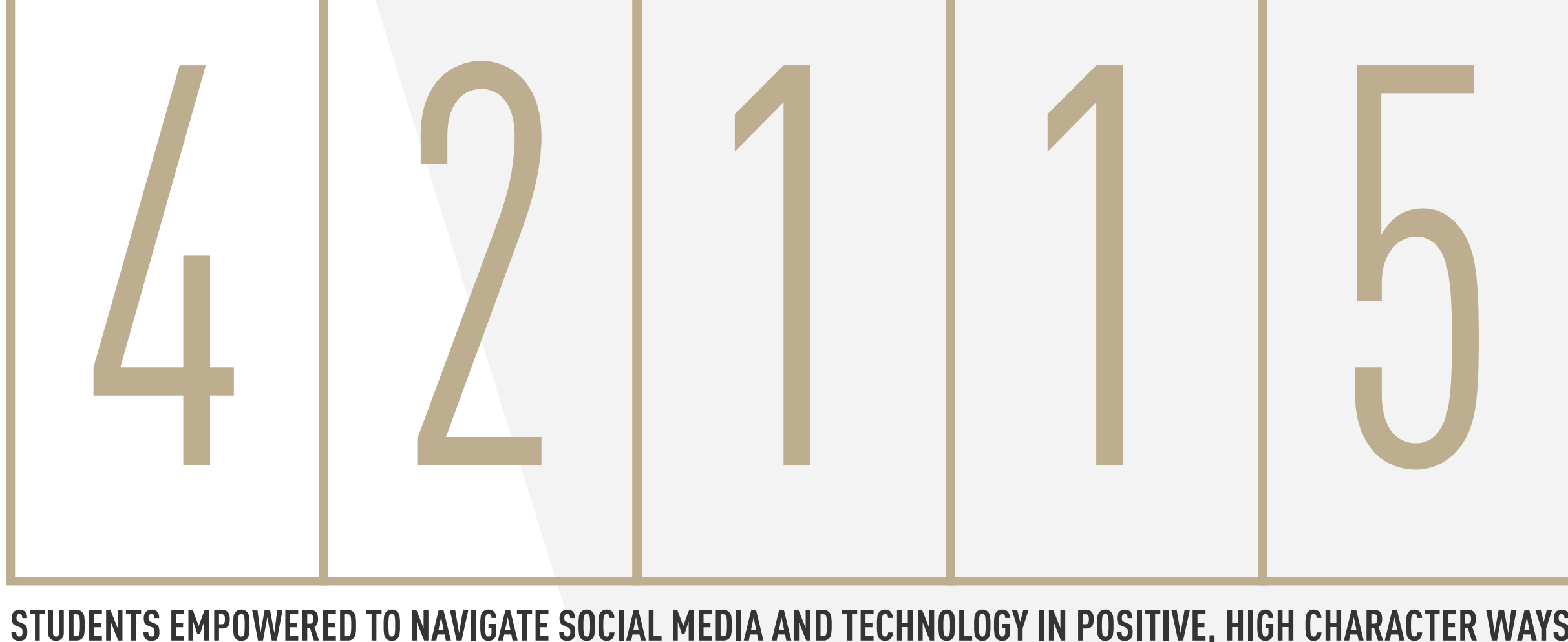
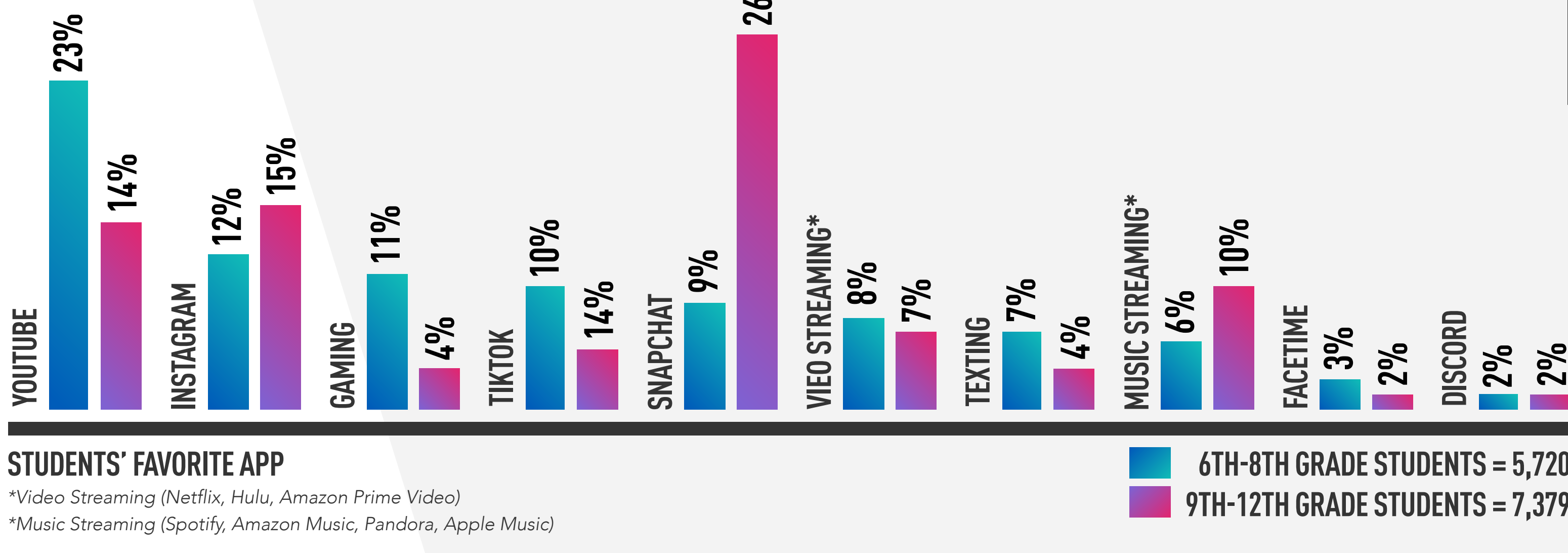


