



# 101

## TOOLS TO INCREASE YOUR PRIVACY & SECURITY

### *Testimonials*

The following thoughts are from teachers, senior administrators, Parent Council and Home & School representatives who have experienced **Facebook 101**.

"Chris Vollum strikes the right tone and message for both parents and student audiences with his highly informative and interactive Facebook 101 presentation.

Chris reassures parents and validates for students that Facebook is an excellent communication medium if used properly with the necessary privacy settings and content. He speaks as a caring, helpful father of two children and develops a wonderful rapport and dialogue with his audiences. Eyes pop open when he goes on Facebook in real-time and people see what is accessible to the world.

Both parents and students spoke to me after attending Chris Vollum's Facebook 101 presentation to say 'that was so interesting, informative and helpful. I kept wanting to hear more and see what is actually posted for the world to see.' One student said "I was scared at times about university admissions and jobs but he helped me to know how to manage my settings and content."

**Tam Matthews; Headmaster, Ashbury College (Ottawa, ON)**

"Chris Vollum was an extremely knowledgeable and engaging speaker on this topical subject. He gave his audiences a great deal to think about and to take away. If you have not yet seen the Facebook 101 presentation, I strongly recommend that you do so soon."

**Barry Hughes; Head of School, Holy Trinity School (Richmond Hill, ON)**

"Chris Vollum delivered to our middle school students his Facebook 101 presentation. It was simply outstanding and all of our students were engaged and learned new information on how to set custom settings, friend's lists, where and how information is stored and can be accessed and what Facebook users need to do to protect themselves. The presentation also tapped into how many employers and universities/colleges are researching potential candidates on Facebook. Real life examples and stories shared really left quite an impression on our students and staff. The content was very relative, simple to understand and the presentation was very well paced. This is a MUST see presentation for all elementary and secondary schools (grades 6-12)."

**Roula Skordakis; Principal, C R Marchant Middle School (Toronto, ON)**

"Our students and parent community were very engaged in the presentation by Chris Vollum! FACEBOOK 101 is extraordinarily relevant to the lives of our students as they heard about the benefits and drawbacks to FACEBOOK. In addition, our parents had the opportunity to enjoy an informative and engaging evening with Chris. Everyone involved learned about various responsible use tips with great ideas for using FACEBOOK in a positive way. Our school community was extremely engaged in this presentation and had great questions for Chris. I found Chris to have a very engaging manner with our students and parents and he provided a valuable service to our community. Thanks for a terrific presentation Chris, it was a pleasure to have you visit our school community!"

**John Legere; Principal, Aurora Grove Public School (Aurora, ON)**

“Effective educators face different audiences each and every day. Chris Vollum is one of these individuals. Facilitating an educational programme based on the fast-paced world of social media with a focus on facts, safety and authentic feedback allows for an optimal learning opportunity. Chris Vollum is so successful in accomplishing this task for students, parents and faculty. As an educator who was present for both the student and parent sessions, I could feel the engagement that the audience had with Chris in both venues. Our student body and parent community walked away with a sense of new-found knowledge, a hunger for more information in this area and an awareness that Facebook 101 allowed them to be better informed participants as they go forward. I highly recommend Chris Vollum as a leader of leaders for educators, students, and parents as we continue to use Facebook in our daily lives.”

Cheryl Diefenbacher; Director of Student Services, Hillfield Strathallan College (Hamilton, ON)

“The presentation by Chris Vollum was outstanding! Both parents and students learned so much about FACEBOOK and the impact it is having on our students. Safety tips presented on a student handout provided the children and their parents with great ideas for using FACEBOOK in a positive way. Our students were totally engaged in this presentation and had great questions for Chris. The parents have already asked for Chris to return to our school for part two! Thanks for a great educational programme, Chris!”

Marni Collier; Principal, Rosedale Heights Public School (Thornhill, ON)

“Our students were very engaged with Chris’s Facebook 101 presentation since it was so relevant to what they deal with on a day-to-day basis. Clearly, the challenges and concerns related to using Facebook were addressed in a most appropriate and direct manner. As a result, our students gained a far better understanding of what the implication could be if Facebook was used inappropriately or in a manner that could be questionable.

Chris addressed the students in a calm and poised manner, and created a very informative and invitational environment that facilitated extensive student involvement and interest in the presentation.”

Sheldon Diamond; General Studies Principal, Associated Hebrew Schools (Toronto, ON)

“The Facebook 101 workshop allows me as Principal to help protect and educate our kids and community for a future that is forever changing and redefining itself. Facebook 101 teaches kids about the social media and the dangers that face us when sharing personal information on the web. We are grateful to have Facebook 101 support kids and families so that when they use Facebook, they are using it with safety parameters and with the knowledge that they are posting personal photos and information that are no longer their property, or in their control. Facebook 101 teaches kids how to make wise choices! We are grateful!”

