

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

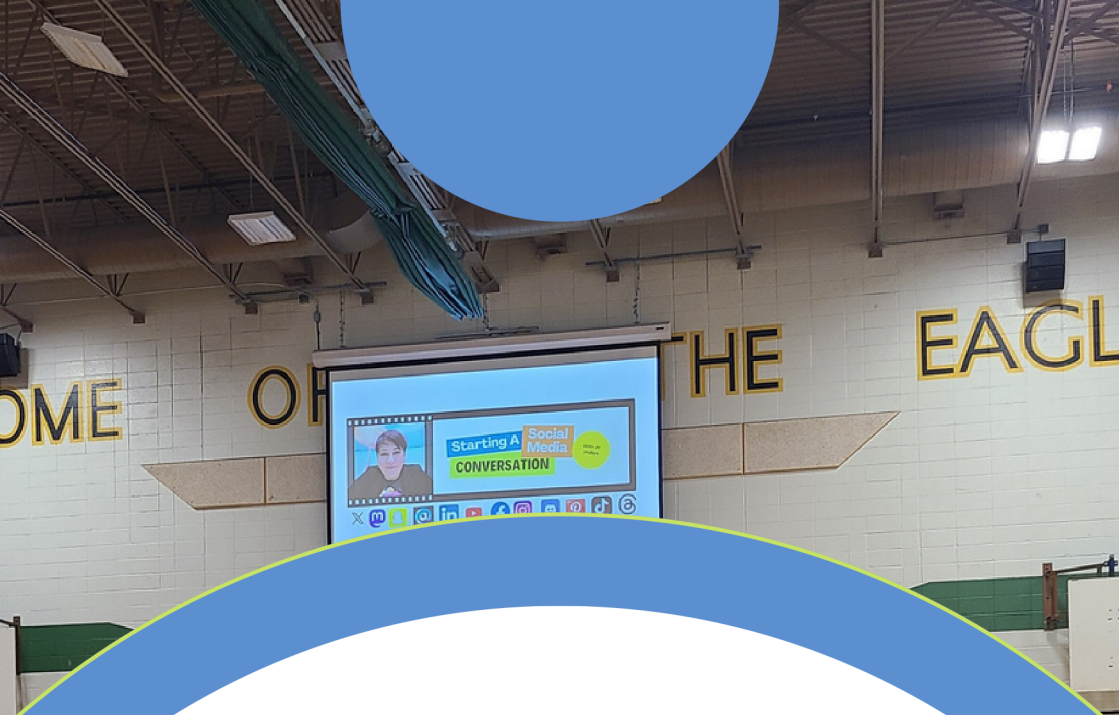


## Jo Phillips

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.

To execute the full program, kids' presentations should be done during the day, with an after-school staff session and a parent session in the evening. Many schools book multiple presentations for the kids to make sure the needs of each age group are met and to ensure the groups aren't too big. Because it's a conversation, I prefer the groups to be less than 200. If grades need to be grouped, I recommend Gr 4-6, Gr 7-9, Gr 10+. I don't speak to grades 1-3, but parents of kids this age definitely should attend a Parent Session.

# 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.

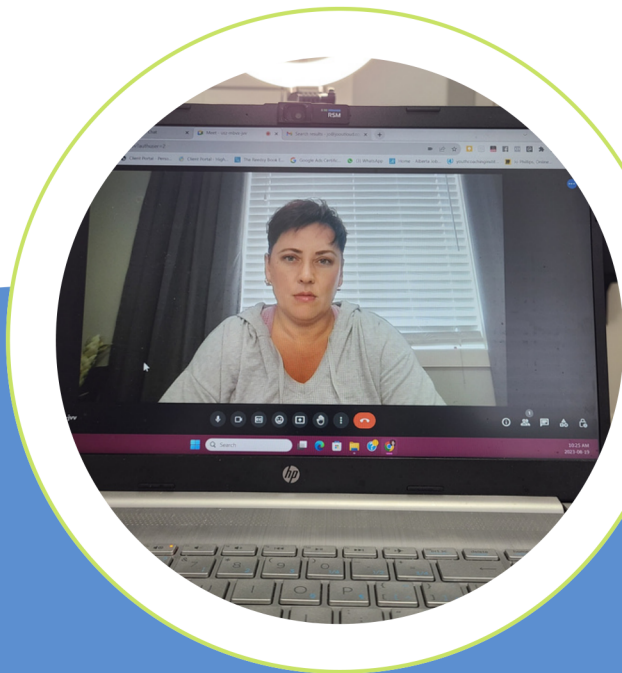
Participants will learn the scope of online activity of kids in grades 4 to 12, highlighting both the positive and negative. They'll learn better questions to ask, and come away with tools to lean into conversations about social media use.

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.

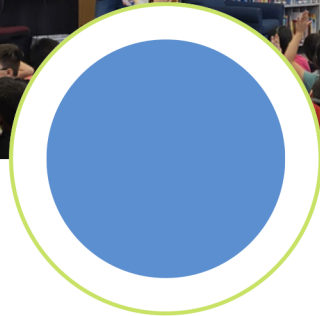
These sessions can be booked in conjunction with school presentations, or as Professional Development seminars.



