

The Seven Social Standards

The Social Institute's #WinAtSocial Program empowers students, parents, and educators to live up to high standards. Our Seven Standards unlock a unique relevant lesson for each grade level. All lessons are aligned with the Understanding By Design (UbD®) framework and the evidence-based competencies of CASEL (The Collaborative for Academic, Social, and Emotional Learning).



Reflecting our values, character, and interests in our actions online.

Example lesson topics:

- ★ Navigating the values of family and friends in social situations.
- ★ Playing to your strengths and appreciating your wins.
- ★ Preparing for colleges and employers to search your name online.



Staying in control of our personal information.

Example lesson topics:

- ★ Examining how free apps and websites use your personal data.
- ★ Maintaining positive relationships while navigating explicit content.
- ★ Respecting the privacy of others online and off.



Balancing our time and attention on tech with the people around us.

Example lesson topics:

- ★ Balancing your time on devices to reach your goals.
- ★ Recognizing the science behind screen time and social media.
- ★ Examining how technology shapes your school's culture.



Having each others' backs and supporting each other online.

Example lesson topics:

- ★ Having others' backs online if they are being bullied.
- ★ Energizing others by celebrating their wins, not just your own.
- ★ Calling out posts that cross the line and go against your values.



Surrounding ourselves with positive and credible influences.

Example lesson topics:

- ★ Understanding who and what you follow influences your goals and values.
- ★ Filling your feed with people who support, respect, and inspire you.
- ★ Surrounding yourself with trusted and credible news sources.



Using social media as a microphone to create meaningful change.

Example lesson topics:

- ★ Identifying and addressing problems that you care about.
- ★ Amplifying your voice through thoughtful posts and campaigns.
- ★ Understanding the full story before judging and posting about others.



Finding your own path no matter the pressure from others.

Example lesson topics:

- ★ Doing your very best and realizing the value of mistakes and adversity.
- ★ Handling the pressure of social media defining who you are.
- ★ Examining the pressure to "always be on" with your family and friends.