Em Del Sordo; Principal, Westdale Secondary School (Hamilton, ON)

“As part of the Bullying Prevention and Intervention Plan at GDHS, we asked Chris to conduct his Facebook 101 workshop with both our students and parents. From the questions raised during the presentations, it was clear that the workshops were both revealing and thought provoking. Chris is truly an expert in Facebook, and a great public speaker. His message about social media is very telling about the technological world we now live in, and a must see for any parent and student who currently uses Facebook.”

Nicholas Varricchio; Vice Principal, Georgetown District High School (Georgetown, ON)

“Chris Vollum spoke to our students and presented at our first School Council meeting of this 2010 year. When we asked our students, “How many of you have a FACEBOOK account,” it appeared that virtually every student raised their hand. Chris then, focusing on FACEBOOK, proceeded to educate our students on the pitfalls and safety issues of using any social networking site. Our students learned that both universities/colleges and some employers are now routinely looking at FACEBOOK pages before offering employment or acceptance to a program. Our students left the presentations with the knowledge to ensure that their information is safe when accessing a social networking site – our parents learned how to keep their children safe! During one of the presentations, I observed some senior students managing

their privacy settings as Chris walked them through the privacy settings for FACEBOOK. Thank you, Chris, for a wonderful presentation.”

Virginia Bregg; Vice Principal, Pierre Elliott Trudeau High School (Markham, ON)

“Although Facebook is not an educational media yet, schools would be naive to think its usage is not widespread amongst all of our stakeholders. Therefore, it is vitally important to educate ourselves on the risks, cautions and implications of using this powerful social outlet. Educating our school community so that they can make informed decisions seems like the logical and proactive thing to do. I would like to thank our School Council and our principal, Violet Neheli, for their insight on bringing in someone like Chris Vollum to present this topic to our school community. His knowledge of this global 'epidemic' is amazing. Our students, parents and staff are now considerably more knowledgeable on the safeguards regarding the necessary precautions when using this communication tool. His anecdotes were very real and practical, providing insight to our kids on what could go wrong. Often, advancing technology is ahead of an ethical code of conduct on how to use it. Thank you Chris for helping prepare the future leaders of our community on this important current and futuristic issue.”

Robert Majdell; Vice Principal, St. Mary Secondary School (Cobourg, ON)

“Chris Vollum's Facebook 101 presentations were extremely informative and useful. Chris geared his student workshops to each age level and as a result, the information was impactful and relevant. His parent workshop allowed parents to discuss and question what students are dealing with on a day-to-day basis through Facebook and the latest privacy and policy issues.”

Debbie Bell; Head of School (Primary Division), Fern Hill School (Oakville, ON)

“Mr. Vollum delivered a very relevant and insightful Facebook Presentation to our Grade 9 and 10 students. This target market sat quietly listening to the ways their own Facebook profiles could be violated by sexual predators or used against them in an attempt to besmirch their reputation. Chris' examples were eye-opening to staff and students. It was very clear due to their attentiveness that our students appreciated his profile safeguarding tips. We used Mr. Vollum's services as part of our Anti-Bullying Prevention and Progressive Discipline strategies. Chris articulated in a manner that was congruent with our students' Facebook vernacular. I will have him back every year.”

David DeSantis; Principal, Christ the King Catholic Secondary School (Georgetown, ON)

“Chris Vollum, a specialist in social networking sites such as Facebook and Twitter, presented to our associates during the March 2010 Fraud Prevention month campaign. His presentation was highly informative for our associates, many of whom actively use social networking during their personal time away from the office. Chris focused much of the discussion around privacy and safety aspects of profile sharing and social networking. Our people learned that as they share more about themselves online with each passing year, their chances of becoming victims of fraud can increase as well. Chris addressed many of the security and privacy gaps on social media sites that can put users at risk. He is an excellent facilitator and we expect that more than one participant changed their privacy settings immediately upon going home that evening! Keep up the good work Chris!”

Mary Simchison; Team Leader of Fraud and Auditing; TransUnion

“Chris Vollum presented Facebook and Twitter 101 to our employees in December of 2009 and it was incredibly informative and well received by all. Employees were not necessarily aware of the risk and potential permanent impact social media postings can have on a real-world reputation and on their careers. Chris pointed out how vulnerable users may actually be when they think that their information is private – which was a real eye-opener for our employees. Although attendance was voluntary, the room was filled and many employees stayed on after the presentation to ask questions which Chris was more than happy to answer. Chris is a great resource on social media which seems to be a subject that is constantly evolving.”

