

HOW TO AVOID 5 COMMON MISTAKES WHEN IMPLEMENTING SEL



Laura Tierney

Founder & CEO

The Social Institute x SAIS

Digital native, former educator, with a passion for empowering students

- Collaborated with over **50,000 students** in three years to launch The Social Institute
- Social media expert, advising on social media strategy for **ESPN, Nike, Disney, Samsung**
- Former **4-time Duke All-American**, Team Captain, and Duke Athlete of the Decade for field hockey
- Applauded by the **New York Times, Wall Street Journal, ISTE, NAIS, Popular Science, Melinda Gates**



Laura Tierney

Founder & CEO

FEATURED IN

**The
New York
Times**

THE WALL STREET JOURNAL
WSJ

**The
Washington
Post**



ESPN



COACHED LEADERS FROM

Today, we'll focus on...

- 1 **The five mistakes schools are making**
- 2 **Reimagining this education to best support students**
- 3 **Questions and free resources**

Defining Social-Emotional Learning

*"SEL is the foundation, the **heartbeat of the classroom**. It's about connecting everybody and making them feel safe and secure before you get to the academics."*



Wendy Turner

Delaware Teacher of the Year

Defining Social-Emotional Learning

*“How children and adults learn to understand and manage **emotions**, set goals, show **empathy** for others, establish positive **relationships**, and make **responsible decisions**”*

— The Collaborative for Academic and Social-Emotional Learning (CASEL)

Challenges are Growing in Schools

Without proper education, students risk their health, happiness, and success.

Lower Grades

Not Enough Sleep

Lawsuits

Cyberbullying

Anxiety

Sexting

Expulsion

Ruined Reputations

FOMO

Suicidal Thoughts

Lower Self-Esteem

Online Drama

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MISTAKE #1

Schools don't empower their *entire* community through a common language and consistent approach.

MISTAKE #2

Schools approach SEL in a one-dimensional way.

MISTAKE #3

Adults lecture students.

MISTAKE #4

Schools rely on one-and-done efforts.

MISTAKE #5

Schools use out-dated and out-of-touch SEL content.
And students roll their eyes.

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MISTAKE #1

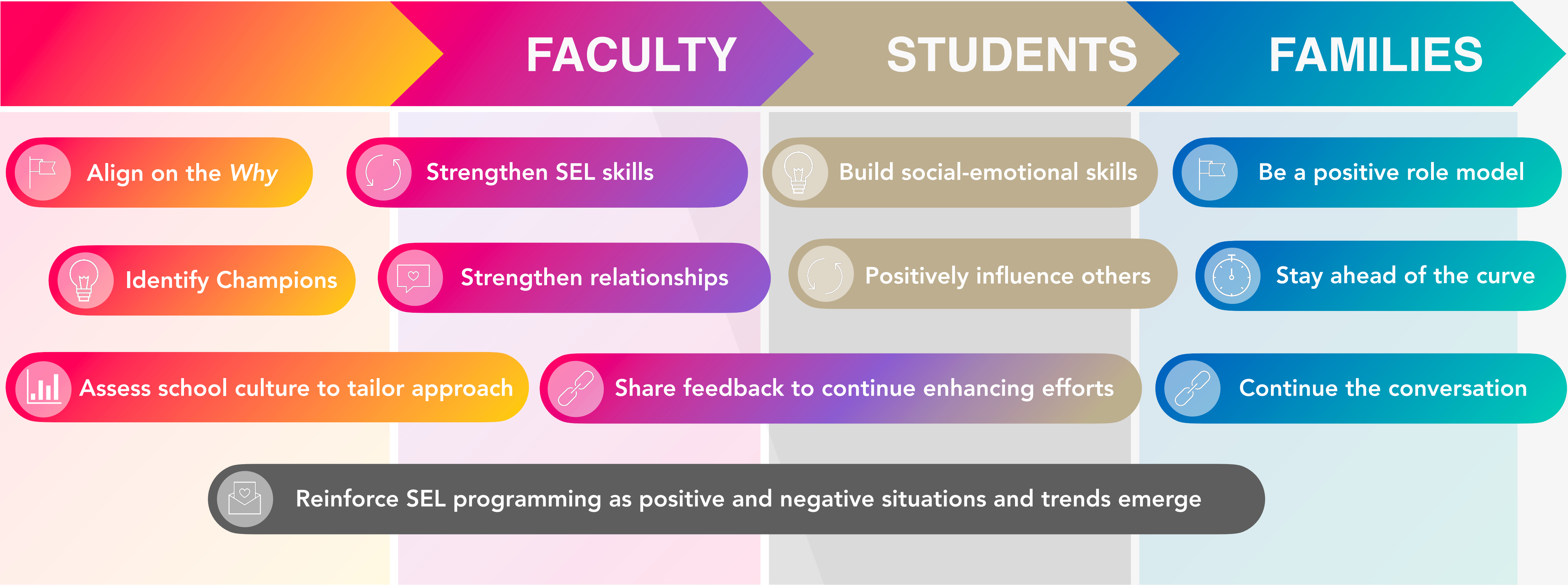
Schools don't empower their *entire* community through a common language and consistent approach.



WIN #1

Empower students, educators, *and* families through a common strategy, unifying language, and tailored resources.

