



[Betterfemalefriendships.com](https://www.betterfemalefriendships.com)

Danielle Bayard Jackson

FRIENDSHIP COACH
AND EDUCATOR

MEDIA KIT

Hi, I'm Danielle!

SPEAKER/ COACH/ EDUCATOR

Five years ago, no one was seeking the support of a friendship coach. But times have changed.

I'm a former high school teacher who now uses her education background to teach women research-based strategies to create more satisfaction in their platonic relationships.

I spend hours a week researching the science behind women's connection, and my advice has been featured in Oprah Magazine, The Washington Post, and Psychology Today and CNN. I've also appeared on CBS News and the Emmy award-winning Tamron Hall Show. It's amazing to see how people are waking up to the importance of seeking specialized support to help them in their friendships.

I look forward to the opportunity to support your organization in its mission to create more connection and belonging for all those who gather among you.



Pictured: Danielle speaks to the women of the NFL's San Francisco 49ers

PRESS



THE GO-TO MEDIA EXPERT ON WOMEN'S FRIENDSHIPS

Danielle's insights have been featured in Oprah Magazine, Psychology Today, The Wall Street Journal, NPR, Women's Health Magazine, and other large media outlets.

She has also been a guest expert on the award-winning daytime series Tamron Hall Show and shared insights with CBS Sunday Morning on the ways friendship influences happiness.

AS SEEN IN

Psychology Today



HUFFPOST



The Washington Post

TED

Testimonials

"Danielle is a deep fountain of knowledge on one of the most important and least practiced areas of human connection - adult friendships."

Daniel Siegel, CEO Meetup

"Danielle is... knowledgeable, engaging and personable. Working with her is a dream."

Anna Goldfarb, New York Times' "friendship correspondent"



Note: Presentations can be personalized to fit your audience's culture and needs.

SPEAKING TOPICS

- ✓ **THE SURPRISING BENEFITS OF FEMALE FRIENDSHIP:** In this talk, Danielle will outline the impact that friendship has on our physical, mental, and emotional health. The audience will leave with research-based strategies to create and deepen bonds with other women.
- ✓ **MANAGING WOMEN'S CONFLICT:** In this talk, Danielle will share research about women's conflict, and share tangible ways that it can be managed in personal and/or professional settings.

AS SEEN IN

Psychology Today



HUFFPOST



The Washington Post

TED

Speaking

Danielle has been hired to speak by the following organizations:

- Etsy
- National Football League (NFL)
- National Basketball Association (NBA)
- TikTok
- Various sororities (conference keynotes)
- Multiple colleges and universities

The Podcast

FRIEND FORWARD

Danielle's podcast, Friend Forward, was featured by Apple Podcasts as a noteworthy show in 2022. Show guests have included:

- Dr. Marisa G. Franco-- New York Times Bestselling author of Platonic
- Amanda E. White -- Founder of Therapy for Women (455k+ followers)
- Dr. Ellen Hendriksen -- Clinical Psychologist
- Taylor Rae Almonte-- Actress and Activist

