Hello! This video is an online experience of the Be Your Own Kind of Beautiful Workshop. I invite you to tune in for the next few minutes to learn more about the beauty standards on social media that affect us every single day. You'll be needing pen and paper during the workshop, so make sure you have them nearby.
When I hear social media, I often only think of Instagram, Snapchat, or Tiktok; in fact, media includes anything from what I just mentioned to billboards, movies, magazines, and commercials. Hope you enjoy!

Today we will ...

- **Breakdown** - the realities behind what social media is showing us and the ideas that the media is trying to push on us
- **Understand** - why we are buying into what they are telling us and acting on it.
- **Equip** - to learn ways we can push against the unrealistic ideals the media is constantly showing and how we can be our own kind of beautiful!

The workshop is divided into three parts.
First, we will be diving into the idea of the perfect body on social media
Secondly, we will look into social media contents and understand what messages they are giving us as women
Thirdly, we equip you by learning about how to embrace body insecurities and what beauty actually means and looks like

How Does Social Media Affect Me?

So, it's a given to most of us that social media affects us and our confidence and beauty standard to some degree. But to what extent exactly you may ask? According to the National Eating Disorder Association, being exposed to social media just 30 minutes a day is enough to affect the way we view our own bodies.

I invite us all to think about this question: "What is the perfect body" that we all picture in our heads when we hear it or see on social media?

Does it look like a woman with small nose, big lips, smooth skin, symmetrical face, silky hair, tiny waist, big butt, being thick, big boobs, long legs, hairless arms? The list could go on.

But if you think again about the adjectives of a perfect body I just mentioned, you'll realize that they're impossible traits to have all at the same time, and they even contradict one another!

In conclusion, there is no "perfect body." It simply does not exist.

How and when did we start thinking that a small nose is better than a bigger nose? And when did these traits we mentioned from the previous slide started being considered as "perfect"?

In fact, unrealistic beauty standards started when we were little. The Disney Princesses tend to fall into the same category of:
- Light complexion
- Small shoulders
- Extremely tiny waist
- Short torso and long legs
- Perfect physique

Even the princesses with color lean towards the western beauty ideals
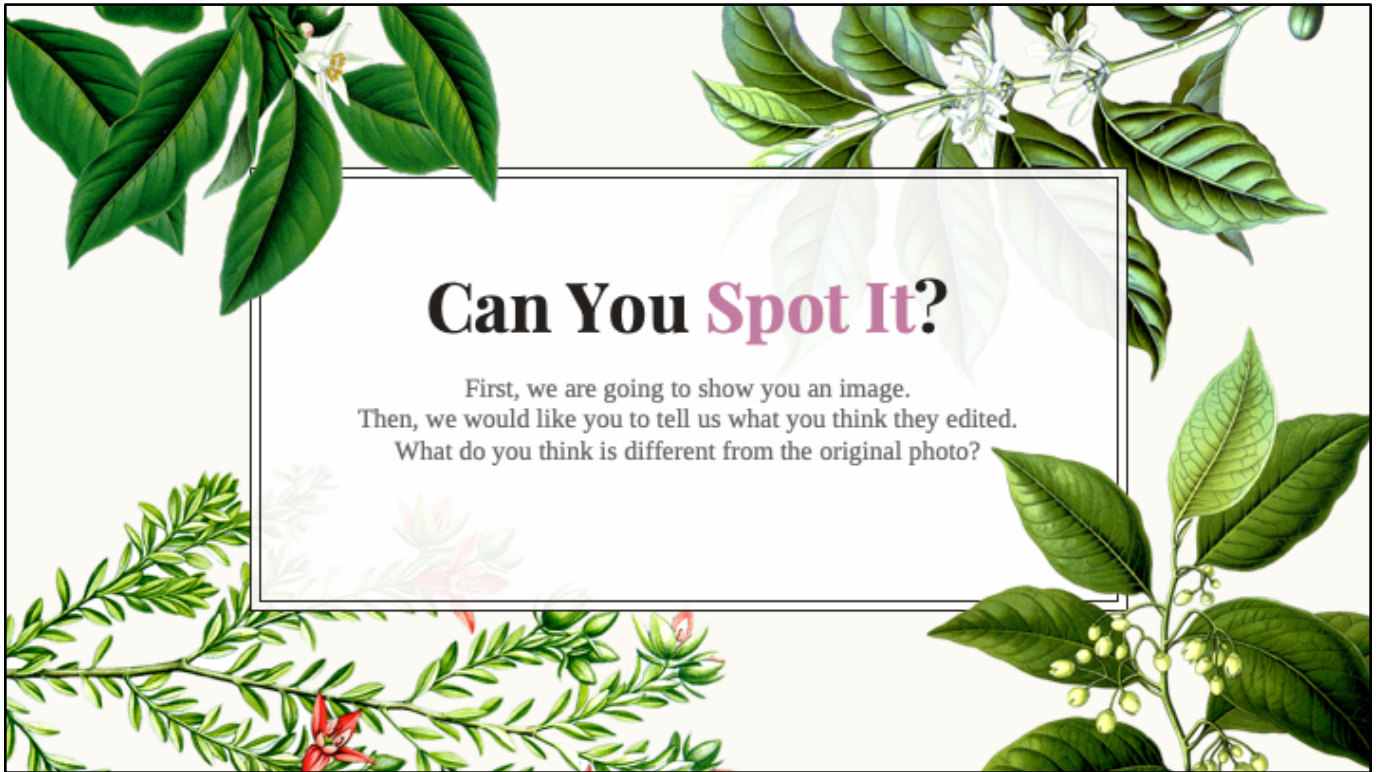
Female Representation In The Media