Social media is simply how students socialize. Yet students are taught that social platforms are only dangerous and adults lecture students on the Don'ts, not the Do's. This report helps pinpoint opportunities for schools to reimagine social media education.

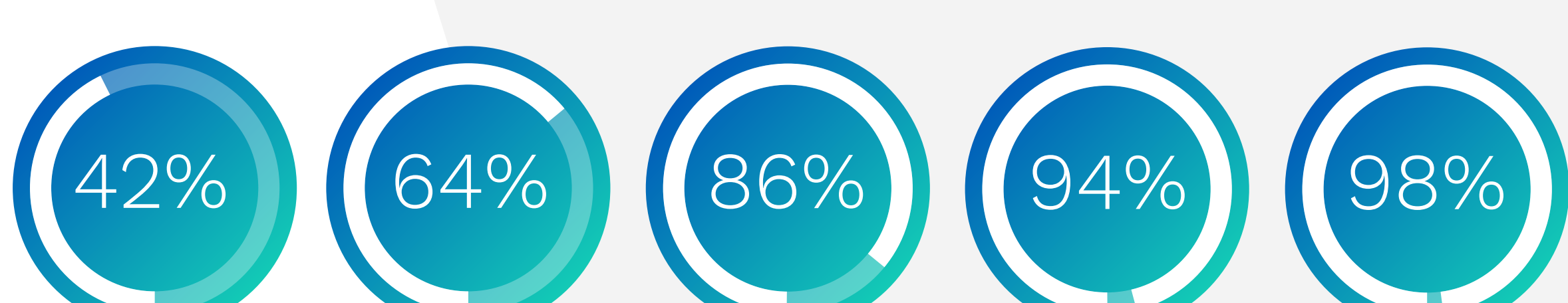
These findings represent a nationwide survey of 13,874 students and 1,265 parents at independent and public schools, conducted Aug. 1 - Dec. 31, 2019.



STUDENTS EMPOWERED TO NAVIGATE SOCIAL MEDIA AND TECHNOLOGY IN POSITIVE, HIGH CHARACTER WAYS.

"We're finding that a percentage of students within each school understand how to navigate social media positively, and that understanding strengthens as they progress from 5th to 12th grade. Schools are leveraging that insight to help empower the full student body. The future of positive social media education in schools is deeply rooted in student leadership."

