### Reputation, Safety, Relationships, Copyright

### **Family Engagement Plan**

### **Introduction**

**Bring families into the conversation about digital citizenship.** The generational divide poses new challenges to parents trying their best to support kids in this digital world. Many parents are learning as they go along. Even the most tech-savvy parents welcome the opportunity to help their children become better digital citizens. Bringing parents into the dialogue about digital citizenship will strengthen your efforts to develop skills and promote student responsibilities at school. Common Sense Education provides an extensive toolkit full of resources to help you do just that. We have included several suggestions for engaging families leading up to, during, and beyond Alaska Digital Citizenship Week September 23-27, 2019.

“The important thing is that the more parents hear about digital citizenship, the more likely they are to absorb the message. Experiment with different communication modalities; don’t limit yourself to just one. Most important, don’t give up!”

Susan Bearden, author

*Digital Citizenship: A Community-Based Approach*

### **Before Alaska Digital Citizenship Week**

1. Introduce your PTA/PTO or similar group to Common Sense Education’s yearlong parent outreach program, [Connected Families](https://www.commonsensemedia.org/educators/connecting-families).
2. Look at your school calendar and think about opportunities when you have a captive audience in your building. When adding events to the school calendar that invite parents, plan for a five minute spotlight on a digital citizenship/digital learning lesson to be presented prior to the activity. For example, if your athletic director is holding a parent meeting for sports, plan a spotlight on the importance of your students’ social media presence. Featuring student speakers will further engage parents.
3. Let parents know that your classroom, school, or district is participating in the Alaska Digital Citizenship Week. You can share the following or prepare your own press release:

*Alaska Department of Education has partnered with Common Sense Education, a national non-profit organization that helps families and educators teach kids how to be safe and smart in today’s media-driven world, for the second annual Alaska Digital Citizenship Week. From September 23-27, 2019, [School or District Name] will be participating through professional learning and collaboration, lessons and activities with students, and outreach to families!*

### **During Alaska Digital Citizenship Week**

**Daily:** Use social media to share messages related to what your students will be learning at school using the #AKDigitalCitizenship and #aklearns hashtags.

**Monday:** You can share this Parent Tip video: [4 Tips for Learning with Technology](https://www.commonsensemedia.org/videos/4-tips-for-learning-with-technology). Encourage families to establish their own guidelines around using media and technology at home with this [Family Media Agreement](https://www.commonsensemedia.org/sites/default/files/uploads/pdfs/fma_all.pdf) (one for each age range).

If you are a 1:1 district, help families manage their student’s use of their devices outside of school. Bring them up to speed with your school's policies. You may also want to include a [Customizable Device Contract](https://www.commonsensemedia.org/sites/default/files/uploads/connecting_families/customizable_device_contract.pdf) for home use.

Let parents know that beginning Tuesday that students will be taking part in Common Sense Education lessons. [You can share this letter](https://www.commonsensemedia.org/sites/default/files/uploads/classroom_curriculum/dig-cit-letter-parent_040116_writable.pdf).

**Tuesday:** Today students are taking part in lessons focused on Media Balance & Well Being. All of us -- adults and kids -- have constant access to real-time information from around the globe. But do the benefits of being ever-connected also come with risks to our mental health? It's an important question to ask -- especially for our kids. Our Media Balance & Well-Being lessons give students the space to reflect on their own media use. Plus, they'll get the tools they need to think critically about how digital media affects our communities and society overall.

Share the Family Tip Sheet with parents:

[Elementary](https://www.commonsense.org/education/family-tips/K-5-media-balance-and-well-being) | [Middle & High School](https://www.commonsense.org/education/family-tips/6-12-media-balance-and-well-being)

**Wednesday:** Today students are taking part in lessons focused on Privacy and Security. To help students see the importance of being safe and secure when they're online, our lessons include real-life scenarios where private information could potentially be shared, and where the benefits and risks are notable but not sensationalized. From encountering clickbait to setting up passwords to messaging with people online, the scenarios in our lessons provide an authentic context for grappling with the potential dangers that come with spending time online.

Share the Family Tip Sheet with parents:

[Elementary](https://www.commonsense.org/education/family-tips/K-5-privacy-and-security) | [Middle and High School](https://www.commonsense.org/education/family-tips/6-12-privacy-and-security)

**Thursday:** Today students are taking part in lessons focused on Digital Footprint & Identity. In a time of 24/7 connectivity, do the benefits of online sharing outweigh the risks? Lessons will prompt students to consider how sharing information online can affect them and others and will support them in learning to reflect before they reveal, as well as encourage others to do the same. Students will also learn the pros and cons of having different personae and explore how presenting themselves differently online can affect their sense of self, their reputations, and their relationships.

Share the Family Tip Sheet with parents:

[Elementary](https://www.commonsense.org/education/family-tips/K-5-digital-footprint-and-identity) | [Middle & High School](https://www.commonsense.org/education/family-tips/6-12-digital-footprint-and-identity)

**Friday:** Today students are taking part in lessons drawn from Relationships & Communication or Cyberbullying, Digital Drama & Hate Speech.

* Relationships & Communication - Students reflect on how to build positive relationships, avoid risky online talk, and understand why some topics and conversations can best lend themselves to certain mediums.
* Cyberbullying, Digital Drama & Hate Speech - Students take on these tough topics and play the active role of upstander to build positive, supportive online communities and combat online cruelty.

Share the following Family Tip Sheets on Relationships & Communication

[Elementary School](https://www.commonsense.org/education/family-tips/K-5-relationships-and-communication) | [Middle School and High School](https://www.commonsense.org/education/family-tips/6-12-relationships-and-communication)

Share the following Family Tip Sheets on Cyberbullying, Digital Drama & Hate Speech

[All Grades](https://www.commonsensemedia.org/sites/default/files/uploads/classroom_curriculum/k-5-familytip-respectingcreativework.pdf)

### **Beyond Alaska Digital Citizenship Week**

1. Ask local businesses if they would be willing to host a Connected Families event by providing space, wifi, and possible refreshments. Let them know that you will provide the facilitator and materials. Many districts have worked in their community to identify businesses that offer free wifi and welcome students. These locations are ideal for partnering with. Consider favorite eateries, the library, even the fire station!

Create a yearlong calendar of offerings on varying days and times to accommodate as many parent/caregiver schedules as possible. All the resources you need to run a series of [Conversation Cases](https://www.commonsense.org/education/connecting-families/discuss) are provided by Common Sense Education. Each Conversation Case topic includes a facilitator's guide, promotional flyers (also in Spanish), a case study for discussion (with an annotated facilitator version), and a Family Tip Sheet. There are over a dozen topics to select from including [Young Children & Digital Footprints](https://www.commonsense.org/education/connecting-families/young-children-digital-footprints) and [Selfie Culture](https://www.commonsense.org/education/connecting-families/selfie-culture).
2. Schedule a weekly or monthly share of [Parenting Tip Videos](https://www.commonsensemedia.org/video/advice). Common Sense Media has a vibrant collection covering timely and timeless topics. You can post the videos on your school’s social media accounts. You can even share the videos on Facebook, Twitter, Pinterest, and Google+ directly from the Common Sense Media viewing page! The built in sharing tool even drafts the post for you. Add your personal message and you’re all set!