(left) Instagram screenshot from @kimkardashian, (right) TMZ

Women are often expected to look young, light-skinned, and flawless

This unrealistic, western beauty standard is so entrenched in our society , that it's hard for anyone who doesn't fit the mold to feel attractive.
In advertising and online, women are usually portrayed as young and slim that meets the accepted standards. In the picture on the left, Kendall Kim and Kylie are three beautiful women who are three different types of body shape that are equally unachievable. The standards of beauty as portrayed in media, however, are impossible to achieve, since the models have been transformed into these images through a number of technical and professional means such as a lifestyle of workouts and strict diets planned by professional nutritionist, a stylist that creates every outfit that they will be seen by public, makeup and hair artists, the list goes on. Usually what you see on an ad or magazine have been altered. On the right, we have Beyonce in a Loreal commercial where her skin is lightened to also fit into the beauty preference

Can You Spot It?

First, we are going to show you an image.
Then, we would like you to tell us what you think they edited.
What do you think is different from the original photo?

Now we'll be looking into the world of photoshop that we see all the time.
In fact, photoshopping is all around us. Almost all the pictures you see on social media from celebrities and big name magazines have been photoshopped.
In the next few powerpoints, I will be showing you a picture that has been photoshopped, let's see if you could tell what's been photoshopped in these pictures!

In this picture of Penelope Cruz, can you tell what's been photoshopped?
The answers are her hair, her face that's elongated, her boobs, and even her rib cage!

What about this one?

The answer is Khloe's height!

Khloe is actually 5'10'', while Kourtney and Kim are both below 5'3''. Khloe's hand placement is also altered to compensate for shortening her height.
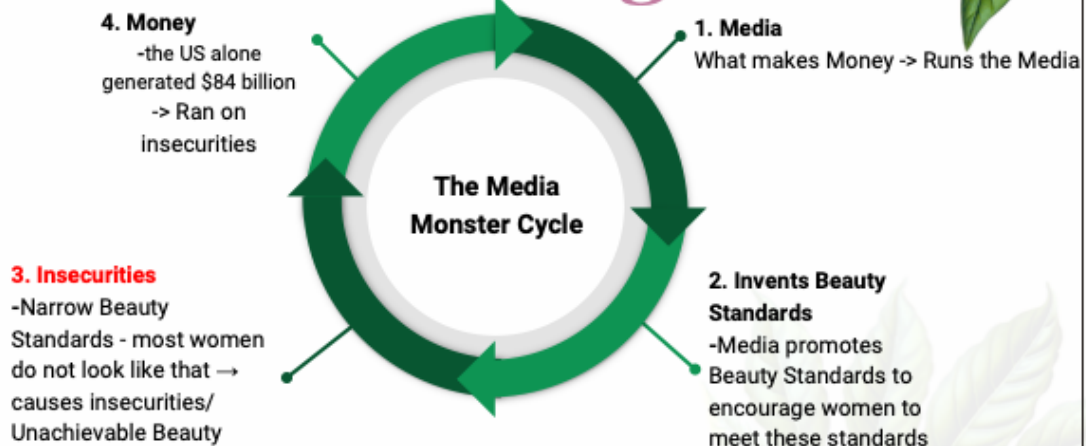
We are not trained to be critical about images that we see on social media. This makes us believe that everything we see is real when they are in fact photoshopped and curated to fit into the unrealistic "perfect body" ideals.

