Florida Health Education Standards  
Kindergarten through Grade 12  
Social Media and Screen Time Benchmarks

Kindergarten

HE.K.PHC.2.3 Identify safe and unsafe examples of internet use.

Benchmark Clarifications:
Clarification 1: Instruction includes safe uses such as playing games, watching appropriate television shows, and learning.
Clarification 2: Instruction includes unsafe uses such as sharing private information and interacting with unknown senders.
Clarification 3: Instruction includes unsafe screen time leading to health issues.

HE.K.PHC.3.2 Recognize healthy options to personal health-related issues or problems.

Benchmark Clarifications:
Clarification 1: Instruction includes visiting the doctor, obeying safety rules, and practicing emergency preparedness.
Clarification 2: Instruction includes limiting screen time and television shows to less than one hour per day to increase physical and mental wellbeing.
Clarification 3: Instruction includes reporting unsafe behavior, in person and on the internet, to a trusted adult.

HE.K.CH.3.1 Define healthy and unhealthy choices.

Benchmark Clarifications:
Clarification 1: Instruction includes limiting screen time and playing outdoors.
Clarification 2: Instruction includes choosing healthy foods.
Grade One

HE.1.PHC.1.5 Tell about behaviors that avoid or reduce health risks.

*Example:* Swimming with a buddy and following playground rules.

**Benchmark Clarifications:**
- *Clarification 1:* Instruction focuses on following rules and personal hygiene.
- *Clarification 2:* Instruction includes limiting screen time to less than one hour per day to increase physical and mental wellbeing.
- *Clarification 3:* Instruction includes reporting unsafe behavior, in person and on the internet, to a trusted adult.

HE.1.PHC.2.1 Identify how children learn health behaviors from family and friends.

**Benchmark Clarifications:**
- *Clarification 1:* Instruction includes family and parents encouraging healthy behaviors such as eating healthy dinners together, physical activities together, setting bedtimes, and screen time rules.
- *Clarification 2:* Instruction includes friends exhibiting positive behaviors such as sharing and kindness.

HE.1.PHC.2.2 Explain why personal information should not be shared on the internet.

*Example:* Personal information to include address, phone numbers, health information, passwords.

**Benchmark Clarifications:**
- *Clarification 1:* Instruction includes dangers of unknown senders.

HE.1.CH.3.1 List healthy and unhealthy choices for personal health and safety.

**Benchmark Clarifications:**
- *Clarification 1:* Instruction includes wearing a helmet.
- *Clarification 2:* Instruction includes limiting screen time and choosing physical activity.
Grade Two

HE.2.PHC.1.4  Select trusted adults and professionals who can help promote health.

Benchmark Clarifications:
Clarification 1: Instruction includes individuals such as family members, educators, and first responders.
Clarification 2: Instruction includes identifying who to report suspicious internet behavior to.

HE.2.PHC.1.5  Recognize healthy practices and behaviors to maintain or improve personal health.

Benchmark Clarifications:
Clarification 1: Instruction includes seeking a safe environment and seeking help.
Clarification 2: Instruction includes recognizing safe websites to visit and television shows to watch.

HE.2.PHC.2.3  Describe the attributes of a safe and responsible internet user.

Benchmark Clarifications:
Clarification 1: Instruction includes protecting personal information, reporting cyberbullying, and recognizing inappropriate content/contact.
Clarification 2: Instruction includes limiting screen time to avoid health risks to vision, sleep quality, and mental health.

HE.2.CH.3.1  Describe healthy and unhealthy choices.

Benchmark Clarifications:
Clarification 1: Instruction includes limiting screen time, including television, safe websites and video games, to less than two hours per day.
Clarification 2: Instruction includes nutritional food choices instead of unhealthy food in the cafeteria.
Grade Three

HE.3.PHC.2.3 Understand the positive and negative impacts technology may have on health.

Benchmark Clarifications:
Clarification 1: Instruction for positive impacts includes calling 911 when help is needed, medical advances, telehealth, and interacting with peers online in a healthy way.
Clarification 2: Instruction for negative impacts includes excess screen time (over two hours per day), overuse of cell phones and computers, and overuse of video games.

