SPREAD THE WORD

The Stop.Think.Connect.™ Community Outreach Guide

ABOUT *STOP.THINK.CONNECT.*

The Internet offers a world of opportunities. People of all ages share photos and videos, build online profiles, text each other, and create avatars. These ways of socializing and communicating can be fulfilling and, yet, they come with risks.

The **Stop.Think.Connect.™ Campaign** is a national public awareness campaign aimed at increasing the understanding of cyber threats and empowering the American public to be safer and more secure online.

The campaign offers the following advice when using the Internet:

- » **Stop** – Before you use the Internet, take time to understand the risks and learn how to spot potential problems.
- » **Think** – Take a moment to be certain the path ahead is clear. Watch for warning signs and consider how your actions online could impact your safety—or your family's.
- » **Connect** – Enjoy the Internet with confidence. Take the right steps to safeguard yourself and your computer.

Stop. Think. Connect. Protect yourself and help keep the web a safer place for everyone.

The *Stop.Think.Connect. Community Outreach Toolkit* was adapted from the Federal Trade Commission's ***OnGuardOnline.gov***, a project that provides practical tips to help guard against Internet fraud and protect your privacy.

The kit will help you offer your community information about protecting kids online. It includes *Stop.Think.Connect.*, a guide for parents; *Heads Up,* information for kids; slides to use in a presentation; and ideas to help you spread the word about online safety.

HOW TO USE THE TOOLKIT

This kit has the resources and information you need to convey key points about protecting kids online. How you use it is up to you: give a presentation, discuss at a meeting, or distribute the *Stop.Think.Connect.* guide through your local school or PTA.

This kit is meant for parents, teachers, and law enforcement officers—in short, anyone who cares about the subject—to use with friends, neighbors, colleagues, teachers, and kids.

WHAT'S INSIDE?

The kit has a number of tools to help you reach out to people you know. All the content can be found on the enclosed CD and online at ***www.dhs.gov/stopthinkconnect***. Adapt any of the content for your audience and specific outreach needs.

How to Plan and Host an Online Safety Presentation

A 10-minute presentation on talking with kids about safe and responsible online behavior, as well as tips and a checklist for a successful *Stop.Think.Connect.* presentation.

Help Spread the Word

Tips and ideas for getting the word out about online safety.

Stop.Think.Connect.: Chatting with Kids About Being Online

A comprehensive guide to help parents, teachers, and other people help kids stay safe online. You may download a PDF of the guide from the enclosed CD or online at ***www.dhs.gov/stopthinkconnect***.

Heads Up: Stop.Think.Connect.

A resource for kids about why and how to stay safe online. A color copy is included in this kit. Use it as a handout, photocopy it, or print it from the CD or online at ***www.dhs.gov/stopthinkconnect***.

*Stop.Think.*Connect. CD

Includes the kit, the presentation slides and the guides. Everything on the CD can be printed or posted online. Consider using the information in a newsletter or blog post or sharing it with a listserv.

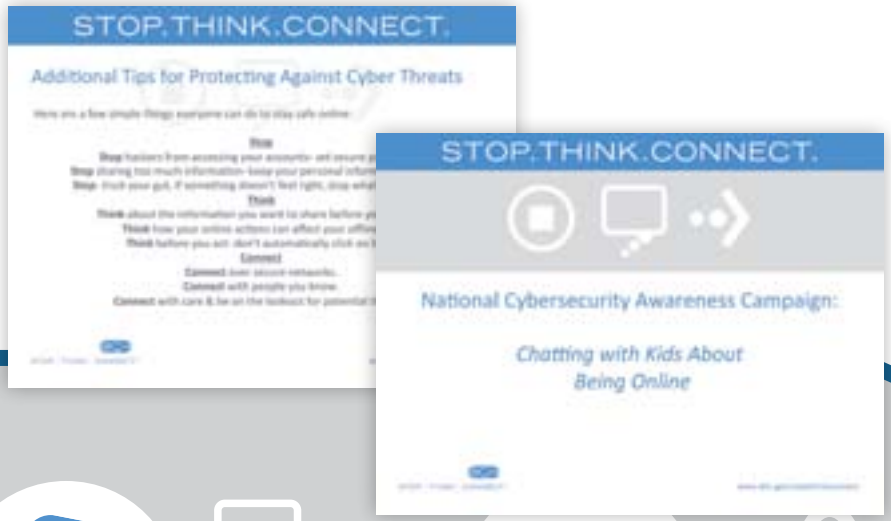
Additional Resources

Organizations you may want to contact for more information about keeping kids safe online.

