



Participant Guide

Social Media for Parents

Overview

How can parents make sure kids are using social media safely and appropriately? Not every parent is involved in social media. If your child is using social media, that is a good reason why you should be too. Learn how to keep an open line of communication regarding your child's activity online, establish privacy, proper boundaries, and monitor healthy usage.

Seminar Length: Approximately 1 hour

Agenda

- Social media sites
- Effective communication about online activity
- What to share, what not to share
- Setting boundaries
- Monitor healthy usage



What is Social Media?

Social media is the collective of online communications channels dedicated to community-based input, interaction, content-sharing and collaboration.

Appeal of Social Media

- Access to friends
- Provides an outlet
- Celebrities are on it
- You can be yourself
- Be understood by peers



Statistics

- Social networking is on the rise
- 50% of teenagers log onto social media sites hourly
- 95% own or have access to cell phones
- Increasing risk of cyberbullying
- “Facebook depression” a new phenomenon



Sites Children Are Using



Tik Tok

- Short-form video hosting service
- User-submitted videos 3 seconds -10 minutes long
- Fastest growing social media company in the world



X

- Online news & social networking service
- Users post & interact with messages known as micro blogging



Instagram

- Photo & video sharing social platform
- Owned by Meta Platforms



Facebook

- Social networking site
- Easy to connect with family & friends via internet
- Connect & share with many people at the same time



Snapchat

- App used to send photos or videos
- Available for short time only before they disappear
- Then cannot be accessed



Interesting Facts

- 76% of internet users aged 13 to 24 use **Instagram**
- Users aged 12 to 24 second largest group on **Facebook**
- Teens (average age 16) rate **Tik Tok** as their “most important social media app”



Interesting Facts

- **98% of teens** (15-17) have access to internet via phone, tablet, other device
- **Users (16-24)** in North America spend time online via mobile device more than any other group – 4 hrs, 49 min/day
- **Teen & Millennial age groups** spend almost as much time on mobile devices as on a PC/laptop/tablet



Communicating About Online Activity

- Begin the conversation
- Start early
- What do you expect?
- Have patience
- Talk with them not to them



Privacy - What Not to Share

- Information about their identity
- Location or address
- Passwords
- Schedule



Setting Boundaries | Monitoring

- Stay up to date on newest forms of social media
- “Befriend” your children
- Teach what’s OKAY to post
- Don’t yell at them, teach them



Signs - How Much Is Too Much?

- Agitation
- Anxiety
- Disappears
- Prefers internet world



Did You Know?

- Children & teens (8 to 18) spend **“60 hours/week** in front of digital screens
- 23% of children & teens report feeling **addicted** to video games



Pop Quiz

- ❑ Why do kids like social media so much?
- ❑ Which app allows you to take a photo that disappears in 24 hours?
- ❑ How can you start a discussion with your child about online activity?
- ❑ What should children NOT share on social media?



Social Media for Parents

Actionable Strategies



Communicating About Social Media

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- Start early
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Setting Boundaries / Monitoring

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PRO TIP

Create Social Media Boundaries – Together

If your kids are old enough to be online, co-create rules around posting: what's fair game, what's off-limits, and how to handle likes, comments, or even friend requests. Ask your kids for input on your posts too. Trust builds both ways when everyone feels heard and respected.

Call 800.344.4222 or visit employees.concernhealth.com

Social Media Monitoring Tools



Parental Control Apps	<p>Bark: This app monitors texts, emails, and social media activity for potential risks like cyberbullying, online predators, and inappropriate content. It sends alerts to parents for anything concerning.</p> <p>Qustodio: Provides an overview of your child's online activity, including social media usage, screen time, and app usage. It allows you to set daily time limits and block inappropriate content.</p> <p>Net Nanny: Monitors social media, detects explicit content, and provides parental control features like screen time management and internet filtering.</p> <p>Norton Family: Offers tools to supervise social media, search activity, and set screen time limits. It also includes location tracking and video monitoring on YouTube.</p>
Social Media Monitoring Tools	<p>MMGuardian: Specifically designed for monitoring social media and messaging apps, MMGuardian provides parents with insight into what their child is sharing and receiving. It also includes features like location tracking and app blocking.</p> <p>WebWatcher: Allows you to monitor social media activities and messages on multiple platforms. WebWatcher sends alerts for risky behavior and is compatible with iOS and Android.</p> <p>Famisafe: Monitors social media usage and enables you to track real-time location and set geo-fencing alerts. It also includes content filtering for inappropriate sites.</p>
Built-In Parental Controls on Devices	<p>Apple Screen Time: For iOS devices, Screen Time lets parents set app usage limits, monitor social media time, and restrict specific apps. You can also control purchases and set content restrictions.</p> <p>Google Family Link: For Android, Family Link allows parents to manage their child's device activity, monitor app usage, and set app limits. You can also approve or block apps they want to download from the Google Play Store.</p> <p>Microsoft Family Safety: Available for Windows and Xbox, it includes features like screen time tracking, app blocking, and content filtering to keep tabs on online behavior.</p>

Monitoring Tools, cont.



Social Media Platform Settings

Privacy and Activity Monitoring: Many social media platforms, like Instagram, TikTok, and Snapchat, have built-in privacy settings. You can adjust these to limit who can contact your child, view their content, and follow their activities.

Activity Reports: Some platforms, like Instagram, offer activity reports that show screen time and app usage. You can review these with your child to promote healthy social media habits.

Open Communication and Regular Check-ins

Having open conversations about online safety, privacy, and respectful communication is one of the most effective ways to monitor social media. Encourage your child to share their experiences and keep an open dialogue about potential risks.

Each of these tools offers different features and benefits, so choosing one that aligns with your child's age, your monitoring needs, and your family's online safety approach is essential. Additionally, maintaining an ongoing conversation with your child about social media habits can help foster trust and encourage safe online behavior.

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Financial Coaching
Money coach helps with money management, tax basics, investing, retirement planning, and building credit

Interested in learning new skills?

Our Relationship is an inclusive online resource that helps couples strengthen their connection, at their own pace or guided by a program coach.

Personal Coaching with a skilled coach includes actionable strategies to help you achieve personal well-being and professional development goals.

Financial Coaching. A Money Coach helps with topics like tax basics, money management, establishing credit, debt reduction, and more!

Questions? Comments

Thank you!

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