

SOCIAL MEDIA'S ROLE IN SOCIAL-EMOTIONAL HEALTH

The impact on students and how schools can address it

Schools face increasingly complex challenges when addressing the rising need for effective social-emotional education. Students are online more than ever, and it's not changing anytime soon. This solution-oriented report offers specific steps to overcome common obstacles faced by schools.

MORE STUDENTS OWN PHONES NOW THAN EVER BEFORE

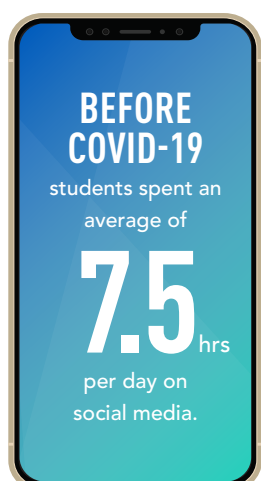
STUDENTS WHO OWN A PHONE



GRADE	5TH	6TH	7TH	8TH	9TH
Number of students	764	1,838	1,838	2,211	2,299

Source: The Social Institute

YOUNGER GENERATIONS SOCIALIZE THROUGH SOCIAL MEDIA



Source: Common Sense Media

Gen Z [BORN 1996 TO TODAY]
values online communities

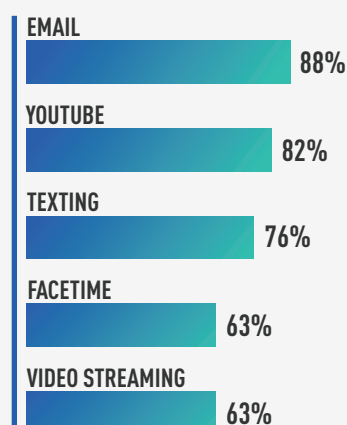
because they allow people of different economic circumstances to connect and mobilize around causes and interests.

Source: McKinsey survey

Students are over 2x more likely to **"almost never"** speak to an adult about their social media experiences than they are to speak **"almost daily."**

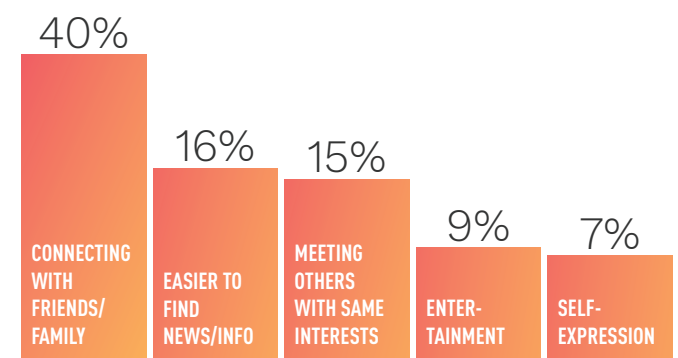
Source: The Social Institute

TOP APPS USED WEEKLY

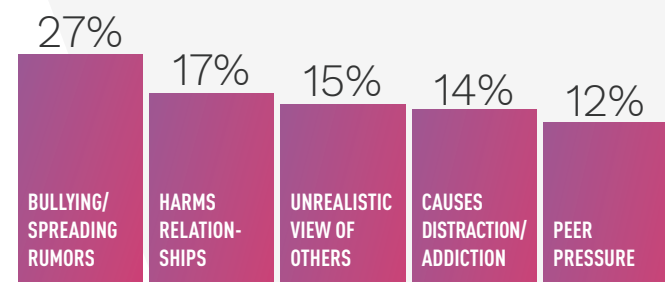


Source: The Social Institute
Number of students = 5,111

STUDENTS RECOGNIZE THE POSITIVE AND NEGATIVE EFFECTS OF SOCIAL MEDIA



TOP POSITIVE EFFECTS



TOP NEGATIVE EFFECTS

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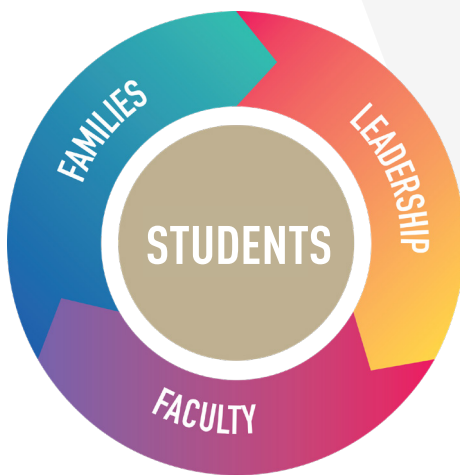
SCHOOL PLAYBOOK

The Social Institute proposes five important steps to support students and strengthen school communities.

STEP 1

ENGAGE SCHOOL LEADERSHIP

Discuss a cross-departmental approach to social-emotional health and social media.



STEP 2

DISCUSS WHY YOUR SCHOOL WANTS TO IMPLEMENT SEL

Determine how your efforts around social media education and social-emotional learning support your school's north star.



Ravenscroft School (PK-12) aligned TSI's Seven Social Standards with their pre-existing **LEAD FROM HERE** framework, developed in partnership with the Center for Creative Leadership.

STEP 3

INTEGRATE #WINATSOCIAL LESSONS INTO YOUR SCHOOL'S SCHEDULE

Homeroom • Advisory • Residential Life Program • Elective Class • Core Class

STEP 4

EMPOWER STUDENTS TO LIVE UP TO TSI'S 7 SOCIAL STANDARDS



PLAY TO YOUR CORE



STRIKE A BALANCE



CYBERBACK



USE YOUR MIC FOR GOOD



HANDLE THE PRESSURE



PROTECT YOUR PRIVACY



FIND YOUR INFLUENCERS

STEP 5

SUSTAIN YEAR-ROUND EDUCATION WITH THE ENTIRE SCHOOL COMMUNITY

