

THE 4 KEY
CONVERSATIONS
TO HAVE WITH
YOUR KIDS TO HELP
KEEP THEM SAFE
ON SOCIAL MEDIA



Dear Parents and Caring Adults,

Times have changed. Raising kids today is very different than the days when your parents were raising you. You now need to have conversations with your kids about social media. Here are just a few examples of what it means to be involved in the lives of your kids during the digital age.

8 to 18 year olds spend an average of 7.5 hours in front of a screen each day.
- The Henry J. Kaiser Family Foundation

67% of teenagers say they know how to hide what they do online from their parents
- Guardchild.com

1 in 2 teens say they would change their online behaviour if they knew that their parents were watching them
-Intel Security

It is clear that social media is here to stay. It is very quickly becoming the primary method of communication for kids in the 21st Century. It is almost impossible to keep up with your kids and what site/ app/ game they are into these days. If you are like most parents in the digital age, you feel like your kids are speaking a totally different language.

We are here to help bridge that communication gap.

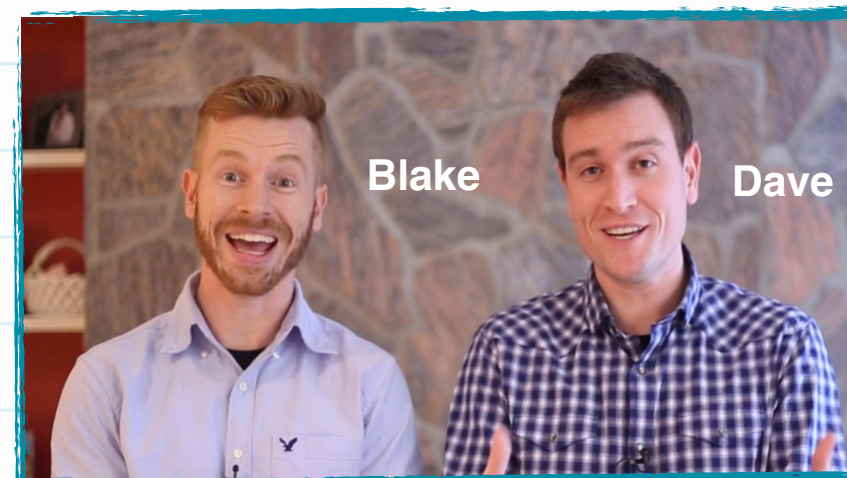
We are on a mission to help parents raise kids to be safe, smart and kind online. Our team of presenters have spoken to over 85,000 kids in elementary schools all over North America, and our online resources for parents allow us to speak to caring adults all over the world. We want to help you communicate with your kids about social media in a way that creates common ground and builds trust. We know it can be a difficult conversation to have, especially when social media changes so rapidly. We are here to give you terms, slogans, and conversation starters that make this simple for everyone.

These 4 key conversations are a great place to start

a conversation about social media with your kids. The conversations are also a great way to reconnect with your kids on this important topic.

Thank you for everything you do for your kids.

Sincerely,
Blake and Dave
Co-Founders, My Life Online



THE MY LIFE ONLINE MINDSET

A very common mindset to social media is that many parents believe it to be dangerous, harmful and bad. There are many events, experiences and interactions online that can cause hurt, harm and danger to your kids. Naturally, there is a lot to be scared of. This often leads to parents talking to their kids from a place of fear. We do not believe social media is a bad thing. We also do not believe social media is a good thing. We just believe social media is a thing that amplifies who people already are. The way we use social media is what determines if it is good or bad. Our goal is to help you effectively frame the conversations you are having with your kids when discussing social media. These approaches will help.

Fear-Based vs. Goal-Based

Are you talking to your kids in a way that only alarms them of all the dangers online, or in a way that also educates them about their opportunities online?

Judgement vs. Genuine Curiosity

Are you talking to your kids in a way that makes them shut down, close off and hide or in a way that makes them pay attention, open up and get excited to share more?

