THE SOCIAL INSTITUTE

Empowering students and their role models to navigate their social world — including social media and tech — to fuel their health, happiness, and future success

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Digital native and educator with a passion for empowering students

Over **5 years of teaching experience** in the classroom

Digital native and expert that **teachers relate to and students respect**

Lead professional development to help schools maximize #WinAtSocial with students, parents, and educators

Over 5 years of coaching experience

Current Middle School Cheer Coach

Presented professional development sessions for educators across the country



Chelsea Lopez

Director of Educator Advancement

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Schools are partnering with families to adopt a **more effective, collaborative approach** to helping students navigate their complex, ever-evolving social world.

EFFECTIVE	VS	INEFFECTIVE
EMPOWER AND EQUIP		SCARE AND RESTRICT
PROACTIVE		REACTIVE
HUDDLE		HELICOPTER
HUDDLE WITH THEM		LECTURE CHILDREN
FOCUS ON THE DO'S		FOCUS ON THE DON'TS
UNDERSTAND & GUIDE		OVERREACT
ONGOING CONVERSATIONS		ONE AND DONE CONVERSATIONS
MODERN LIFE SKILLS		"DIGITAL CITIZENSHIP"
EQUIP STUDENTS & THEIR ROLE MODELS		EQUIP ONLY STUDENTS

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AGENDA

01 GAME TIME

02 TOP 5 INSIGHTS

03 HUDDLE > HELICOPTOR

04 NEXT STEPS + RESOURCES

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#WINATSOCIAL

CONCENTRATION CHALLENGE

30	18	62	86	91	67	10	95	33	82
100	83	9	5	42	73	89	43	76	3
75	48	14	26	85	70	41	8	36	19
22	6	92	81	32	96	66	61	29	94
55	39	2	35	90	25	47	20	93	40
12	46	54	77	31	53	13	4	38	65
69	17	21	37	7	80	52	23	74	88
27	57	45	68	1	44	60	59	79	50
78	72	24	56	51	63	28	15	58	71
99	11	49	84	34	98	64	87	97	16

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Challenges are Growing in Homes and Schools

Without proactive education, students **risk** their health, happiness, and success.

- Lower Grades
- Not Enough Sleep
- Distracted in Class
- Cyberbullying
- Anxiety
- Sexting
- Expulsion
- Ruined Reputations
- FOMO
- Suicidal Thoughts
- Lower Self-Esteem
- Online Drama

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Insight #1

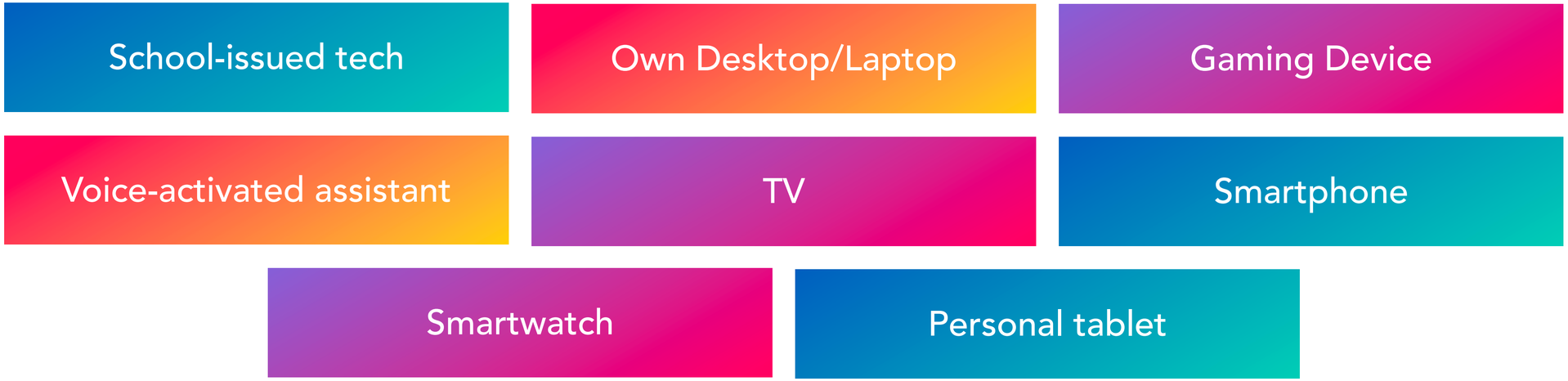
For students, social media is being social. And it's not going away.

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What are the **top devices** that 3rd-5th graders, 6th-8th graders, and 9th-12th graders use weekly?

