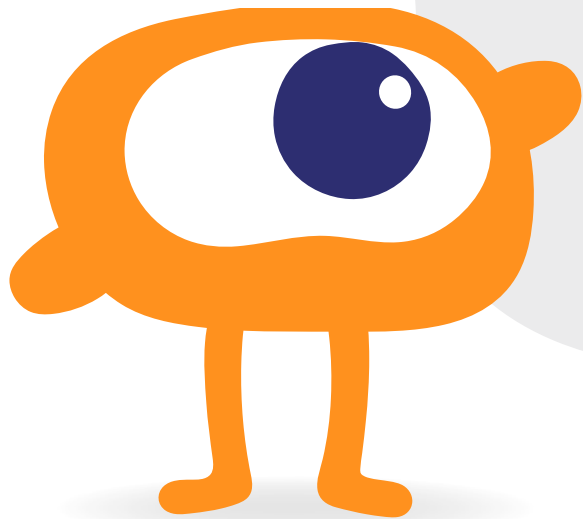


beacon



COMMUNICATION TOOLKIT V1.0



Hi, I'm Beaky.

My passion is giving families the information they need to feel safe online.

And just like the internet, I'm just a swipe away and here to help 24-7, 365.

I'm constantly scanning the most respected research to give families the latest evidence-based advice.

The online world can be an amazing place for families to share, laugh and learn - sometimes, all you need is someone to help light the way.

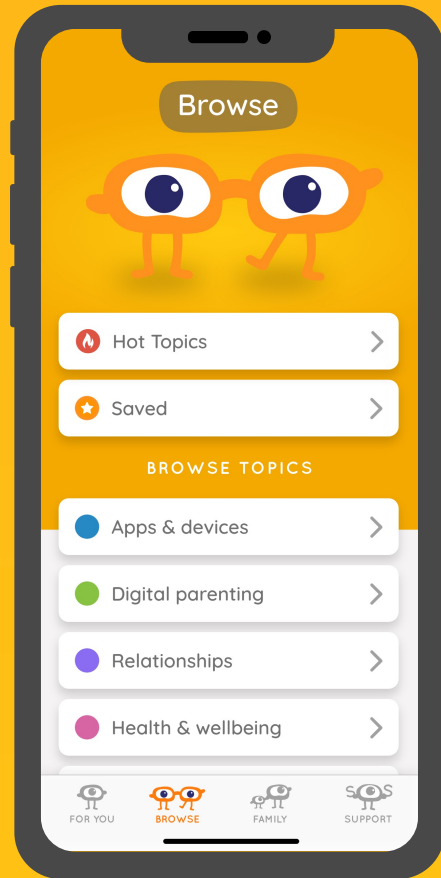
That's me, Beaky. Ready to get switched-on?

Let's go.