Here is a video of 'Killing Us Softly' that further breaks down the harms of unrealistic beauty standards and the meaning of these "perfect" images the media promotes to us. Please view on Youtube :"Killing Us Softly 4 - Trailer [Featuring Jean Kilbourne]"

The Media's Larger Goal

4. Money
-the US alone generated $84 billion -> Ran on insecurities

1. Media
What makes Money -> Runs the Media

The Media Monster Cycle

3. Insecurities
-Narrow Beauty Standards - most women do not look like that → causes insecurities/ Unachievable Beauty

2. Invents Beauty Standards
-Media promotes Beauty Standards to encourage women to meet these standards

There is actually a bigger motive behind the perfect body and beauty standards we see on social media

Media profits off of inventing beauty standards or trends which then creates insecurities. Once we buy into the insecurities, media provides the solution to compensate for that new need to cover up or fix our insecurities by buying more clothes makeups application trendy things to feel more confident or prettier.

For example, media tells us that "you need this makeup in order to look like these models, you need this bra because saggy boobs are embarrassing, you need this shampoo because you need to fix your frizzy hair."

Filters, Facetune & Dysmorphia
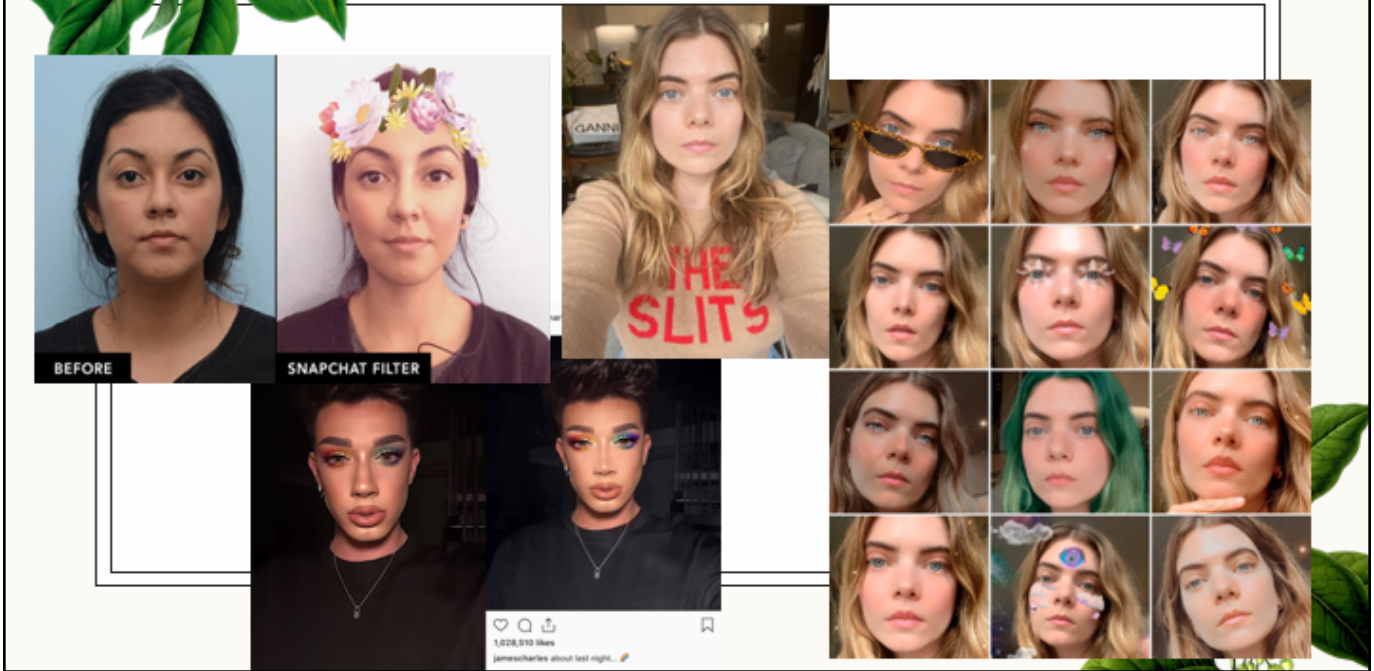
Now with technology, we can easily change the way we look at our finger tips!

