• Imagine Etiquette & Image Consulting Inc.
  - Bernadette Fernandez, Owner/Director
  - Started Business March 1, 2014
  - Leadership, Life Skills, Empowerment & Etiquette Programs for Schools
  - Work with 20+ schools, 265 students, Kindergarten through 12th grade
  - Customized curriculums for each of Imagine’s Programs
  - Career Technical Education Teaching Credential
  - Business Financial Literacy (UC-Doorways Approved)
  - Married
  - Daughter, 16 years old
  - Dog: Chloe (YorkiePoo) - 5 Years Old
Addressing Challenging Issues

• As parents and educators, we are challenged with issues arising out of raising and educating our children in this digital age.

• How do we do it? What are some ideas and solutions? Are we aware of what our children are researching online? Are we aware of their social media apps or video games? Do we check their phones daily? Have we placed restrictions and/or limitations on your their phones?

• Today’s resource: Family Online Safety Institute‘s “How to Be a Good Digital Parent” presentation.

• There will be opportunities for questions, answers, and discussion (during the presentation and at the end).

• Keep your handouts close as we will reference them often.
TEENS’ USE OF TECHNOLOGY

Percent of Teens 13 to 17 who use...

- YouTube: 91%
- Gmail: 79%
- Instagram: 65%
- Snapchat: 60%
- Facebook: 53%
- Twitter: 37%
- Facetime: 34%
- Twitch: 22%

55%

Of parents whose child has a social media account allowed their child to get on when were 12 or younger

FOSI 2015 Research

NCSA Online Survey of Teens and Parents 2017
ACKNOWLEDGING RISKS

CONTENT
What they view (porn, hate-sites)
What they post

CONTACT
Who they contact
Who they allow to contact them

CONDUCT
Behavior (cyberbullying, sexting)

72%
Of parents with children age 14 to 17 are concerned about maintaining the privacy of their child’s information.

FOSI 2015 Research
MITIGATING HARMs
DAMAGE TO REPUTATION
IDENTITY THEFT
SCREEN TIME
OVER SHARING

54%

Of parents with children age 14 to 17 do not limit their child’s amount of time online.

FOSI 2015 Research
Group Exercise – How to Place Restrictions on an iPhone

• Please take out your iPhone
• Go to Settings
• Scroll down to “Screen Time”
• Click your child’s name under “Family” (Note: your child must be on your iCloud Family Share Account)
• Discuss each restriction an App limits
78% of parents believe that technology use has a positive effect on their child’s future, career, and life skills.

FOSI 2015 Research
Schedule a Social Media Etiquette Workshop at Your School

• The next slides will provide detailed information on how parents of your students should communicate with their children about social media

• It would also be a great idea to schedule a Social Media Etiquette Workshop for Parents prior to the first day of school

• Discuss the importance of social media and how it could affect their child's safety, academic success, behavior, and self-esteem if they are not involved in their child's social media world
PRACTICE THE SEVEN STEPS TO GOOD DIGITAL PARENTING
1) TALK WITH YOUR KIDS

TALK EARLY AND OFTEN

BE OPEN AND DIRECT

STAY CALM
DON’T MISS A TEACHABLE MOMENT

FIRST DEVICE

FIRST PHONE

TURNING 13

GOOD DIGITAL PARENTING
2) EDUCATE YOURSELF

SEARCH ONLINE FOR ANYTHING YOU DON’T UNDERSTAND.

TRY OUT APPS, GAMES AND SITES YOURSELF

EXPLORE THE FOSI'S PARENTING TIPS AND RESOURCES
3) USE PARENTAL CONTROLS

- Set content and time limits on your kids' devices
- Routinely check privacy settings on social media
- Monitor kids' use and their screen time
4) SET GROUND RULES AND ENFORCE CONSEQUENCES

