



## Plugged-in Parents: Grades K-8

Keeping kids safe, happy, and healthy in the digital age.



# Meet your presenter!

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- 2nd year at WFES
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**We are**

We are a trusted guide for the families, educators, and advocates who help kids thrive. We provide resources to harness the power of media and technology, and to shape public policy to improve the well-being of every child.

This brave new world isn't easy for parents.





What are your **biggest concerns**  
about digital media?

What are some of  
digital media's **strengths** ?

How do we use media in balance as a family, find quality content, set expectations around healthy use to prevent conflict, and raise media savvy consumers and creators?

# All About That Balance

Ask yourself – is my child:

- ✓ Physically healthy and sleeping enough?
- ✓ Connecting socially with family and friends (in any form)?
- ✓ Engaged with and achieving in school?
- ✓ Pursuing interests and hobbies (in any form)?
- ✓ Having fun and learning in their use of digital media?

Source: "New screen time rules from the American Academy of Pediatrics," Sonia Livingstone

# Set Yourself Up For Success

What are best practices around digital media and devices ?

- Use media with your kid.
- Know your own rules.
- Set expectations and rehearse.
- Connect media to real life.
- Talk about commercials and other advertising.
- Encourage creation as well as consumption.
- Talk about digital citizenship.
- Model the media behavior you want to see in your kids.

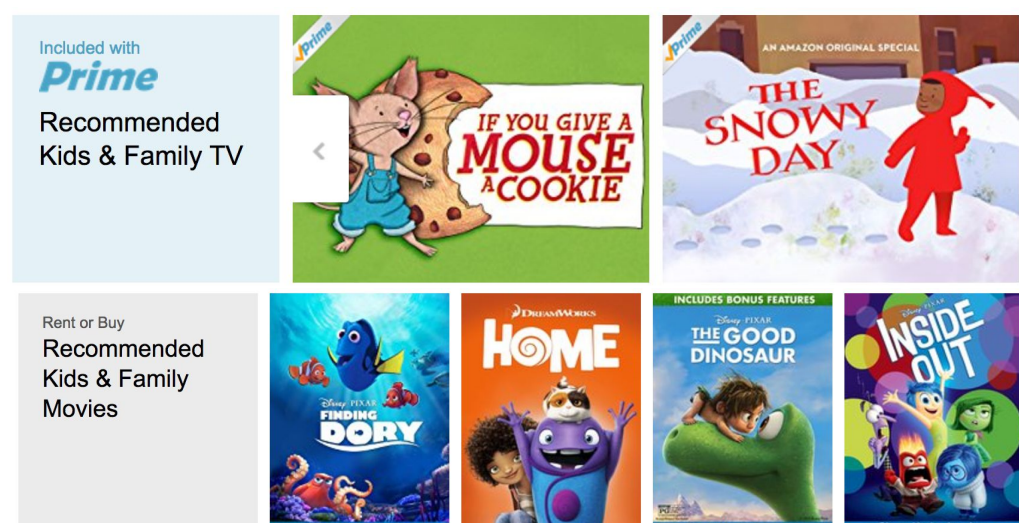
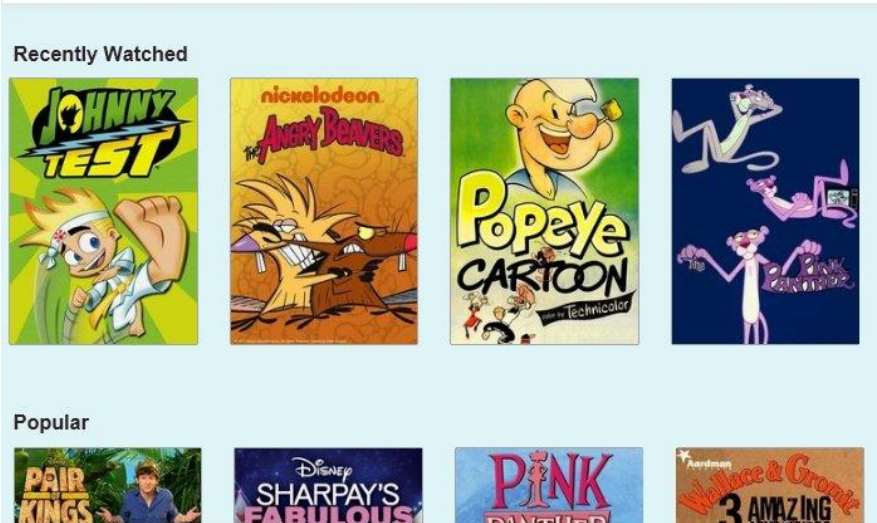
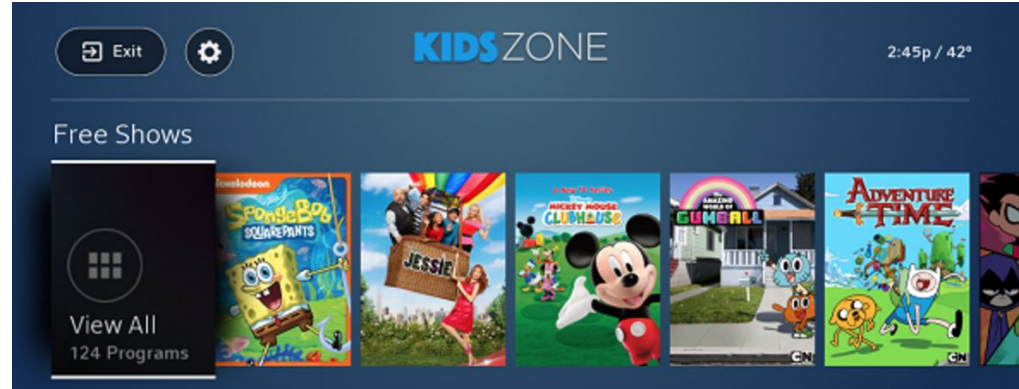
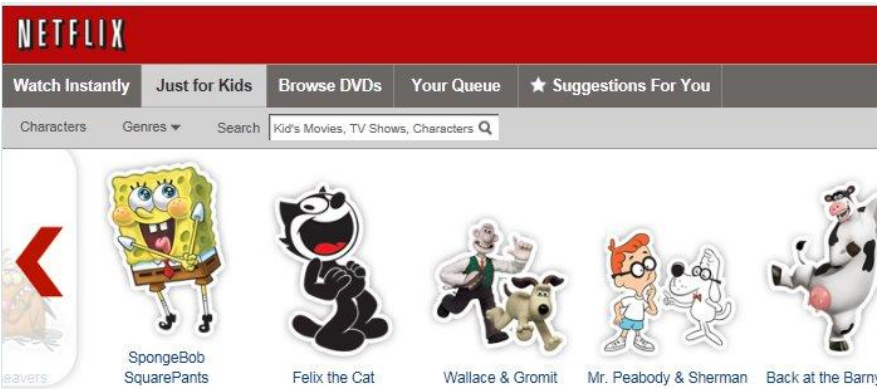