Source: The Social Institute 2023-2024 Student Survey

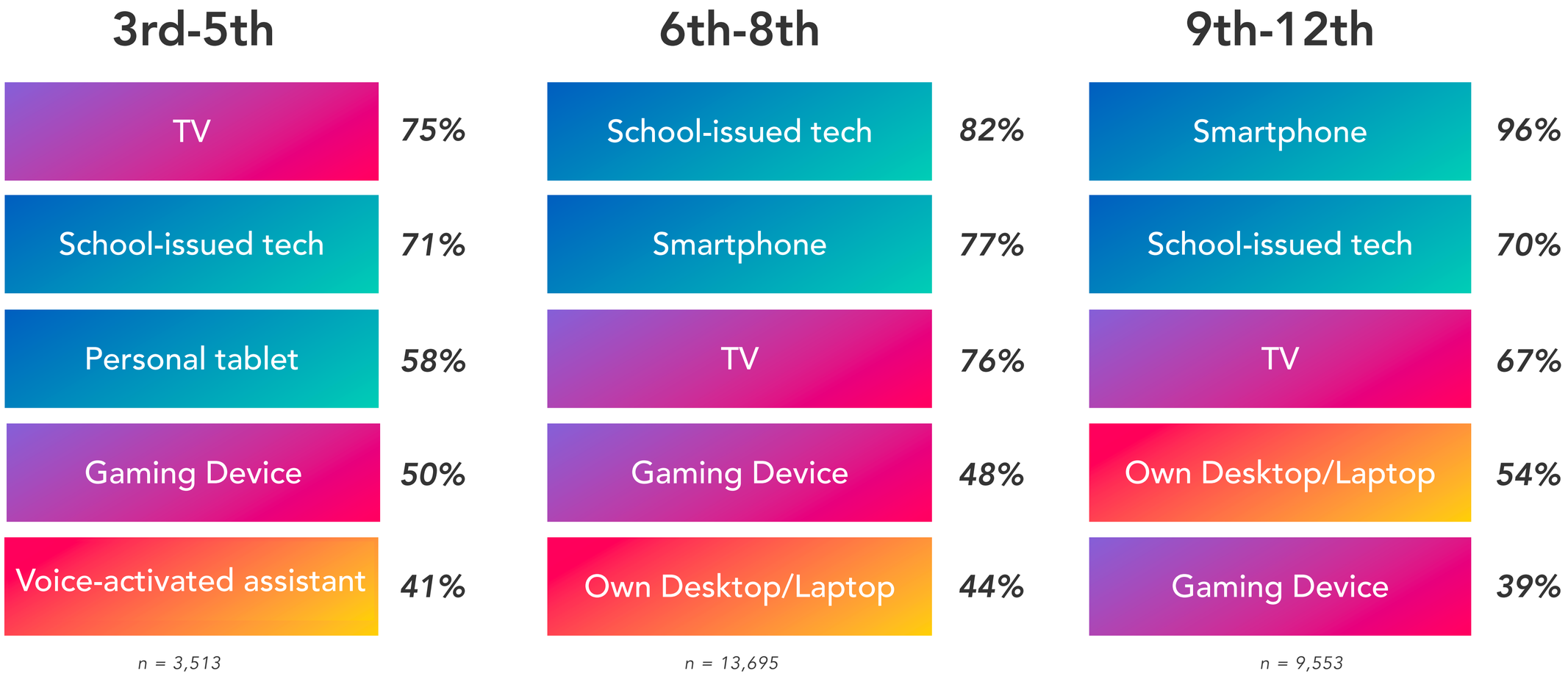


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What are the **top apps** that 3rd-5th graders, 6th-8th graders, and 9th-12th graders use weekly?

Source: The Social Institute 2023-2024 Student Survey

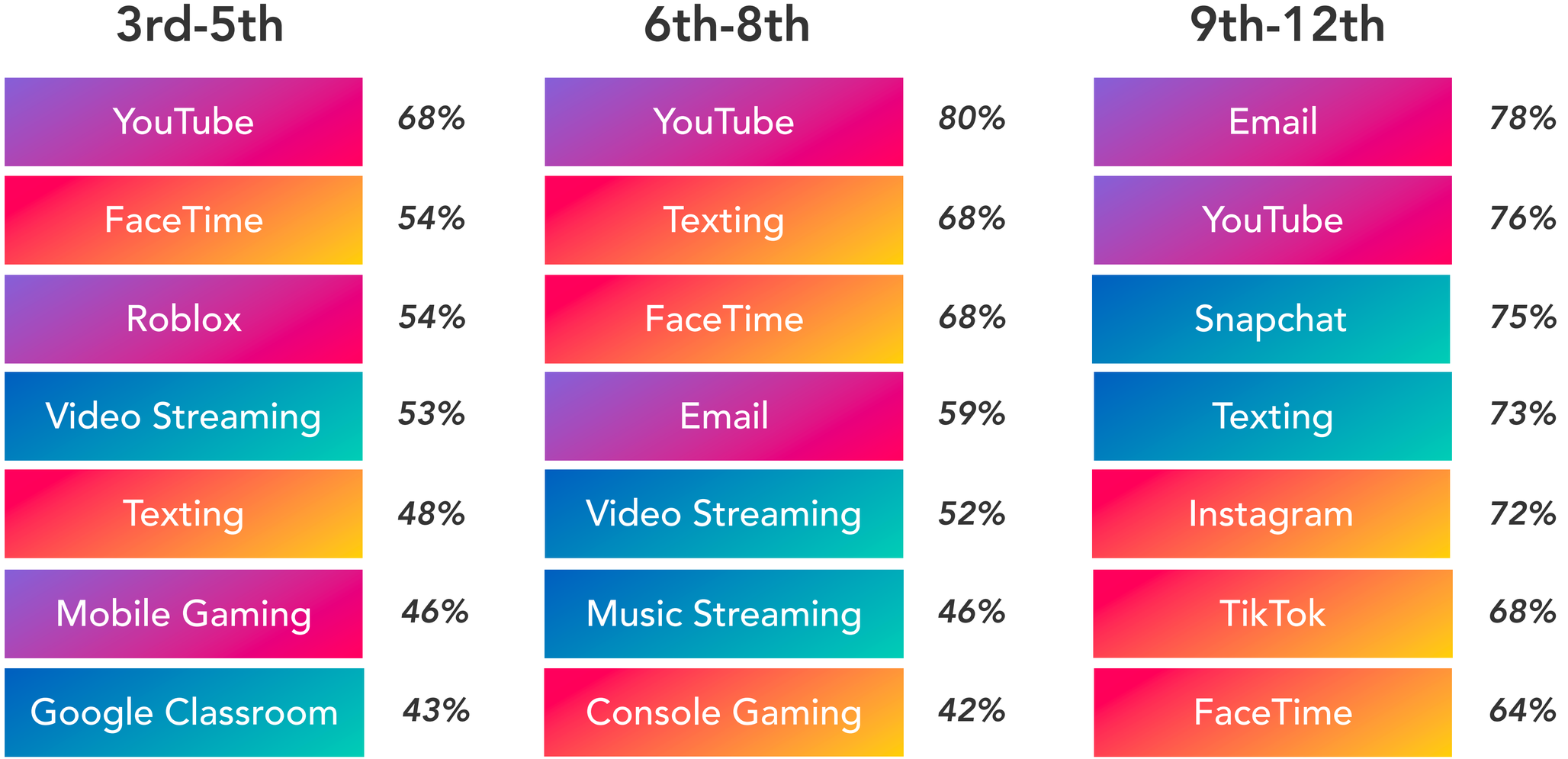
Snapchat	TikTok	Texting
FaceTime	YouTube	Music Streaming
Mobile Gaming	Email	Twitch
Instagram	PC/Console Gaming	Roblox
Fantasy Sports	Discord	Video Streaming