## 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.



## SESSIONS AND PRICING

Starting a Social Media Conversation is available to be booked in Western Canada. Travel costs can be mitigated by booking with other schools in your division, if travel is required outside of the Edmonton, Alberta region.



### In-School Sessions

\$225.00 CAD per session + travel\*. 80 minutes are recommended for a session with kids. Groups should be less than 200 when speaking to kids in Grades 4 to 9 if possible, to generate valuable conversation. Content is age appropriate and reflects the challenges kids identify in schools across the province. All bookings include a letter home for kids to use to start a conversation, and a booklet for parents to reflect the kids' perspective and support the conversation.



### Parent Sessions

\$500.00 CAD per session + travel\*. 90 minutes is recommended for the Parent session, with time for Q & A after. Content is valuable for any adult who comes into contact with a kid, regardless of the age of the child. Sessions include a booklet for parents. Kids are welcome. These sessions can be booked by schools, corporations, social organizations, private groups, or anyone else who can get parents to show up!



### Staff Sessions

\$250.00 CAD per session + travel\* if not booked in conjunction with a school presentation. These sessions can be booked to support Starting a Social Media Conversation, or as Professional Development sessions. Sessions can be tailored to the needs of the organization booking.



### Youth Resilience Coaching

\$60.00 CAD per session. Most coaching is done via Snapchat video chat, or Google Meet, depending on the age of the youth.

\*Travel Fees apply for destinations more than 200km round trip from Edmonton, AB. Fees are assessed on a case-by-case basis.

# HOW TO BOOK

I try to make booking as easy as possible.

Email me at [jo@jooutloud.com](mailto:jo@jooutloud.com) with:

- School Name
- Contact Name
- Contact Information
- Session types you'd like to book
- Grades
- Any date requests



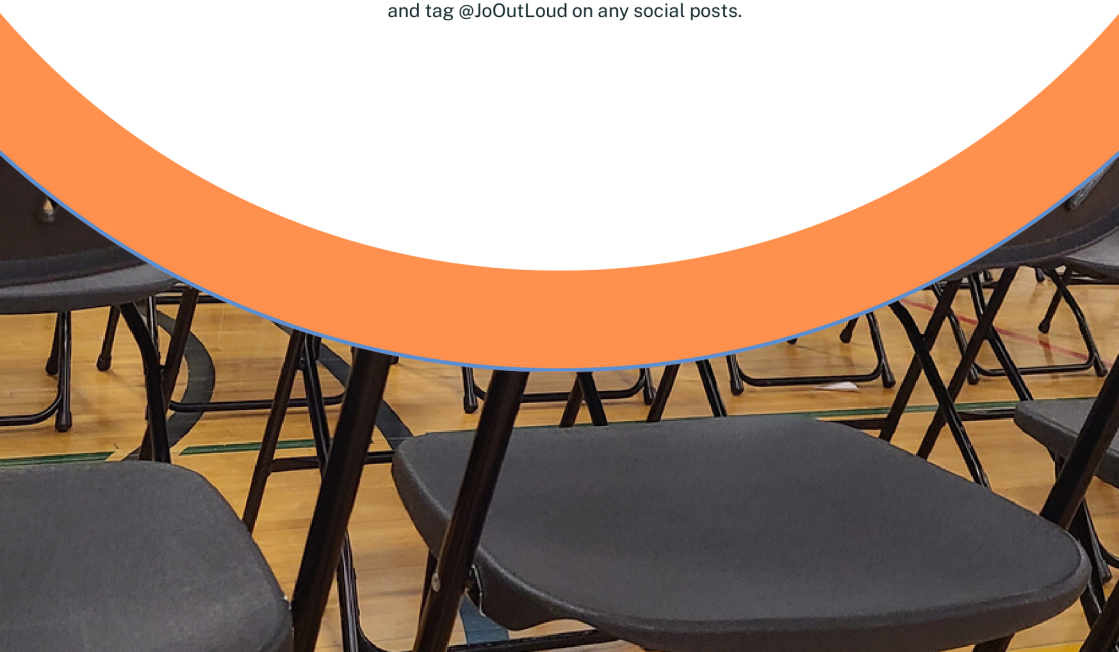
I'll email you with dates to choose from.



Once we have a date booked, I'll email you with a confirmation and resources to promote the sessions. I'll send an invoice at this time.



The week I'll be visiting you, I'll send a Presentation Week email re-confirming dates and times. You'll also receive "A Letter Home for Kids", "Parenting and Social Media Guide", "Discussion Prompts for Classrooms" and "6 Ways to Help Your Kids With Devices." These resources can be used by the organization in whatever way necessary to support the conversation. Please give credit to Jo Phillips, and tag @JoOutLoud on any social posts.





# 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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Facebook, X, Instagram, Threads, Snapchat,  
TikTok, YouTube, Pinterest, LinkedIn