## Since they're using it...

What do you want them to get out of digital media?

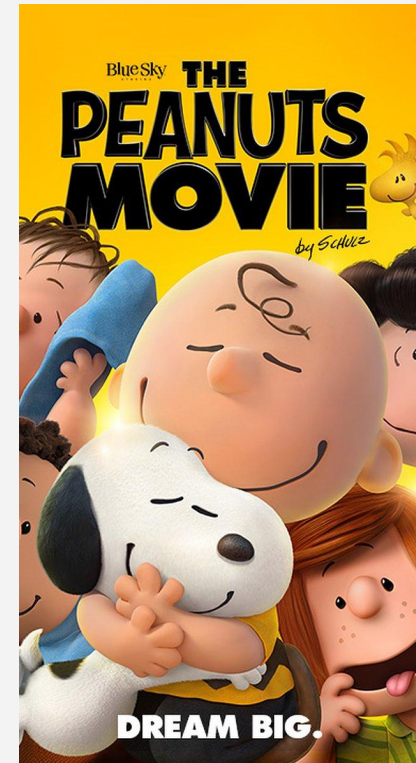
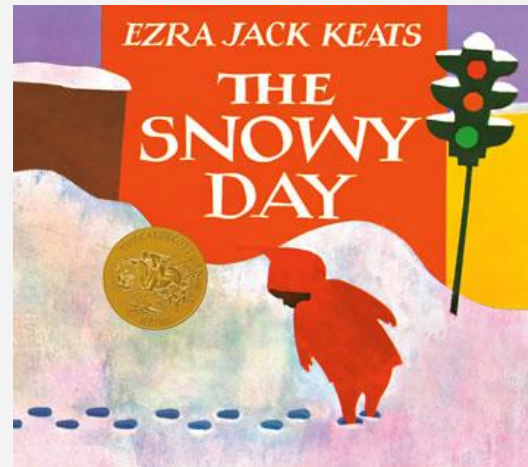
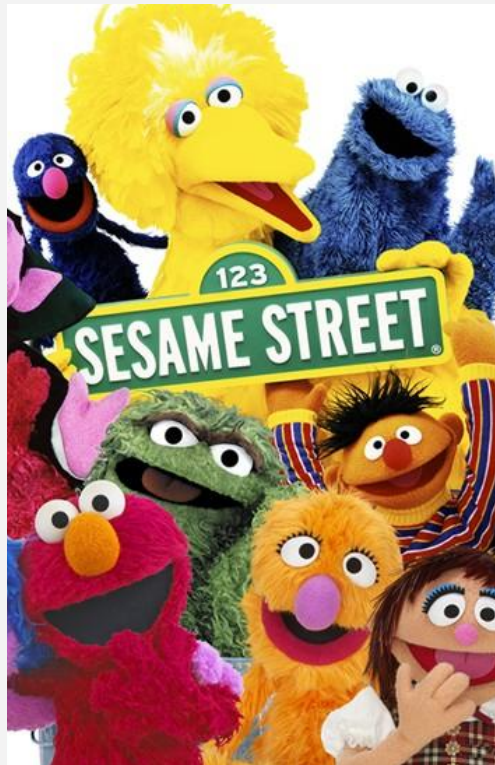
- A. Fun
- B. Learning
- C. Connection
- D. I just don't want it to mess them up!