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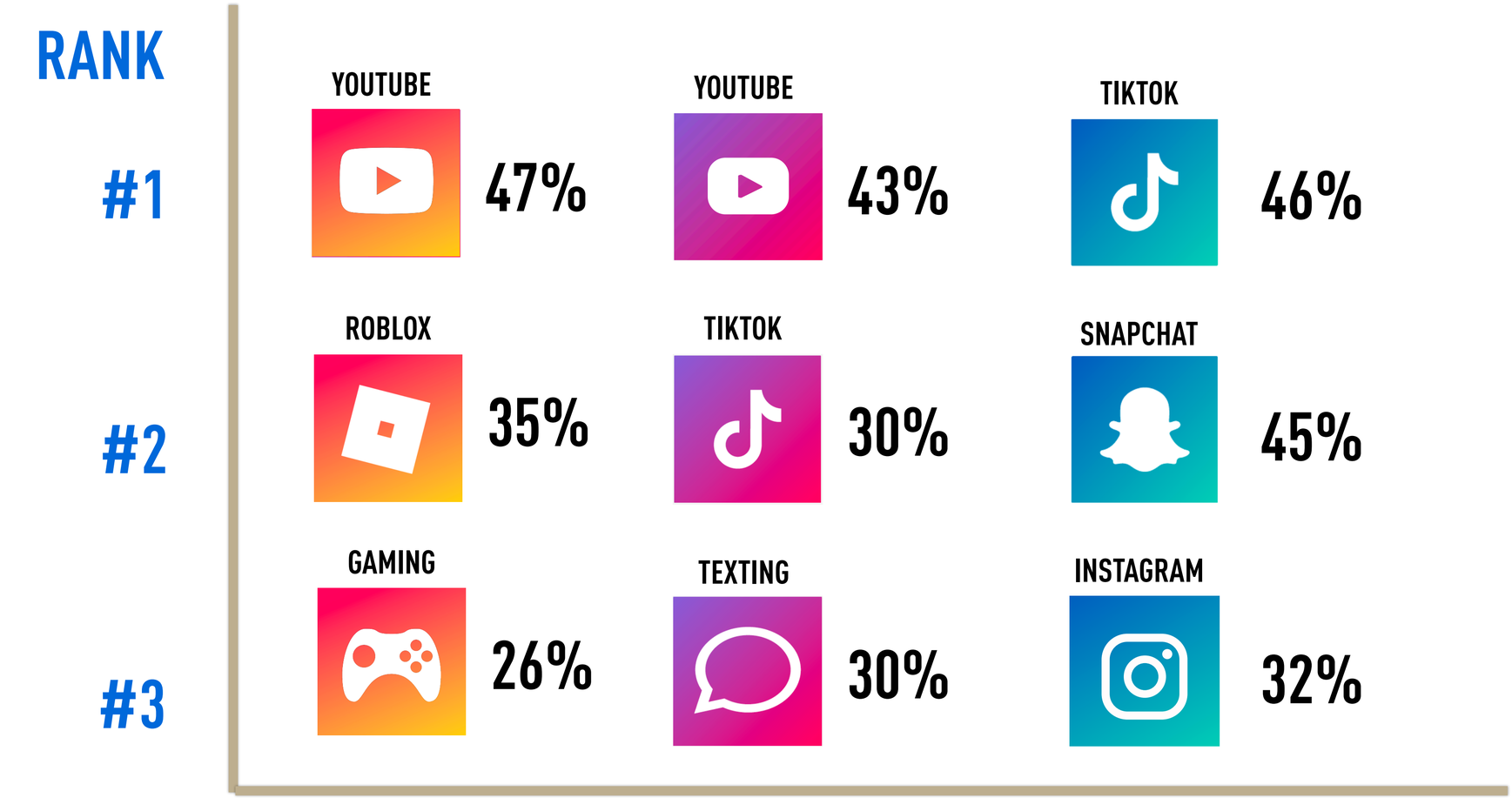
Source: The Social Institute 2023-2024 Student Survey



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We asked students... What is your go-to app or platform?



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Source: *The Social Institute 2023-2024 Student Survey*

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Register your free account for The Social Toolkit today!

Huddle with your child throughout the year as they complete #WinAtSocial Lessons in school.

Step 1

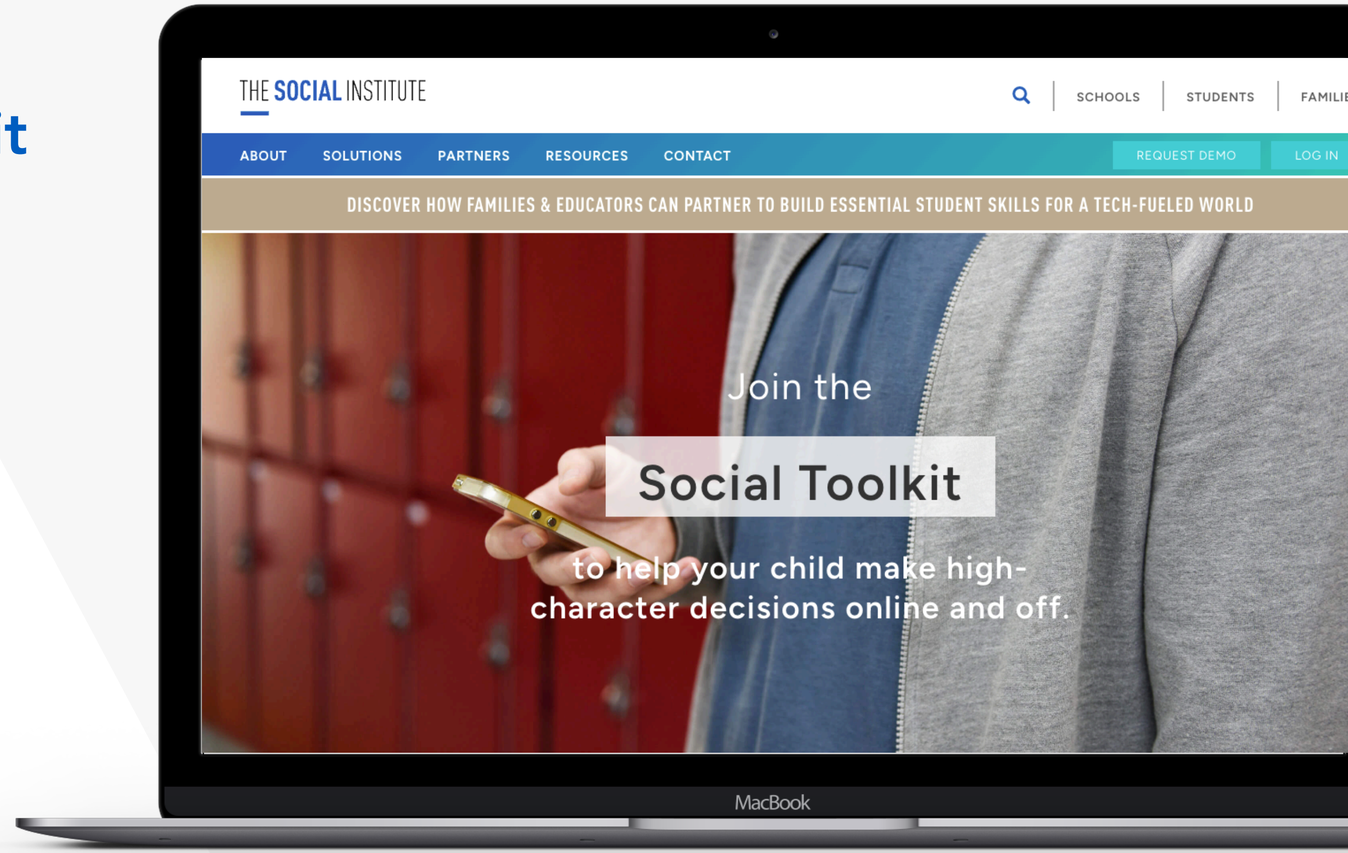
Visit **TheSocialInstitute.com/social-toolkit**

