

WIN THE GAME OF SOCIAL MEDIA



GAME ON →



ARE YOUR STUDENTS:

- Using social media without regard to future consequences?
- Hyper focused on how many “likes” they get?
- Anxious due to gossiping, online drama or cyberbullying?
- Unaware of the private information they’re sharing publicly?

Over 92% of teenagers use social media. And with growing numbers of admissions officers and employers using social media to evaluate applicants, the stakes have never been higher. But how can we reach teens when their brains haven’t even developed to the point of understanding consequences and sound judgement?

THE SOCIAL INSTITUTE SOLUTION

Instead of addressing digital reputation management as a matter of dangers and don’ts, The Social Institute teaches students to embrace social media as a game that can be won – if you’re savvy enough to master the rules.

WINNING AT SOCIAL MEDIA

Laura Tierney founded The Social Institute to help students win at social media. Combining her sports experience as a four-time Duke All-American with her social media career working with some of the strongest brands in the world, Laura challenges students to unlock a new, unique approach to developing positive relationships with technology.

Key wins for schools working with The Social Institute include:

- **Increase the number of students taking initiative** to encourage others to use social platforms and technology in positive ways
- **Reduce the number of negative social/digital incidents** among students
- **An increase in social media knowledge** among administrators, parents and faculty



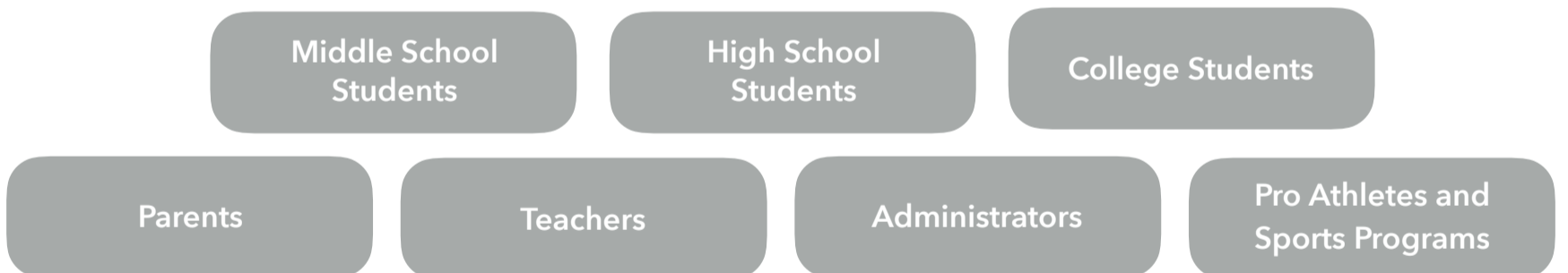
THE SOCIAL INSTITUTE SERVICES

The Social Institute customizes training sessions for institutions through the following services.

21ST CENTURY SOCIAL SKILLS WE DEVELOP



WHO WE WORK WITH



HOW WE COACH THEM



LAURA TIERNEY, PRESIDENT & FOUNDER

SOCIAL STRATEGIST FOR LEADING GLOBAL BRANDS
DUKE ATHLETE OF THE DECADE + U.S. ATHLETE
UNSHAKABLE OPTIMIST

Laura Tierney is president and founder of The Social Institute, which helps students, elite athletes and nationally renowned brands win at social media. She is a nationally renowned leader at coaching individuals, **from 12-year-old girls to Olympic and Paralympic medalists**, to build positive relationships with technology.

Combining her sports background as a **four-time Duke All-American** and U.S. Field Hockey athlete with her professional career in social media, Laura brings a unique and positive approach to digital reputation coaching. Through interactive workshops, presentations and 1:1 training, Laura has helped thousands of students understand emerging platforms and win at social media. She gets social media because she navigated it herself since she was 13 years old.

Laura currently serves as **Social Media Director at McKinney**, an award-winning advertising agency in Durham, North Carolina.

Before that, she managed social media at ESPN, **helping espnW reach millions** of women and girls who love sports. She and her team have created campaigns for some of the strongest brands in the world including **Nike, Under Armour, Travelocity, P&G, Lexus and Disney**. Her team's work has been recognized by the Shorty Awards and by Twitter as a #CreativeFavorite — one of six in the world.

Laura recently joined the **Women's Sports Foundation** professional advisory group, serving as social media coach to Olympic athletes and world champions. Her ambition is to **provide social media education** to middle school, high school, and college students around the nation.



Help your students win at social!