Laura Tierney
Founder & CEO of The Social Institute



STUDENTS WHO OWN A PHONE

66% OF 5TH GRADE STUDENTS DO NOT HAVE A SIGNED TECHNOLOGY CONTRACT AT HOME

Number of students = 775

STUDENTS WITH FINSTA ACCOUNTS

Grade	Number of students	Percentage
6th-8th	5,720	9%
9th-12th	7,369	22%

29% OF 6TH GRADE STUDENTS SAY THEY 'ALMOST NEVER' TALK TO A TRUSTED ADULT ABOUT WHAT THEY EXPERIENCE ON SOCIAL PLATFORMS*

*Texting, Gaming, Social Media
Number of students = 692

'NOT LIKELY' OR 'SLIGHTLY LIKELY' TO SPEAK UP IF USER SEES A POST OR TEXT THAT CROSSES THE LINE OR OFFENDS OTHERS

Grade	Number of students	Percentage
6th	n=1,686	19%
7th	n=2,176	23%
8th	n=2,272	30%
9th-12th	n=7,086	12%

WHAT STUDENTS WISH PARENTS KNEW ABOUT SOCIAL MEDIA

NOT ALL OF IT IS ALL BAD AND THAT IT COULD BE USED FOR MORE PURPOSES OTHER THAN ENTERTAINMENT

YOU CAN CREATE A PRIVATE ACCOUNT THAT ONLY YOU AND YOUR FRIENDS CAN SEE

IT'S NOT OUR ENTIRE LIVES, BUT IT IS A BIG PART OF US; IT'S DIFFERENT THAN THEIR CHILDHOOD, AND THAT'S OK

HOW TO USE EMOJIS CORRECTLY

SOMETIMES TECHNOLOGY HELPS BRING KIDS CLOSER TOGETHER AND SPREADS NEWS AND AWARENESS

YOU CAN'T PAUSE ONLINE GAMES

NOT ALL OF IT IS INAPPROPRIATE

JUST BECAUSE THEY HEARD BAD THINGS ABOUT SOCIAL MEDIA DOESN'T MEAN WE FOLLOW THE TREND



BELIEVE THE CONTENT THEY SHARE ONLINE 'ALMOST NEVER' REPRESENTS THEIR VALUES AND CHARACTER

84% OF PARENTS SAY THEY USE SOCIAL MEDIA

Number of parents = 1,265

13% OF FAMILIES HAVE A TECH CONTRACT

Number of parents = 1,265

86% OF PARENTS SAY THEY TALK WITH THEIR CHILD(REN) ABOUT WHAT THEY EXPERIENCE ON SOCIAL PLATFORMS*

*Texting, Gaming, Social Media
Number of parents = 1,265

80% OF PARENTS ADMIT THEY LOOK AT THEIR PHONE WITH KIDS IN THE CAR

Number of parents = 1,265

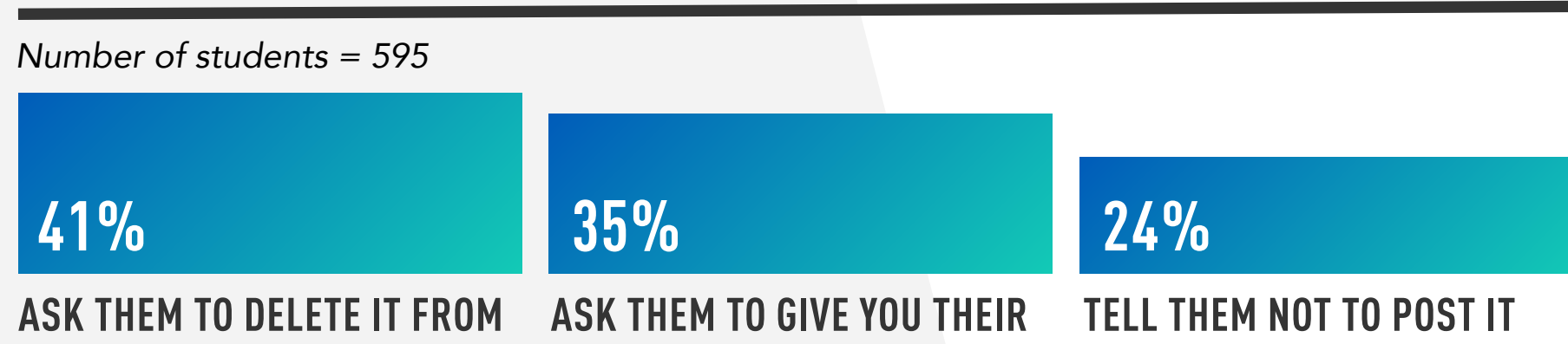
#WINATSOCIAL SNAPSHOT

The following questions and insights are from The Social Institute's #WinAtSocial Curriculum, used by schools nationwide to empower students to navigate social media and technology positively.

5th GRADE STUDENTS

YOU'RE HANGING OUT WITH FRIENDS AND ONE PERSON IN THE GROUP HAS A PHONE. YOU DO SOMETHING SILLY, AND THEY CAPTURE A VIDEO OF YOU. THEN JOKE THAT THEY WILL SEND IT AROUND SCHOOL. WHAT DO YOU DO?