Step 2

Click **Login > Activate Account**

Step 3

Enter your school's unique code, shared by **#WinAtSocial Leaders** at your school



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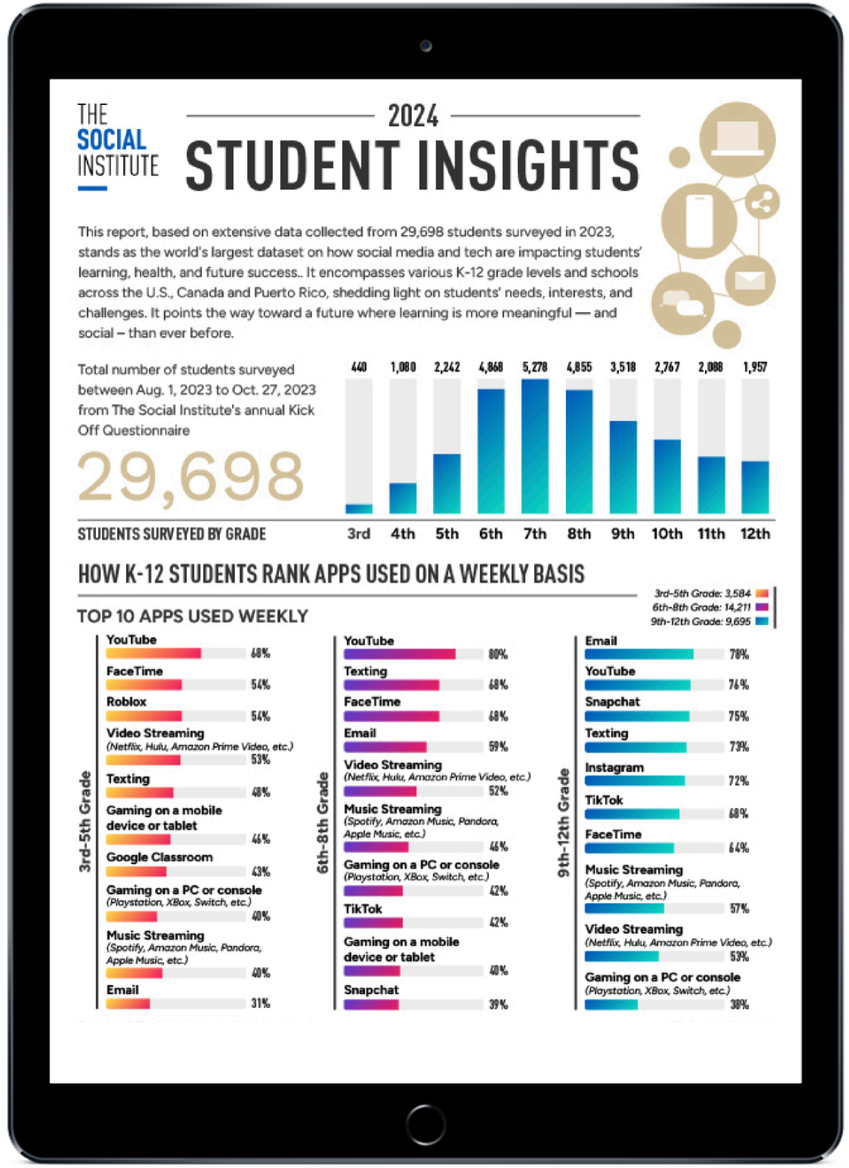
2024 Student Insights:

How social media, tech, and current events impact student well-being

View the full report:

TheSocialInstitute.com

Scan this code with your camera to download our full insights report



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Insight #2

Social media can be an enabler of health, happiness, and future success.

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Social media is one of the biggest influences on your students' **health, happiness, and future success.**

Students, educators, and families need help more than ever **learning life skills for the modern day.**

SIGNIFICANT PITFALLS	VS	SIGNIFICANT BENEFITS
TARNISH THEIR REPUTATION		STRENGTHEN THEIR REPUTATION
HURT THEIR WELL-BEING		CULTIVATE SELF-ESTEEM
LOSE FOCUS ON PRIORITIES		CONTROL YOUR ATTENTION
LOSE INTERNSHIPS		LAND GREAT INTERNSHIPS
FOLLOW NEGATIVE INFLUENCES		FOLLOW POSITIVE INFLUENCES
BRING OTHERS DOWN		MAKE A POSITIVE IMPACT
DENIED COLLEGE ACCEPTANCE		IMPRESS COLLEGE ADMISSIONS OFFICERS
PLAY TO LIKES AND FOLLOWERS		PLAY TO THEIR VALUES AND CHARACTER
LACK SOFT SKILLS		BUILD SOFT SKILLS

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Insight #3

Technology is ever-evolving. Life skills are timeless — no matter what app or game starts trending in 3 months.

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THE SOCIAL INSTITUTE'S 7 #WINATSOCIAL STANDARDS



PLAY TO YOUR CORE

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



PROTECT YOUR PRIVACY LIKE YOU'RE FAMOUS

Staying in control of our personal information.



STRIKE A BALANCE

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



CYBERBACK

Having each others' back and supporting each other.



FIND YOUR INFLUENCERS

Surrounding yourself with positive role models and credible influences.



USE YOUR MIC FOR GOOD

Amplifying your voice to create meaningful change.



HANDLE THE PRESSURE

Finding your own path no matter the pressure from others.

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Insight #3

Repetition is the mother of learning. Modern life skills education must grow with students.

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#WINATSOCIAL LESSONS



STRIKE A BALANCE

Balancing our time and attention on technology and the world around us.

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GRADE	
3	**Dealing with screens during the day: What do you do?** • *Be nice and polite when someone is using a device and you want their attention.* • *Think about what you should do first before having fun with screens and playing games.* • *Share ideas about how to not get distracted by devices at home and school.*
4	**Following YouTuber's lead and limiting distractions to make the most of your day** • *Discuss the recent trend of YouTubers quitting YouTube to focus on other fun things.* • *Reflect on digital distractions we experience and ways to limit them.* • *Design our own dream day by coming up with creative ways to deflect distractions.*
5	**Learning from the pros and balancing our time on tech to reach our goals** • *Discover how world-class pro athletes balance technology to reach their goals.* • *Discuss our goals for this school year and ways tech can help, not hurt, those goals.* • *Brainstorm apps & websites that can help us learn more and get good grades.*
6	**Sharing strategies to help family and friends strike a balance with tech** • *Communicate how we feel when others are (or aren't) striking a balance with tech.* • *Brainstorm ways to help family members and friends limit digital distractions.* • *Discuss with family members ways to collectively navigate technology positively.*
7	**Breaking down when to talk vs. text — and what celebrities can teach us** • *Explain why words, tone, and body language matter when communicating.* • *Identify situations where face-to-face conversation is more impactful than texting.* • *Describe reasons why people may not respond to a text immediately.*
8	**Pitching a big idea to help others strike a balance — Shark Tank Style** • *Collaborate in groups and pitch an idea that helps peers and adults balance tech.* • *Reflect on our own experiences learning to balance tech at home and at school.* • *Create a lesson or video that encourages younger students to strike a balance.*
9	**Debating tech giants' features and the science behind screen time** • *Debate whether or not companies should help us better manage our screen time.* • *Analyze our own screen time stats and examine how they align with our goals.* • *Brainstorm creative ways to stay focused and not be overly distracted by our devices.*
10	**Exchanging our favorite productivity hacks to start the year strong** • *Discuss the most useful apps, tips, and tech hacks to boost productivity.* • *Share with your teacher the most engaging ways to integrate tech into the classroom.* • *Brainstorm and pitch an effective digital device policy for your classroom or school.*
11	**Reimagining mental health in our community post-pandemic** • *Explore best-in-class strategies for reducing the risk of burnout.* • *Recommend systemic ways to support mental health among the school community.* • *Learn three time management techniques to balance workload and boost productivity.*
12	**Assessing representation in the latest media we're consuming** • *Recognize how the media (movies, shows, ads) that we consume shapes people's beliefs.* • *Debate whether or not high schools should evolve their 'required reading lists' to be inclusive and have balanced representation of characters.* • *Discuss how our school can address inclusion and have a balanced representation of voices shaping school culture.*