# Be Choosy



# ABCs and 123s

Look for apps, TV shows, and movies with positive messages and educational value.





# Declaring Independence

As kids get older, they go their own way



## What was most important to you as a tween?

- A. Friends
- B. Family
- C. Fitting in
- D. Self-expression
- E. All of the above?

# Same child development, more powerful tools.





Adults don't get it. They think I'm addicted to technology – but I'm not.

**I'm addicted to my friends.**

Common Sense Media Focus Groups, 2014.

# Be the training wheels



# A phone: To buy or not to buy?

## Responsible

Do they show basic responsibility with time, valuables, and behavior toward others?

## Social

Is there a social benefit to having a phone? A social cost to not having one?

## Safe

Are there reasons you need to be in touch for your kid to stay safe?

## Respectful

Do they generally follow rules? Will they agree to the limits you set?



# Myth or Truth ?

## Social media alienates kids.

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### Myth!

57 percent of all teens have made new friends online

84 percent of boys who play networked games with friends feel more connected when they play online

68 percent of teen social media users have had online friends support them through tough or challenging times

# Social Media Mashup

FACEBOOK TWITTER  
TINDER MUSICALLY INSTAGRAM  
GIFS LIVESTREAMING SNAPCHAT  
EMOJIS GROUP VIDEO CHAT  
LIVE.ME TEXTING

# Social Media Red Flags


- ▶ Age-inappropriate content
- ▶ Public default settings
- ▶ Location tracking and sharing
- ▶ Real-time video streaming
- ▶ Ads and in-app purchases
- ▶ "Temporary" pics and videos
- ▶ Subpar reporting tools
- ▶ Anonymity
- ▶ Cyberbullying/negative culture



