Take your teen programs *Online*

MASTERCLASS BY SHINE FROM WITHIN

Welcome!!

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our agenda

- Why Now?
- The basics of getting up and running online - fast and cheap
- How to adapt your content to be suitable online
- Ways to engage and hold space online
- Duty of care when combining young people with online spaces
- Sharing additional resources

your host

Amanda Rootsey (some dot points!)

- Founder, Shine From Within
- Author, Shine From Within; a teen's guide to life (Hay House)
- Beautiful You Coaching Academy certified coach
- Winner, Best Program of the Year for the Youth Mentor Training
- Bachelor of Business Management
- Certificate in Young People's Mental Health & Technology
- Eating disorder prevention training
- etc!

why now?

- teens online approximately 9hrs a day
- in-person events still the best in my opinion
  BUT now we have an opportunity to provide:
  - structured support
  - engagement
  - community
- current situation has lead to Zoom having more active users in the first 2 months of 2020 than all of 2019. Over 2.2 million new users in Jan and Feb.

Options

Zoom

- Facilitate discussion and connection
- Allow sharing of screens
- Allow whiteboard and annotations
- Allow break out rooms for smaller discussions
- Have a great track record (i've used plenty of different platforms before)
- Allow video, audio and text chat
- Allow connection by computer, tablet, phone or dial in
- Allows live streaming to facebook, youtube etc

Learning management + all-in-one platforms

- Kajabi
- Thinkific
- Learn Worlds
- Teachable
- Ontraport
- Wordpress + plug-ins
- etc

Zoom Zoom

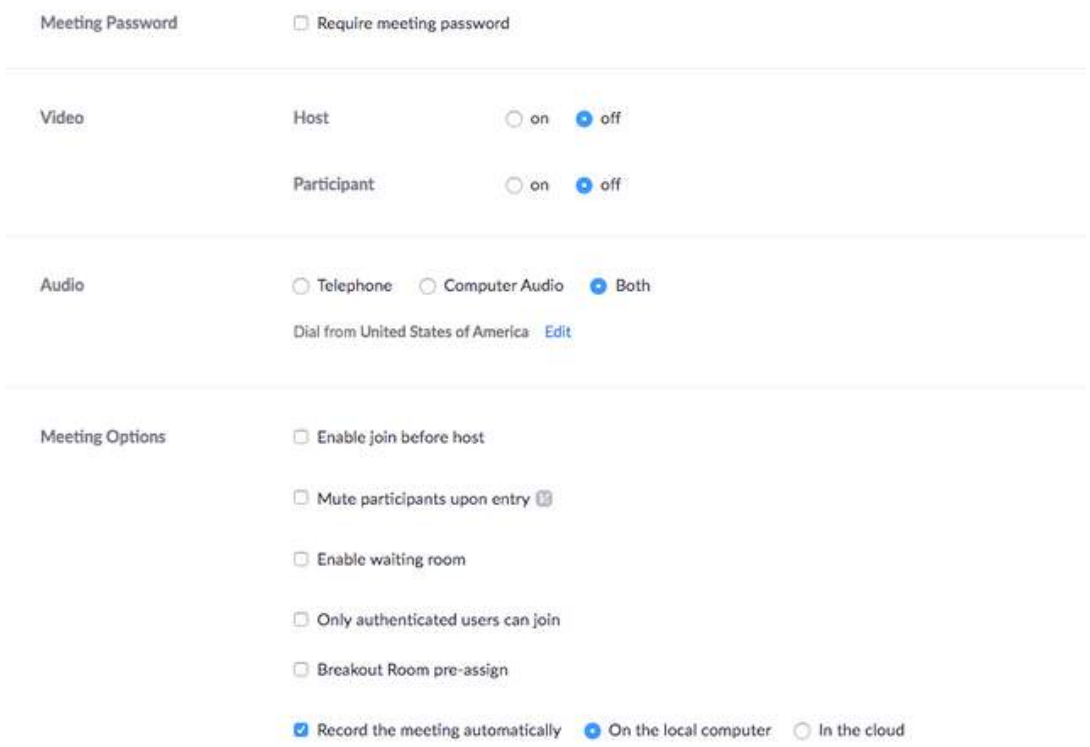
Zoom considerations:

Each call has a list of settings and there are account-wide settings.