Weave SEL Into The Fabric Of Your Community



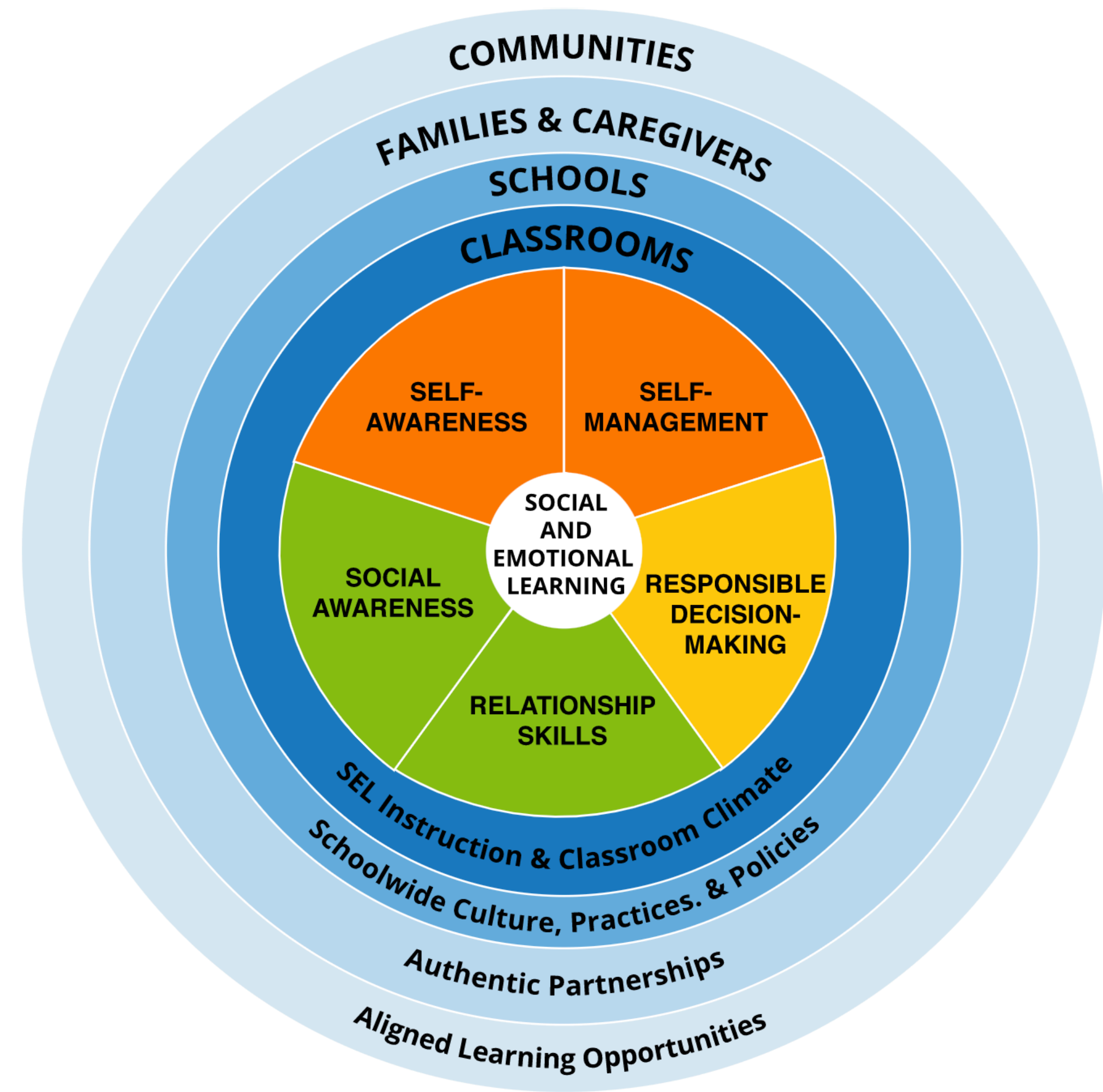
The Foundation of Social-Emotional Skills

CASEL'S RESEARCH SHOWS

Schools save **\$11** for every \$1 they proactively invest in SEL.

Students' **academic performance increases** by 11 percentage points by participating in SEL.

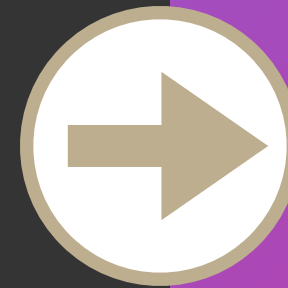
SEL programming has a **long-term positive impact** on academics, conduct problems, emotional distress, and drug use.



Source: CASEL

MISTAKE #2

Schools approach SEL in a one-dimensional way.



WIN #2

Lean into the many dimensions of SEL and integrate them throughout the student experience.

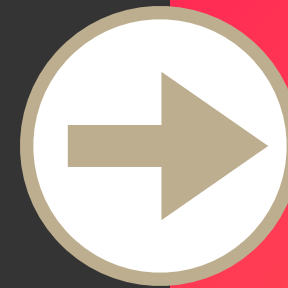
A Comprehensive Approach

Empowers students to navigate student well-being, social media, and tech in healthy, high-character ways.



MISTAKE #3

Adults lecture students.



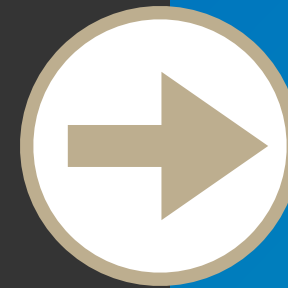
WIN #3

Elevate student voice, share a variety of perspectives, and help students positively influence each other through peer-to-peer discussion.



MISTAKE #4

Schools rely on one-and-done efforts.



WIN #4

Organize a sustainable and developmentally-relevant approach to SEL — one that grows with students.

Have Lessons and Parent Resources Grow With Students

GRADES 4TH-5TH

Build emotional awareness and foundational social skills with grades 4 and 5.

GRADES 6TH-8TH

Help students navigate daily social challenges, including experiences on social media and technology — whether or not they own a device or use social apps.

