

# SEVEN SOCIAL STANDARDS

Standards are different from rules in that they are ways to live, not just orders to obey. The great thing about standards is that when a group of people agrees to follow the same ones, they can help each other meet them.

Below are The Social Institute's seven standards of social media. Under each standard are ways to live up to that standard. We win the game of social media by living up to each standard as a team. Consider using these standards below to create your own Family Social Standards Agreement, which both parents *and* kids sign! Find more positive social media coaching resources at [TheSocialInstitute.com](https://www.TheSocialInstitute.com).

## 1. Play to your core

- What we text, post, and share reflect our character. We protect and strengthen our reputation by sharing our values, goals, and interests.
- What's right and most important might not always be what's most liked by others. We share what most reflects us and our character, not what we hope will get a ton of likes, views, comments, or followers.
- Social media can help or hurt our short- and long-term goals. We take the high road so that it helps us every step of the way. A screenshot lasts forever, so we share only what we wouldn't mind sharing at a national press conference (more on that later).

## 2. Protect your privacy like you're famous

- What we text, snap, and share can quickly spread to our peers, teachers, families, and beyond. Plus, it can stick around on the internet forever. So we shut down any requests for sexually explicit, offensive, or private info.
- We protect our personal info as if someone was hunting it down. We make it impossible to find our home address, drivers license numbers, phone numbers, and other private info on social media or the Web.
- Every time we click "I agree" to an app's Terms & Conditions, we agree to give away something away. We understand the risk and choose whether and how to use an app with this in mind.
- We change our passwords every three months and never share them with friends (including the code we set to unlock our phone).

## 3. Strike a balance

- We focus on priorities (homework, hobbies, etc.) and what will help us reach our goals. Because if our time isn't being spent on following our dreams, neither are we.

- We know how to communicate with others — face to face, phone, email, messaging, video calls — depending on what each situation calls for.
- We value the moments we live without needing the validation of others through a certain number of likes, views, and comments.
- We look people in the eye when they talk to us.

#### 4. Build a strong team

- We become most like the people we surround ourselves with, so we fill our feeds (and lives) with people who support us and bring out the best in us, now and in the future. As our goals and priorities change, so will our team.
- We unfollow all accounts that threaten our safety, make us question our originality, or chip away at our goals. We block any account that sends us something inappropriate or rude — we don't need that in our lives.
- We avoid falling for fake news by surrounding ourselves with credible sources — media outlets and friends.

#### 5. Cyberback others

- We back up people we see being bullied online, rather than cyberbully.
- We are all leaders on the front lines of our digital town watch. If we see a potentially dangerous post, we speak up and say something.
- We lift up others by calling out and celebrating their wins on social media.
- When bullying becomes dangerous, we (1) stop, (2) block the sender, (3) screenshot the offense, and (4) talk to an adult about what to do next. It rhymes, so it's easy to remember. No excuses.

#### 6. Use your mic for good

- Every time we click Send or Post, Comment or Like, we imagine we're behind a microphone at a national press conference with thousands of listeners in the audience. Because we understand that social media is that microphone and that our friends and followers — and potentially the world — are our audience. So we use your mic to do great things.
- We can use our social media microphone to address problems facing our school, our city, and our world — individually and as a team.
- We can use it to teach others how to create positive change so they can help their communities.
- We know how to turn on, turn up, and drop our mic to reach our goals.

#### 7. Huddle often

- We talk with each other regularly about our experiences online and the best moves to make so that together we can live up to high standards. This is a team effort!
- We coach down to less experienced social media users, helping them learn how to use it positively, both through our example (#rolemodel) and instruction.
- We also coach up to those who may be older or in positions of authority but who have less social media experience, helping them understand how (and why!) it's important to us.

#### **Need a real-time resource to help your child navigate social media?**

Join us in the Social Locker Room at [SocialLockerRoom.com](http://SocialLockerRoom.com).