepted public guidance, with no scare tactics and no politics.

11 modules across three pillars.

1 • Social Media Literacy

How Platforms Actually Work

Spotting Misinformation &
Manipulation

Healthy, Intentional Use

2 • Digital Reputation

Privacy & What “Public”
Really Means

Judgment & Context

What Colleges & Employers Actually
Look For

Recovering From a Mistake

3 • Personal Branding

What a Personal Brand Actually Is

Building a Consistent,
Intentional Presence

Growing a Real Network

Turning Your Presence Into
an Advantage

| INSIDE A LESSON

The same five steps, every lesson.

Hook · a situation from their feed

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.

Clear visuals make big ideas stick.

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

What reviewers notice

Raises concerns

Hateful comments · drinking or drug posts · bad-mouthing a team

Helps you

Posts that show your skills · a respectful tone · who you are beyond grades

The goal: clean up, not hide everything.

Students rehearse real choices first.

SCENARIO

Maya watched two videos of people showing off expensive clothes and cars, just out of curiosity. Now her feed is full of them, and she feels behind.

What's happening, and what can she do?

Strong answer: her feed learned from her watching. She can mark "not interested" and follow accounts she enjoys.

QUICK CHECK

What does a feed algorithm mainly try to predict?

☐ Which posts are newest

☒ What you're likely to engage with

☐ Which posts are most accurate

Correct. Feeds rank posts by predicted engagement.

| EVIDENCE OF LEARNING

Every certificate is earned.

99 lesson checks

11 module quizzes · 4 of 5 to pass

6 written scenario responses

4 required plans

25-question final · 80% to pass

BrandWise

Final assessment

Final assessment

Question 4 of 25

Two friends search the same topic, but their feeds show very different videos. What best explains this?

☐ One of them has a newer phone

☐ Feeds are completely random

☒ Their past watching trained different predictions

Next question

| THE CREDENTIAL

A certificate anyone can verify.

Each has a unique ID and QR code. Anyone can confirm it online in seconds.

Verify a certificate

BW-7KQ4-M2XP

Verify

✓ **Valid** · Jordan Rivera · Oct 19, 2026

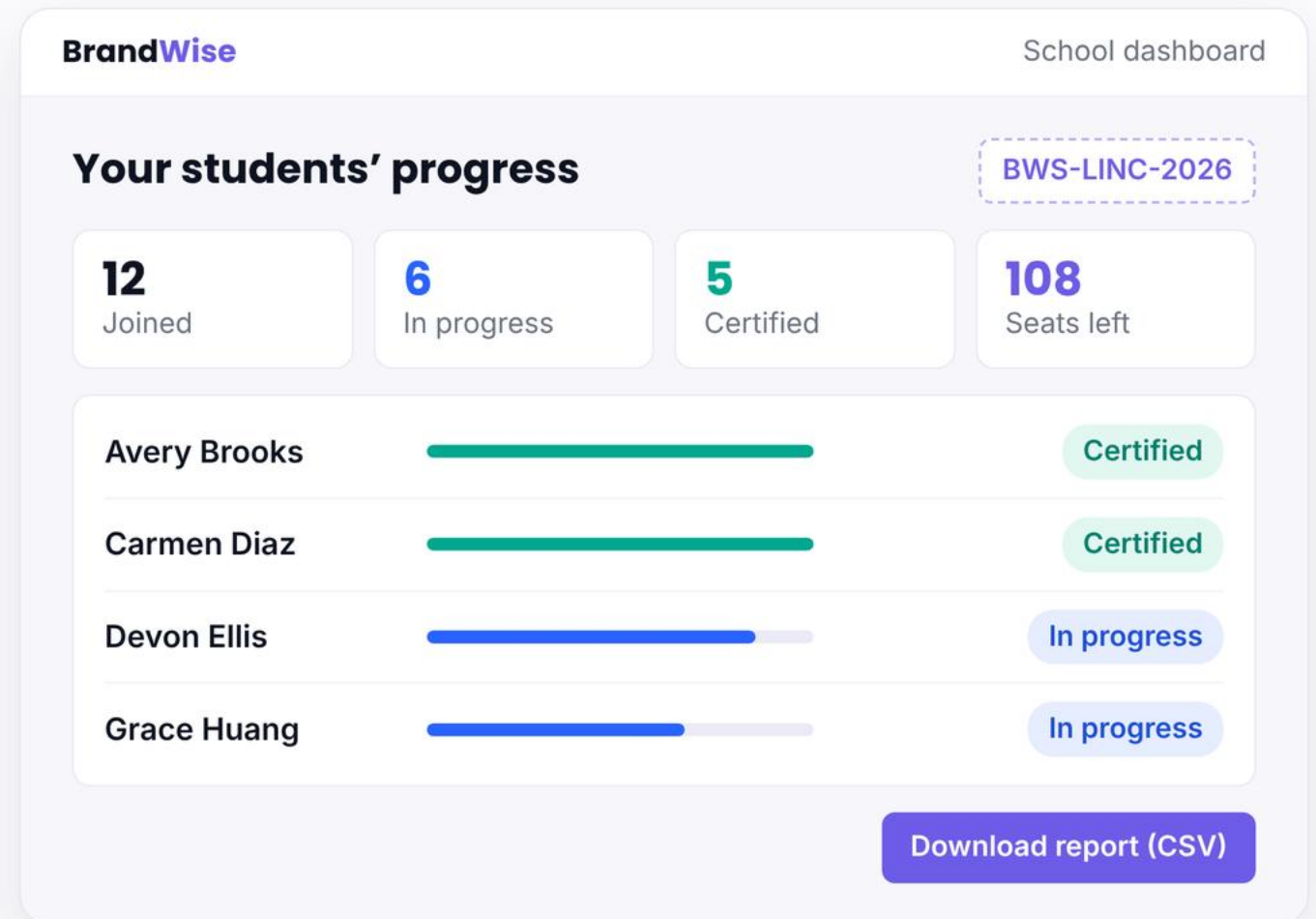


| SCHOOL DASHBOARD

One code. One link. One dashboard.

Share one join link with a class, grade or whole school. See who has started, each student's progress and who is certified.

Download a report for records, grading or reporting to families.



Self-paced, so it fits your schedule.

Advisory

One lesson per session across a semester.

Digital citizenship

A complete unit with built-in assessment.

Health and wellness

Healthy, intentional use and boundaries.

College and career

Reputation, personal brand and networking.

Counseling

A credential for every senior's applications.

Summer and at home

Students finish on any device, anywhere.

Supports the frameworks schools already use.

Framework	What it calls for	Modules
ISTE: Digital Citizen	Manage digital identity and reputation, aware of permanence	2.1, 2.3, 2.4, 3.1–3.4
ISTE: Digital Citizen	Positive, safe, legal and ethical behavior online	2.2, 2.4, 3.3
ISTE: Digital Citizen	Manage personal data for privacy and security	1.1, 2.1
ISTE: Knowledge Constructor	Evaluate accuracy, perspective and credibility of information	1.2
NACE Career Readiness	Career and self-development, communication, professionalism	2.3, 3.1–3.4
APA Health Advisory (2023)	Social media literacy training for young people	All modules

Built for students, with families in the loop.

Under 13

Younger students join through a school-authorized code or after a parent approves by email.

Private by design

No ads, no data selling and no tracking inside the course. Reflections stay private to the student.

Parent Resource Guide

Follows the course module by module, with conversation starters for home.

Open Doors Program

Sponsors can fund seats so cost is never why a student misses out.



Prepare every student for the world they already live in.

Let's plan a pilot for a class, a grade or your whole district.

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