GRADES 9TH-12TH

Strengthen student resilience, soft skills, and emotional intelligence to prepare for complex challenges, including college admissions, balancing technology, and future employment.

Unite your community through one common language. Equip everyone to **live up to high standards**, online and off.

THE SOCIAL INSTITUTE'S SEVEN SOCIAL 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

Using technology as a microphone to create meaningful change.



HANDLE THE PRESSURE

Finding your own path no matter the pressure from others.



STRIK E A BALA NCE

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

GRADE 4 ▶ Game-planning to get the most out of our day

- ★ Identify common daily distractions caused by technology.
- ★ Explore ways to limit distractions and set priorities.
- ★ Design your dream day by striking a balance with technology.

GRADE 5 ▶ Balancing time on devices to reach our goals

- ★ Explore how technology can help you reach your goals.
- ★ Discuss ways to limit distractions.
- ★ Learn how balancing technology can help you create SMARTT goals.

GRADE 6 ▶ Helping family and friends strike a balance with technology

- ★ Understand the impression you give when overusing technology.
- ★ Communicate how you feel when friends are overusing technology.
- ★ Engage your family in a discussion about positive ways to balance technology.

GRADE 7 ▶ Exploring how and when to communicate over text and in person

- ★ 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.

GRADE 8 ▶ Empowering younger students to strike a balance with their devices

- ★ Reflect on your experiences learning to balance technology in everyday life.
- ★ Identify effective ways to navigate the increased focus on tech and social media.
- ★ Create a lesson or video that encourages younger students to strike a balance.

GRADE 9 ▶ Recognizing the science behind screen time and social media

- ★ Discover our own screen time stats and examine how they align with our goals.
- ★ Describe features in apps or games that boost dopamine and keep our attention.
- ★ Debate whether companies should help people better manage their screen time.

GRADE 10 ▶ Examining technology's role in boosting academic performance

- ★ Investigate the extent to which classroom distractions impact your grades.
- ★ Discuss innovative ways technology can increase engagement and enhance learning.
- ★ Brainstorm and pitch an effective classroom or school technology policy.

GRADE 11 ▶ Preventing burnout to boost your productivity

- ★ Uncover the key differences between stress and burnout.
- ★ Explore best-in-class strategies for reducing the risk of burnout.
- ★ Learn three time management techniques to balance workload and boost productivity

GRADE 12 ▶ Inspecting the imbalance of representation in the content that we consume

- ★ 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.

#WINATSO CIAL LIVE

Build life skills by addressing current events and trends that matter to students. Created by TSI in real-time and thoroughly vetted by students, educators, and researchers.

Lessons for 2021-2022:

- ★ **March '22** ▶ Understanding Russia's invasion of Ukraine and the power of social media (Find Your Influencers)
- ★ **March '22** ▶ Shattering glass ceilings & blazing trails: celebrating Women's History Month (Find Your Influencers)
- ★ **Feb. '22** ▶ Celebrating the accomplishments, and legacies of Black Americans (Use Your Mic For Good)
- ★ **Dec. '21** ▶ Reflecting on 2021 'Spotify Wrapped' style (Play To Your Core)
- ★ **Dec. '21** ▶ Breaking down 'The Social Dilemma' and how tech shapes society (re-release from 2020-2021)
- ★ **Nov. '21** ▶ Analyzing the classified report about IG's impact on well-being (Strike A Balance)
- ★ **Oct. '21** ▶ Navigating COVID and seeking to understand others' perspectives (Strike A Balance)
- ★ **Sept. '21** ▶ Recognizing the power of unity on the 20th Anniversary of 9/11 (Use Your Mic For Good)
- ★ **Aug. '21** ▶ Setting our entire community up for success this fall (Handle The Pressure)

Lessons from 2020-2021:

- ★ **April '21** ▶ Examining the latest Supreme Court Case about Snapchat & student privacy (Protect Your Privacy)
- ★ **April '21** ▶ Rolling out the vaccine and looking ahead to the future (Find Your Influencers)
- ★ **March '21** ▶ Amplifying accountability amidst a rising tide of cancel culture (Use Your Mic For Good)
- ★ **March '21** ▶ Igniting inspiring and analyzing the impact of landing on Mars (Play To Your Core)
- ★ **Feb. '21** ▶ Embracing diversity beyond Black History Month (Cyberback)
- ★ **Jan. '21** ▶ Actively listening and encouraging unity following the inauguration (Play To Your Core)
- ★ **Jan. '21** ▶ Analyzing social media's role in the events at the U.S. Capitol (Cyberback)
- ★ **Dec. '20** ▶ Spreading cheer and generosity during the holidays (Cyberback)
- ★ **Nov. '20** ▶ Feasting on gratitude this Thanksgiving (Play To Your Core)
- ★ **Nov. '20** ▶ Breaking down 'The Social Dilemma' and how tech shapes society (Strike A Balance)
- ★ **Oct. '20** ▶ Evaluating news sources during the national election season (Find Your Influencers)
- ★ **Oct. '20** ▶ Engaging in respectful discussion during the election season (Play To Your Core)
- ★ **Sept. '20** ▶ Building awareness about the wildfires across the U.S. (Use Your Mic For Good)
- ★ **Sept. '20** ▶ Helping our communities navigate the election season (Find Your Influencers)
- ★ **Aug. '20** ▶ Explore ways to address racial injustice and promote equity (Use Your Mic For Good)

MISTAKE #5

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And students roll their eyes.

