



POSITIVE. SOCIAL. COMMUNICATIONS. EDUCATION.

VALUABLE IMPACT

Helping Students to Shine Online

Using social media to build a positive
online reputation and identity.

Ryan Mobilia
Valuable Impact

Introduction

Through educational programs, workshops and resources, I teach students the importance of building, and maintaining a positive online reputation and identity.

I'm passionate about teaching students how to 'shine online' by communicating their value, and crafting their ideal online identity.

I do that by helping students to build awareness of the impact of their online behaviour, take positive action, and gain an advantage among their peers.

Focus Areas

- Social Media Awareness
- Online Reputation
- Building a Profile
- Employment Preparation
- Communicating Online

Clients, Events and Media

Schools and Academies



Billanook College



Events and Media



Social Media Challenges Faced By Schools

All too often, the behaviour of students online is negatively impacting their reputation, the reputation of their peers and the school community.

Three common problems schools face when it comes to online reputation and behaviour:

- The negative behaviour of a few, impacting the reputation of many.
- Students lacking understanding of the real-world consequences of their online action.
- Lack of strategy and game-plan for successfully communicating their values and character.

The collage includes the following elements:

- Top Left:** A screenshot of a news article from The Age (Victoria) titled "Magistrate warns teenagers to use social media carefully, after fake bomb threat went viral". It features a photo of a man in a purple t-shirt and a sidebar with a competition for a \$1,000 Samsung tablet.
- Top Right:** A screenshot of the news.com.au homepage, showing various news stories and a sidebar for "GET HCF YOUNG STARTER COVER".
- Middle Left:** A screenshot of a news article from The Age (Victoria) titled "CONTEMPORARY PIANO VERSAPIER 2014 WORLD TOUR-AUSTRALIA GIOVANNI MARRADI PIANO CONCERT".
- Middle Right:** A screenshot of a news article from the Daily Mail (UK) titled "Dutch teen, 14, is arrested in Rotterdam after tweeting 'joke' Al Qaeda bomb threat to American Airlines". It includes a list of bullet points about the incident.
- Bottom Left:** A screenshot of a news article from the Daily Mail (UK) titled "Brighton Grammar expels students who created vile Instagram account".
- Bottom Right:** A screenshot of a news article from the Daily Mail (UK) titled "Dutch teen, 14, is arrested in Rotterdam after tweeting 'joke' Al Qaeda bomb threat to American Airlines".

How I Help Schools

The education provided equips students with practical skills and solutions to building an online reputation and identity that positively showcases their character and values.

The knowledge gained from this education will:

- Help protect the reputation of your school community.
- Enhance the online presence of your school and your students through positive and purposeful contributions online.
- Encourage smart and safe social media use and action, protecting and guiding the wellbeing of your students.

Why This Is So Important For Students

A positive online identity and reputation is key for any young adult looking to maximise their opportunities in a variety of areas, particularly employment.

Students also need to avoid the common pitfalls that are seeing reputations damaged, and hard work done in the real-world being undone, due to easily avoidable online mistakes.

This is about empowerment through knowledge of themselves, appropriate behaviour and then once they know the rules of the game....actually having fun, and bringing their personality and character out in a safe, effective and meaningful way.

What we want to Avoid

- Anti-social behaviour
- Lost opportunities
- Negatively impacting others

What We Want to Achieve

- Awareness and understanding
- Thoughtful online action
- Gained opportunities

Key Lessons

The education is based around three focus areas that follow a natural progression from safe, smart social media use, to exploring and building a positive online reputation to be proud of, enhancing the reputation of both the student and their school.

The three key Key Lessons are:

Step 1 - Awareness

Step 2 - Action

Step 3 - Advantage





Awareness

- Understanding your audience – who can see us online?
- ‘Thinking Before You Post’ (Will this help me, or hurt me?)
- Deciding how you want to be seen (How to stay true to ourselves online, and behave as well as we do off-line.)



Action

- Stepping out of the shadows (Sharing your story)
- Characteristics of a ‘good’, ‘bad’ and ‘invisible’ online reputation (Creating your ‘ideal identity’)
- Creating social media content that builds your reputation.



Advantage

- Optimising your online social media profiles to ensure you are representing yourself in the best possible light.
- Building an online game-plan or strategy to achieve your goals.

Key Lessons by Age-Group



Years 7 – 9

Awareness: All levels need to hear about 'Awareness', but it is most important at this level.