Annabelle DiMambro; Director, Human Resources; Solvay Pharma, Inc. (Markham, ON)

“On September 3rd, Chris presented his Facebook 101 & Twitter 101 workshop to myself and my team. Staff really enjoyed the presentation and it was an eye-opener for many of them. Many went home to view their own Facebook accounts and those of their children to make privacy adjustments. Although

our time allotted was 60 minutes, we could have easily stayed in the session for another hour, or more. I will certainly pass his name along to other colleagues looking for this sort of P.D.”

Joseph O’Hara, CHRP; Executive Officer, Human Resources Services; Halton Catholic District School Board

”I found Facebook 101 to be very helpful and informative. I think most adults come at this topic from the point of view of being a parent but I found Facebook 101 to be equally applicable to the business environment. Being in Human Resources, I saw the usefulness of Facebook as a tool for dealing with employee related matters but more important, as a communication tool for recruitment and branding of our company, especially to the Facebook savvy generation.”

John Phelan; Director of Human Resource Services, Region of Halton (ON)

”Chris Vollum’s ‘Facebook 101’ presentation is dynamic and engaging for all students. The message he delivers is incredibly important, as it directly impacts students’ lives both immediately and well into the future. Facebook has become a pervasive media presence that many, many people use as a social connection tool, and Chris informs students about the dangers and hazards involved, and how they can use Facebook safely and effectively.”

”Chris’s presentation style is warm and direct and students are immediately taken with his message--- they are attentive throughout his talk. As well, his message leads to immediate action. After his Facebook 101 assembly, large numbers of students go home after school and immediately edit their Facebook pages and increase their personal security on-line. Every school needs to hear Chris’s presentation. Facebook is here to stay, and all students need effective strategies for dealing with it. Chris Vollum provides those strategies. I highly recommend his presentation.”

Nigel Scott; Vice Principal, Robert Bateman High School (Burlington, ON)

”I have had the pleasure of hearing Chris Vollum’s presentation, ‘Facebook 101,’ on three occasions, once as a parent and then twice in my professional capacity as Principal. The message to both students and parents is informative, clear and highly engaging. In all three instances Chris had the audience’s attention for almost two hours. The message Chris conveys is of high importance in today’s high technology society. The fact that 150 Grade 6 to 8 students sat in silence for the entire presentation listening to Chris and his message about how to keep themselves safe, while still having fun on Facebook speaks volumes to the importance and relevance of ‘Facebook 101.’ They appreciated the step-by-step guidelines that Chris provided on using Facebook in a positive, safe way.”

Heather Kempff; Principal, Brookville Public School (Brookville, ON)

”I thought the Facebook 101 presentation was great. It gave the students the right tools to know how to use Facebook as ‘securely’ as possible, and made them aware of the risks taken when using social networking sites. The presenter was well-informed on how Facebook works, and did a very good job demonstrating everything to the students. As a regular Facebook user, and quite computer savvy, even I learned things from it!”

Allisa Agres; Grade 7/8 teacher, St. Jacobs PS (St. Jacobs, ON)

”Chris Vollum’s FACEBOOK 101 Workshop is a must-see for all teenagers and adults who use FACEBOOK. The students, staff and parents in our school are all now well equipped with the tools and know-how to ensure their safety and privacy when using Facebook. I would recommend that all school administrators and PTA groups contact Chris and book him ASAP!”

Netta Greenblatt; Co-Chair Parents Assn., Ann & Max Tanenbaum Hebrew Academy of Toronto

”I think Chris Vollum’s Facebook 101 presentation is absolutely excellent!!! He shows how to set profile privacy and security settings for maximum protection. His presentation uses live online access and he gives real life examples of things that have happened to people. He is an excellent speaker, very knowledgeable, and he captivates his audience whether it be students or adults. I think this is a MUST-SEE presentation for all students (junior, intermediate and secondary).”

Karen Berlet; Home & School Chair, St. Jacobs PS (St. Jacobs, ON)

"Using vivid demonstrations, examples of success and horror stories, Chris Vollum's workshop on Facebook can help you or a family member immensely as he walks you through the important aspects of managing your Facebook presence. In a time when many employers routinely scan Facebook for insights on potential employees, it pays to know who can access you on Facebook and how much they can see. Chris references situations that students can relate to in his presentation and emphasizes critical thinking and responsible action for students who choose to use Facebook. We highly recommend Chris' workshop to both new and experienced Facebook users of all ages."

Lynn E. Wilson & Nancy Giesbrecht; Council Co-Chairs, Brant Hills Elem. School (Burlington, ON)

### ***Contact and Booking Information***

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