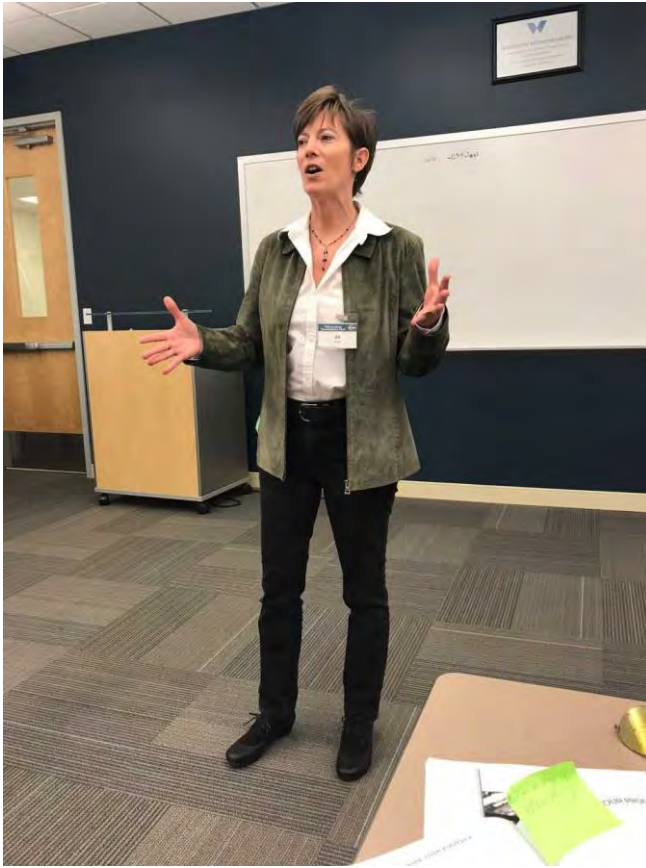


Re-Building Social Connections in Parks & Recreation



Jo Burns
Connects





Who's Jo



What this session is...

