**SEL Metrics**

### Social Media

**Instagram Story**

Aug. 27, 2022

Reach of 3,624

7,236 Impressions

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**What is SEL (Social/Emotional Learning)?**

The social/emotional domain of school counseling includes standards to help students manage emotions and learn and apply interpersonal skills. School counselors promote mindsets and behaviors in all grade levels that enhance the learning process and create a culture of college and career readiness for all students. Research has shown that students who participate in social/emotional learning programs demonstrate significantly improved social/emotional skills, attitudes, behavior, and academic performance (10 percentile gain in academic achievement compared with control groups).

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**Get the facts.**

**Aug. 14, 2022**

Total Reach: 83,279

Total Engagement: 4,018

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**Aug. 22, 2022**

Total Reach: 16,592

Total Engagement: 634

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**Sept. 6, 2022**

Total Reach: 6,084

Total Engagement: 135

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**Sept. 21, 2022**

Total Reach: 5,639

Total Engagement: 221
Back to School Lead Piece:
"As you return to school for a new year, it is important to reinforce the school counselor’s critical role in supporting students’ social/emotional development.

Social emotional learning (SEL) helps students grow and gain skills that will not only aid in academic success but also in their future careers and personal relationships. The ASCA Student Standards: Mindsets & Behaviors for Student Success describe the knowledge, skills and attitudes students need to be successful.

For resources and information on SEL, review the ASCA Students Standards or these webinars.

Metrics:
Sent Mailings: 41,413
Open Rate: 53.6%
Clicks: 1,493