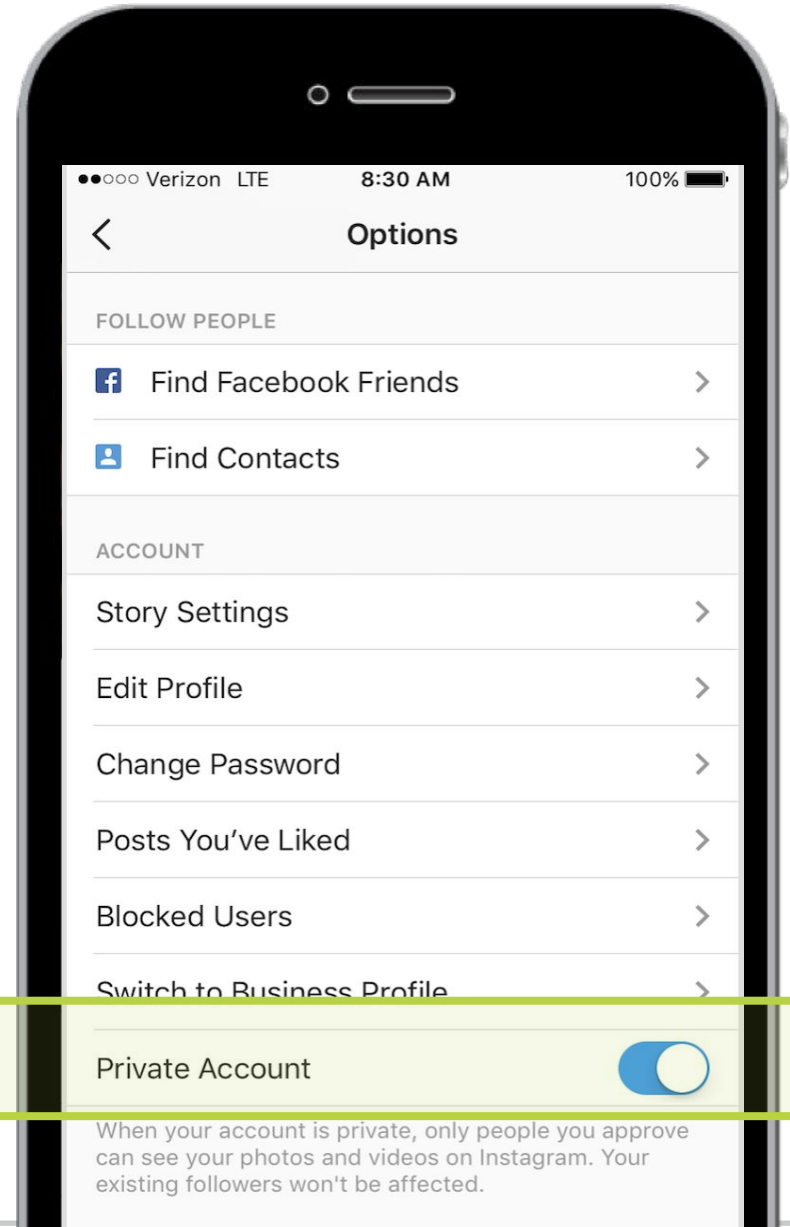
# Self-reflect Before You Self-reveal!



# Privacy Settings

**Posts are Private** 

Turn privacy ON to approve follow requests. Your existing followers won't be affected.