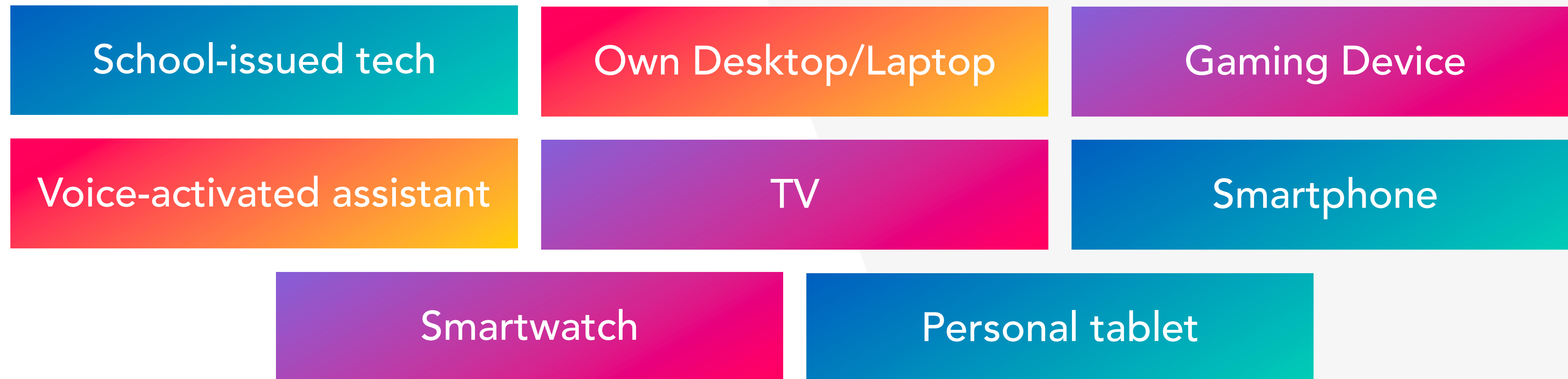


WIN #5

Meet students where they are by addressing the modern ways students are social.

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

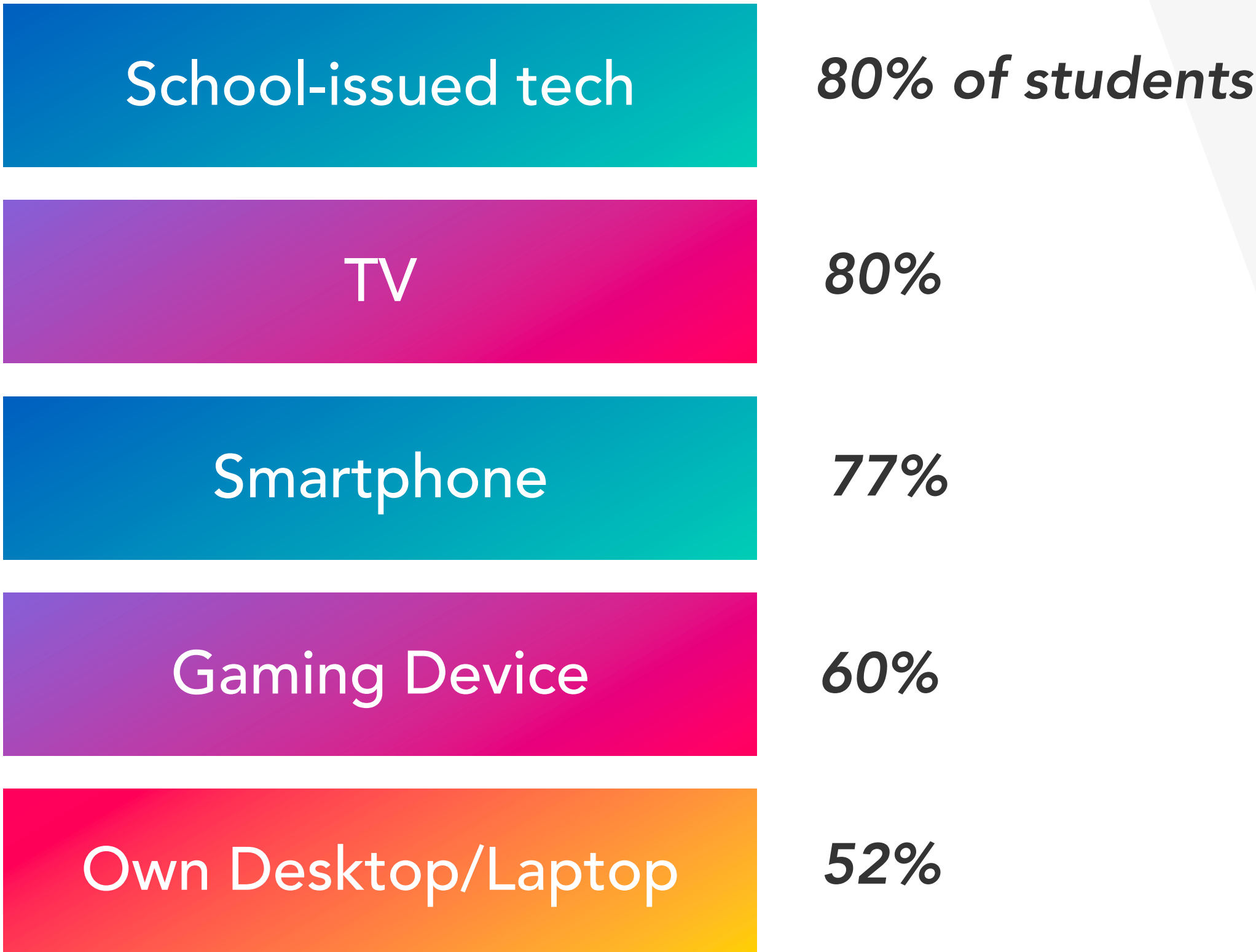
Source: The Social Institute, 2021-2022 Student Survey