STATISTICS

400k+

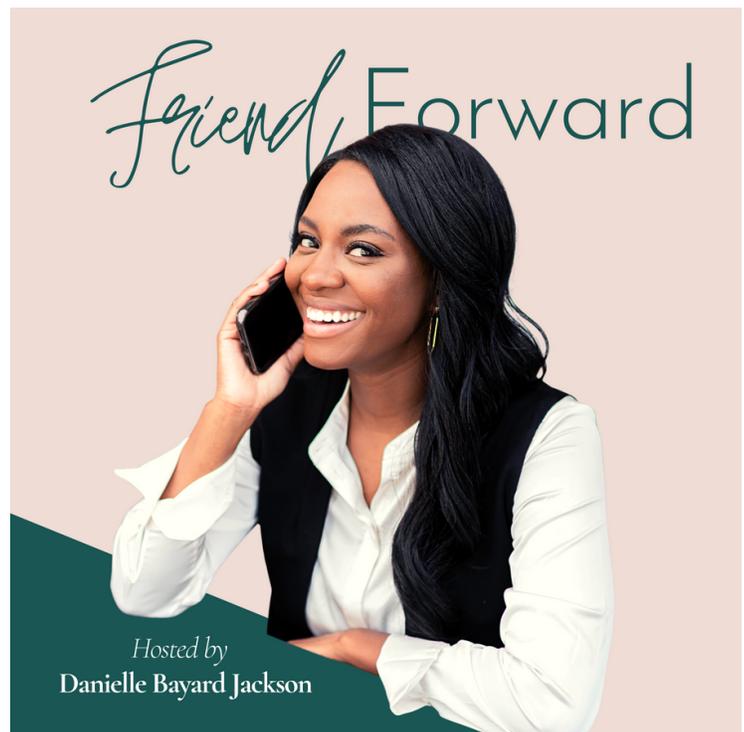
total podcast downloads

41k+

unique monthly
downloads

4.9

podcast rating



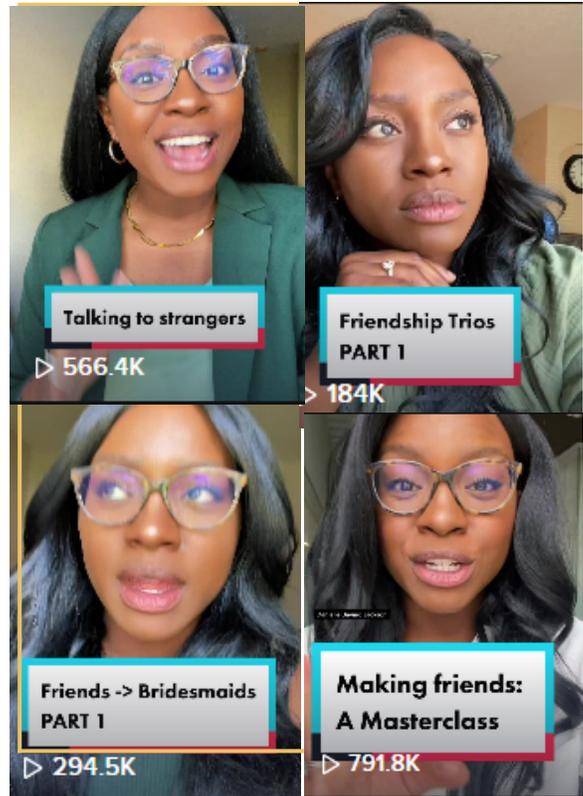
Social Media



@THEFRIENDSHIPEXPERT

Danielle is a content creator, leveraging social media to provide research-based strategies and insights about female friendships. She currently has over 4 million likes and has had several viral videos.

Currently, Danielle has 256,000+ followers on TikTok and 15,400+ on Instagram. She has been pursued by several producers and journalists because of the success of her engaging, educational videos.



Credentials

THE TECHNICAL STUFF

Educator: Danielle was a high school teacher for 6 years and also served as an academic chair. She now uses her background in education to teach the science and psychology of friendship for modern women.

Writer: Danielle recently signed a book deal (Hachette, 2024) to bring her insights about female friendship and conflict to the masses. Currently, her words have been featured in [Insider](#).

Associations: Danielle is a member of the American Sociological Association and Public Relations Society of America and is often recruited by academic institutions to lead workshops and presentations.

PARTNERSHIPS



In Fall 2022, Danielle served as the "resident friendship expert" and spokesperson for Bumble, promoting the app's "BFF" mode.

Bumble is one of the largest dating platforms **in the world**, and the company partnered with Danielle to leverage her authority and expertise in the friendship space.



WHAT YOU CAN EXPECT

Danielle is open to partnerships with brands that champion the importance of genuine connection among women. To discuss a partnership/spokesperson arrangement for your brand, contact Sam at info@tellpublicrelations.com.



GET IN TOUCH

To partner with Danielle Bayard Jackson, please contact Sam at info@tellpublicrelations.com to share your vision and outline ways you can work together.

info@tellpublicrelations.com
www.betterfemalefriendships.com