# Keyboards Can Make Us Careless and Cruel





# Best Approach to Bullying

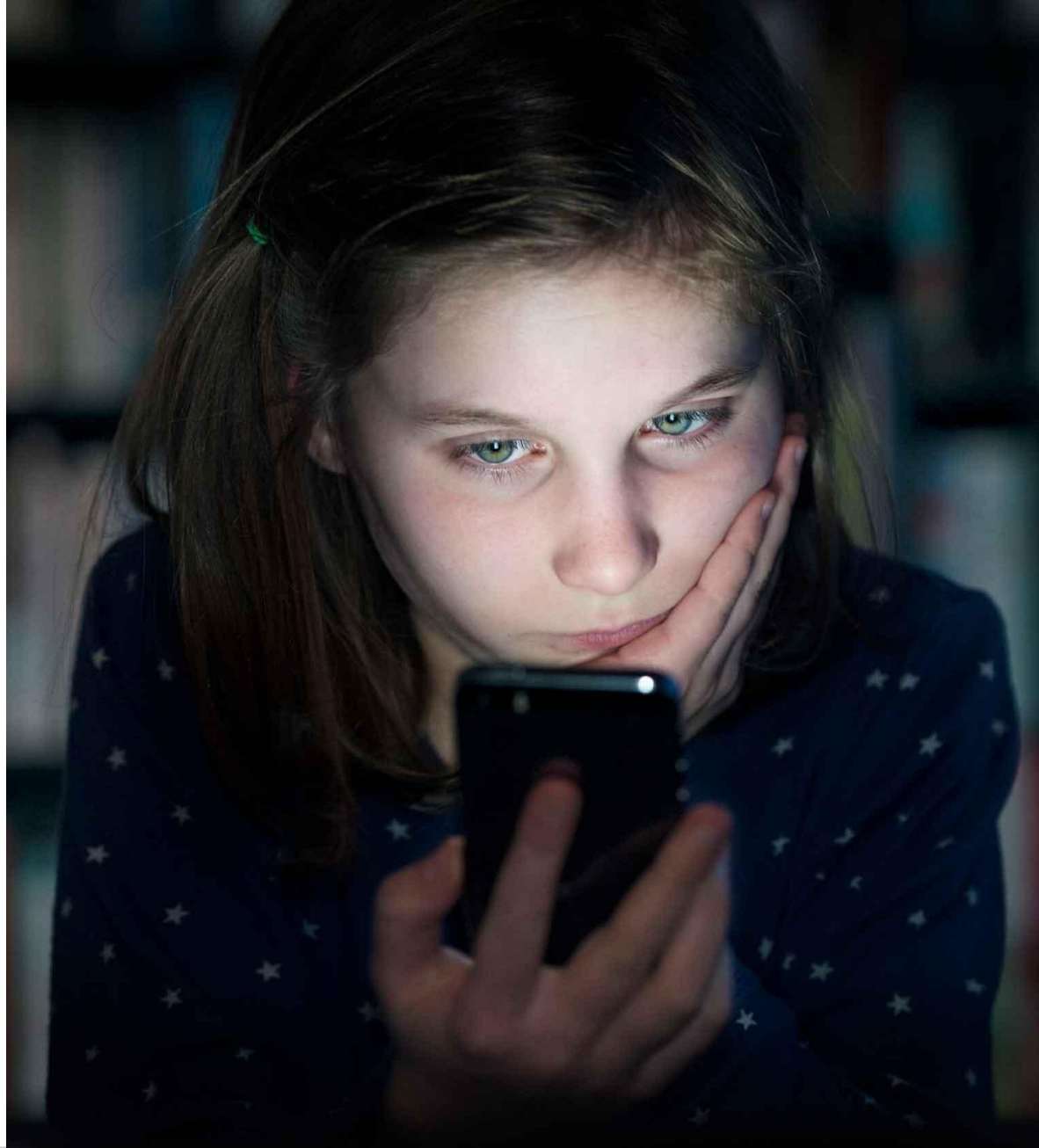
Report abuse

Encourage "upstanding"

Collect proof

Involve others

Limit online access



# Keeping Our Kids Safe

Worst-case scenarios exist, but they are not the norm!

**20-54%**

of teens have sent or posted sexy pictures of themselves. Most sexy pictures are sent to a significant other.

**51%**

of girls say they felt pressure from a guy to send sexy pictures.

**30-40%**

of teens say nude photos are shared beyond intended receiver.

**9%**

of kids receive unwanted online sexual solicitations (as of 2010).

**4%**

of kids have online interactions where a predator attempts to make contact offline

GuardChild citing Pew Internet and American Life Project, National Campaign to Prevent Teen Pregnancy, Cox Communications Teen Online and Wireless Safety Survey, YISS study

# Digital Citizenship



Internet Safety



Privacy & Security



Relationships &  
Communication



Cyberbullying &  
Digital Drama



Digital Footprints &  
Reputation



Self-Image & Identity



Information Literacy



Creative Credit &  
Copyright

It's never too early to talk to your kid about digital citizenship, being kind online, and calling out cruelty.



There's some iffy stuff out there.





## Choose

Help kids make good choices.