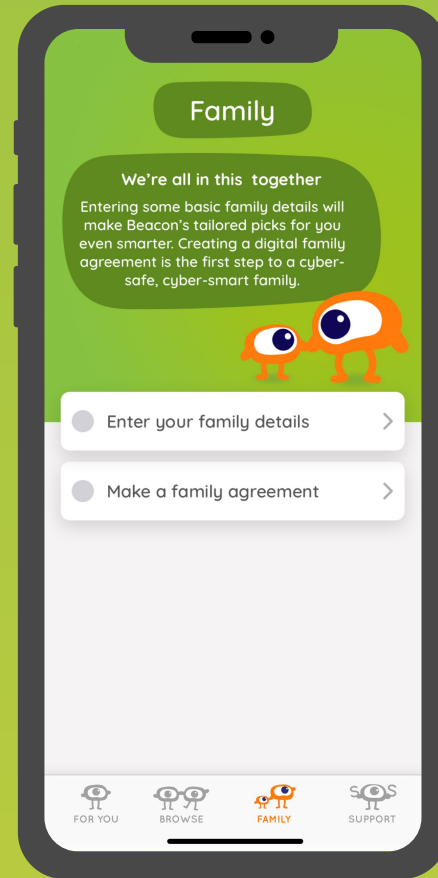
For you

Tailored content and alerts unique to your family's needs



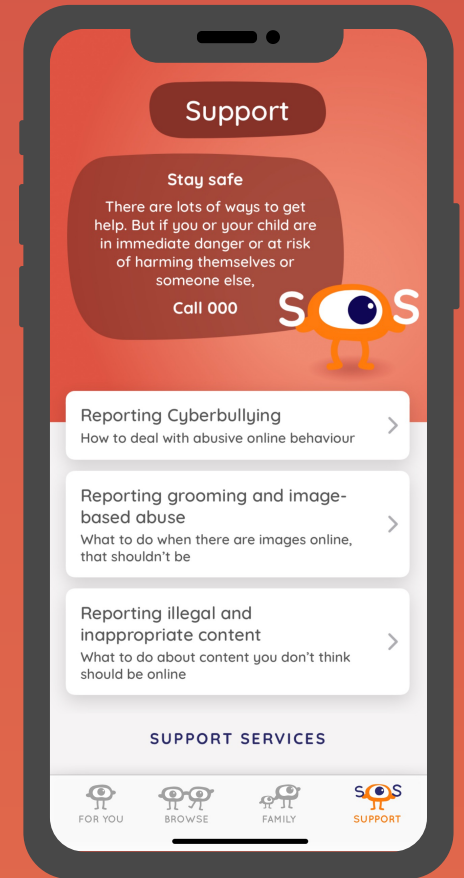
Browse

Over 600 cyber safety articles and videos backed by the latest research



Family

Set up your family profile and create a personalised digital family agreement



Support

Find help and services that are available to you and your family

Overview

Telethon Kids Institute and Bankwest are proud to deliver Beacon - a cyber safety app providing parents and carers with the knowledge, skills, and support to help their children thrive in a digital world.

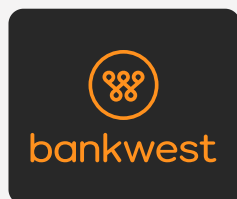
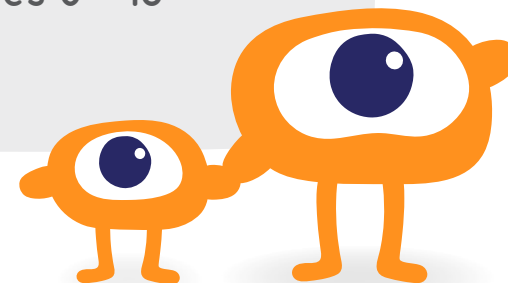
Beacon. The switched-on app for families online.

The partnership between these two iconic West Australian organisations brings together 15 years of cyber behaviour research by scientists at the Telethon Kids Institute and digital expertise and research by Bankwest. This research found Australian adults were concerned about their children's cyber behaviour, overwhelmed with amount of information online and its credibility, and wanted to learn more so they could provide the right support.

Beacon aims to improve the digital future for Australian children by building parents' and carers' digital skills so they can confidently navigate their children's use of digital technology in a positive way and minimise potential harms associated with being online.

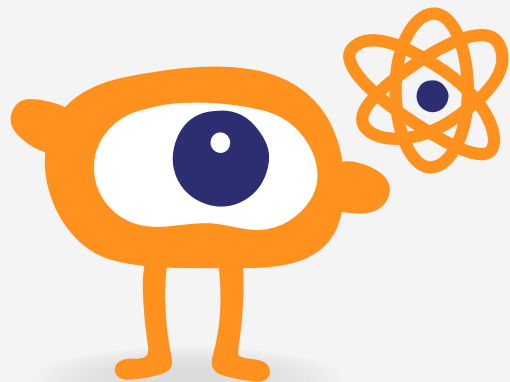
The Beacon app integrates seamlessly into parents' daily lives, delivering the most trusted and up-to-date information backed by behavioural science research, as well as personalised support, ideas and strategies at their fingertips to navigate the ever-changing online world.

Beacon is for parents
and carers of children
ages 0 - 18



The cyber safety research

For the first time, we are now witnessing a generation of children who have had ready access to digital technologies since birth, and no memory of life before the Internet. This creates both opportunities and challenges.



The online opportunities

The online world opens the door to many opportunities and puts them at our fingertips.