May create more questions than answers

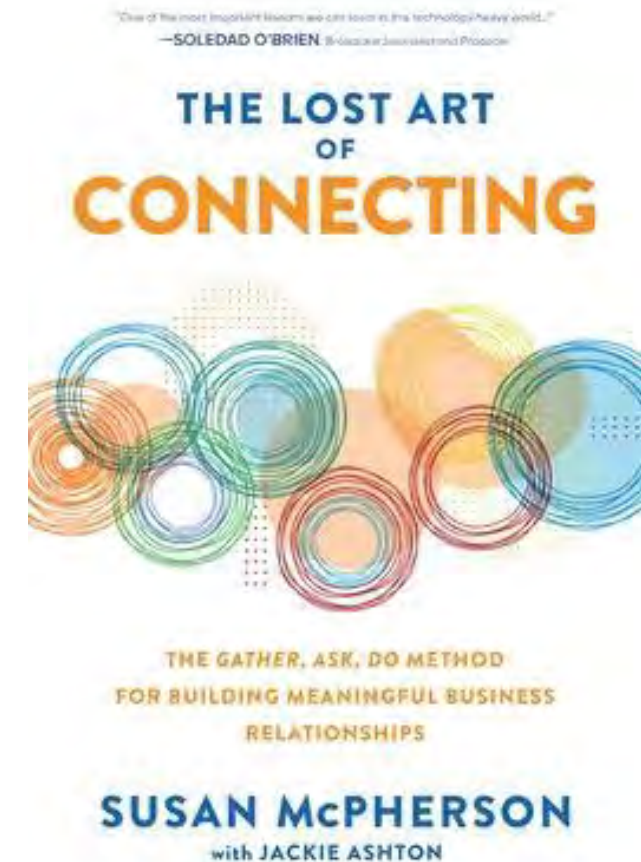
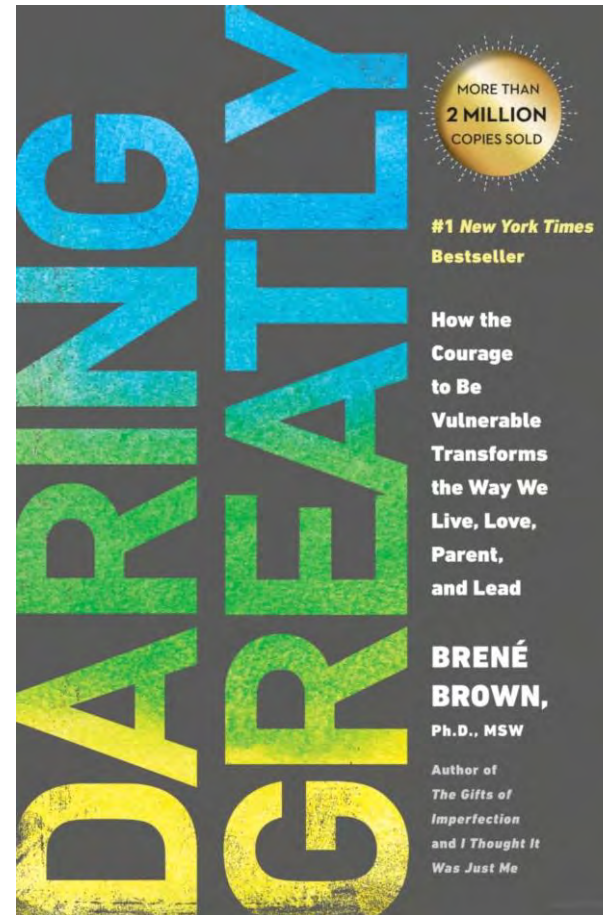
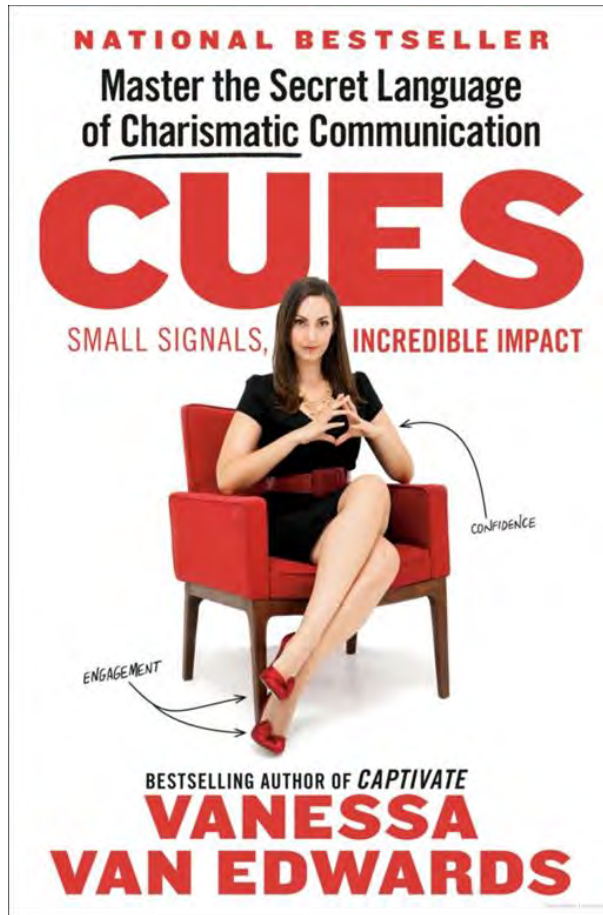
Let's find answers together