Filters on our phones that alter our looks can be a fun tool, but it should also be approached with caution.

These filters slim down our faces: making them smaller, more lifted, more defined with bigger eyes, smaller nose, and smaller jaws.
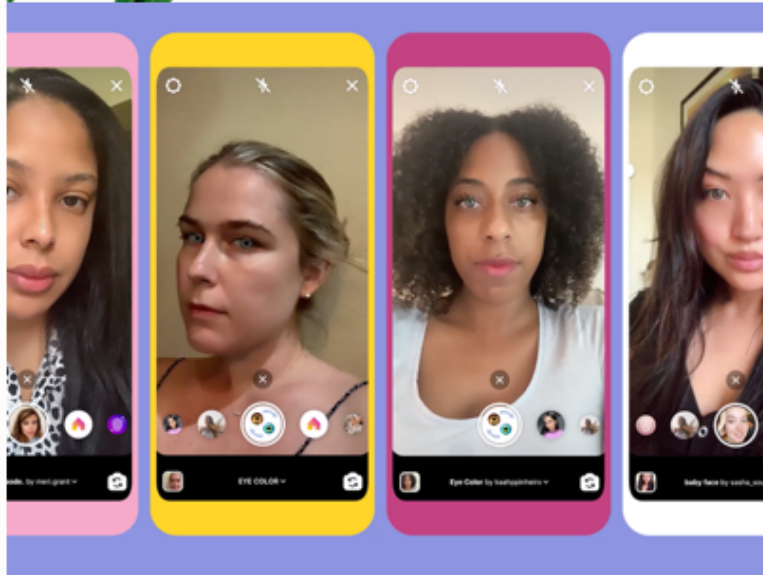
In fact, there's real case in China where people show a picture of their filtered self to a plastic surgeon!

So, how should be go about playing with filters or photoshopping apps?

The answer is to have fun with filters, but keep it at fun.

