



LIVE with Heidi Powell, Episode 5 (04/05/20)

Guest: Anna Macfarlane

Show Notes:

- 0:00: Heidi welcome viewers to episode 5 of the show. Heidi talks about how she chooses her guests each week and how each has helped her transform her life. They are true heroes in her eyes. Heidi talks about how this interview is an informative chat and how viewers can participate. Heidi encourages viewers to take notes and dig deep to know how this episode can help them.
- 2:20: Heidi introduces today's guest. Heidi talks about how social media can be a dark spot, but she believes good can come from social media. Anna Macfarlane is a social media marketing expert who coaches companies and brands on how to connect and convert their audiences in social media. She runs popular Instagram accounts. Heidi talks about Anna's Instagram accounts, her following, and the guides she has written to help families have good conversations about tech and social media. Heidi talks about how she and Anna met back in high school.
- 4:00: Anna joins the show. Heidi talks about how Anna was the one who helped and consulted with Transform when it began. Anna is Heidi's go-to about social media stress. Heidi talks about how Anna is kind and real.
- 5:05: Anna talks about her background. She's a wife and mom of 4 kids, she's been in social media for 8 years and in marketing for 20 years. She loves audiences and messaging. She helped her kid's school learn about hashtags, which prompted her to put together the guides she's created. Anna talks about how she assumes that everyone else knows what she knows, which is an incorrect assumption.
- 7:25: Anna talks about how her true passion is to teach others about social media and how to handle it. She's super passionate about the marketing side and the audience side, and this has taught her so much about how to treat her kids and help her kids learn social media and marketing.
- 7:40: Heidi talks about how she wishes she could hire Anna as a CMO because she's so great at ideas and the execution of ideas.
- 8:00: Heidi talks about how there's such a need for moms to understand social media and how Anna helped her first understand social media. She talks about we shouldn't rely on our kids to teach us about social media. Heidi talks about how it's not realistic to say your kids aren't going to use social media just because you don't understand it and don't want to have to monitor it.
- 9:11: Heidi asks Anna if she's ever dealt with any issues with her own kids and social media. Anna says, yes, a lot since she has 3 teenagers. She says it's constant, and that she'd rather have her kids fail with her than out in the world. She wants them to fail in a safe place so she can help them feel confident. It's not about protecting kids and putting a bubble around them and then some day they go out into the adult world and have to figure it out.

- 10:05: Heidi talks about how viewers' biggest stresses about social media are negativity, Snapchat use by kids, being on camera, and the depression that comes with it all, and so much comparison, which leads to depression and anxiety.
- 10:24: Heidi says it's "lazy parenting" on her part to be totally honest with social media and her kids. She wants to protect her kids enough to where she doesn't want her kids to have social media without her guidance, but she also doesn't want to put forth the effort to monitor it. It reminds her of growing up and being constantly grounded to protect her, which meant she never fell or made mistakes. It wasn't until after her first divorce that she ended up falling a lot. She had to learn a lot of really hard lessons at age 26-27 that she should've learned at home and with her family. Anna talks about Heidi not really being lazy because if she was, she'd just give her kids a phone and not care. We show our kids we love them by NOT letting them do whatever they want to do.
- 12:14: Anna talks about it's hard being a parent and we don't want to deal with things sometimes. She encourages Heidi to give herself some grace. Anna considers working with kids on social media now preemptive—doing a bit of work every day instead of having to ground for weeks at a time and fights later.
- 13:09: Heidi asks Anna what she has to say about the connection between teen depression and social media usage. Anna says the first thing is parents have to realize that everything in media has a reason behind why they're sharing it. It's often fear-based marketing. Anna talks about how this type of marketing works. Anna talks about how children who are depressed with being online is different and parents need to understand where this is being driven from. There is real data that if kids are online more than 2 hours a day, not including online school, depression and anxiety increase. This includes any type of screen time, TV included. This works for anything kids are doing too much/too long. The goal is to have a multi-dimensional life.
- 15:45: Anna talks about how to handle true depression in kids on a one-on-one basis and how it's important for parents to have boundaries and consequences for kids and screen time.
- 16:15: Heidi talks about Anna's "The Get Smart Guide" and the "Smart Online Plan" that's in the guide. Anna explains how this plan works. She talks about how it's important to do these exercises with your kids. It's a contract within the family. They talk about this plan, and Heidi talks about how she wishes she'd had this plan years ago.
- 18:20: Heidi and Anna talk about teaching kids to be safe online. Kids really don't understand how to be safe online. We can't assume kids know and understand.
- 18:55: Heidi asks Anna to give age appropriate guidelines for kids and social media platforms. Parents always need to supervise kids online. Anna talks about COPPA (Children's Online Privacy Protection Act) and how all business that operate in the US have to follow. This act says businesses cannot collect any personal information from children under age 13. Most social media apps are 13 and up.
- 20:45: They talk about Snapchat. Heidi talks about how to her, the most devastating thing about social media is what she's glued to—everyone else's life and what they're doing. It's a comparison game.