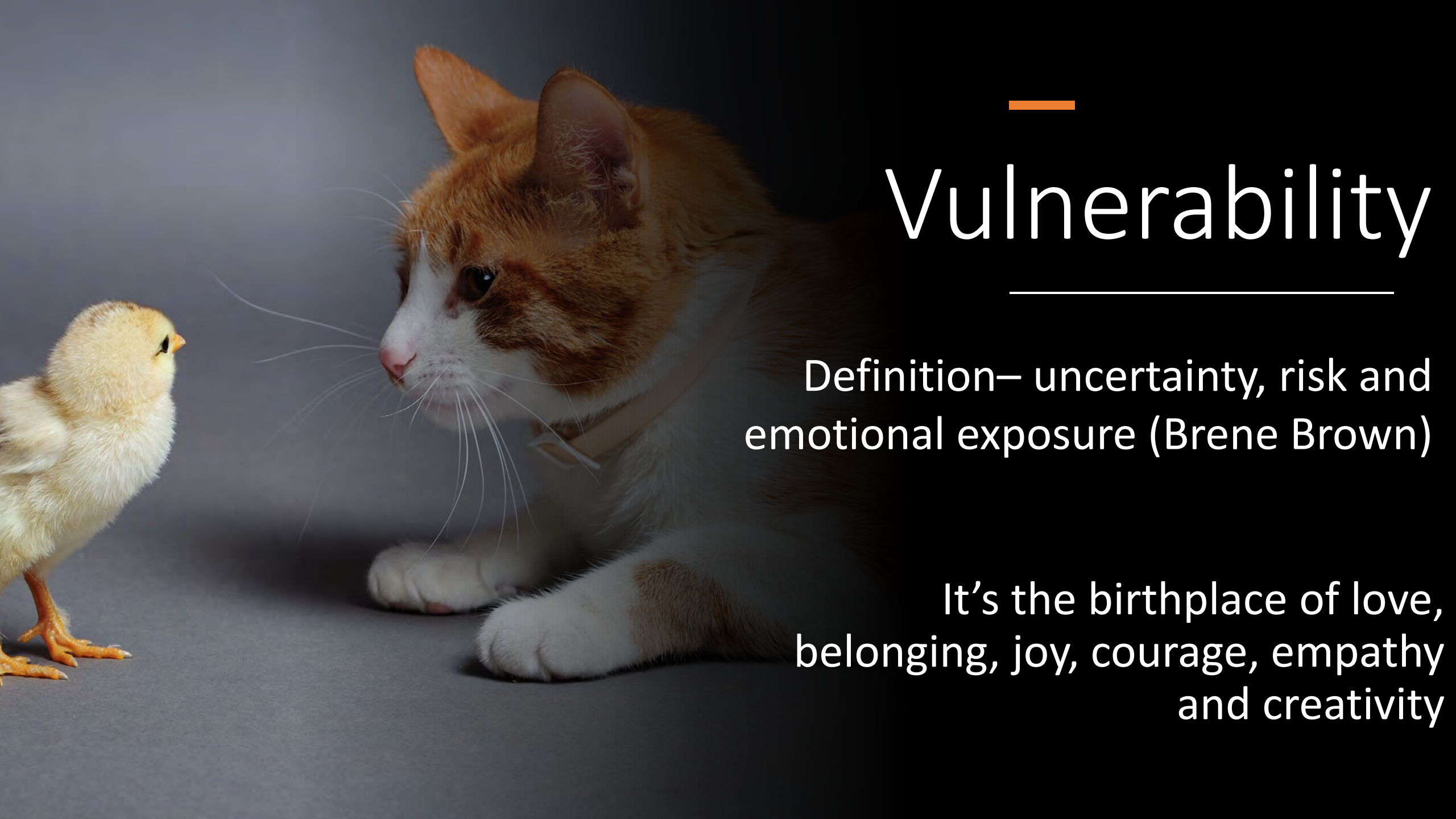
Big Ask – be willing to share, willing to be vulnerable