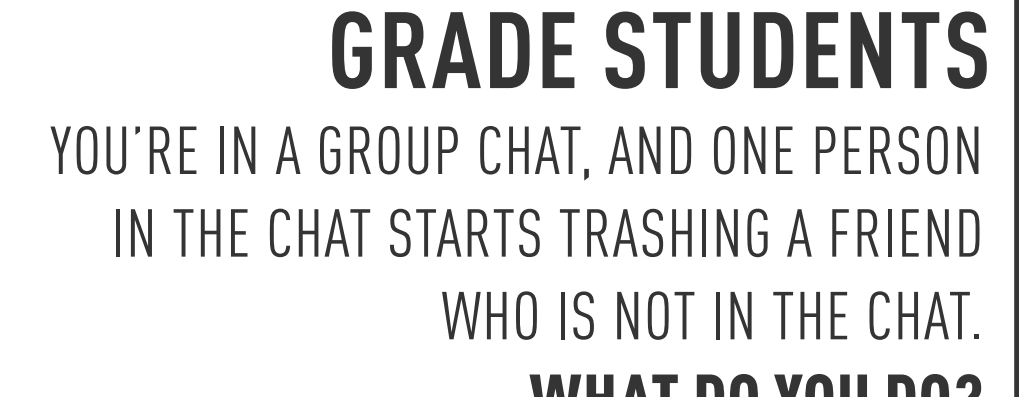
Number of students = 595



6th GRADE STUDENTS

YOU'RE IN A GROUP CHAT, AND ONE PERSON IN THE CHAT STARTS TRASHING A FRIEND WHO IS NOT IN THE CHAT. WHAT DO YOU DO?

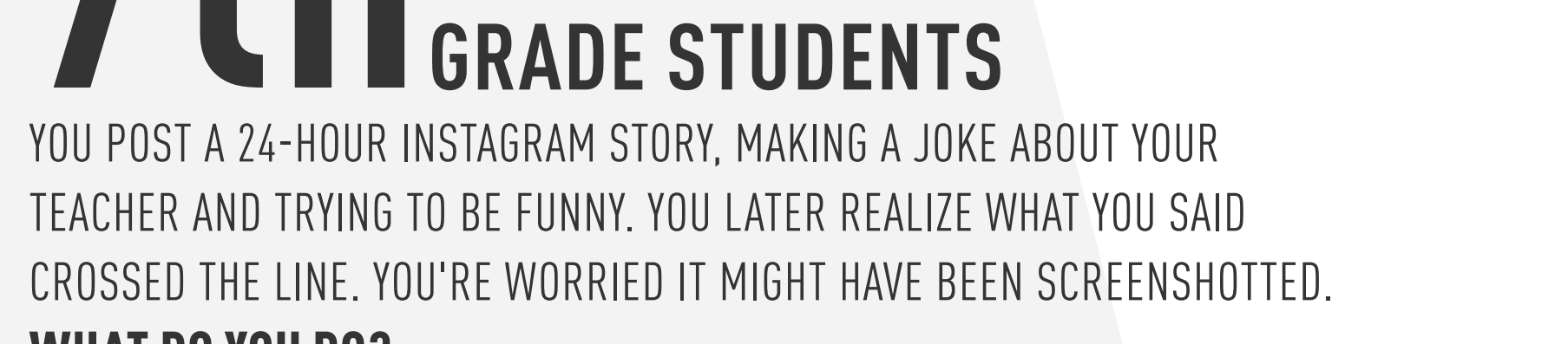
Number of students = 1,331



7th GRADE STUDENTS

YOU POST A 24-HOUR INSTAGRAM STORY, MAKING A JOKE ABOUT YOUR TEACHER AND TRYING TO BE FUNNY. YOU LATER REALIZE WHAT YOU SAID CROSSED THE LINE. YOU'RE WORRIED IT MIGHT HAVE BEEN SCREENSHOTTED. WHAT DO YOU DO?