DISCUSS AND SIGN A FAMILY SAFETY AGREEMENT

RESTRICT WHERE AND WHEN DEVICES CAN BE USED

REMOVE TECH PRIVILEGES WHEN RULES ARE BROKEN
5) FRIEND AND FOLLOW BUT DON'T STALK

FOLLOW YOUR KIDS ON SOCIAL MEDIA

RESPECT THEIR ONLINE SPACE AND FREEDOMS

DON'T FLOOD THEIR ACCOUNTS WITH COMMENTS
6) EXPLORE, SHARE AND CELEBRATE

GO ONLINE WITH YOUR KIDS AND EXPLORE THEIR DIGITAL WORLD

SHARE YOUR OWN ONLINE EXPERIENCES

LEARN FROM THEM AND HAVE FUN
7) BE A GOOD DIGITAL ROLE MODEL

CURB YOUR OWN BAD DIGITAL HABITS

KNOW WHEN AND WHERE TO UNPLUG

SHOW YOUR KIDS HOW TO COLLABORATE AND BE KIND ONLINE
Managing Your Kids’ Gaming

Parental controls available for all current consoles, handhelds and computers

- **Activate** to block games by ESRB rating category
- **Regulate** the amount of time your kids can play
- **Restrict** access to the Internet.
Pedophiles Have Easy Access To Your Children

• 25 Men were arrested in Florida for allegedly trying to have sex with children which prompted a sheriff to issue another “app warning” for parents, reports CBS Miami.

• The arrests happened from July 17, 2019 – July 20, 2019 after the suspects responded to internet ads, online apps and social media sites, according to the Sarasota County Sheriff’s Office.

• During a press conference, the sheriff listed 15 apps as ones parents need to know about.

• Reference Material: “15 Apps Parents Should Look Out for On Their Kids’ Phones”
ENCOURAGE YOUR KIDS TO CREATE A GOOD REPUTATION ONLINE
Questions and Topics
Discussed with My Students
Group Exercise: Social Networking
[Social Media Scavenger Hunt Worksheet]

- How many social networks are you on?
- How many friends do you have on your favorite site?
- Are these people that you know? Are you sure?
- What percentage of your friends do you know in real life?
Group Exercise: Google

• Has anyone Googled themselves?
• Google yourself now. How many results on the first page are really about you?
• Repeat for Google Image Search.
• List the sites that come up for you.
• Google your home address.
  - What do you see?
Please Discuss Privacy Settings for Kids

Do not assume your kids already know how to set privacy settings. Either do it for them or talk to them about the importance of privacy settings. Examples are as follows:

- You should **NEVER** list your first, last or middle name on your social media accounts
- You should **NEVER** friend someone you do not know
- You should **NEVER** give someone your password or access to your account, OTHER THAN YOUR PARENTS!
Developing Virtual Street Smarts

• Worksheet

• Please review and complete the worksheet.
  * This activity will help you better evaluate your knowledge of your teen’s technology use to determine what you still don’t know.

• Upon completion of the worksheet, this could allow a framed discussion with your teen about their technology use.
Talking About Technology:
“Role-Reversal” Role Play
“Role Reversal” Role Play

• Divide into groups of 3 with 2 participants. - Check directions
• I will hand out 3 different scenarios.
• One person is the parent, one person is the teen and the third is the group Observer.
“Role Reversal” Role Play

- Each parent may want to use the following guidelines when thinking about how they respond to the issue/scenario:

- Effective parenting requires balance of sensitivity and firmness.
  - Offer information about choices, consequences and responsibility
  - Prepare, don’t scare
  - Offer problem solving and guidance
  - Be firm about your expectations and DON’T FREAK OUT!!!
“Role Reversal” Role Play

Discussion:

• Identify which role was easier, the parent, the child or the observer? Why or Why not?

• What parental advice did you think was particularly effective?

• What challenges do you think you would face if you had to have this discussion with your child?
“Role Reversal” Role Play

Feedback

• Remember, these conversations don’t need to be perfect

• What’s important is that you are making an effort and keeping the lines of communication open so that your child knows that you support them in engaging healthy relationships, online or offline
78% of parents believe that technology use has a positive effect on their child’s future, career, and life skills.

FOSI 2015 RESEARCH

SUCCESS!

CONFIDENTLY NAVIGATE THE ONLINE WORLD WITH YOUR KIDS

OVERCOMING CHALLENGES LEAD TO RESILIENCY

PROMOTE GOOD DIGITAL CITIZENSHIP
QUESTIONS

• A few starter questions:
• What are some technology rules you have in place in your school or home right now?
• What were some of the most alarming items discussed today?
• Did you learn something new? If so, what?
Thank You for Attending!

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