# BrandWise Opens Enrollment as Meta Settlement Spotlights Social Media Education

*BrandWise advocates for meaningful social media literacy education before high school graduation as its 2026 Academic Year enrollment opens*




BrandWise provides Social Media Literacy & Wellness Certification focused on social media literacy, digital reputation and personal branding for students, families, schools and organizations.

PHILADELPHIA, PA, UNITED STATES, September 16, 2026 / EINPresswire.com/ -- BrandWise, a Social Media Literacy & Wellness Certification, has opened enrollment for its 2026 Academic Year beginning October 15, as a historic multistate settlement with Meta puts youth online safety—and billions of dollars in potential funding—squarely in the national spotlight.

BrandWise is built around three essential skills: Social Media Literacy, Digital Reputation and Personal Branding. The program helps students, families and schools navigate a world where social media increasingly shapes reputation, opportunity and everyday decision-making.

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>
> *BrandWise*

Earlier this year, Meta agreed to pay nearly $18 billion to settle a multistate lawsuit brought by attorneys general representing nearly every U.S. state and territory over claims involving the impact of Instagram and Facebook on young people. The agreement also includes new protections for teens, including default time limits, nighttime restrictions and reduced notifications during school hours.

State officials have said settlement funds may support education programs, mental health services and other initiatives addressing unhealthy social media use among young people, with states retaining discretion over how funds are spent.

BrandWise sees the moment as an opportunity to broaden the national conversation from protection alone to protection plus education.
“Guardrails matter. Parental controls matter. Platform accountability matters. None of it replaces education,” BrandWise said in a statement. “Young people need the skills to make good digital decisions when a parent, teacher or technology company isn’t making those decisions for them.”

Teaching the Skill Behind the Screen

While many internet-safety programs focus primarily on what students should not do, BrandWise teaches how and why digital platforms influence behavior—and how to use them with greater knowledge, judgment and intention.

The curriculum covers algorithms, privacy, digital permanence, misinformation, digital judgment, reputation and personal branding. Students learn to understand how algorithms shape what they see, recognize misinformation, protect their privacy, think before posting and build a digital reputation that can create opportunity.

Social media isn’t going away. Education has to catch up.

BrandWise is built by a team with nearly a decade of experience in social media literacy, digital reputation, personal branding and digital wellness education.
The 2026 Academic Year curriculum is currently completing its annual national accreditation process.

From Certification to Advocacy

BrandWise is also advocating for a broader goal:

Every student should receive meaningful social media literacy education before graduating high school.

Through its Ask Your School campaign, parents can ask what their child’s school currently teaches about social media literacy. Its Ask Your State initiative encourages citizens to ask policymakers whether education will be included as states determine how settlement resources are used.

“We taught an entire generation how to use the internet,” BrandWise said. “We never really taught them how to use social media. This is a chance to change that.”

2026 Academic Year Enrollment

Advance enrollment is open now for $87, a $50 savings from the standard $137 individual

enrollment price, through October 14. The 2026 Academic Year begins October 15.

BrandWise also provides programs for schools, colleges and organizations seeking structured social media literacy, digital reputation and personal branding education.

To enroll, access free resources for parents, explore advocacy initiatives or request school and organizational information, visit itsbrandwise.com.

About BrandWise

BrandWise is a Social Media Literacy & Wellness Certification built around Social Media Literacy, Digital Reputation and Personal Branding. Its mission is to equip students, families, schools and organizations with practical skills for navigating an increasingly digital world.

Be Seen. Be Trusted. Be You.

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