Insight #5

Students can't be what they can't see.

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LIVE UP TO THE STANDARDS YOURSELF, AS A ROLE MODEL.



PLAY TO YOUR CORE

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



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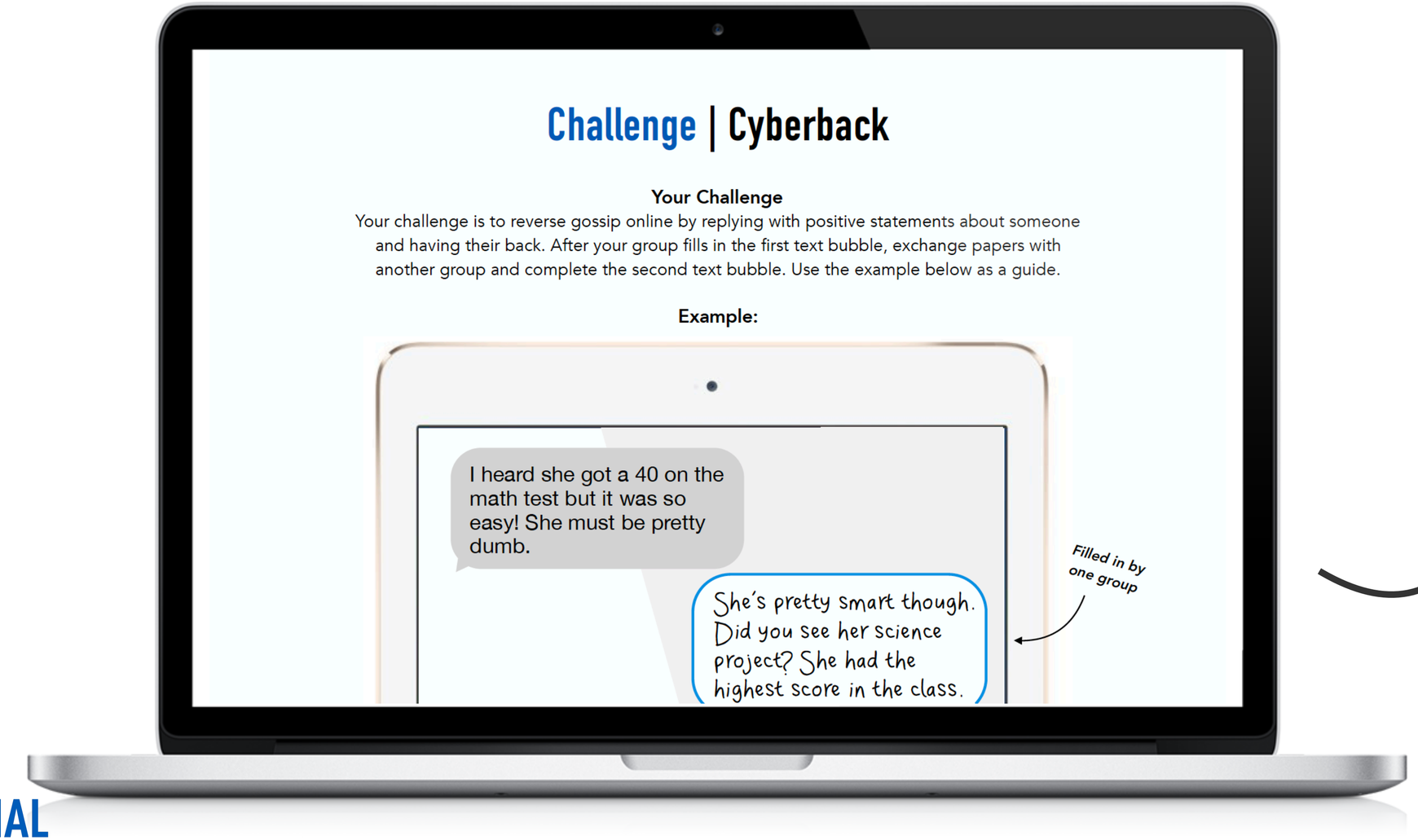
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Challenge: How would you Cyberback?



Scan this code with your camera to access this challenge

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Huddle about your family's level of privacy: bit.ly/privacy1030



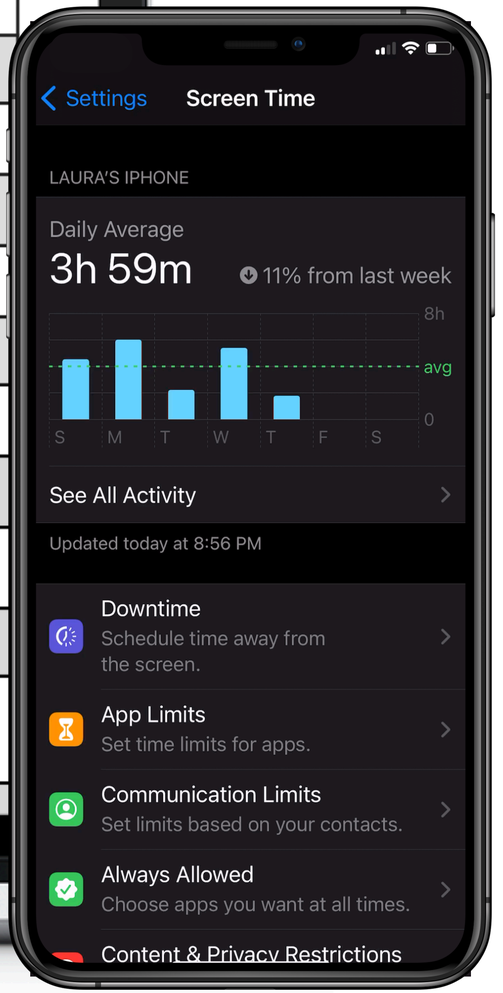
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Huddle about your family's screen time stats: bit.ly/time321

Download for free here:

		Screen Time feature	Your Stats
Screen Time > Last 7 Days	2A	Total time each day I use this device	
	2B	Total time each week I use this device	
	2C	App category I use the most	
	2D	#1 Most used app	
	2E	#2 Most used app	
	2F	#3 Most used app	
	2G	Pickups per day	
	2H	Day I pick up this device the most	
	2I	First app I use after pickup	
	2J	Notifications I receive per day	
	2K	App that pushes me the most notifications	



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As a family, huddle about **time limits** on the most popular apps you each use.

