Planning Guide: Create with Kindness Self-Paced Program

Not everyone will be able to participate in your in-person Create with Kindness program, yet all families should have access to this important information. This guide helps your PTA design a Create with Kindness learning experience that families can complete on their own time.

BENEFITS OF FAMILIES LEARNING AT THEIR OWN PACE:
- Families can choose a time that is best for them to complete the program.
- Families do not have to complete the self-paced module in one sitting.
- Families can talk to each other for as long as they want to, and dive deeper into topics if they choose to.
- Families who wish to keep their conversations private can do so.

SESSION GOALS:
1. Teach the importance of being safe, responsible, and smart online, and what families can do to help their children navigate their online experiences.
2. Share TikTok’s Family Pairing.
3. Give families the opportunity to discuss their online experiences, behaviors, and expectations.

EVENT TARGET AUDIENCE: Teenagers aged 13-18 and their parents or caregivers.

APPROXIMATE EVENT LENGTH: 15 min. + time for family discussion

The Smart Talk self-paced learning module can be found here.

ACTIONS TO TAKE
CREATE A TIMELINE AND BUDGET.
Consider what you will need to build into your planning timeline.
- Will this self-paced session be available to families throughout the school year?
- Will this self-paced session be offered to families in addition to an in-person Create with Kindness interactive family event, or will it stand alone?
- How far before this opportunity will you begin promoting it?

Consider what you will need to build your budget.
- If you are printing the Create with Kindness family resources, how much will this cost?

FIND VOLUNTEERS.
Volunteer roles may include
- Promotion of the *Create with Kindness* self-paced learning module for families.
- Printing the *Create with Kindness* resources and distributing them to families throughout the school year.

*The sample volunteer invitation letter has language you can use.*

**PLAN FOR PHOTO/VIDEO/STORY COLLECTION.**
If you are a National PTA + TikTok grant recipient, your PTA is required to collect and share with National PTA photos, videos or stories of families participating in the self-paced module. If you are running this programming without a grant, we still encourage you to take and share photos, but be sure to follow these guidelines:

- Each participant must sign a media release form. Include a link to this form in any follow up emails.
- Encourage families to take photos/videos of themselves while they’re completing the self-paced module to share with your PTA and share any TikToks they create together.
  - If families share the photos/videos on social media and tag your PTA, they do NOT need a signed media release form for your PTA to be able to share these photos.

**PROMOTE THE CREATE WITH KINDNESS SELF-PACED OPTION TO FAMILIES.**
This program model relies on sharing information with families about how they can participate in their own time. Because this isn’t a live event, it is important to build up awareness and excitement. To do this:

- Use the sample *invitation* to reach families.
- Use social media (Facebook, Twitter). This this *sample social media messaging* can help you to get started.
- Include the sample *flyer* in student’s backpacks.
- Promote the event in your school’s morning announcements.
- Write an article for the school, principal, or PTA newsletter/e-newsletter.
- Find ways to spread the word informally, including asking room parents for support.

*Include the session link in all promotional materials.*

**COORDINATE PARTICIPANT HANDOUTS.**
The *Create with Kindness* self-paced learning module will include links to the *Create with Kindness* family resources:

- TikTok Well-Being Checklist
- 5 Tips to Help Your Teen Navigate Their Online Experiences

Look for other opportunities to email or hand out the *Create with Kindness* handouts to families throughout the school year.