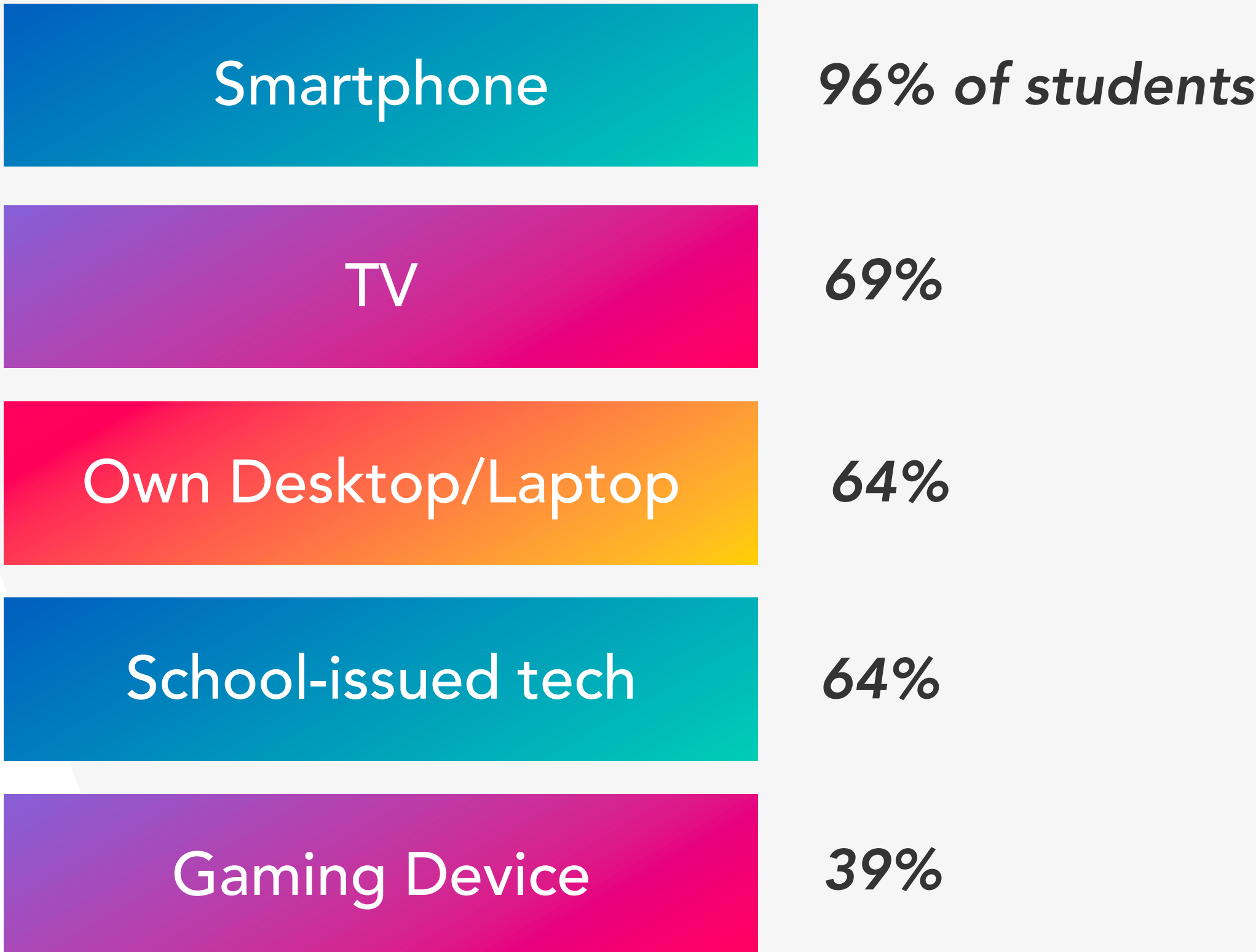
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6TH - 8TH GRADE



