



The AFT has partnered with LifeBrand to help you establish and practice healthy social media practices on the social media platforms you use every day. LifeBrand allows you to quickly review and respond to content you created, including posts that might be years old.

What is LifeBrand?

LifeBrand uses a powerful AI-based technology that scans your social media—Facebook, Twitter, Instagram and TikTok—to catch forgotten posts that may not reflect who you are today. When LifeBrand identifies a potentially sensitive meme, video, picture or text, it brings it forward for your review. It's then your decision as to what to do. You can decide to leave it alone, edit it or delete the post—forever.

Who might need a social media wellness check? Anyone. Are you considering a move to a new position or worksite? Are your kids preparing to start college applications? Are you a union activist advocating for members against a really tough employer? Are you considering running for office? Or do you just want your social media to reflect the person you are today?

What is the deal?

AFT members receive 25 percent off the price of either a one-time scan or a one-year subscription. Even better, family members can use the discount. With the discount, a one-time scan is \$45 and an annual subscription is \$96.50.

How do I get it?

This is an AFT members-only benefit. To access it, you will need your AFT member ID. For help or more information, follow the links below.

More information on the program on the AFT website: <https://go.aft.org/lifebrand>

View a video about the program: www.youtube.com/watch?v=e1CnB5uzPkc&t=7s

Register for the AFT members-only site to: <https://members.aft.org/members/register>

Look up your AFT member ID: <https://members.aft.org/members/lookup>

Request your AFT member ID from AFT: <https://leadernet.aft.org/webform/aft-members-only-discounts>

Reach out to the AFT with questions: aftplus@aft.org