To manage your child's app limits, use the ***Family Share*** feature on iPhone or the ***Family Link*** feature on Android.

Other popular tools parents use:

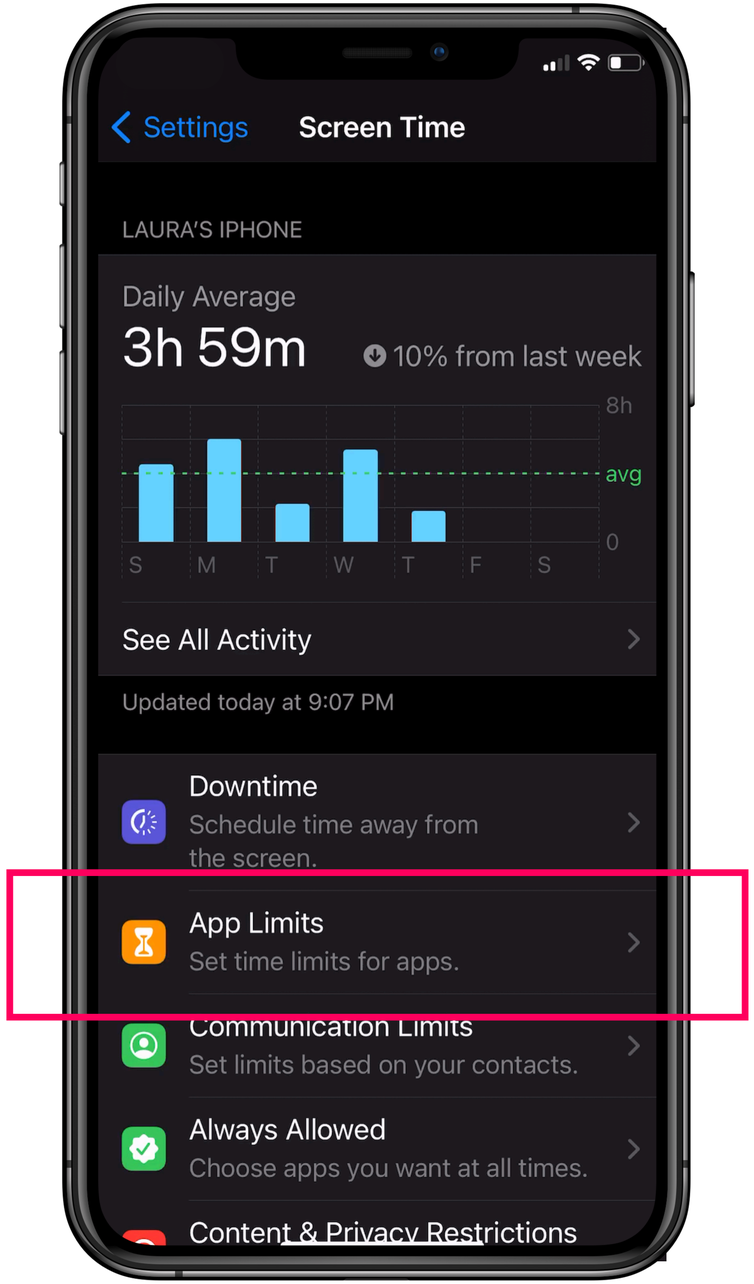
circle WITH Disney

OurPact

Life360

bark

Randomly Checking Device(s)



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Huddle about concentration apps we can all use to stay focused during schoolwork.

Popular apps & features students recommend :



Flora app



Forest app



Do Not Disturb feature



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If your child is younger than 13, consider huddling about why social media apps have a **minimum age of 13.**

