



Ancaster High Presents:

PARENT SESSION with Chris Vollum on Social Media Fitness

WHEN: Monday Dec. 5 at 6:30 pm

WHERE: Library Learning Commons at Ancaster High

RSVP: on our website under CONTACT US

WHAT & WHY: *“How is your Social Media content contributing to your future?”*

Many secondary students are focused on what’s next in their lives; grad, post-secondary, scholarships and awards, co-op placements, internships, trades, work-life. Yet many don’t grasp the power that their social apps can play in either moving them forward – or blowing it all out of the water with a single post. We teach how to create inspiring and purposeful content that supports the former. This session doesn’t mince words and speaks to the real impact that students’ social content on Twitter, Instagram, Facebook, YouTube, Snapchat and others will have on their personal and professional opportunities and reputations.

While the social media landscape is dominated with an indiscernible level of white-noise and meaningless over-sharing, students are educated from the belief that balance and time away from the glowing screen is paramount to increased clarity, intention and satisfaction when one *is* engaged with social media.

PARENT EXPERIENCE

An interactive and user-friendly session, the parent experience invites participants to bring and use their smartphones and tablets to gain new knowledge about the social apps and platforms that their kids use to define their identities, personalities and reputations. The session is roughly 70-90 minutes in length and includes time for Q&A.

Tangible takeaways; Parents will walk away with clarity, confidence, joy and new skills on how to knowledgeably support and discuss both the benefits (of which there are many) and risks of social apps and platforms with their children. This experience celebrates and empowers parents to move forward into using Social Media in a manner that eliminates fear and uncertainty.

WHO:

ABOUT CHRIS



“*Listen ~ Connect ~ Engage ~ Influence*” are Chris Vollum’s four core beliefs around Social Media. By first **listening** to understand and appreciate your audience’s journey, natural win-wins often develop that serve to build rich, meaningful and lasting relationships.

An Oakville-based parent, Chris is a widely-recognized educator on numerous social platforms including Twitter, Instagram, YouTube, Facebook, Tumblr, Snapchat and Periscope.

Passionate about the remarkable potential of Social Media, Chris can usually be found in a school gym, auditorium, corporate venue or conference inspiring people to take what they do every-day online, and transform it from average to **AWESOME** through meaningful content creation.

Ten years and more than 500,000 school, corporate and non-profit participants later, Chris believes that inspiring an individual’s potential with a positive, interactive experience consistently trumps fear-based teaching. Through relatable and current exercises and stories, participants develop practical skills to post online content that reflects value, respect and relevance while minimizing the risk of bullying, cyber-bullying and loss of reputation.