For safety of your students, it's important to ensure:

- screen sharing by 'host only'
- disable 'join before host'
- disable 'file transfer'

meeting settings



How to adapt your content to be *suitable online*

consider:

- what you already do
- what you love to do
- how you work best
- what your community might need
- your goals with getting online
- your capacity

What you do now?

What you love to do?

How do you work best?

What does your community need?

Your goals with getting online

Your capacity

Notes:

SO FAR, WHAT COMES TO MIND AS OPTIONS FOR YOU?

holding space online

- Connect, build trust and anchor them into the space (even if it's their own space).
- Set up your own space in a way that's supportive too
- Share an outline at the start and housekeeping of how everything works so they know what to expect
- Still do ice-breakers and group rules - just get creative with them!
- prepare them ahead of time with editable worksheets to do prior, sending a journal in the post, etc

Duty of care when engaging *students online*

being aware + complying with *legislation*

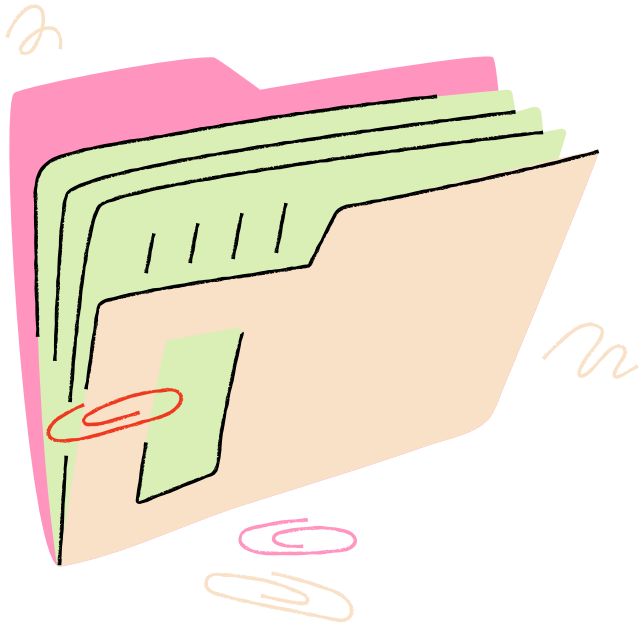
Note: I am not a lawyer and am not providing specific legal counsel to you. You must seek your own personalised support and seek counsel for your own business needs.

Children's Online Privacy Protection Act (COPPA) is a United States federal law which was put in place to better protect the personal data and rights of children under 13 years of age. Under COPPA, operators of websites or online services that are either directed to children under 13, or which have actual knowledge that they are collecting personal information from children under 13 must give notice to parents and get their verifiable consent before collecting, using, or disclosing such personal information and must keep secure the information they collect from children.

Under EU GDPR regulations, consent is one of the Lawful Reasons for processing the data of children. If using this basis for processing the data of children under 13, you must get verifiable consent from a parent or guardian unless the service you offer is a preventative or counseling service. You must make reasonable efforts (using available technology) to verify that the person giving consent actually holds parental responsibility for the child.

what does this *actually mean?*

- Use clear, published Privacy Policies to describe their processing activities
- Ask for consent from parents directly (using verifiable means)
- Provide parents with choice in the use of information
- Allow parents access to the children's data
- Offer parents the option to stop data collection
- Demand the use of reasonable steps to protect children's data
- Require the deletion of data after data is no longer useful



when taking bookings:

- Ensure you have a privacy policy clearly covering the things mentioned on the previous slide (I'll link to some templates and articles after this masterclass for you)
- Collect bookings and payment from parents
- Ask them to share their contact details and the best email to contact the student if that's necessary
- Collect payment - a credit card, debit card, or other online payment system that provides notification of each separate transaction to the account holder

when facilitating:

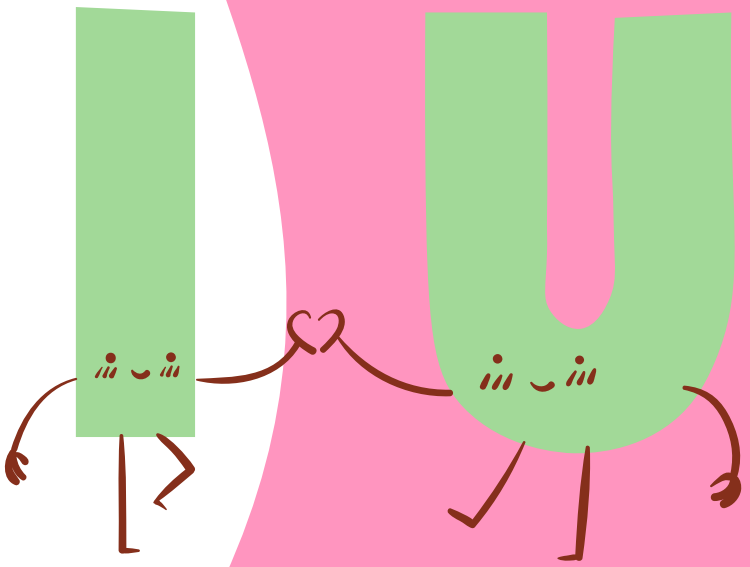
- Think carefully about what you need to collect and store about your students
- An amendment to COPPA came in 2013, that included protection for data such as: Geolocations; Screen names; Persistent identifiers; Photos, videos, and recordings featuring the child

collecting information for *competitions*

To respond directly to a child's specific one-time request (for example, if the child wants to enter a contest)

You may collect just the child's online contact information

You can't use the information to contact the child again and you must delete it after you respond to the request.



collecting information for *your newsletters*

To respond directly more than once to a child's specific request (for example, if the child wants to receive a newsletter) you must collect the child's AND parent's online contact information. Plus:

- You must tell parents you collected their online contact information to let them know their child has asked for multiple online communications;
- tell parents you collected their child's online contact information to provide the multiple communications they asked for;
- tell parents the online contact information won't be used for any other purpose and won't be disclosed or combined with other information;
- tell parents that if they don't opt out, you may use the child's online contact information for that purpose;
- and link to your privacy policy.

your privacy *policy*

Your privacy policy must:

- Provide the name and contact details for all operations that collect or maintain children's information
- Describe what information you collect
- Denote whether you allow children to make personal information publicly available
- Identify how you use the information
- State whether you disclose or share the information
- Provide parents with the right to review or request the deletion of their child's information
- Provide rights to prevent further collection of the information if requested
- Only collect what is reasonably necessary to provide the service to the child.

example for you

“Other than information required to complete a booking for our workshops and deliver the workshop, [business name] does not knowingly collect personal data of children under the age of 13. Parental or guardian consent is required to make a booking with [business name]. If a child has provided information to us without parental or guardian consent, the parent or guardian may contact us at [business email address] and we will remove the information from our database and marketing lists.”

You could even make it under 18 or 21 depending on where you are and who you are attracting.

Then link to a more robust privacy policy that outlines all points on previous slide.

Let's recap!

- Now's the time to jump online
- For a quick and easy way to facilitate, explore Zoom
- For a more robust system, explore some of the other programs I mentioned
- There isn't a one-size-fits-all approach to adapting your content - the sky is the limit in how you go online. Ponder + Answer those questions I posed earlier.
- create a privacy policy + minimise exposure to risk when meeting online

links + Resources

PRIVACY

https://www.privacypolicies.com/blog/minors-privacy-policy

https://www.loc.gov/law/help/online-privacy-law/2012/australia.php#_ftn40

https://www.iubenda.com/en/help/11429-minors-and-the-gdpr

https://www.iubenda.com/en/help/5717-legal-requirements-websites-apps-children

https://www.ftc.gov/tips-advice/business-center/guidance/childrens-online-privacy-protection-rule-six-step-compliance#step2