Contact The Social Institute today:

laura@lauratierney.com



TESTIMONIALS

"A refreshing and informative approach to social media – Laura creatively bridges the gap between youth who see their online presence as harmless and adults who view it as detrimental. The message that **social media is a powerful tool** that can be utilized to move our young people forward into a positive and successful life comes across loud and clear. Mrs. Tierney expertly engaged the entire audience with her insights on this topic that cannot be ignored!"

Alicia Bowers

Director of Communications

Oldfields Prep School (a top 10 ranked girls boarding school in the U.S.)

"Social media has always been a big part of my life and in the generation that I live in. After Laura's talk to our school, the filter and the caption aren't the only two things I take into consideration before I post. I remember that even though I don't know the person now, future coaches, bosses and co-workers could see it and **perceive it in a totally different way**. Laura helped me see that being smart online and posting pictures that **reflect who I am** is more important than any number of likes I could ever get."

Abby

10th Grade Student

"I loved the presentation Laura gave. It engaged everyone involved in a fun way. The open discussion about social media and its pros and cons was **a very necessary thing** for our community to have, especially when social media is so prevalent."

David

9th Grade Student

"Laura possesses great insight into social media and the communication skills to share her knowledge with a variety of audiences - whether it is young women, parents, brands or institutions. **Her lessons are smart, digestible and practical** - they are "real world" tested. My personal brand has been impacted by Laura's fine work as she's helped me transform my own LinkedIn profile to ensure we're effectively using the tools specific to that important social platform."

Laura Gentile

Senior Vice President

espnW and ESPN

"Laura engages with our Duke University students and also individually, mentoring, motivating and guiding them to help them find their "true north" and **best optimize their own gifts**. She does this with her expansive knowledge of social media and also with her amazing relational skills. Laura is a kind, powerful, bright light and anyone who gets to work with her is lucky."

Anita Stockmans

Career Counselor

Duke University

"My son couldn't stop talking about Laura's presentation. After the workshop, we had a 40-minute drive home together, and for the entire ride, he talked about what he learned. Even when I got into the car and I began to make a call, he told me to **put the phone away** before the car started. I couldn't believe it!! While I use Instagram to monitor him, I now know **he is making smart decisions on his own**."

Jennifer

Parent of a 15-year-old son

Durham, North Carolina

TESTIMONIALS CONTINUED...

"The Social Institute's "How To Win at Social Media" presentation was **one of the top presentations I've seen** at our U.S. Olympic Athletes' Advisory Committee Meeting in the past three years. Laura gave us simple, useful tactics to strengthen your reputation as either a current or former athlete. She provided me with a clear purpose for each platform and a savvy approach on how to use social media to network with professionals or to engage with fans. I would recommend her to anyone who needs clarity on their social media approach or who might just need a crash course on everything social media and the different opportunities to consider."

Mechelle L. Freeman
Olympian and World Champion in Track & Field
Founder, TrackGirlz

"**Insightful, engaging and refreshing:** this describes the presentation given by Laura Tierney to our 500 high school students and faculty at Wyoming Seminary. Laura's message on the positive aspects of social media use was, for our students, a pleasant diversion from the constant drumbeat of how NOT to use it. What I liked best was the fact that both students and adults left the presentation talking with each other about several of the points raised."

Jay Harvey
Dean of Upper School
Wyoming Seminary

"Not only was Laura an incredible speaker, but **one of the most approachable and personable mentors** for our students."

Caitlin Dickinson
Head Field Hockey Coach
Dickinson College

"Laura's seminar on first generational digital coaching is **a must for all parents!** Her approach to social media and adolescence is unique and simultaneously educational and refreshing. In a matter of minutes, she levels the playing field between parents and children by explaining the different platforms, their organization, intent, purpose and how to navigate them. As a parent of four children, I entered this seminar deeply concerned about the potential negative impact of social media in the short and long-term. I never considered that it could have a positive or impactful benefit. **Laura's seminar changed that.** I left inspired by all the fresh, new and positive communication techniques she shares to put you and your child in control of these social media platforms. Education is power and I feel fortunate to have had the opportunity to learn from Laura."

Amy Hepburn
Parent of four children
Executive Director and Founder, WomenOne

"All too often the topic of social media in schools is delivered through a negative approach. What Laura brought to our girls was such a relatable, healthy, constructive message that **the students began to take ownership of right before our eyes.** For the first time, they heard an adult tell them TO USE social media, which allowed them to be engaged when it came time to learn, how TO WIN at social media."

Caroline Blaum
Admissions Director
Oldfields Prep School