9TH - 12TH GRADE



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

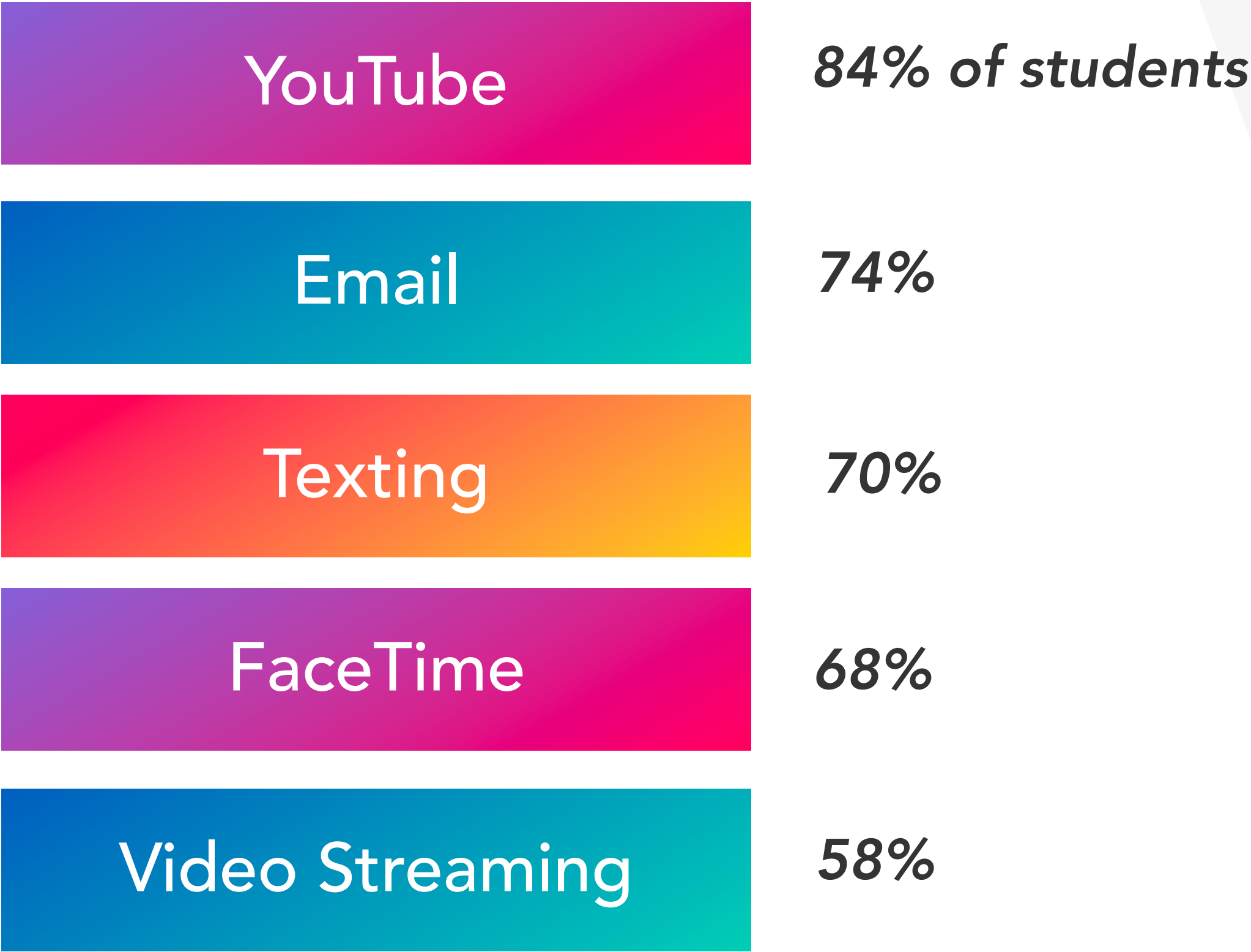
Source: The Social Institute, 2021-2022 Student Survey

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

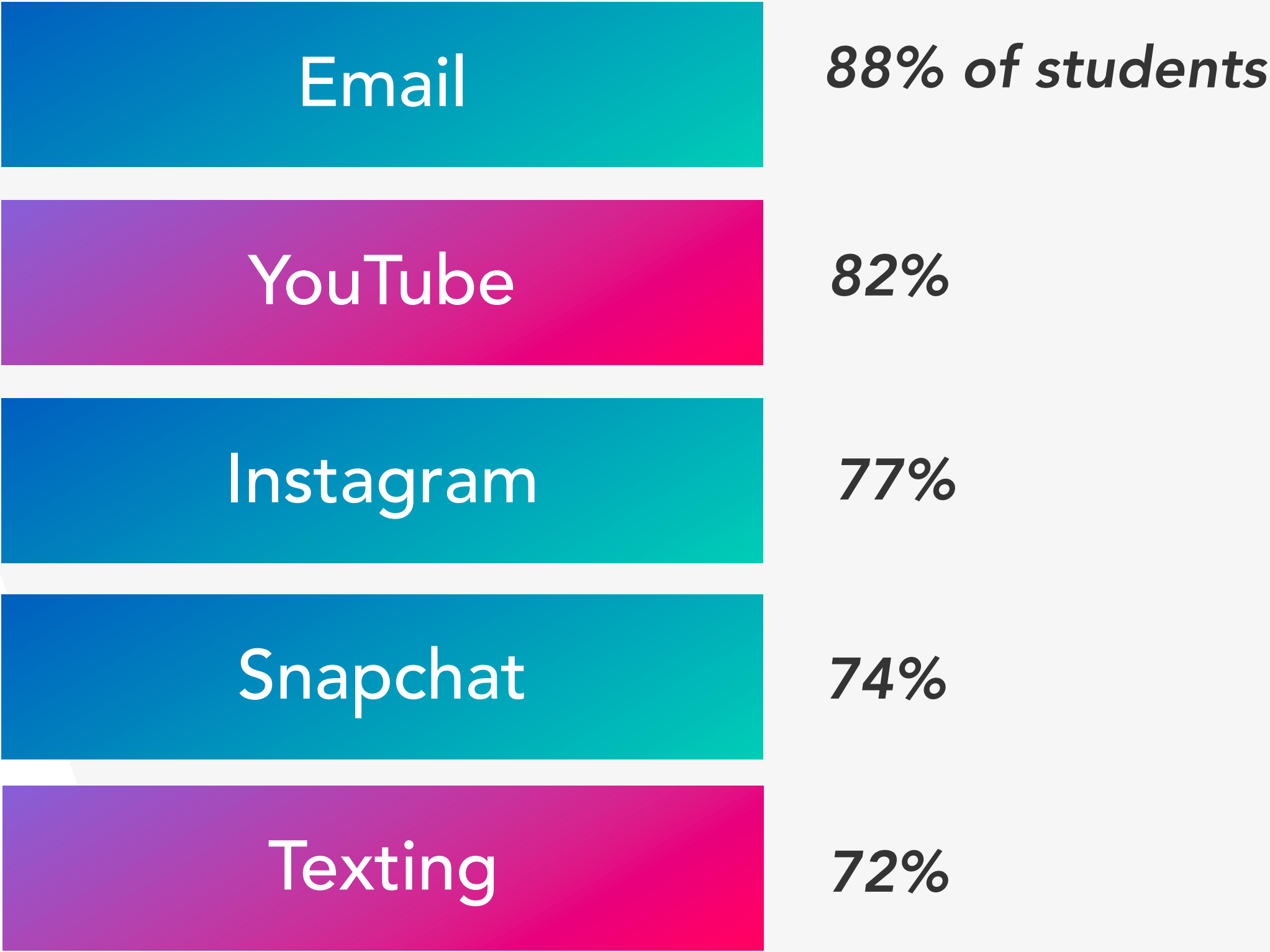
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6TH - 8TH GRADE