HOW TO PLAN AND HOST AN ONLINE SAFETY PRESENTATION

One way to spread the word about protecting kids online is to give a presentation to a group. It might be a PTA meeting, a community forum, or a classroom discussion. You may want to schedule a meeting to talk about the importance of online safety—or put it on the agenda of an already scheduled gathering.

The presentation slides are written for an audience of adults. The following tips offer general presentation advice.



Where to Find the Presentation

The presentation slides on the enclosed CD can be used as is or adapted for your audience. Each slide has talking points to help guide your presentation. To view the talking points in PowerPoint, click the “View” tab on the top toolbar and then click “Notes Pages.”

Length

Going through the slides takes about 10 minutes. You may want to include a question and answer session at the end of your presentation.

Setting the Stage

- Consider the size of your audience and their interest in online safety.
- Know the start time of your presentation and how long you’re expected to speak.
- Think ahead about set-up needs (speakers, display screen, available electrical outlets, etc.).

Preparing for the Presentation

» Think about what you are asking your audience to do. Perhaps you're encouraging parents to talk with their kids about safe and responsible online behavior. Maybe you're talking to kids about making smart decisions online. Identifying the message and goal of your presentation will help you determine how to structure it and what information to have for your audience.

» Prepare your leave-behind materials.

- Print copies of the *Stop.Think.Connect.* guide, the tips bookmark, and the brochure from the enclosed CD or online at ***www.dhs.gov/stopthinkconnect*** and distribute them at your presentation.
- Presenting to kids? Print copies of *Heads Up* from the enclosed CD or online at ***www.dhs.gov/stopthinkconnect***.

» Practice.

- Rehearse out loud.
- Time your presentation.
- Think about questions that may come up and how you will answer them.

Checklist for the day of the presentation:

- [ ] Copies of *Stop.Think.Connect.*
- [ ] Copies of *Heads Up*
- [ ] Copies of the tips bookmark
- [ ] Copies of the brochure
- [ ] The PowerPoint from the enclosed CD or a version you have edited
- [ ] A copy of your talking points or notes
- [ ] Business cards (or contact cards)

Engage the Audience

Starting your presentation can be as easy as showing the video and asking for reactions. If you'd like to include some recent statistics about kids' online activities, check out ***OnGuardOnline.gov***. Or, try a few questions to break the ice:

» Raise your hand if you think your child knows more about the Internet and technology than you do.

» Raise your hand if you think you know more about communicating respectfully online than your child does. (Parents know a lot that's relevant to this conversation with their kids, even if they're not tech-savvy.)

» How much time do you think your kids spend online each day? Each week? That includes time on their phones!

» What are your kids' favorite websites or online games?

» Do your kids have their own computer? Do they have cell phones?

» What are your main concerns about online safety?

» Do you text? Do you text with your children?

After your presentation, you may want to take questions from the audience. *Stop.Think.Connect.* can help you prepare for questions about a number of topics, including:

» Social networking sites

» Protecting kids' information

» Sexting

» Cyberbullying and online harassment

» Cell phones

» Security software and parental controls

Presenting to Kids

Talking to kids about online safety? The presentation in this kit, as well as *Heads Up*, can help you come up with talking points and a structure for your presentation. To kick things off, ask a few questions:

» How much time do you spend online?

» What do you like to do online?

» Do you sleep with your cell phone in reach?

» Raise your hand if you post pictures online. Have you ever posted or sent anything you later regretted?

» Raise your hand if you or one of your friends has ever received a text message that was hurtful or mean-spirited.

» Have you ever talked to your parents about something that bothered you online?

» Have you ever talked to another adult about something that bothered you online?

Consider making your presentation interactive. Prepare scenarios to discuss with the group—news stories can be good starting points. Ask the kids how they might have handled an incident that involved sharing too much information, cyberbullying, posting embarrassing photos, or sexting. You also can break into smaller groups and ask each to discuss a scenario and develop a list of their top five online safety tips. You may want to invite the small groups to present their work to the whole audience.

HELP SPREAD THE WORD

There are a number of ways you can spread the word about kids' online safety. Whether it's talking to your neighbors, sharing information on social networking sites, or reaching people through the media, you can do a lot to raise awareness and help kids navigate the online world.

Spread the Word — Community

Here are some simple but effective ways to get the word out about online safety and *Stop.Think.Connect.* in your community:

» Talk to a local PTA coordinator or community leaders about discussing or distributing *Stop.Think.Connect.* at the next meeting.