HAVE FUN,
BUT KEEP IT AT THAT

Have fun with the ways the filter change your eye color, hair style, whatever,
But keep in mind that it is a filter, it is artificial, and it is simply not the way you look!
The moment you catch yourself wanting to look like what you look like with the filter
on, take a step back, take off the filter, and remind yourself that that desire is
unrealistic, and you are not more or less beautiful with a filter on. In fact, what you
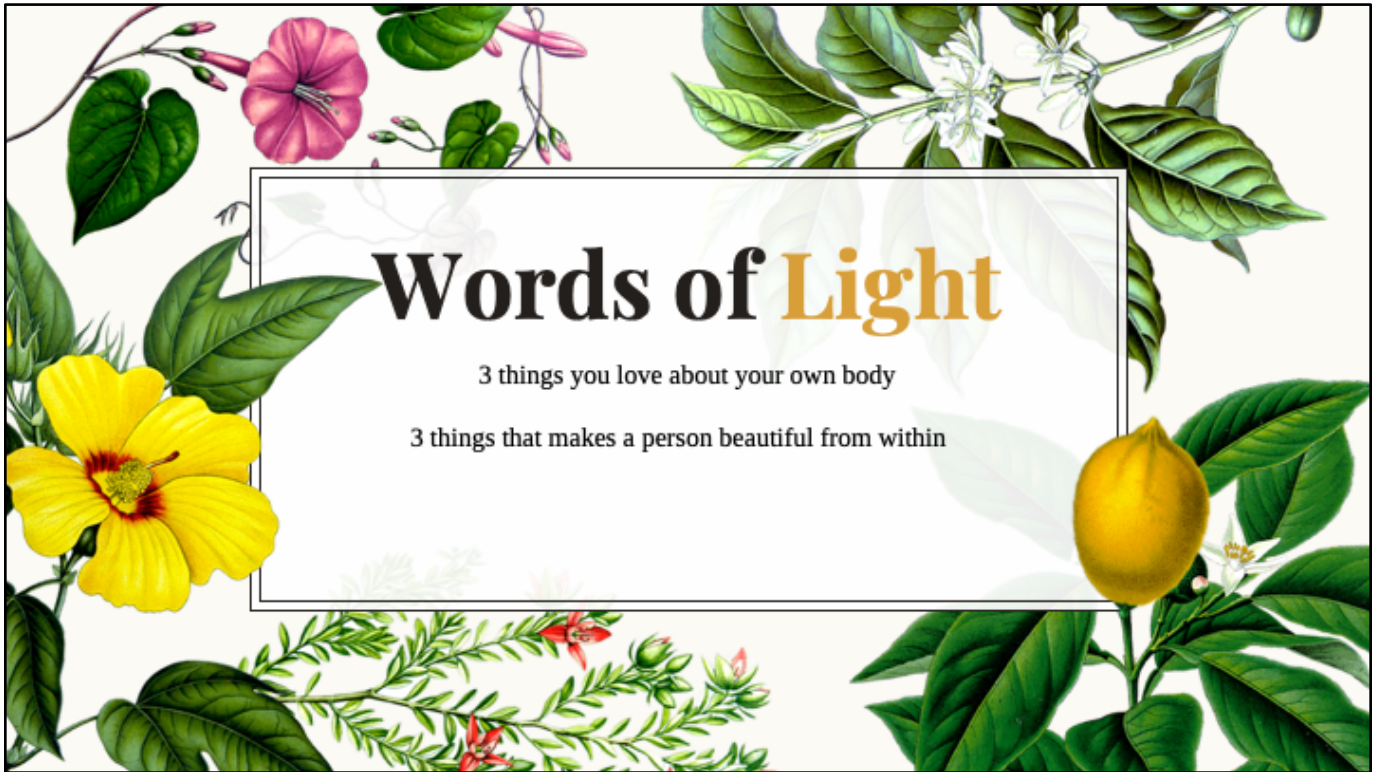look like without the filter, is the beautiful face that makes you, YOU.
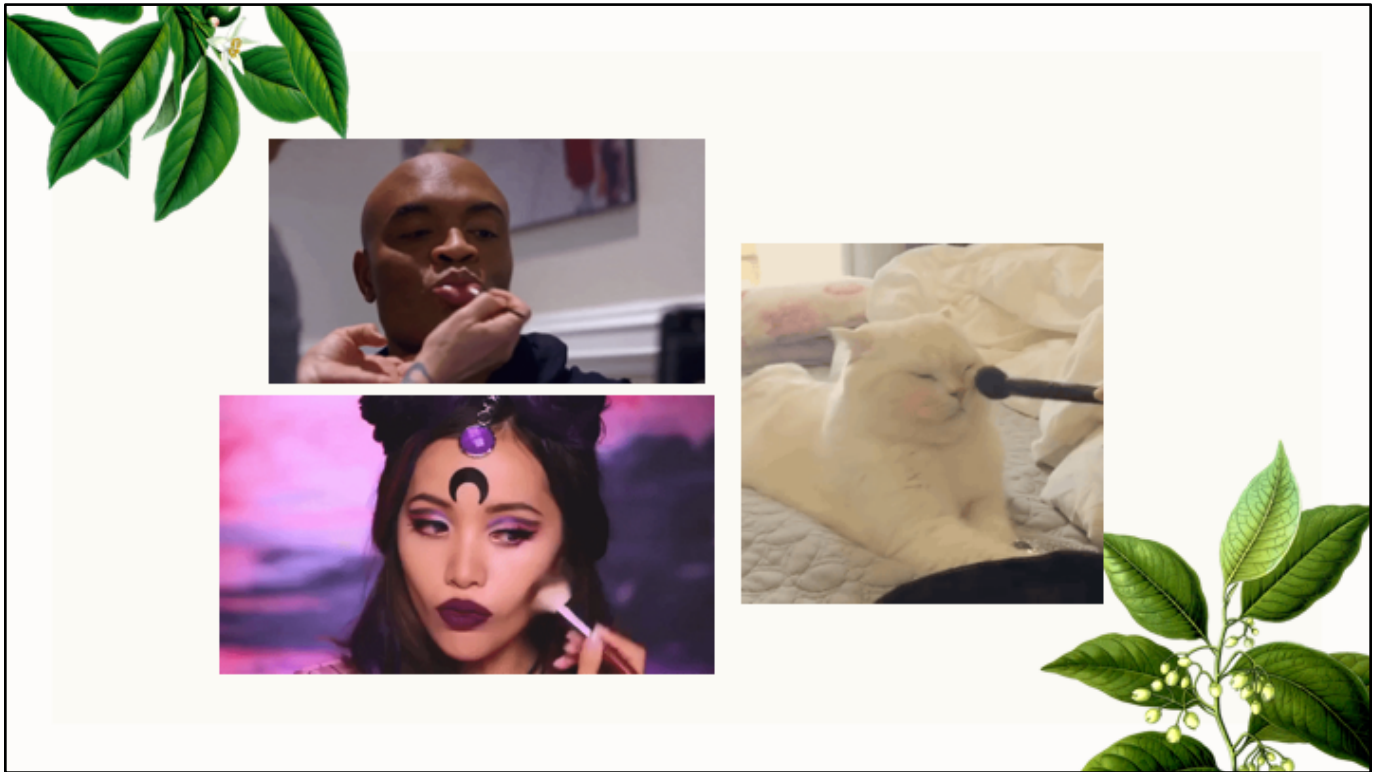
Being confident and loving ourselves does not mean we can't ever wear makeup or play with filters. Being confident and loving to ourselves means truly knowing ourselves and our features: let's practice viewing your own features as flaws but unique traits that make you, you.