https://www.emedialaw.com/marketing-to-minors-even-when-you-dont-mean-to-part-2/

https://www.oaic.gov.au/privacy/your-privacy-rights/children-and-young-people/

Privacy Policy Generator

OTHER IDEAS FOR HOSTING ONLINE EVENTS

https://helloseven.co/how-to-host-a-virtual-event/

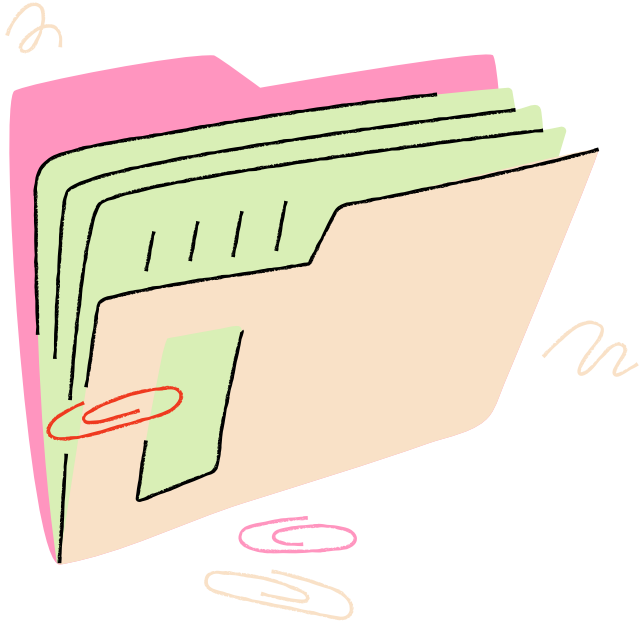
FREE LIST BUILDING CHALLENGE (MARKETING)

https://30daylistbuildingchallenge.com/signup-now/

RECORDING VIDEOS + YOUR SCREEN

https://www.loom.com/

https://bigvu.tv/



links + Resources #2

EDITABLE PDF CREATOR
https://www.pdfescape.com/

PDF COMPRESSOR (so you can create a PDF in Canva/Google Drive/etc and then make it a small file size easy to distribute)
https://smallpdf.com/

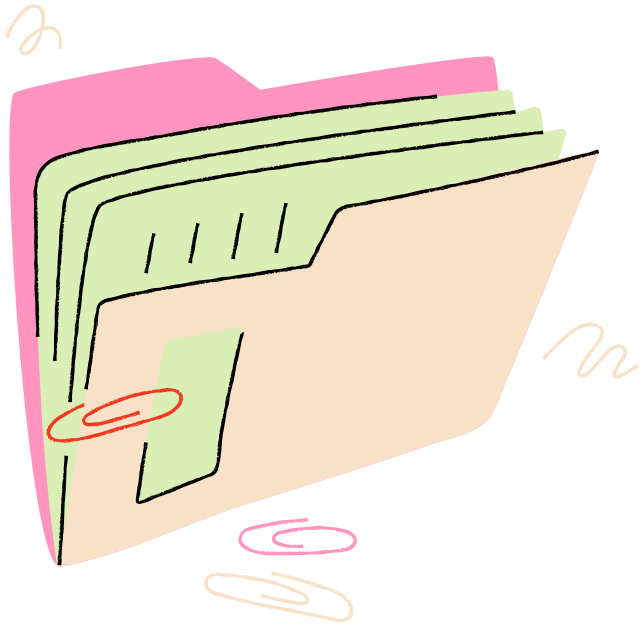
PAYMENT GATEWAYS
https://stripe.com/
http://paypal.com