» Tell your local school principal about *Stop.Think.Connect.* and suggest the school mention *Stop.Think.Connect.* in an email to parents or post a link to ***www.dhs.gov/stopthinkconnect*** on the school website.

» Offer free copies of *Stop.Think.Connect.* to your local community recreation center or library.

» Write a blurb about *Stop.Think.Connect.* for the weekly bulletin at your place of worship or community organization.

» Post flyers at your community center, school, or library.

» If you're a member of a book club, host a discussion about *Stop.Think.Connect.* at your next meeting.

Spread the Word — Online

What better place to talk about online safety than online? The Internet and social networking sites give you the chance to share online safety tips with friends down the street and across the country.

The *Stop.Think.Connect.* guide and the other resources in this kit are online at ***www.dhs.gov/stopthinkconnect***. Link to the guide from your blog or social networking profile and use the information in a blog post or email to your neighborhood listserv. The content can be found on the enclosed CD, so feel free to adapt it for your needs.

Blog Tips

If you have a blog:

» Write a post about *Stop.Think.Connect.* and talk to kids about online safety. Tell your readers they can find *Stop.Think.Connect.* online at ***www.dhs.gov/stopthinkconnect*** and print off copies from there.

If you read blogs:

» Reach out to bloggers who are talking about online safety or parenting. Let them know about *Stop.Think.Connect.*, and tell them they can link to it and use the information in a post.

Microblogging Tips

» Share short tips from *Stop.Think.Connect.* with a link to the full guide.

» Comment on others' messages, and share what others have posted about *Stop.Think.Connect.* or relevant online safety topics.

Social Networking Tips

» Update your status with tips from the *Stop.Think.Connect.* guide. Visit ***www.dhs.gov/stopthinkconnect*** for short online safety tips you can share.

» Post a link to *Stop.Think.Connect.* on your profile and encourage your friends to check it out.

» Join groups about online safety or parenting, and let them know about *Stop.Think.Connect.* and ***www.dhs.gov/stopthinkconnect***.

Spread the Word — Media

Your local media can help you spread the word about kids' online safety. Here's how to engage this audience:

» Call local newspapers, TV news, or radio stations and ask if they're interested in covering—or planning a story about—online safety. Encourage them to include links to ***www.dhs.gov/stopthinkconnect*** as a free resource in their stories or on their websites.

» Think about what you can offer for a story—maybe an interview with a local police officer, teacher, or community leader or insight from local parents, kids, and *Stop.Think.Connect*.

Consider when reporters might be most interested in this subject. Reach out to them when online safety may be top of mind—like the holiday season when people are buying new gadgets and kids are home and online. If there is national or local news coverage about an online safety issue, use the opportunity to follow up with your local media outlets and offer them an interview with an expert or resources to help their audience.

ADDITIONAL RESOURCES

OnGuardOnline.gov Practical tips from the federal government and the technology community to help people be on guard against Internet fraud, secure their computers, and protect their privacy.

FTC.gov/idtheft The Federal Trade Commission's website has information to help people deter, detect, and defend against identity theft.

CommonSenseMedia.org Common Sense Media is dedicated to improving the lives of kids and families by providing the trustworthy with information, education, and the independent voice they need to thrive in a world of media and technology.

ConnectSafely.org ConnectSafely is for parents, teens, educators, and advocates for learning about safe, civil use of Web 2.0 together.

CyberBully411.org Cyberbully411 is an effort to provide resources for youth who have questions about–or have been targeted by–online harassment.

GetNetWise.org A project of the Internet Education Foundation, the GetNetWise coalition provides Internet users with the resources to make informed decisions about their and their family's use of the Internet.

iKeepSafe.org iKeepSafe educational resources teach children of all ages–in a fun, age-appropriate way–the basic rules of Internet safety, ethics, and the healthy use of connected technologies.

us-cert.gov The United States Computer Emergency Readiness Team (US-CERT) is charged with providing response support and defense against cyber attacks for the Federal Civil Executive Branch (.gov) and information sharing and collaboration with partners. US-CERT disseminates reasoned and actionable cyber security information to the public.

NetSmartz.org The NetSmartz Workshop is an interactive, educational safety resource from the National Center for Missing & Exploited Children.

StaySafeOnline.org The National Cyber Security Alliance seeks to create a culture of cyber security and safety awareness by providing knowledge and tools to prevent cyber crime and attacks.

WiredSafety.org WiredSafety provides help, information, and education to Internet and mobile device users of all ages.

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Please visit **www.dhs.gov/stopthinkconnect** for more information on Stop.Think.Connect. programs and opportunities.

The Stop.Think.Connect. toolkit contains the intellectual property of FTC.