So what should we think about makeup?

My suggestion is to use make up as your friend, not your mask. There's no beauty trends or makeup style that fits everyone because we are all different. This is the fun part about make up: you get to decide what features you want to bring out and what looks best on you and you alone!

Photoshopping Real Women Into Cover Models

Youtube Video From BuzzFeedVideo

Let's look at what happens when people actually achieve their ideal "looks"
We've all desired to look like a celebrity before
This video is about women who finally looked like what they've wanted through photoshop, but realizing that what they thought were flawed about their body are what makes them beautiful and unique. Watch this video, 'Photoshopping Real Women Into Cover Models' from Buzzfeed on Youtube.

Words of Light

3 things you love about your own body

3 things that makes a person beautiful from within

Now is the time you'll need the pen and paper that you have prepared!
After learning about that beauty is not limited to any definitions that the media tells us,
I invite us all to write down 3 things you love about your own body.
We also want to emphasize that beauty does NOT come purely from outward appearance. A person who's confident in their own body, can take a joke, kind, and compassionate is beautiful in my book!

Activity direction:
Please write down 3 non-physical characteristics that make a person beautiful from within

~Media Cleanse + Supplement~

Follow these GREAT contents creators/ role models:

- @positivelypresent
- @bodyposipanda
- @misssaramora
- @girlsontheruninternational
- @GreateThunberg
- @werenotreallystrangers
- @logoff_movement

In this slide I want to share with you all why taking a Social media Cleanse can be beneficial and how you can supplement it. **Media cleanse** involves **distancing yourself** from **anyone** or **all** social **media** platforms. It's basically taking a break from these platforms. **I personally** started a social media cleanse in the summer of last year. And I initially started because I wasn't focusing on school and studying.