Academic achievement

New opportunities for learning and creativity and a positive correlation between early Internet exposure and later higher achievement at school

Digital literacy, skills, and citizenship

Children are entering school already able to navigate, retrieve and create digital content

Social interaction

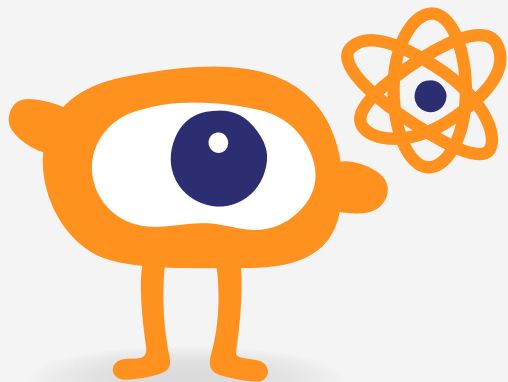
Provides a place where young people can negotiate identity, learn social skills, make new friends, share experiences, and compare themselves with others

Broader connections

allows for connections to be made globally and limits geographic restrictions.

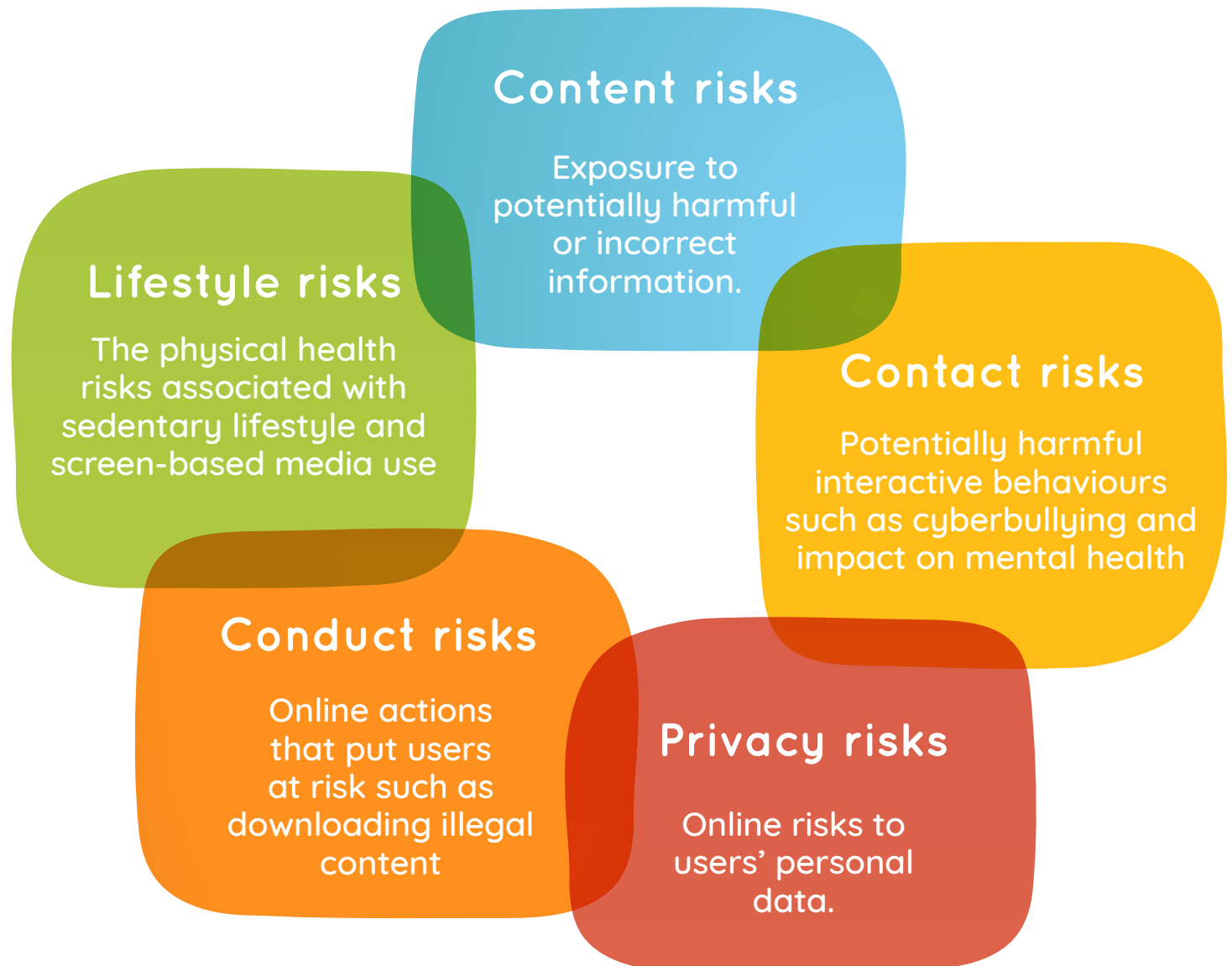
The cyber safety research

Our research shows that parents play a critical role in helping to develop the digital skills of their children and encouraging them to use technology in a positive and safe way. Therefore, it is crucial that parents are supported to build their own capabilities to help navigate the ever-changing technology landscape to help teach and guide their children.



The online challenges

With great opportunity also comes with challenges. Our research has identified a number of challenges increasingly facing families.



A trusted messenger

Beacon extends the work you do, by putting a trusted cyber safety education tool into the hands of parents and caregivers ready to help at times when they need it the most.

What you can do next

1. Download the app
2. Watch and share the video
3. Talk to the families & colleagues about the app
4. Recommend the app using social media, newsletters, presentation slides or website

In a rapidly changing world, parents and caregivers need a guide

The online world can change at a rapid pace. Competing messages and multiple concerns can contribute to parents and care givers becoming overwhelmed in a sea of information as they navigate supporting their child's online behaviour and emerging digital related habits. Just as parents and care givers play an important role in keeping children and young people safe online, you as an individual and organisation are an essential trusted messenger for informing parents and care givers about cyber safety.