## Check

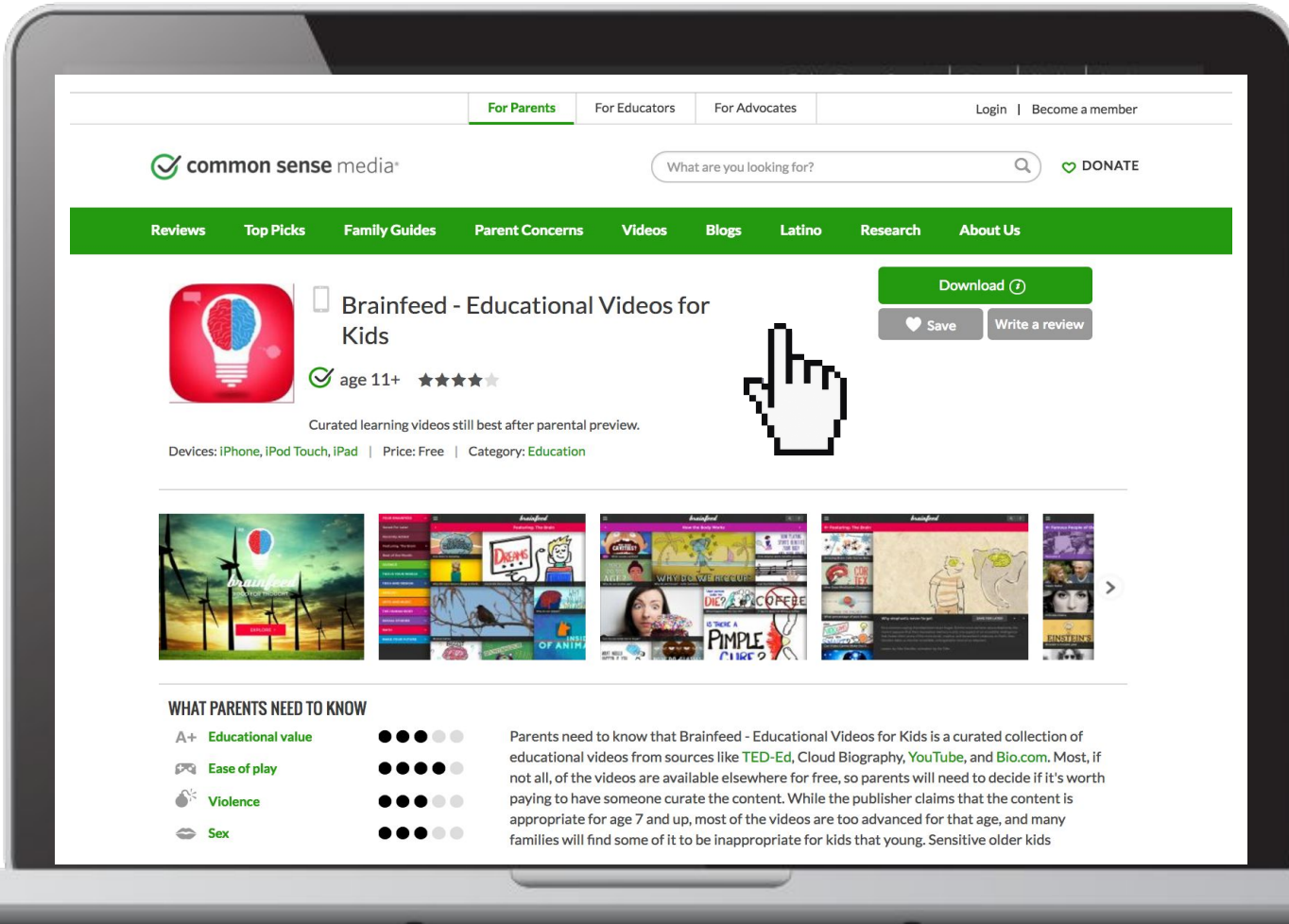
Check what they're doing.

## Chat

Follow up with a chat.



# We Can Help!



# Use Media: Don't Let It Use You

**50 %**

of teens feel addicted to technology.

**59%**

of parents feel teens are addicted.

**Over 1/2**

of teens multitask while doing homework, and most believe it doesn't hurt the quality of their work.

**Over 80%**

of parents and teens feel technology makes no difference or helps their relationships.

**Fear of missing out (FOMO) and social media anxiety are very real for teens.**



### Model

Be a media mentor and set the standard.

### Monitor

Use limits, not lectures, and be up front about checking their media use.

### Mediate

Be ready to step in if necessary, but let teens make some choices on their own.



COMMON SENSE



## Family Media Agreement: 6-8

I, \_\_\_\_\_, will:

### ... stay safe.

- I will not create accounts or give out any private information — such as my full name, date of birth, address, phone number, or photos — without my family's permission.
- I will not share my passwords with anyone other than my family. I will ask my family to help me with privacy settings if I want to set up devices, accounts, or profiles.
- If anyone makes me feel pressured or uncomfortable or acts inappropriately toward me online, I will stop talking to that person and tell a friend or family member I trust about it.

### ... think first.

- I know that whatever I share online or with a phone can spread fast and far. I will not post anything online that could harm my reputation.
- I will not bully, humiliate, or intentionally upset anyone online or with a phone — whether through sharing photos, videos, or screenshots, spreading rumors or gossip, or setting up fake profiles — and I will try to stand up to those who do.
- If I use, reference, or share someone else's creative work online, I will give proper credit to the author or artist.

### ... stay balanced.

- I will pay attention to how much time I spend in front of screens, and I will continue to enjoy the other activities — and people — in my life.

**When all else fails, tracking software might, too.**

"Technology is going to help you," he says, "but it's not going to get away from the fact that you should be having more conversations about this with your kids."

Nick Shaw of Norton Security



# Instead of shutting it all down, build it up!





# YOU GOT THIS!



# Thank You

