

STUDENTS AND ONLINE INFLUENCERS

How to help students make sense of information from online YouTube influencers

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- Engage in a discussion about your student's online life
- Familiarize yourself with your child's online influencers
- Be cautious of sharing immediate judgement (assess the information and decide how you want to share your insight, before the discussion with the child).
- Allow for the student to share freely about their connections to the influencers (ie. sports, video gamers, beauty/fashion, comedy/pranks/stunts etc.)
- Discuss what an online persona is (a social identity established inside the online community) and how it may or may not reflect the “real world” personality of the influencer
- Help your student understand and make sense of the influencer's perspective and how it relates to what is taught by the family support circle (moral/values, religious teachings, career views, etc.)
- Discuss online vs. real world contradictions (not all that is discussed and seen online is indeed reality based)

“Focus on how to be social, not on how to do social.”

Jay Baer