

Starting A

Social
Media

CONVERSATION

JO PHILLIPS

Starting a Social Media Conversation is a program designed to stimulate a continuous, positive social media conversation between kids and the adults in their lives, led by the lived-experience of the kids.

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2023-2024
School Year
Information

EDUCATED, EXPERIENCED SUPPORT FOR KIDS AND THEIR ADULTS

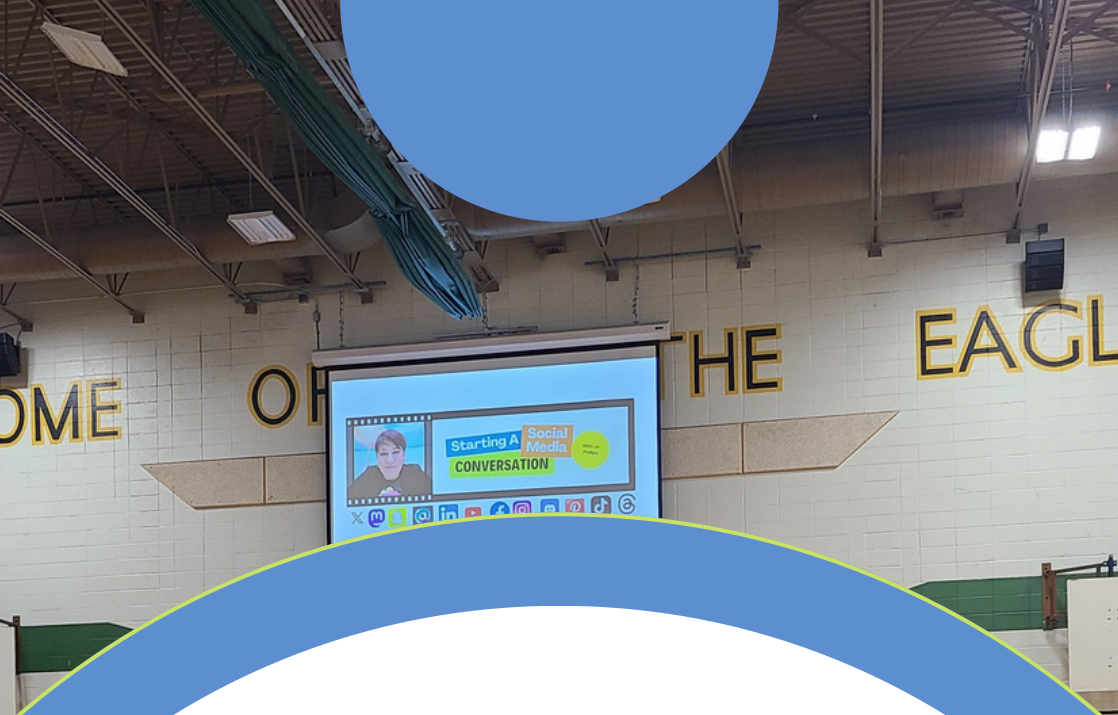


Jo Phillips

PROFESSIONAL SPEAKER,
YOUTH RESILIENCE
COACH

"Kids will not tell us when things go wrong, because we respond by blaming and banning. This to me is the biggest challenge of social media. It has nothing to do with platforms and devices, and everything to do with trust and communication. We've got to be having healthy conversations, informed by kids' perspective."





STARTING A SOCIAL MEDIA CONVERSATION

Starting a Social Media Conversation is a program designed to stimulate a continuous, positive social media conversation between kids and the adults in their lives, led by the lived-experience of the kids. Many kids won't report the bad things that happen online because parents take away their video game, or phone, or Snapchat to keep them safe. Kids' Adults need to learn how to support and understand social media from the child's perspective and to create space to help with the negative in an effective manner.

During my session with your kids, I won't teach them anything about social media. I'm there for them to teach me. I'll ask questions about their experiences around different apps, video games, and devices. We'll work together on good rules, do's and don'ts. And we'll talk about how important it is that they have a trusted adult they can go to with the things they're excited about, and challenged with. Our topics will be age appropriate, and I'll go in the direction the kids take me to be sure we're talking about things that are relevant to their experiences.

SESSIONS



In School Sessions

In an in-school session I ask the kids lots of questions, directing the conversation in a way that they make discoveries amongst themselves about the good and bad of social media and devices. I validate their experiences and help them build confidence to approach adults with the good, the bad, the challenges and the opportunities.

Each session is tailored to be grade appropriate for the challenges kids are facing. These sessions are ideally 80 minutes long. I promise, your kids will stay engaged for the entire session.

Parent Sessions

The Parent Session bridges the gap between parent understanding and kids' behaviour, and doing everything they can to start a positive social media conversation in homes.