- 21:53: Heidi asks Anna what makes social media platforms bad for kids and what we can do to focus on the good. Anna talks about Snapchat and how it's dying. It's a lot about private conversations, but your information really isn't private. Anna talks about TikTok and how there are negatives with all social media platforms. She likens social media to cars and how cars can be really dangerous, they shouldn't be drive by someone who doesn't know how to drive. Cars give us a lot of freedom and connection, and they're amazing tools as well. It's the same with social media and apps. It's about setting parameters.
- 24:30: Anna talks about TikTok. Heidi talks about she's been spending too much time on TikTok. Anna talks about her daughter sharing her favorite apps with her and how a lot of them are educational. Anna sets time limits on her kids' apps. Talking with kids about what they're getting from social media (comparison) is very helpful.
- 26:40: They talk about how open conversation and awareness are the biggest things, and having your kids feel comfortable talking to you is a really big deal. Heidi talks about how her kids weren't coming to her because she was a strict parent and how she's tried to change that.
- 27:25: Heidi talks about how she loves that Anna touched on how nothing is ever private online. Heidi talks about telling her kids, "You're not in trouble if you tell me, but you are in trouble if I find out." Heidi thinks her kids will have to learn the lesson that nothing is private firsthand to get it. Heidi loves the car analogy. It reminds her of Elsa and comparing her to her kids' gifts. Social media can be a gift and hurt people too.
- 28:55: Heidi asks Anna what her recommendations are for time limits. Where do parents start. Anna says if you don't know where to start, start really small. Like with anything, like the car analogy and teaching kids to drive a car a few minutes at a time. Always keeping the relationship as the priority. Make sure you're talking to your kids about how they feel the guidelines are working for them and why. Anna's found that when she gives her kids the option, "How long do you think you should be on," it's always different/harsher than she would've said. Same with having their phones taken away.
- 30:30: Heidi talks about experiences with her own kids. Anna talks about having kids share experiences on usage. Anna talks about not wanting to be given rules herself, and how our kids are the same way. We want our kids to grow up to be adults who can make good decisions, so we can't just always tell them what to do. Kids need to be part of the decision-making process.
- 31:53: Heidi asks Anna if there can be different guidelines for each child within a family or is it best to implement the same guidelines across the board. Anna says that kids are different, and that age helps, and it helps us to say, "When you're 13, we can start talking about this." Then create criteria as a family to see if kids are prepared. You learn from each kid and their experiences. You should have benchmarks in the family contract.
- 33:00: Heidi talks about experiences with her kids and how important it is for parents to be on the same page, especially with split families. Matix has to ask a parent for his Instagram password to be able to use it on Heidi or Derek's phone. Marley only has a TikTok with set rules. Heidi talks about why she likes TikTok for Marley. Heidi talks about why she doesn't want certain kids on different social media platforms. It's okay for parents to be the parent and not their best friend.

- 35:09: Heidi asks Anna about monitoring kids' social media use and how often/how much monitoring should be happening. Anna says realistically every day, but that's not realistic. Anna's kids know that even if they bought their own phones, those phones are hers. She has all the passwords and get into all their accounts, including their text messages. Then she talks about what she's finding with her kids. Anna realizes kids can jailbreak phones, but it's easy to see when they've done this. And you can set limits in their phones (iphones), and kid can't manipulate this.
- 37:07: Heidi talks about setting up screen time for Matix. Matix is so smart that he manipulated everything. Heidi talks about being so busy that it's hard to constantly monitor her kids' phones and that they'll pull one over on her even with protection put on their phones.
- 38:29: Heidi asks Anna what the top app that easy for parents to use that creates boundaries. Anna talks about Bark Technologies, but the problem with any of these types of things is that they are so easily broken. She talks about new phones coming out with hardware to set boundaries. Anna checks in every night for a minute and sees how long her kids were on their phones that day. That's her #1.
- 39:53: Heidi talks about how Derek monitors their kids' phones. He spends 5 minutes every night looking through their kids' phones. If there's an issue with usage, you can ask kids about it and keep the conversations open.
- 41:35: Anna talks about how to help your kids when other adults are posing as kids, and it's a big fear. She says something like Bark Technology can help with this. Filters can help, and always remind kids why we don't share personal information online. Don't reply to messages from people you don't know. Kids should delete those messages right away and not open them.
- 42:50: Heidi asks Anna how she handles it when her kids mess up. Anna shares some experiences with this. The goal is to get kids to come to you. Her guide addresses this issue also. Our shame cannot become their shame. Heidi talks about how we tend to mirror our emotions onto our kids and her thoughts about doing this.
- 45:58: Anna talks about if your kids aren't on social media, they still see social media. They're online, and their friends are online showing them. Heidi talks about how her kids learned to go on Instagram online. It's important for kids to feel comfortable coming to parents when they are feeling uncomfortable with what's online without the fear of failing. It's like a festering wound, and they'll continue to go online for support. There's a place for strictness, but there's also a place for being your kids' advocate. I'm the person you fail with. Heidi talks about the need for parents to be involved with their kids.
- 47:33: Heidi asks Anna for one app that parents should not let their kids have and one that is the safest for teens—age 13. Anna feels Snapchat is a big waste and the behaviors it tries to instill in kids and teens is something she doesn't want her kids to have. She doesn't like the Snapchat streaks because it's addictive. Anna says there are a lot of questions about TikTok, although it does have very strict regulations of what can be on this platform. Anna says we do ourselves a disservice thinking anything is safe.
- 52:35: Anna talks about the guides she's created.
- 55:14: Heidi thanks Anna for being on the show and thanks viewers for watching.

56:30: Interview ends.

Connect with Anna Macfarlane:

Instagram: @kidsaretheworst

Website: <https://annamacfarlane.com/>

Products/links:

Get Smart Guide (for ages 3 and up) <https://gumroad.com/annamacfarlane#jpwx>

Let's Talk Guide (for kids who want to be on social media) <https://gumroad.com/annamacfarlane#WEwaf>

Heidi Powell Special Bundle: <https://gumroad.com/annamacfarlane#AiDpV>