When seeking answers in a sea of information, parents and care givers value your knowledge, credibility and the relationship you have established with them to shine a light and guide them in a positive direction. It is the relationship and trust that parents and carers have with community organisations, health, education and care services like yours, that parents look to for certainty.

We need your help!

This Beacon toolkit is a collection of resources for individuals and organisations who work with families, young people and children to educate and support development of healthy and protective online behaviours.

Just as our Beacon app is bursting with credible information to support families, our toolkit is bursting with ready to go communication pieces to assist in making it easy for you to talk about Beacon in the work you do. From social media posts, to newsletter inserts, our toolkit is ready to help achieve our shared vision of keeping Australian kids safe online and to help parents feel empowered in a digital world.



Sharing Beacon

We've compiled some useful messages and sample posts to help you promote Beacon.

Please direct users to the beacon website. From there, they will be directed to the App Store or Google Play, to download the app.

NAME AND TAGLINE

Beacon: The switched-on app for families online

WEBSITE

beaconapp.org.au

SOCIAL MEDIA TAGS

FACEBOOK @TelethonKids

INSTAGRAM @telethon_kids

LINKEDIN Telethon Kids Institute

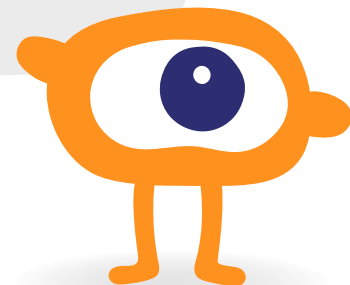
KEY MESSAGE

Beacon provides the most trusted and up-to-date information that you and your family will need to navigate the ever-changing online world.

Beacon will shine a light on the online world, helping you to keep your children safe online.

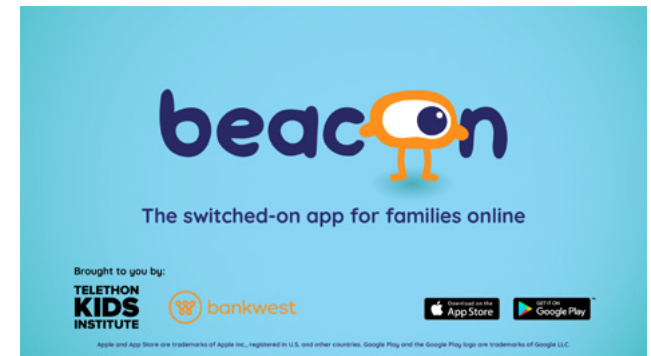
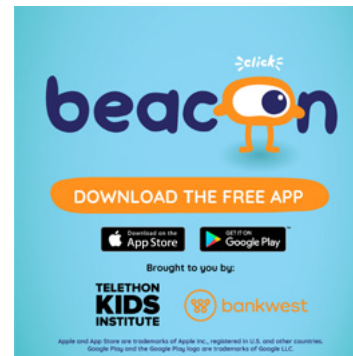
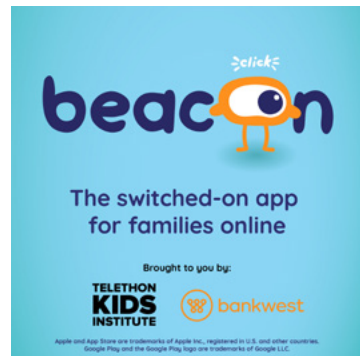
- Articles and videos backed by the latest research
- Tailored content and alerts, unique to your family needs
- Create your own family agreement
- Find help and services that are available to you and your family

