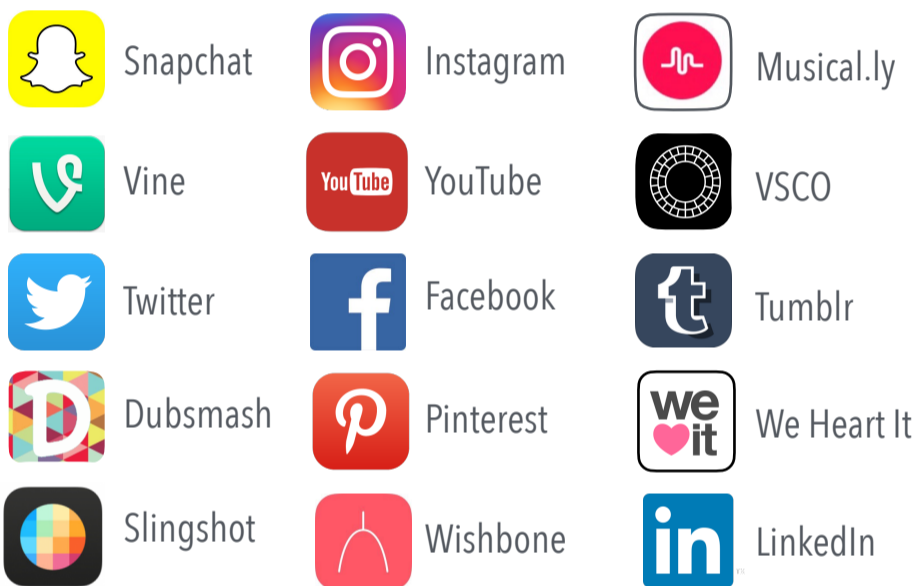


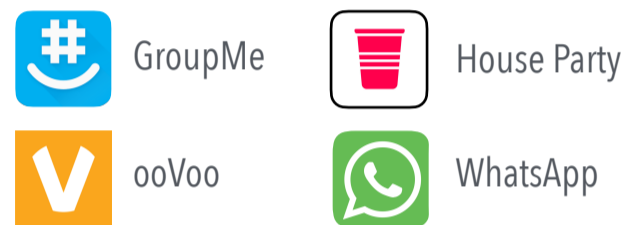
SOCIAL PLATFORM PLAYBOOK

The game of social media is overwhelming and ever-changing.
To learn about *where* students should play and *how*, visit
TheSocialInstitute.com

MEDIA SHARING + CONSUMING



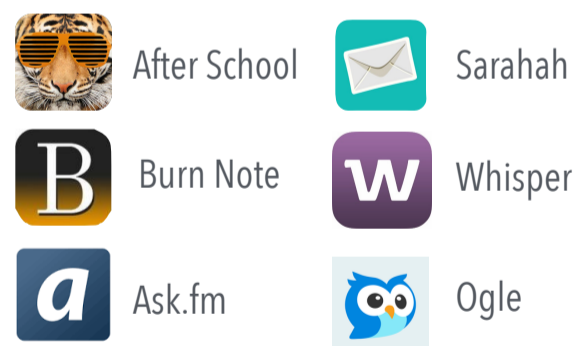
TEXT + VIDEO GROUP CHATTING



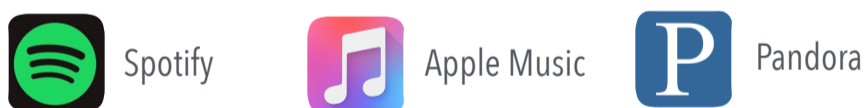
MEETING, DATING



ANONYMOUS GOSSIPING



MUSIC



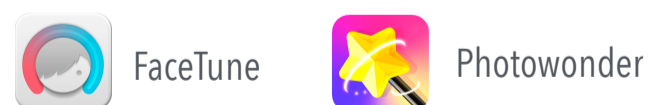
VIDEO STREAMING



GAMING



RETOUCHING



ANTI-PARENT