Read more: bit.ly/ageforapps

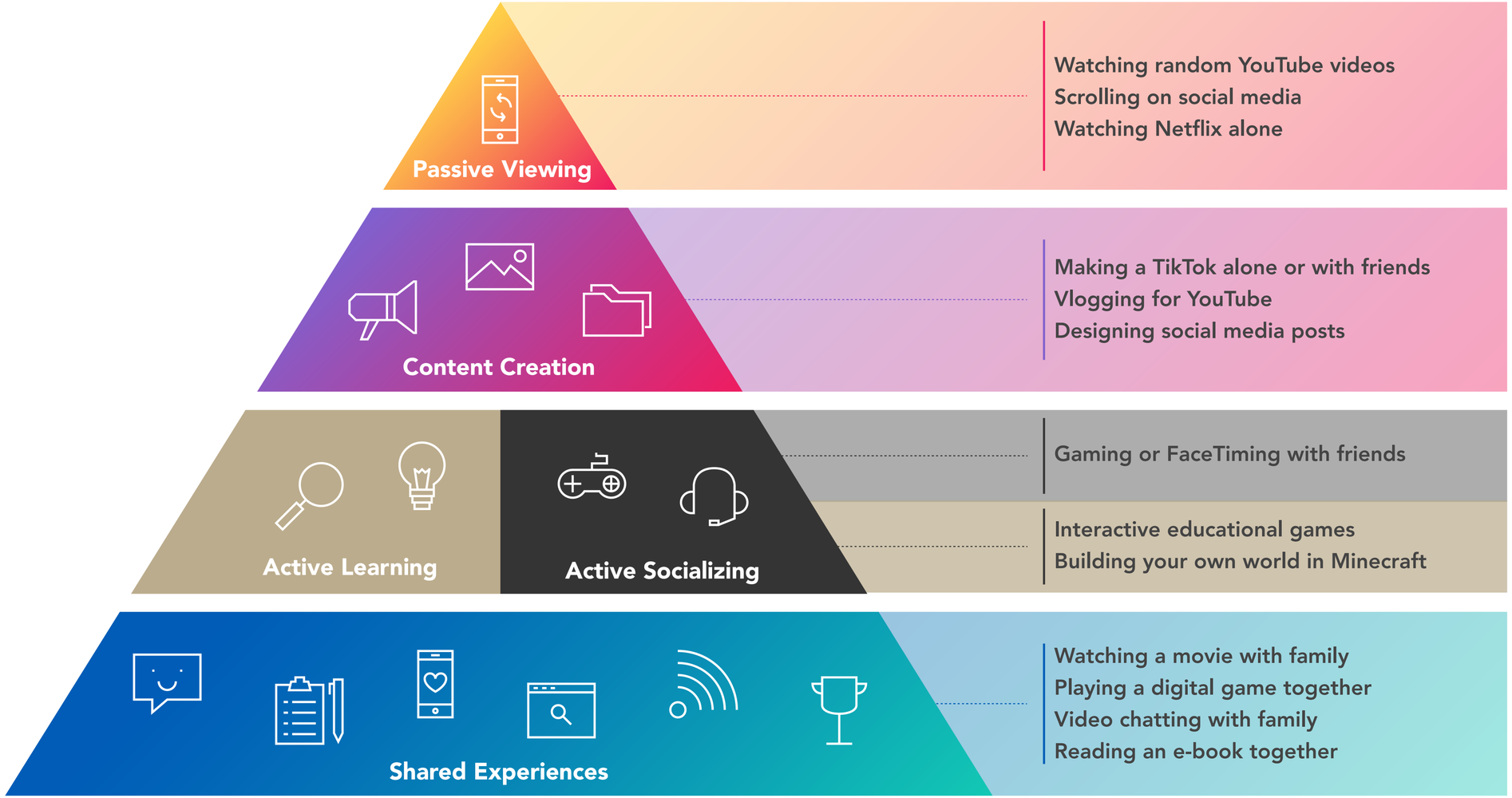


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TSI's Screen Time Pyramid

Not all screen time is equal. Huddle about how your family can **balance screen time** to connect, socialize, learn, and relax.



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Huddle about sleep time vs. screen time

ROOKIE

SLEEP

- **Newborns and Infants:**
  14-17 hours and 12-15 hours
- **Toddlers and Preschoolers:**
  11-14 hours
- **Elementary Aged:**
  9-11 hours

SCREEN TIME

- **Under 18 months old:**
  No screen time outside video chats.
- **Toddlers and Preschoolers:**
  Up to 1 hour/day of educational media.
  Watch media with them.
- **Elementary Aged:**
  Up to 1 to 1.5 hours per day.

VARSITY

SLEEP

- **Middle School Aged**
  9-11 hours

SCREEN TIME

- **Middle School Aged**
  Up to 2 hours per day.

PRO

SLEEP

- **High School Aged**
  8-10 hours

SCREEN TIME

- **IRL Activities:** Correlation between increased screen time and increased happiness for teens who spent more time on non-screen activities like ***sports and IRL social interactions.***
- **Girls vs. Boys:** Both girls and boys experience an increase in unhappiness the more time they spend on their devices. Only 15% of girls who spent about 30 minutes a day on social media were unhappy, but 26% of girls who spent ***6+ hours a day on social media*** reported being unhappy.

**Recommendations according to the American Academy of Pediatrics (AAP), World Health Organization (WHO), and the National Sleep Foundation*

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Huddle about milestones for getting a device

ROOKIE

Use a starter device or wearable without a data plan.

Examples:

- LeapStart 3D (toddler)
- OSMO Stem Learning (toddler)
- Verizon GizmoWatch
- VTech Kidizoom Smartwatch

VARSITY

Use their own device with a data plan and monitored limits.

Questions to huddle about:

- How much time each day?
- Where and when can they use it?
- What types of content?
- What passwords can you know?

PRO

Use their own device with less or no monitored limits.

PHASES

OPTIONAL TOOLS

circle with Disney

OurPact

Life360

Screen Time or Ask To Buy

Family Link

bark

Randomly Checking Device(s)

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Huddle about milestones for getting a new social media account

ROOKIE

Non-Social Apps

- Apps where you cannot receive friend requests from strangers.
- Games where you cannot meet or compete against other real online players
- Educational apps

VARSITY

Social Apps with limits

Questions to huddle about:

- Create a shared "family" account
- Who approves friend requests?
- How old to use an app?
- How many apps?
- Will parent(s) skim account?

PRO

Social App with less or no limits

Pro habits:

- Avoids anonymous apps and drama
- Prioritizes schoolwork and other goals
- Strengthens their search results

PHASES

PLATFORMS

ROBLOX

YouTube Kids













AVOID

Anonymous Apps

Privacy Apps

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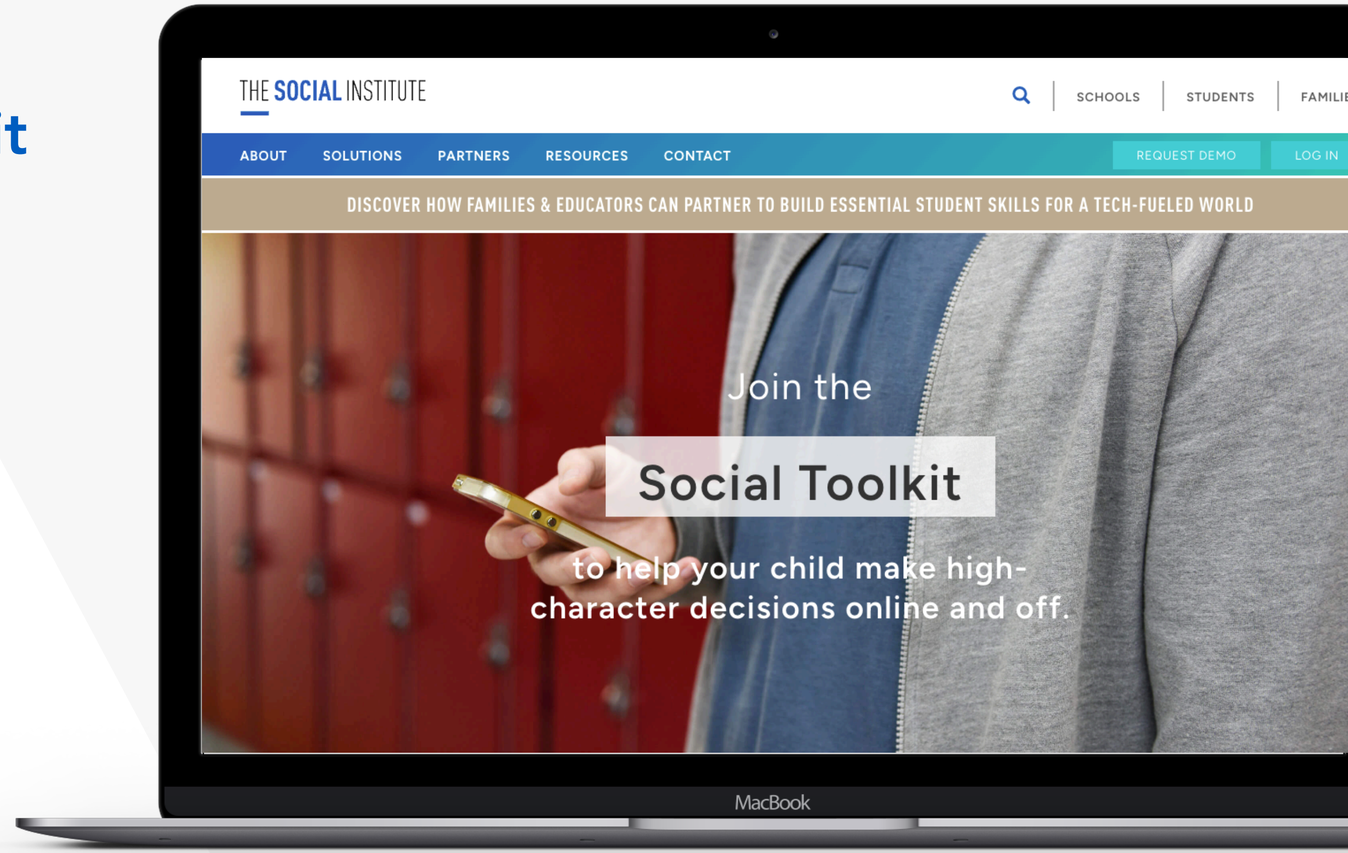
Visit **TheSocialInstitute.com/social-toolkit**

