



Aelsa Woods

I'm a young mom based in central Illinois with a passion for communication as empathy.

That cause can be seen in my work as the owner of a social media agency startup, my work as an events coordinator, my writing on the topic of kids and media, and the ways in which I advocate for working mothers.

Publications

The Importance of Media Literacy: Getting the Most from the Digital World (2024)

Contributor: *Growing Things in the Garden of Their Minds: a Media Literacy Lesson for Parents of Elementary Grade Children* ([link](#)).

Aelsa on Socials Blog

Short essays with practical tips for small businesses and nonprofits on social media.

Topics

- **"A Village" is a Privilege: Shame-free support for WFH moms**
- **Communication / Marketing as empathy**
- **Media literacy for parents**
- **Affordable social media tools and best practices for small businesses and nonprofits**

Projects

Bloomington-Normal Work-From-Home Mom Co-Op

A networking and coworking co-op where WFH moms can work in a coworking environment while cost-sharing for childcare on-premise. ([link](#))

Potential Qs

- Tell me more about your vision for mother-support in our communities. What does that look like and how can we create spaces for working moms?
- What does "communication as empathy" mean and why does it matter?
- How do we help our kids develop a healthy relationship with media, especially social media?
- What are your favorite free social media tools that you use to run your business?

Socials and website

Facebook: [Aelsa on Socials](#) [Aelsa Woods Events](#) **Instagram:** [Aelsa on Socials](#) [Aelsa Woods Events](#)
LinkedIn: [Aelsa Woods \(creator\)](#), [Aelsa on Socials \(business\)](#) **TikTok:** [Consciousmediamama](#)
Website: www.aelsawoods.com