Number of students = 1,569



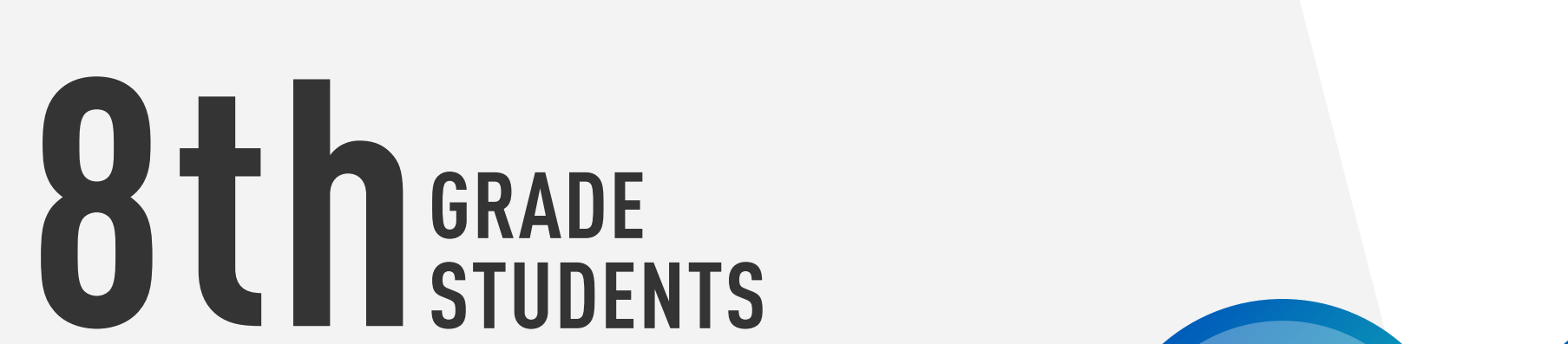
8% LEAVE THE CHAT

9% IGNORE THE NOTIFICATIONS AND WAIT FOR THEM TO STOP

8th GRADE STUDENTS

RESEARCH SHOWS THAT RECOGNIZING YOUR ACCOMPLISHMENTS, BIG OR SMALL, HELPS YOU BOOST YOUR CONFIDENCE AND REACH GOALS. DO YOU AGREE OR DISAGREE WITH THE IDEA OF PEOPLE POSTING ACCOMPLISHMENTS ON SOCIAL MEDIA?

Number of students = 2,237



Number of students = 2,237

9th GRADE STUDENTS

YOUR CRUSH SENDS YOU A MESSAGE ON SNAPCHAT ASKING FOR A NUDE PHOTO OF YOURSELF. THEY PROMISE YOU THEY WON'T SCREENSHOT IT AND THAT THEY'LL LET IT DISAPPEAR. WHAT DO YOU DO?

Number of students = 1,002



10th GRADE STUDENTS

67% OF AMERICANS BELIEVE SOCIAL MEDIA IS VERY OR SOMEWHAT IMPORTANT FOR CREATING SUSTAINED MOVEMENTS FOR SOCIAL CHANGE. IF YOU SPOKE UP ABOUT AN INJUSTICE IN THE WORLD, WHICH TOPIC WOULD YOU ADDRESS?

Number of students = 994



11th GRADE STUDENTS

LINKEDIN IS A PROFESSIONAL SOCIAL NETWORK THAT CAN GIVE HIGH SCHOOL STUDENTS MANY ADVANTAGES. WHICH IS MOST MEANINGFUL?

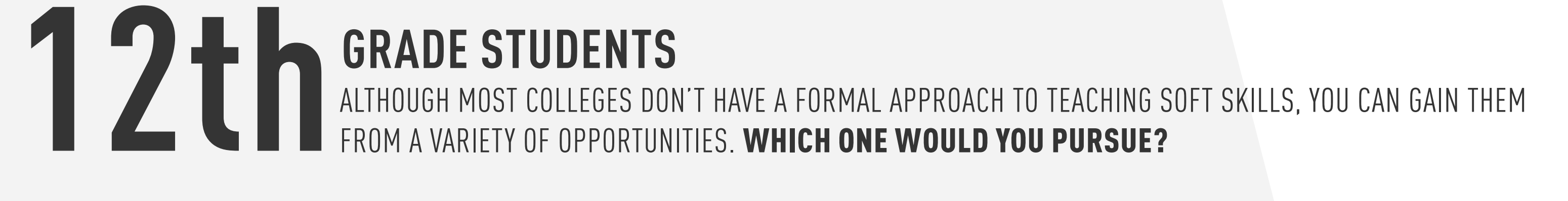
Number of students = 1,067



12th GRADE STUDENTS

ALTHOUGH MOST COLLEGES DON'T HAVE A FORMAL APPROACH TO TEACHING SOFT SKILLS, YOU CAN GAIN THEM FROM A VARIETY OF OPPORTUNITIES. WHICH ONE WOULD YOU PURSUE?

Number of students = 538



Number of students = 538