9TH - 12TH GRADE



A Proven, Effective Approach

Schools are **reimagining** how schools support student well-being and positive decision-making

EFFECTIVE

VS

INEFFECTIVE

LIFE SKILLS FOR THE MODERN
DAY

PROACTIVE

EMPOWER AND EQUIP
STUDENTS CO-LEAD THE
DISCUSSION

EQUIP STUDENTS, PARENTS,
AND EDUCATORS

PEER-TO-PEER DISCUSSION
SUSTAINABLE, SEQUENCED

EDUCATION

DIGITAL CITIZENSHIP AND WELL-
BEING

REACTIVE

SCARE AND RESTRICT

ADULTS LECTURE STUDENTS

EQUIP STUDENTS ONLY

LECTURE-BASED

ONE-AND-DONE EFFORTS

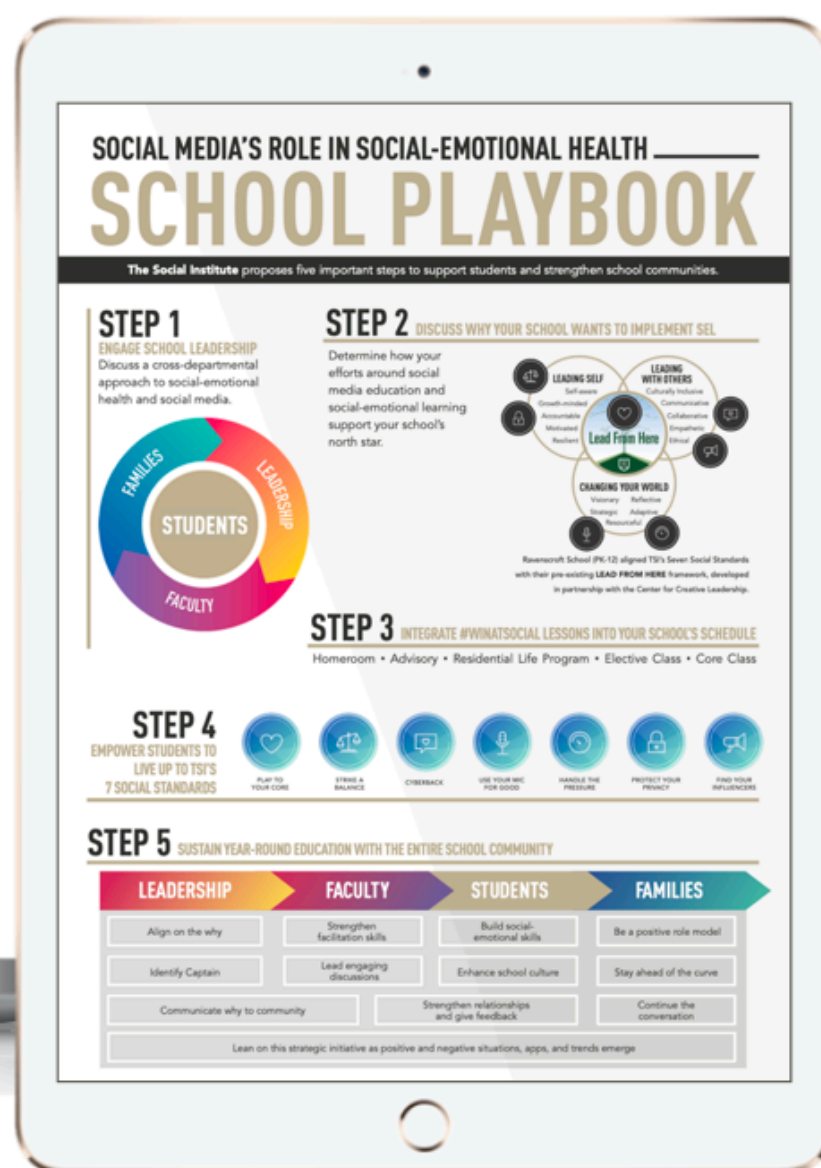
ONE-PERSON EFFORT

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Download The Social Institute's School Playbook