Years 9 – 10

Awareness and Action: This is where students can be introduced to 'stepping out of the shadows online' and ensuring their online reputation is helping, and not hurting them. This is the perfect time to start thinking about what they want to be known for.



Years 10 – 12

Awareness, Action and Advantage: The most important lessons around 'awareness' must be touched on, but the real focus for a group like this is preparing for success. Preparing for when that opportunity arises (like a job interview) and ensuring they are presenting themselves in the best possible light.

How we can work together

A range of delivery options can be tailored to suit your requirements.

Core Group Sessions

For students or teachers:

- Focus Area presentations
(Minimum 25 mins – Maximum 50 mins) \$500.00
- Workshops (2 hour – 1 day)
\$1500.00 (2 hour) - \$5000.00
(Full day)

Pre and post session learning resources provided including worksheets and e-books.

Individual Development Opportunities

- Individual consulting with students (30 mins) \$150.00 (multiple sessions attract a reduced rate)
- Individual Strategy Plans for students (Personalised blueprint to success) \$75.00
- Individual Social Media Assessments (Personalised online reputation audit) \$50.00

Testimonials



“Ryan delivered an incredible session full of learning to our ‘Sports Development and Management’ stream as part of our ‘Young Leaders Program’. The workshop theme ‘Social media identity and reputation’ was perfect for our diverse group of aspiring leaders. It was fantastic to have him on board, our students loved it!”

- Lisa Mac, Leadership Programs Officer. Trinity College – The University of Melbourne

“Ryan is incredibly knowledgeable and detailed in his publication and personal appearances. I would highly recommend giving all people who are, or want to be involved in professional sports the information Ryan provides to best utilize social media. It will not only help people avoid pitfalls, but how to use it for maximum gains for people.”

- Damon Neish, Professional Scottish Youth Academy Coach / Scottish Woman’s Premier League Manager



“It was very well done. Everyone was talking about how great it was. The kids were talking about it all day!”

- Kate Sleeman, Teacher and Student Welfare Assistant, Parade College

Testimonials



"I would say Ryan definitely taught me the importance of building & preserving yourself a positive online reputation. Being cautious about what you post as potential employers take all of this into account."

- Rukaiyah Abdullah (Student)

"I know the girls really enjoyed it [the social media session] because they were talking about it the following day. They particularly liked the activities – the beach ball activity really bought it into perspective."

- Nina Ireland, Year 7 Co-ordinator, Mercy Girls College, Coburg Victoria.



"I have worked with Ryan a number of times, and the messages he has to deliver are vital for the mental health, happiness and success of our youth. Too often I have seen social media misused and kids get into serious problems they are not ready to handle."

- Ricky Frost, Social and Emotional Curriculum Leader, Laurimarr Primary School

Testimonials



"The discussion we had made me consider my online persona and think about the ways people construct their online identity, especially in terms of their career. I had only really ever used social media for personal use, and while we are told 'Employers will check your Facebook page before anything else these days', I hadn't considered just how much my social media use can affect getting a job or progressing my career.

Not just the possible negative implications but also the many positive ways it can be used to assist potential employers to get an idea of what you have achieved so far and what you could bring to their organisation. I have considered your points and since taken steps to improve my online persona."

- Ashleigh Grazioli (Student)

"Ryan delivered an very engaging session to our Player Support Program athletes, and many of their parents, on the important role their actions on social media have in building their reputation. It's a valuable lesson for all athletes. It was great that he was able to show real-world examples of tennis players using social media in both positive and negative ways, and the repercussions."

- Emily Rea, National Academy Development Coach at Tennis Australia



Testimonials



"As our Year 10 students prepared applications for work-experience and part-time employment opportunities, we thought it was important that they started thinking about how those employers viewed and interpreted their online presence. Ryan's presentation gave an excellent introduction to the importance of thinking about and starting to build a positive online identity and reputation."

- Candice Rulach, House Head, Walling, Billanook College

"Ryan delivered an engaging and valuable session on the importance of using social media in a positive way, to build a strong online identity. He was able to grab the attention of all students through the use of current examples of positive and negative social media posts.

Ryan was able to effectively tailor the session to meet the needs of SEDA Students which included work shopping ways in which our students could use social media tools, such as Instagram, to create online 'portfolios' of the positive work that they do as a part of their course and in the community. These portfolios will assist them to gain entry into further education as well as serve as an excellent addition to their resumes in the future. It was clear that students took the lessons on-board."

– Richard Doreian, Program Facilitator, Sports Education and Development Australia (SEDA)



Contact



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