



FOR STUDENTS AND FAMILIES

Every student deserves to be prepared for social media, not scared off it.

Be Seen. Be Trusted. Be You.

itsbrandwise.com

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 different?

TRY IT

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

| WHAT TEENS SAY

Social media brings real connection, and real pressure.

74%

of teens say social media helps them feel more connected to their friends' lives.

45%

say they spend too much time on it, up from 36% in 2022.

39%

say they feel overwhelmed by all the drama on it.

| WHAT COMES NEXT

Colleges and employers look you up. Give them something good to find.

67%

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

7 in 10

employers research job candidates online before hiring.

| OUR APPROACH

No lectures. No scare tactics. Just skills that last.

Students learn how platforms really work, how to protect their name, and how to build a presence they're proud of, at their own pace, on their own phone.

Three skills, 11 modules, one certificate.

PILLAR 1

Understand it

How feeds choose what you see, how to spot misinformation and scams, and how to use your phone on purpose.

PILLAR 2

Protect it

Privacy settings, good judgment, what colleges notice, and how to recover from a mistake.

PILLAR 3

Build it

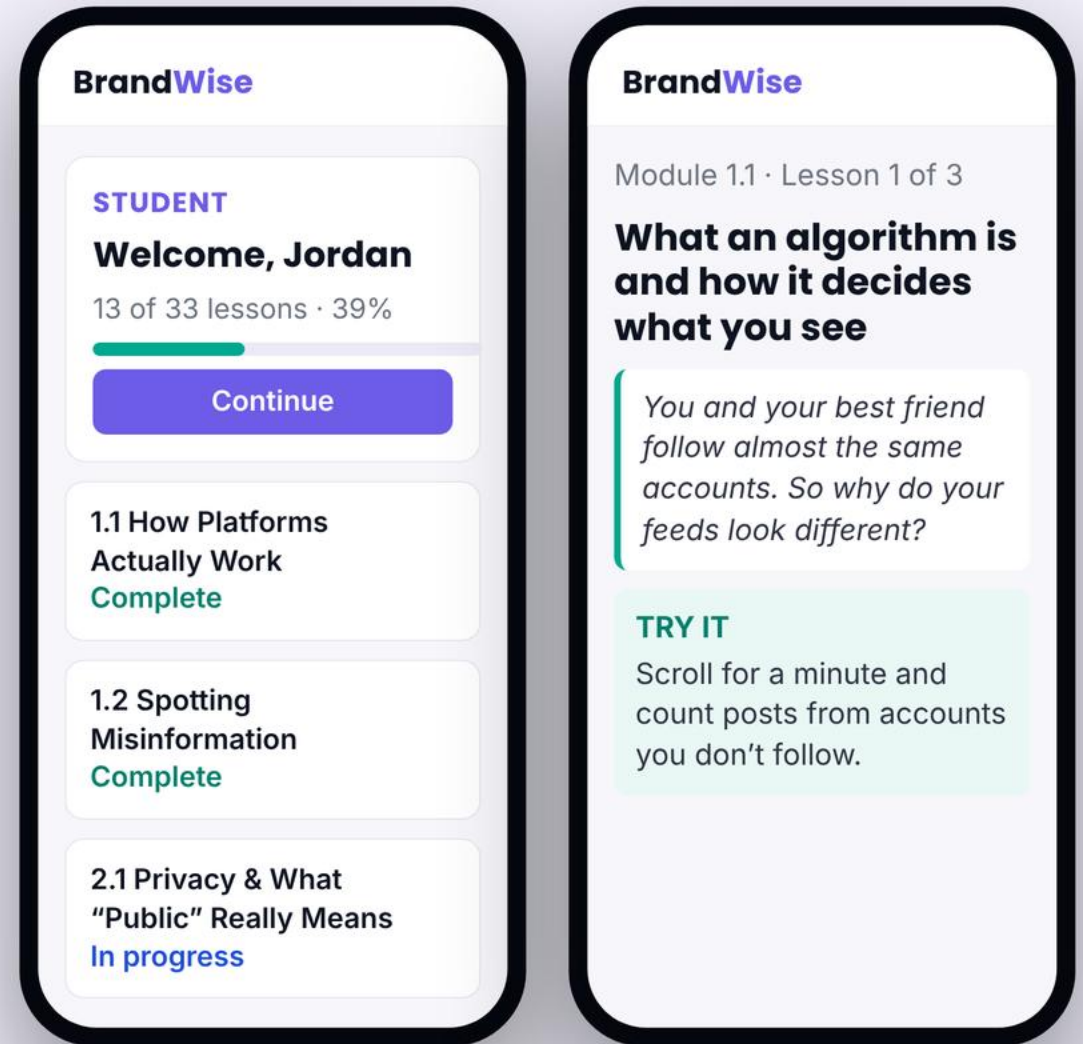
A personal brand that's true to you, a real network, and a presence that opens doors.

| LEARN ANYWHERE

Built for the phone already in their pocket.

Short lessons, self-paced, and progress saves after every one. Students finish across as many sessions as they need.

33 lessons · 29 hands-on activities



Big ideas, made visual.

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 if 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

Art

True · Positive · Specific

Practice the tough moments 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.

| THEIR OWN PLAN

Plans they wrote themselves.

Usage plan · how they'll use their phone

Self-audit · what their profiles say

Brand plan · what they want known

Goal statement · where they're headed

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

| SOMETHING TO SHOW FOR IT

A certificate colleges can check.

Earned by passing every module and the final. Ready for applications and résumés.

Verify a certificate

BW-7KQ4-M2XP

Verify

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



| FOR PARENTS

Parents stay informed.

Parent Resource Guide

Follows the course, with conversation starters.

Family dashboard

See progress and certificates. Reflections stay private.

Under 13? You approve first.

Younger students join only after a parent approves by email.

BrandWise

Family view

STUDENT EDITION

Welcome, Jordan

33 of 33 lessons complete · 100%

1.1 How Platforms Actually Work

Complete

3.4 Turning Your Presence Into an Advantage

Complete



Certificate earned · BW-7KQ4-M2XP

Pick the plan that fits your family.

CERTIFICATION

\$137

One student, one time. Full course, certificate and Parent Resource Guide.

FAMILY MEMBERSHIP

\$19.99/mo

Up to 3 students, a monthly brief and live parent Q&A. Or \$199 a year.

CONCIERGE

\$2,499/yr

Everything in Family, plus 1:1 sessions with a BrandWise Specialist.



Be Seen. Be Trusted. Be You.

Start today at itsbrandwise.com, or ask your school to bring BrandWise to every student.

hello@itsbrandwise.com

itsbrandwise.com