Focused on *Social Media's Role in Student Well-being*



Scan this code with your camera to download this playbook

22 Insights for 2022

about social media, technology,
and student well-being

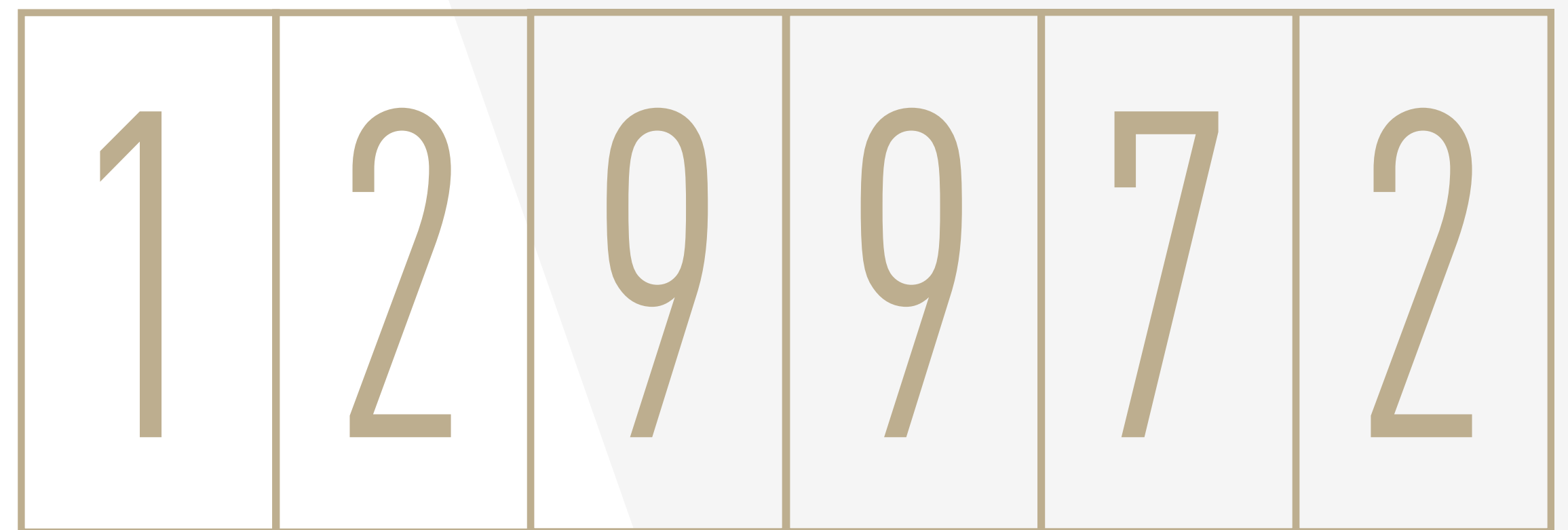
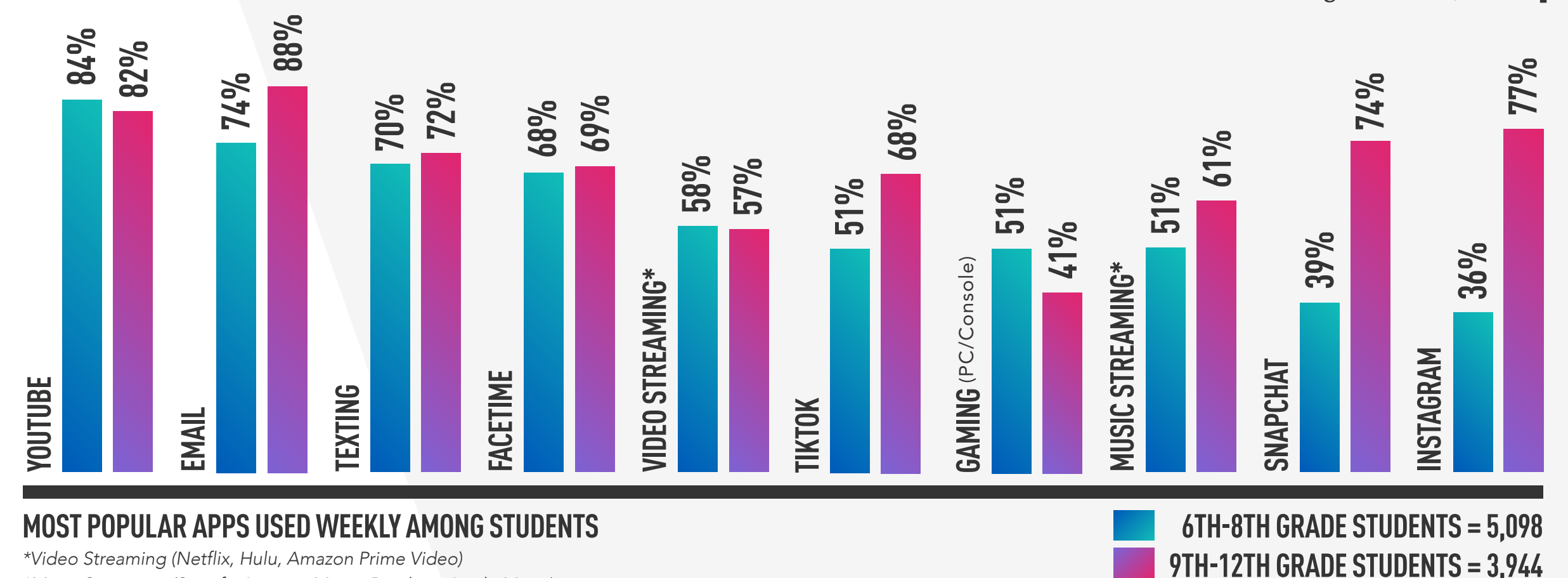
Scan this code with
your camera to
download the full
Insights report



22 INSIGHTS FOR 2022 ABOUT SOCIAL MEDIA & STUDENT WELL-BEING

Social media is one of the greatest influences on students' health, happiness, and future success. This report highlights actionable insights, trends, and needs of K-12 students. Because, more than ever, social media is simply being social.

These findings represent a nationwide survey of **10,498 students** at U.S. public schools and independent schools, conducted Aug. 1 - Dec. 1, 2021.



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

"As schools navigate this pandemic, more and more of their students are turning to technology to connect



*Scan the QR code and
fill out the post-session
survey to be entered
to win!*

*We will draw one (1) winner to
receive Apple AirPods.*



*Scan this code with
your camera to fill
out the survey*

LET'S DO THIS!

THE
SOCIAL
INSTITUTE

Laura Tierney

Founder and CEO

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