HE.3.PHC.2.4 Identify appropriate and inappropriate uses of the internet and communicating with others through technology.

Benchmark Clarifications:
Clarification 1: Instruction for appropriate uses includes completing homework and visiting safe websites with a parent or trusted adult.
Clarification 2: Instruction for inappropriate uses includes interacting with unknown users, cyberbullying, and visiting unsafe websites.

HE.3.PHC.2.5 Identify types of cyberbullying.

Benchmark Clarifications:
Clarification 1: Instruction includes sending, posting, or sharing negative, harmful, false, or mean content about someone else online.
Clarification 2: Instruction includes sharing personal or private information about someone else.

HE.3.CEH.1.3 Identify the impact of internet and social media in the community.

Benchmark Clarifications:
Clarification 1: Instruction includes positive impact such as spreading awareness and information.
Clarification 2: Instruction includes negative impact such as sharing misinformation, cyberbullies, and health risks.

HE.3.CH.2.1 Describe how the internet and various media/social media outlets influence the selection of health information, products, and services.

Benchmark Clarifications:
Clarification 1: Instruction includes food packaging, television ads, billboards, and social media.
Grade Four

HE.4.PHC.2.3 Discuss how technology influences personal thoughts, feelings, and health behaviors.

Benchmark Clarifications:
Clarification 1: Instruction includes the negative impacts of cyberbullying.
Clarification 2: Instruction includes limiting screen time to less than two hours per day to prevent health risks such as sleep difficulties, mood problems, physical inactivity, and decreased learning opportunities.

HE.4.PHC.2.4 Discuss how media/social media influences personal thoughts, feelings, and health behaviors.

Example: Anti-drug campaigns.

Benchmark Clarifications:
Clarification 1: Instruction includes marketing strategies to appeal to specific audiences.
Clarification 2: Instruction includes negative effects on mental health, such as social media addiction.

HE.4.PHC.2.5 Identify health-related consequences of inappropriate and/or excessive internet use.

Benchmark Clarifications:
Clarification 1: Health-related consequences include decreased mental well-being, loss of vision, sleep difficulties, and decreased physical activity leading to obesity.

HE.4.CEH.1.3 Discuss the impact of internet and social media in the community.

Benchmark Clarifications:
Clarification 1: Instruction includes positive impact such as spreading awareness and information.
Clarification 2: Instruction includes negative impacts such as sharing misinformation, human trafficking, cyberbullies, permanence of social media posts, and social media addiction.

HE.4.CH.2.1 Recognize ways health messages and communication techniques can be targeted for different audiences through internet and social media sources.

Benchmark Clarifications:
Clarification 1: Instruction includes music, television ads, billboards, and social media.
HE.5.PHC.2.3 Explain how technology influences personal thoughts, feelings, and health behaviors.

Benchmark Clarifications:
Clarification 1: Instruction includes the negative impacts of cyberbullying.
Clarification 2: Instruction includes overuse of screen time leading to mental health challenges, including addiction.

HE.5.PHC.2.4 Discuss how media/social media influences personal and family health behaviors.

Example: Nutrition/diet trends.

Benchmark Clarifications:
Clarification 1: Instruction includes marketing strategies to appeal to specific audiences.
Clarification 2: Instruction includes social media impact on body image, self-esteem, and self-image.

HE.5.PHC.2.5 Identify the legal and social consequences of inappropriate social media use.

Benchmark Clarifications:
Clarification 1: Legal consequences includes disciplinary action by the school or criminal penalties.
Clarification 2: Social consequences include social isolation, decline in academic performance, loss of friendships, and decreased social skills.

HE.5.CEH.1.3 Explain how community health can be impacted by internet and social media in the community.

Benchmark Clarifications:
Clarification 1: Instruction includes spreading awareness and information.
Clarification 2: Instruction includes public service announcements on health.

HE.5.CEH.2.3 Determine how media/social media influences health behaviors and the selection of health information, products, and services.