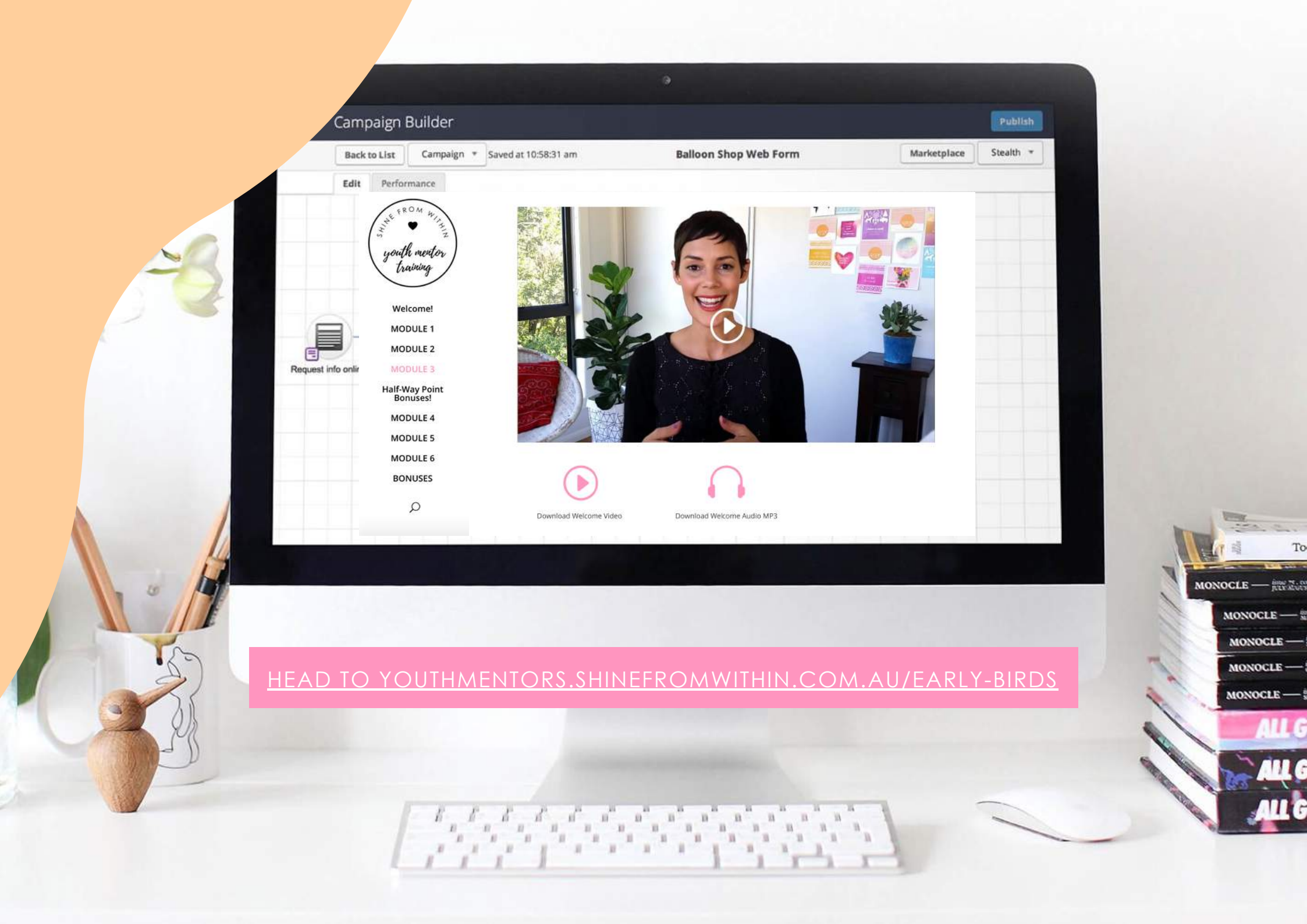
PROGRAM TO CONNECT A BUNCH OF APPS/SOCIAL MEDIA/PROGRAMS
https://zapier.com/

FOR A COMPREHENSIVE 4 MONTH ONLINE TRAINING PROGRAM WHICH COVERS EVERYTHING FROM CRAFTING YOUR OWN WORKSHOPS TO GETTING YOUR RISK MANAGEMENT PLAN IN PLACE, CHECK OUT OUR AWARD-WINNING YOUTH MENTOR TRAINING.

WE HAVE A COMMUNITY OF INCREDIBLE MENTORS ALL SHARING RESOURCES + SUPPORTING EACH OTHER.

OPEN FOR ENROLMENTS TWICE A YEAR.

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Campaign
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Balloon Shop Web Form
Marketplace
Stealth
Edit
Performance
SHINE FROM WITHIN
youth mentor training
Welcome!
MODULE 1
MODULE 2
MODULE 3
Half-Way Point Bonuses!
MODULE 4
MODULE 5
MODULE 6
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