Self-Reflection

Are you talking to your kids about their life online without acknowledging yours, or holding yourself accountable on the topic of screen time and technology use in the process?

Keep It Casual

Are you talking to your kids in a way that is official, intimidating and limiting, or in a way that is casual, sincere and ongoing?



THE 4 KEY CONVERSATIONS TO HELP KEEP YOUR KIDS SAFE ON SOCIAL MEDIA

Social media is a whole world in itself. The technology changes quickly, the popular apps and games are always updating and the language and lingo is tough to keep up with. Where do you even begin to have this conversation with your kids? Bad news: You will never be able to learn every single detail of social media. It evolves too quickly. Good news: The following tools are conversation frameworks that help you navigate this topic with your kids, in a way that addresses their safety, as well as their success. These conversations are broad on purpose. You can return to them frequently, because they are great springboards to discuss ongoing matters that your kids experience online.

Hurtful or Helpful



⇐ click the video icons to watch us explain this conversation

Every single action online will have a real impact offline. This conversation gives you a way to help your kids SEE the real impact that their online behaviour is having on people in day to day life (friends, family, teammates, etc.).

Project or Protect



Safety is essential for your kids to live a positive life online (and in person). This conversation gives you a way to help your kids appreciate the importance of being safe online, by linking it to the things they want most in life.

Mindless or Mindful



Screen time is on the rise. Kids are staring at their devices for hours each day. This conversation helps you assess the amount of time they are spending online, and gives each family member an opportunity to make the most of their time both online and off.

Handling Haters





There are cruel people online and individuals who can cause your kids emotional harm. This conversation equips your kids with a tool to handle online hate and cyberbullying if it should ever arise.



CHEAT SHEET: The 4 Key Conversations

1. Fear-based or Goal-based? 2. Judgement or Curiosity?

<h2>PROJECT</h2> <p>Your Skills Your Interests/Talents Your Hobbies Your Goals</p> 	<h2>PROTECT</h2> <p>Your Location Your Body Your Phone Number Your Home Address</p> 	<p>HELPFUL</p> <p>SELF ——— OTHERS</p> <p>HURTFUL</p>
<p>MINDLESS ————— MINDFUL</p> <p>I AM ONLINE FOR ____ HOURS PER DAY.</p> <p>I AM ACTUALLY ONLINE FOR ____ HOURS PER DAY.</p>		<p>1 RATE THE HATE 😊 😞</p> <p>2 iMESSAGE ❤️</p> <p>3 MESSAGE 📩</p>

3. Self-Reflection

4. Keep it Casual

MORE ABOUT "MY LIFE ONLINE"

Dave Anderson and Blake Fleischacker are the Co-Founders of "My Life Online," a global education company that teaches kids to be safe, smart and kind online. The program was developed as a positive, uplifting way to give kids a positive experience in their life online. It began as a presentation and has grown into a program that works with students, educators and parents both in school and online.

Blake and Dave and their team of presenters have spoken to over 85,000 kids in more than 350 elementary schools across North America. They also develop video-based classroom curriculum as a way to work with teachers and students from afar and to extend the message beyond just 1 presentation. Parents can continue these conversations in the home. Parents around the world use their resources and communication tools as a way to help their sons and daughters live a positive life online. Dave and Blake have been featured on CTV, Breakfast Television, and The National News.

"These guys are brilliant, kind and compassionate, and they both have a huge heart for kids. This is VITAL stuff for parents to learn in today's high-tech world, and they deliver it in a completely relatable way."

- Nicole (Mother of 4 kids, ages 15, 12, 9, and 5)

"I have not seen anyone approach the topic of online safety in this way. My Life Online actually gets kids excited and engaged in ways to live a positive life online."

Newton O'Dea, Educator, Australia

"This presentation gives students a perspective that will completely change how they interact with each other online."

- Kate Fish, Vice Principal, District Schoolboard of Niagara