But when I stopped using social media. I noticed that I was able to focus on my work a lot better. I was able to do more of the things that I missed doing. AND most of all I noticed that I was a lot happier overall too. I attribute that to me comparing my life less to lives that always seemed perfect, like celebrity lives. And I'm sure we all do that to some extent **without noticing it.**

And that's why it's important to try a social media cleanse and take a break from time to time. **Of course, it all comes down to whether your time on social media is making you feel more connected or the opposite and it's making you feel bad.**

But I want to encourage you all to try a media cleanse. Try doing it for 15 minutes, 30 minutes, or an hour. And I encourage you to do this for a few days a week. **And so,** there are several ways to do a social media cleanse. **A great way to start** can be by 1. Turning off social media notifications. 2. Unfollow people who annoy you. No shame. 3. Leave negative, gossipy or "show offy" accounts. 4. Unfollow accounts that make you mad or that are just trolling. 5. **Also ask a friend** to do this with you. 6. **Ultimately,** remember social media isn't reality.

And here are some of the **accounts you can check out**. [Just mention each, don't explain what they are]

@positivelypresent :Positively Present strives to support the idea that life is best lived if it's lived right now with a positive attitude**.**
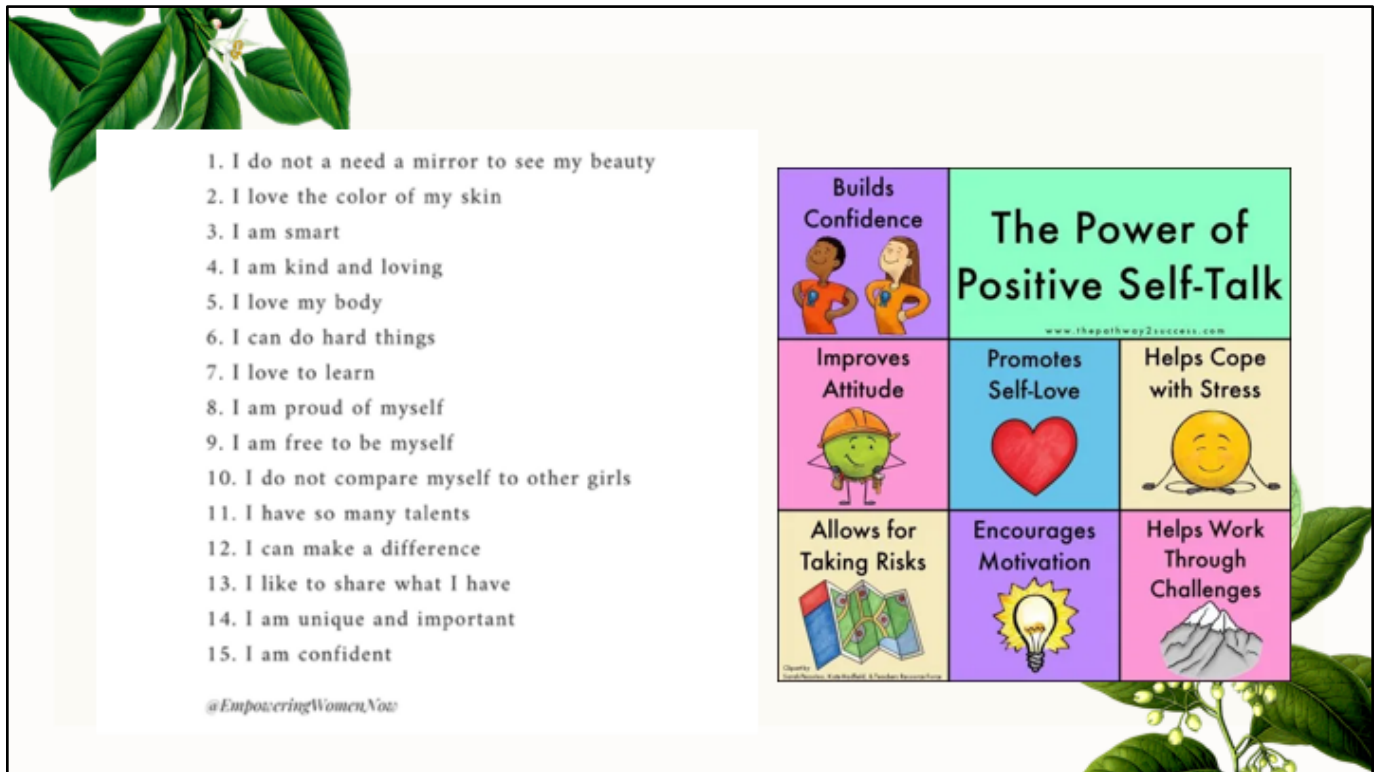
@bodyposipanda: Body posi panda is body positive account.