Please try to tag us each time you post about Beacon. This helps us keep track of the places Beacon is being promoted. And we can boost your posts!



Digital assets

SUITABLE FOR SOCIAL MEDIA, NEWSLETTERS, PRESENTATION SLIDES AND WEBSITES

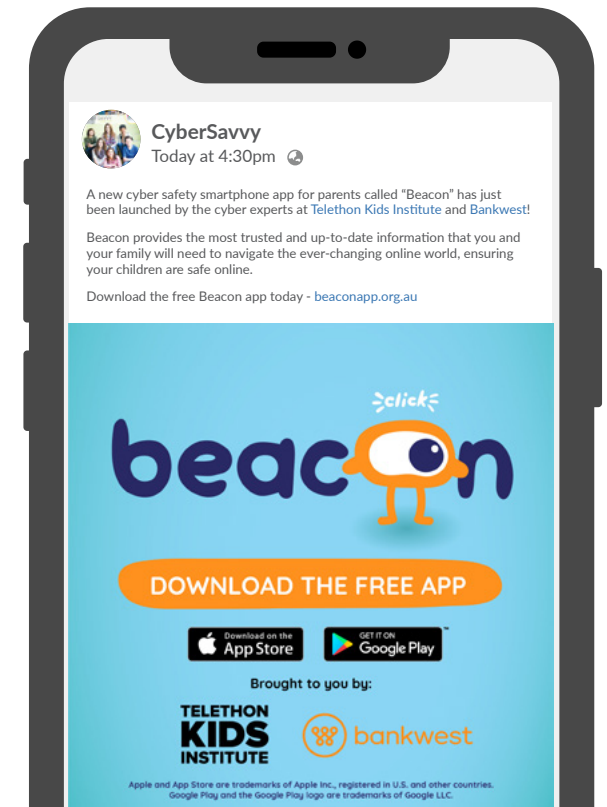


DOWNLOAD

SAMPLE POST

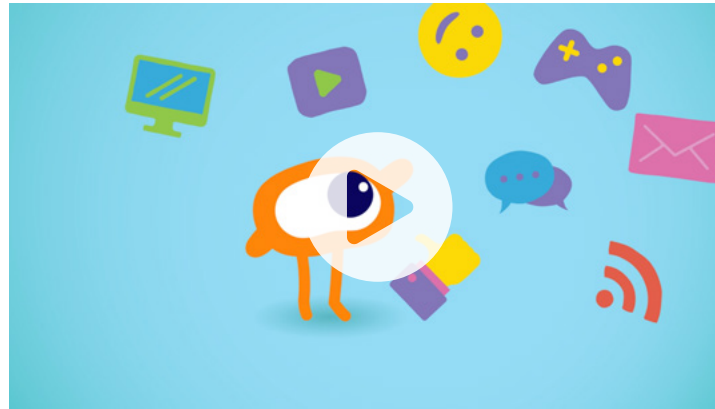
A new cyber safety smartphone app for parents called "Beacon" has just been launched by the cyber experts at Telethon Kids Institute and Bankwest!

Beacon provides the most trusted and up-to-date information that you and your family will need to navigate the ever-changing online world, ensuring your children are safe online. Download the free Beacon app today - beaconapp.org.au



Other content

“WHAT AND WHY” VIDEO



VIEW

FLYER AND POSTER



DOWNLOAD



Need anything else?

For more information, or to speak to the team behind Beacon, drop us a line at

beacon@telethonkids.org.au