Benchmark Clarifications:
Clarification 1: Instruction includes social media platforms influencing the selection of products.

HE.5.CH.2.1 Identify ways health messages and communication techniques can be targeted for different audiences through internet and social media sources.

Benchmark Clarifications:
Clarification 1: Instruction includes surveys, advertisements, billboards, and social media.
Grade Six

HE.6.PHC.2.1  Analyze how media/social media influences personal and peer thoughts, feelings, and health behaviors.

*Example:* Social media dependence affecting friendships and body image influence.

**Benchmark Clarifications:**
*Clarification 1:* Instruction includes marketing strategies to appeal to specific audiences.
*Clarification 2:* Instruction includes misconception of “friends” online versus friendship in real life.

HE.6.PHC.2.8  Describe legal and ethical behaviors when using the internet and social media.

**Benchmark Clarifications:**
*Clarification 1:* Instruction includes respecting privacy, being honest, and sharing appropriate information.
*Clarification 2:* Instruction includes recognizing and reporting signs of human trafficking and cyberbullying.

HE.6.CEH.2.3  Examine how media/social media influences peer and community health behaviors.

*Example:* Music lyrics that encourage risky health behaviors, vaping and tobacco ads targeting younger populations, body image influence on social media.

**Benchmark Clarifications:**
*Clarification 1:* Instruction includes social media platforms influencing health behaviors and practices.

HE.6.CEH.2.4  Propose ways that technology can influence peer and community health behaviors.

**Benchmark Clarifications:**
*Clarification 1:* Instruction includes how internet and social media apps influence nutrition and physical activity.

HE.6.CH.1.2  Investigate a variety of technologies to gather health information.

**Benchmark Clarifications:**
*Clarification 1:* Technologies include a thermometer, scale, blood pressure machine, and other health related tools.
*Clarification 2:* Technologies may include television, internet, social media, and health-related apps.

HE.6.CH.2.1  Illustrate ways health messages and communication techniques can be targeted for different audiences through internet and social media sources.

**Benchmark Clarifications:**
*Clarification 1:* Instruction includes how social media platforms use algorithms to target specific audiences to promote products or services.
Grade Seven

HE.7.PHC.2.1 Interpret the potential impact of media/social media on health behaviors, personal thoughts, and feelings.

Benchmark Clarifications:
Clarification 1: Instruction includes social media influence, such as targeted ads, “influencers,” challenges, and trends.
Clarification 2: Instruction includes misconception of “friends” online versus friendship in real life.
Clarification 3: Instruction includes the permanence of what a person posts online, and how it may affect them throughout life.

HE.7.PHC.2.7 Describe safe and legal practices when participating in online communities.

Benchmark Clarifications:
Clarification 1: Instruction includes online communities such as discussion groups, blogs, and social networking websites.
Clarification 2: Instruction includes reporting unsafe activity, reporting dangerous or unwanted activity, reporting cyberbullying, and limiting screen time for personal health.

HE.7.CEH.2.3 Evaluate how media/social media influences peer and community health behaviors.

Example: Music lyrics that encourage risky health behaviors, vaping and tobacco ads targeting younger populations, body image influence on social media.

Benchmark Clarifications:
Clarification 1: Instruction includes social media platforms influencing health behaviors and practices.
Clarification 2: Instruction includes permanency of sharing materials online.

HE.7.CH.2.1 Analyze ways consumer health messages can target different audiences through internet and social media sources.

Benchmark Clarifications:
Clarification 1: Instruction includes how organizations/companies use a variety of public service announcements, celebrities, social media posts, and platforms.

HE.7.CH.2.2 Analyze how messages from media/social media influence health behaviors.

Example: Examples include sports figures promoting fast food and provocative images on media/social media.

Benchmark Clarifications:
Clarification 1: Instruction includes cyberbullying affecting mental well-being.
Clarification 2: Instruction includes the compounding influence of “likes” and “comments” on posts and how they activate the reward centers in the brain.
Grade Eight

HE.8.PHC.2.1 Analyze the influences of media/social media on physical, emotional, and social health.

*Example:* Normalization of underage substance use.