This is for you and those you serve

Think about ways to use this for you and your customers

The Science Behind Social Connection





Vulnerability

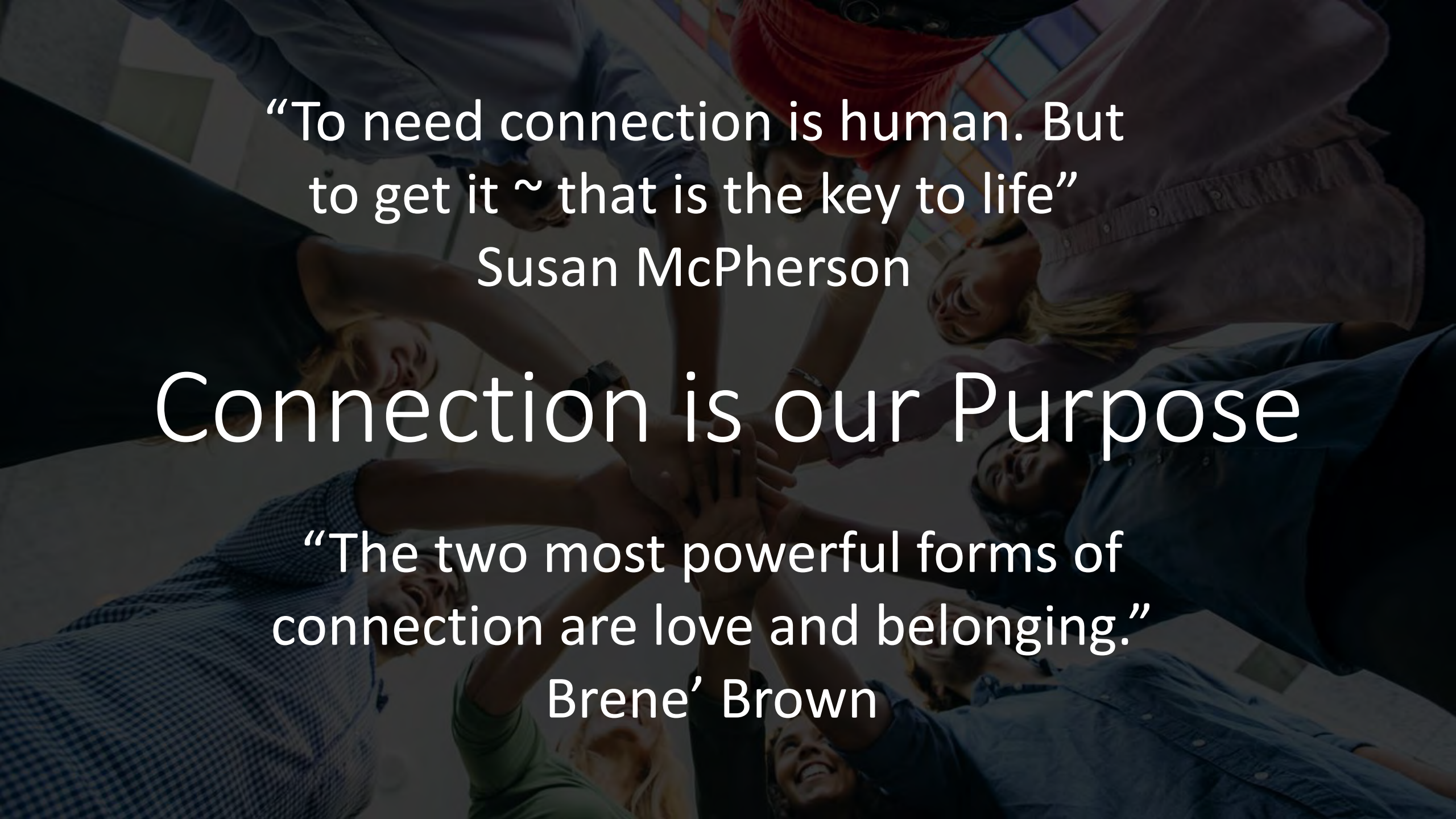
Definition— uncertainty, risk and emotional exposure (Brene Brown)

It's the birthplace of love, belonging, joy, courage, empathy and creativity

Let's connect

- ☺ Name
- ☺ Organization
- ☺ Most Embarrassing
Parks & Rec Moment



A low-angle, upward-looking photograph of a diverse group of people standing in a circle, with their hands raised and stacked in the center. The image is dimly lit, with a dark overlay, emphasizing the unity and connection of the group.

“To need connection is human. But
to get it ~ that is the key to life”

Susan McPherson

Connection is our Purpose

“The two most powerful forms of
connection are love and belonging.”

Brene’ Brown



How do we connect in meaningful ways?

A diverse group of smiling people of various ages and ethnicities outdoors. In the center, a man with dark hair and blue eyes wears a dark blue sweater over a plaid shirt. To his left, a man with short brown hair wears a green vest over a blue shirt. To his right, a woman with dark hair and a white headband smiles. In the foreground, a young woman with dark hair and bangs wears a red and orange patterned sweater. Other people are visible in the background, all smiling and looking towards the camera. The background is a blurred outdoor setting with trees and a building.

Social Connection between PR Professionals and the People we Serve

Disrupted Social Connections?



Transitions



Transitions



Protective Factors LOST!



How did losing social connection affect you?

- People with disabilities
- Marginalized communities
- LGBTQ+
- People of Color
- Kids in Foster Care
- Older Adults
- Everybody