@misssaramora: Miss Sara Mora is an immigrant rights activist, poet, storyteller, and speaker.

@werenotreallystrangers: is a card game with the intention of empowering meaningful connections with others.

@logoff_movement: are passionate about lowering social media's impact on mental health while teaching teenage users and their parents about how to navigate the vast inner -workings of life on social media.

But of course, there's plenty more out there. Find something that makes you feel good. Try looking up accounts hat are body positive or that inspire you.

1. I do not a need a mirror to see my beauty
2. I love the color of my skin
3. I am smart
4. I am kind and loving
5. I love my body
6. I can do hard things
7. I love to learn
8. I am proud of myself
9. I am free to be myself
10. I do not compare myself to other girls
11. I have so many talents
12. I can make a difference
13. I like to share what I have
14. I am unique and important
15. I am confident

@EmpoweringWomenNow

The Power of Positive Self-Talk

Builds Confidence · Improves Attitude · Promotes Self-Love · Helps Cope with Stress · Allows for Taking Risks · Encourages Motivation · Helps Work Through Challenges

Now that we have heard about the experience of a media cleanse
I wanted to come on here and share another way we can have a healthier relationship with our bodies, and it's called **positive self-talk.**
Positive self-talk is a **muscle** just like the muscles in our body

> We need to train it consistently, and it won't become stronger overnight but with little daily changes we can build it to become a strong, healthy muscle. Yes, it sounds cheesy but it is true that the more you say nice things to yourself the less you will think negatively.
> I like to write post-it notes of a small reminder of self love and stick it onto my laptop screen. Here you see a few examples of what to write, but feel free to think of your own! It could be stuck to your bed frame, bathroom door, window, desk, etc. as long as it is somewhere you look at **daily.** And what this does is it starts your day on a good note and it STICKS in your mind gradually. Try to say it outloud, because when we do that it sticks in our minds throughout the day.

Final thing I want to share is to keep in mind and ask yourself:

> **You would not say those things to your friend would you?** And if the answer is no, don't say it to yourself! We are **creatures of habit**, and at first it may seem awkward to talk to yourself or give yourself compliments, but I promise you it will get easier over time and will be a part of our lifestyle.

I hope either this can resonate with you in one way or another, and that this encourages you to actually **do** something for yourself to have a positive outlook on beauty rather than a shameful one.

So What is The Right Kind of Beauty?

There's no such thing!

Being light-skinned, thin, or wearing makeup is NOT bad, but it is also NOT the only kind of beauty.

Beauty isn't about having a "perfect" pretty face. It should be about being healthy physically and mentally.

Instead of buying into what the media is constantly selling as the standard of beauty, we can create our own beauty standards. Let's love ourselves AND one another for the way we are

What can you do then?

Be your own kind of beautiful!

So, what is the right kind of beauty? There is no such thing!
You are beautiful the way you are. There's only one you so why wait for someone else to tell you what beautiful means when you can discover that from yourself and within you?

Thank you for being here with us. We hope that you're encouraged and empowered to love yourself and love others too! We are all in this journey of self-love and self-acceptance together.

We have two post workshop activity items prepared for you!

On the left we have a confidence tracker calendar you could use to track how you feel each morning. Use stickers or markers to make your own key and mark each day with your respective key!

The action items have practical self-love activities that's super fun and rewarding!

They will be included in the packet of visual aid that you can access through the GLUCK website.

Thank you again for being here with us.