**Benchmark Clarifications:**

*Clarification 1:* Instruction includes sleep deprivation influencing increased risk of disease, obesity, and chronic health conditions.

*Clarification 2:* Instruction includes too much screen time leading to loss of cognitive capacity, stress management capabilities, and social skills.

HE.8.PHC.2.10 Explain the impact of cyberbullying and inappropriate use of social media on personal wellness.

**Benchmark Clarifications:**

*Clarification 1:* Instruction includes the compounding impact on mental and emotional health, such as depression, anxiety, loneliness, social isolation, and susceptibility to human trafficking.

HE.8.PHC.4.2 Identify strategies to combat cyberbullying and online harassment.

*Example:* Reporting online suspicious behavior, reporting cyberbullying and harassment, maintaining personal security, identifying human trafficking.

HE.8.CEH.2.3 Analyze how media/social media influences community health behaviors.

*Example:* Ads encouraging substance use in youth populations, language on social media and in music/television shows, fashion trends.

HE.8.CH.2.1 Evaluate ways consumer health messages and communication techniques can be targeted for different audiences.

**Benchmark Clarifications:**

*Clarification 1:* Instruction includes how organizations/companies use a variety of public service announcements, celebrities, social media posts, and platforms.

HE.8.CH.2.2 Research marketing strategies behind health-related media/social media messages.

*Example:* Social glorification of substance use, negative body image messaging, and normalization of violence.

**Benchmark Clarifications:**

*Clarification 1:* Instruction includes identifying and researching strategies that media companies use to create trends.
HE.8.CH.2.3 Analyze the influence of technology on personal and family health.

**Benchmark Clarifications:**

*Clarification 1:* Instruction includes social marketing for health information.

*Clarification 2:* Instruction includes how technology can positively and negatively influence personal and family health behaviors.
Grades Nine through Twelve

HE.912.PHC.2.1 Evaluate how the influences of social media affect physical and/or mental health, and the ability to make healthy choices.

Benchmark Clarifications:
Clarification 1: Instruction includes body image, dietary habits, cyberbullying, and online support presence.
Clarification 2: Instruction includes prevention of human trafficking by maintaining personal security.
Clarification 3: Instruction includes identification of predatory behavior on the internet.

HE.912.PHC.2.8 Design a social media campaign that positively influences physical and/or mental health.

Example: Memes, public service announcements, reels that promote healthy behavior outcomes.

HE.912.PHC.2.9 Analyze the impacts of technology and social media on popular culture and personal life.

Benchmark Clarifications:
Clarification 1: Instruction includes impact of “influencers” and trends/challenges relating to mental and physical health.
Clarification 2: Instruction includes how interactions such as “comments,” “saves,” “likes,” and “shares” on social media can increase the release of dopamine in the brain, similar to other addictive behaviors.

HE.912.PHC.2.10 Demonstrate ethical and responsible use of technology.

Benchmark Clarifications:
Clarification 1: Instruction includes respecting privacy, being honest, and sharing appropriate information.
Clarification 2: Instruction includes recognizing and reporting signs of human trafficking, cyberbullying, and other suspicious behavior.

HE.912.PHC.4.3 Develop strategies to combat cyberbullying and online harassment.

Example: Social media campaign for mental health, reporting online harassment and suspicious behavior, spreading awareness.

HE.912.CEH.2.3 Propose strategies to avoid risks on social media and the internet.

Example: Limiting screen time to under two hours a day to avoid physical health risks, reporting messages from unknown senders, not sharing personal information online.

HE.912.CEH.2.9 Identify computer related laws and analyze their impact on internet safety.

Example: Digital privacy, security, intellectual property, network access, harassment.
HE.912.CH.2.1  Adapt health messages and communication techniques to a specific target audience using various media.

*Example:* Positive messaging in music, creating a positive social media message.

HE.912.CH.2.2  Evaluate the effect of media/social media on personal and family health.

*Benchmark Clarifications:*
*Clarification 1:* Instruction includes television viewing habits, consumer skills, susceptibility to ads of health-related resources, and participation in risky behaviors.