Step 2

Click **Login > Activate Account**

Step 3

Enter your school's unique code, shared by **#WinAtSocial Leaders** at your school



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Create your Family Standards Agreement: For K to 5th grade

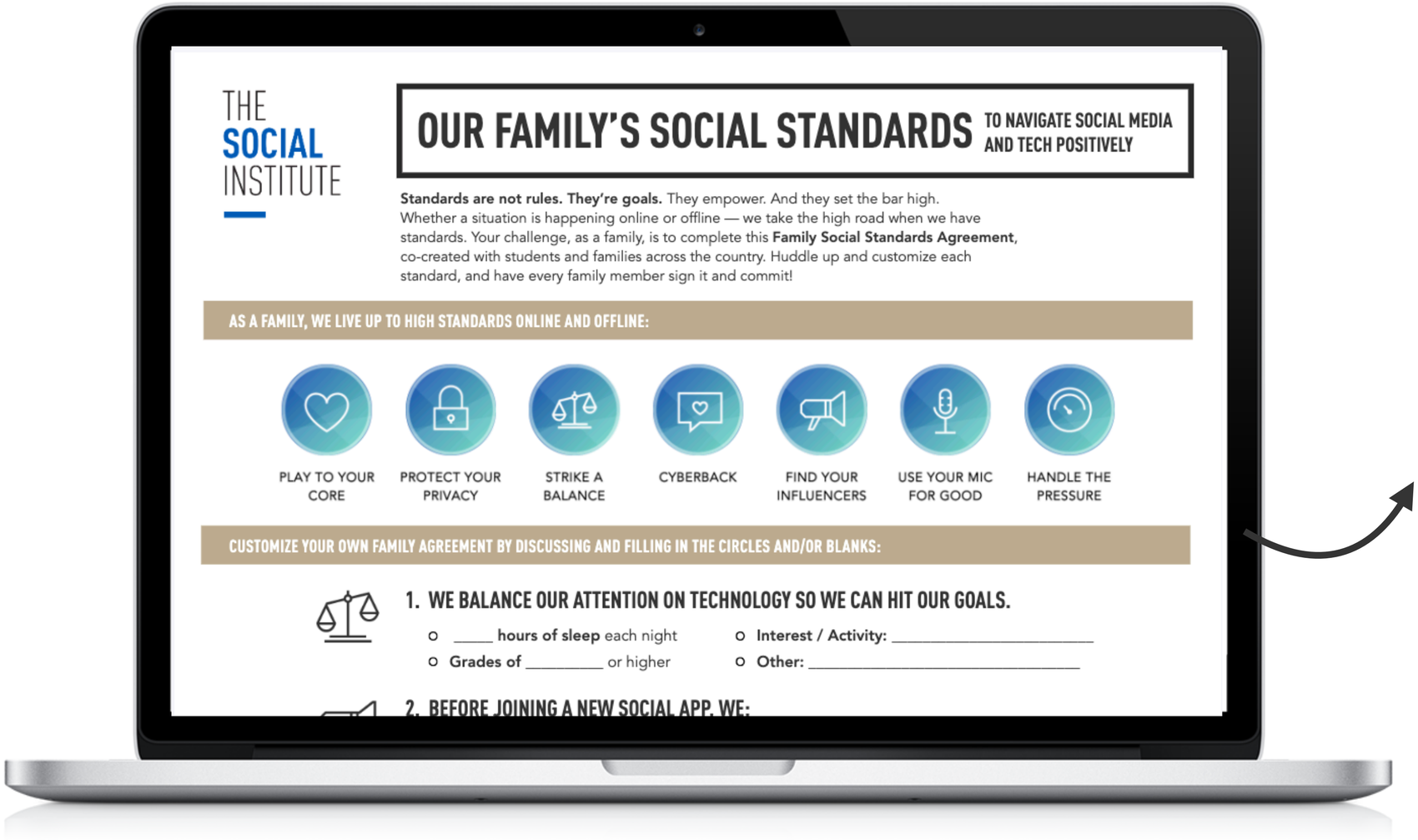


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Create your Family Standards Agreement: For 6th to 12th grade



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FOLLOW US ON SOCIAL!

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Join TSI's Student Ambassador Program!

For students who want to:

- Discuss the latest social media and tech trends
- Be a positive role model and inspire younger students
- Share ideas for future #WinAtSocial Lessons
- Earn community service hours or credits
- Receive a letter of recommendation



Logistics:

- 2-3 hours per month during the school year
- Monthly video call with TSI & fellow Ambassadors
- Volunteer and virtual
- Fall, Spring, and Summer opportunities

Apply here: bit.ly/tsiambassadors

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Schools are partnering with families to adopt a **more effective, collaborative approach** to helping students navigate their complex, ever-evolving social world.

EFFECTIVE	VS	INEFFECTIVE
EMPOWER AND EQUIP		SCARE AND RESTRICT
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EQUIP STUDENTS & THEIR ROLE MODELS		EQUIP ONLY STUDENTS

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15	62	35	19	98	27	82	57	76	45
60	49	64	89	59	90	1	87	24	31
7	14	8	77	18	36	25	94	50	95
42	80	17	70	26	96	67	16	92	73
23	2	12	53	3	41	61	65	46	30
51	44	32	34	91	28	33	21	6	81
29	22	97	85	69	75	5	52	11	88
58	9	66	20	47	79	86	37	43	56

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LET'S DO THIS!

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Chelsea Lopez

Director of Educator Advancement
chelsea.lopez@thesocialinst.com

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