Rebuilding Social Connection

Identifying
Tools for Us and
Our People



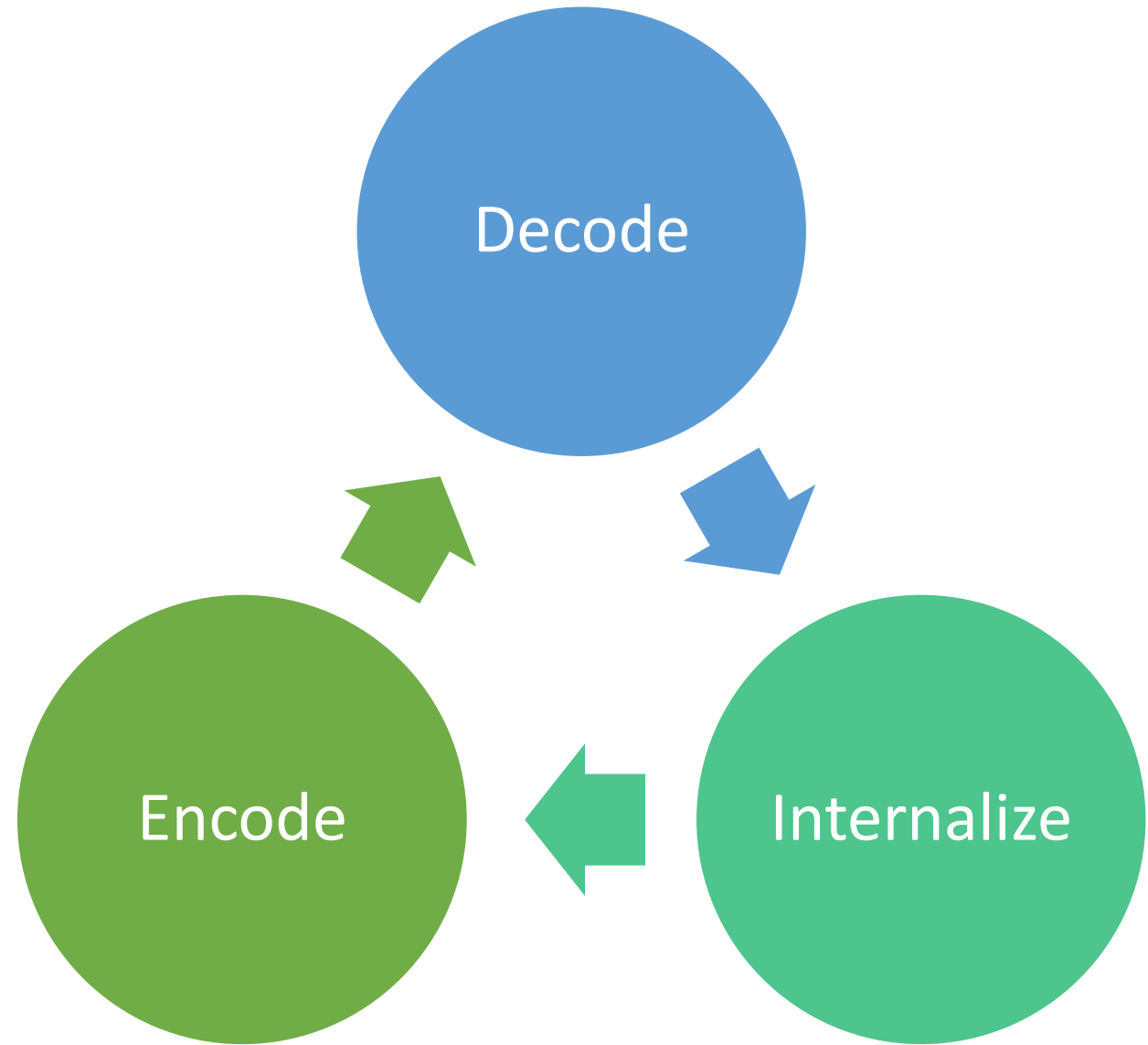
Nature





Non-Verbal Cues

The Cue Cycle





Warmth + Competence = Charisma

Warmth Cues

Tilting

Nodding

Eyebrow Raise

Savor Smiles

Touch

Mirroring

Competence
Cues

Powerful Posture

Flexed Lid

Steeple

Explanatory Gestures

Palm Flash

Charisma Cues

Leaning

Open Body, Open Mind

Fronting

Space Smarts

Gaze



Blue Steel
Contest

TR Roles in
Social
Connection



Re-Building Social Connection Goals and Objectives

Social Connection

Social Skills

Non-verbal Cues

Verbal Cues

Vocal Cues

Imagery Cues



What
Programs and
Interventions
Promote
Social
Connection?



Verbalizing Needs



Diversity, Equity and Inclusion...
and Social Connection |



Wrapping it up

Re-Building Social Connections
in Parks & Recreation



Jo Burns
Connects

jo@joburnsconnects.com

303-345-5717

@jo_connects (insta)

www.joburnsconnects.com