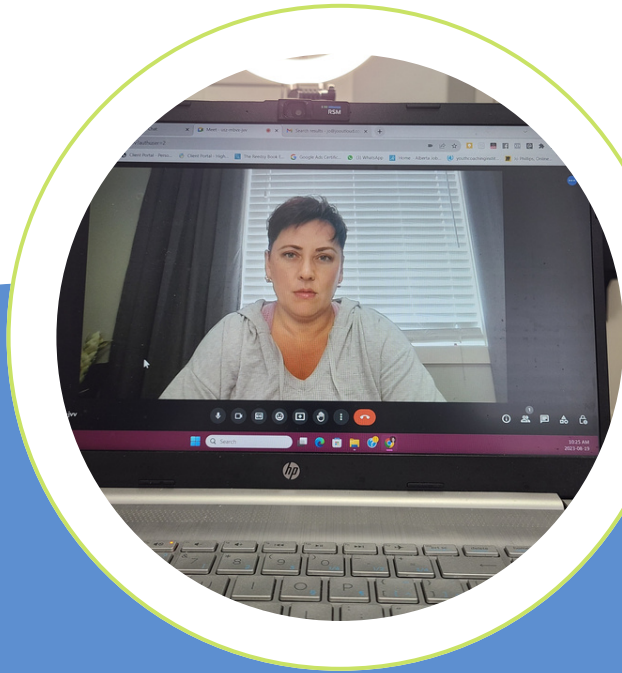
Participants will learn the scope of online activity of kids in grades 4 to 12, highlighting both the positive and negative. They'll learn better questions to ask, and come away with tools to lean into conversations about social media use.

Tips and guidelines will be provided so parents can make choices that will protect their kids while allowing them to enjoy the positive aspects of social media.

Since most kids have exposure to social media, whether through their own use or through the use of those around them, parents will be able to reinforce good choices at home and allow kids to feel more competent, supported, and confident in their social media use.

90 minutes is recommended for this session.

SESSIONS



Staff Session

In a session with staff and administration, we talk about the experiences the kids share and how we can better meet them where they are. I'll amplify the kids' perspective, listen to the challenges from an adult-in-the-school perspective, ask relevant questions and help generate effective solutions that meet both the kids' needs, and what has to be accomplished in a school environment.

These sessions can be booked in conjunction with school presentations, or as Professional Development seminars.



One-On-One Youth Resilience Coaching

Coaching is an effective tool for kids who are supported in their mental health, but need help building skills. As a Youth Resilience Coach, I work with kids, teens and emerging adults to help them discover resources they have, or can reach for, to develop a toolbox of skills to get them through the challenges they face.

I'm also available to support parents through their challenges.



WHO IS JO PHILLIPS

For me, it's all about kids. Hanging out with them, learning from them, helping them. I deliver the acclaimed program "Starting a Social Media Conversation", listening to kids talk about how they use social media and the challenges they face, and shifting in whatever direction the kids take me.

Resume

- BA Psychology
University of Calgary
- Certified Youth Resilience Coach
Youth Coaching Institute
- Former Co-Founder/CEO
Jo(e) Social Media Inc
- Former Founder/Executive Director
Journey Youth Creative
- Founder
JoOutLoud
- Executive Director
Rural Red Deer Restorative Justice
- Parent of three

Summary

I am uniquely qualified to do what I do. I have a BA Psychology & am a certified Youth Resilience Coach through Youth Coaching Institute, LLC . I've worked since 2020 with kids through digital media camps & clubs (led by the kids!) & since 2015 in schools listening to kids talk about their challenges and opportunities.

I co-founded & ran a social media agency for 11 years and am a legitimate expert in Facebook, X, LinkedIn, TikTok, Instagram, YouTube and Pinterest with a shout out to Snapchat.

I was a full time solo parent of 3 now grown kids.

I am an expert in the field of social media & kids, with experience from all sides of the conversation.

FAQ AND CONTACT

Can we get references?

I'm always open for a conversation if you'd like to chat! I can provide division-relevant referrals on request. I've visited too many schools to list in a pdf!

80 minutes is a long time. Can the younger kids do a session that long?

YES! My sessions are engaging, interactive, and about a topic they're excited about. I don't talk at the kids. I ask them questions and let them talk to me.

Can we share costs with other schools?

Yes! Please do invite another school to collaborate with you if necessary. Remember, the larger the group the less effective the conversation is.

Do you speak to kids in Grades 1,2,3?

Not usually. These kids aren't using social media usually, and I don't want to interest them. I'm not there to teach them, they're there to teach me. If I am speaking to kids in this age range, it's to find out how their parents' social media and device use is impacting them.

Can parents of younger kids attend the parent sessions, even if we don't have kids in school yet?

Yes! This is the perfect time to attend.

What's the point of attending a parent session when my kids are already teenagers?

Adults are impacting kids, and teens in a way that we don't understand. The perspective shift will help make your relationship with your kid, devices and social media easier.



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Feel free to text.



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TikTok, YouTube, Pinterest, LinkedIn

