Planning Guide: Create with Kindness Real-Time (In Person or Virtual) Program

This guide is designed to help your PTA plan your real-time Create with Kindness program, whether you choose to have families participate in person or at home via a virtual platform.

BENEFITS OF FAMILIES LEARNING TOGETHER:
1. Fosters family discussion and peer-to-peer learning.
2. Encourages questions and active participation.
3. Builds community.

EVENT GOALS:
1. Teach the importance of being safe, responsible, and smart online, and what families can do to help their teens navigate their online experiences.
2. Facilitate a peer student panel about their online experiences.
3. Share TikTok’s Family Pairing features.
4. 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: 60 min. (real time); 50 min. (virtual)

EVENT REQUIREMENTS: To plan and run your event in person or virtually, it is recommended that your PTA:
1. Follows the Create with Kindness real-time agenda.
2. Uses the Create with Kindness real-time session presentation and facilitator’s guide.
3. Distributes the Create with Kindness family handouts.
4. Ask event participants to complete the session evaluation.

ACTIONS TO TAKE

CREATE YOUR CORE CREATE WITH KINDNESS PLANNING TEAM.

Your planning team should include diverse participants and represent the community you are serving. Consider inviting:
- School Principal
- Teachers
- Librarian
- School/council technology specialist
- Students
- Family members
- Other community members who care about teens and their safety.
DECIDE ON THE EVENT DATE AND FORMAT.

- Choose a date and time for your Create with Kindness event as soon as possible.
- Decide upfront the maximum number of attendees you can successfully and safely accommodate.
- Determine if you are going to have your event in person or virtually.
- How will families who cannot attend your “live” events receive this information? Will they receive a link to the pre-recorded “Create with Kindness: At Home” learning module?

If in person:
- Determine where in your school or community you will hold this event. In the school auditorium or classroom? At a community center, library or church?
- Be sure to talk to your school administration and ensure you are following all CDC COVID-19 safety guidelines.

If virtual:
- Determine which online platform your PTA will use to run the live, virtual event. Consider Zoom, Google Meet, Microsoft Teams or the technology platform your school is using for distance learning. School leadership and teachers may be able to provide your PTA with training and support on using the technology.

Select a day, time and format that works best for the most families at your school.

CREATE A TIMELINE AND BUDGET.

Consider what you will need to build into your planning timeline.
- What is the deadline for participant RSVPs?
- How far before the event will you begin promoting it?
- When will you invite speakers and student panelists? When will you have a practice session with them?
- When will you test the session AV?

If in person:
- When will you set up your event space?

Consider what you will need to build into your budget.
- Are there accommodations that need to be made to be inclusive to all families at your school? Translators? Sign-language interpreters? Childcare? Transportation? Other accommodations?
- Will you have giveaways during your event?
- How will you recognize volunteers?
- If you are printing handouts, how much will this cost?
- If you are inviting a digital safety expert from your community to deliver the *Create with Kindness* presentation or participate in the Q&A, do they have a speaker’s fee?

*If in person:*
- What audio visual equipment are you using? Does it have to be rented?
- Does the space you are using need to be rented? Does it require a donation to use it?
- Will you be providing food or drinks to attendees? Will they be offered before the session begins?
  - If you are offering attendees a meal before your event, don’t forget to build any extra time into your overall event timeframe.

*If virtual:*
- Do you need to purchase the virtual platform to host your meeting or collect surveys?

**DETERMINE AND INVITE SPEAKERS AND STUDENT PANELISTS.**

- Who from your PTA or school will facilitate the event?
  - What will they do as the facilitator? Welcome attendees? Introduce family activities? Keep time?
  - Who will invite them? How will they be invited?
- Will you invite a technology or digital safety expert from your school or community to present the *Create with Kindness* presentation or participate in the Q&A part of the agenda?
  - This is NOT a requirement. The materials are designed so for any PTA volunteer to easily deliver the education.
  - Who will invite them? How will they be invited?
  - Who will prepare them for the event by walking through the Facilitator Guide, *Create with Kindness* presentation, and agenda?
- Which 3-4 students will you invite to participate on the student panel?
  - How will you identify and invite them?
  - How will you prepare them for the session? Will you send them the student panel questions in advance?
    - **Tip:** time will not allow for every panelist to answer every question. Determine with your students who will answer which questions.
- Who will practice with the speakers and student panelists before the event and host them during the event?
FIND VOLUNTEERS.

Volunteer roles may include
- Event planning and logistics
- Donation solicitation and collection
- Event promotion
- Online registration and survey set up or data entry
- Participant/speaker/student panelist communication
- Day-of audio visual set up

For in person:
- Coordinating food, snacks or beverages
- Printing family handouts
- Day-of room set up and/or clean up
- Hosting speakers and student panelists

For virtual:
- Running online technology
- Monitoring virtual waiting room
- Loading family handouts to the virtual platform.

The sample volunteer invitation letter has language you can use.

PLAN FOR PHOTO/VIDEO/STORY COLLECTION.

If you are a PTA Connected + TikTok grant recipient, your PTA is required to collect and share photos, videos or stories of families participating in this event with National PTA.
- Each participant must sign a media release form. Include a link to this form in your registration and any follow up emails.
- Encourage families to take photos of themselves while they’re participating in the events to share with your PTA or share the TikTok videos they create during the event.
  - 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.
  - If a family emails your PTA photos/videos, your PTA must get them to sign a media release form before you can share those photos/videos.
For virtual events:
- If your PTA plans to record the session or take screenshots, you must inform participants at the beginning of the session.
- Participants who do not wish to be recorded or appear in a screenshot should mute their microphone and turn off their camera.

SET UP REGISTRATION.

Having families register to participate in your *Create with Kindness* event helps your PTA to anticipate the size of your event and gather contact information for non-member families.
- Set up registration using an online platform, like Sign-up Genius, SurveyMonkey, Google Forms or registration with your technology platform (such as the registration feature built into Zoom).
- Determine if you want to select a day where you close registration. Can people register up until the minute before?

For in person events:
- Send people the day, time and location of your in-person event when they register. Resend this information in a reminder email on the day of the event.

For virtual events:
- Send people a link to your virtual event when they register. Resend the event link in a reminder email on the day of the event.

The participant registration template has suggested registration fields to include.

PROMOTE YOUR EVENT.

- Use the sample media advisory to spread the word throughout your community.
- Use the sample invitation to reach new families.
- Use social media (Facebook, Twitter) to provide frequent updates about the upcoming event. Use this sample social media and eblast messaging to get started.
- Write an article for the school, principal, or PTA newsletter/e-newsletter.
- Include the sample event flyer in student’s backpacks.
- Promote the event in your school’s morning announcements.
- Post the date and reminders on outdoor signs near student drop-off/pickup locations.
- Find ways to spread the word informally, including asking room parents for support.

Include the registration link in all promotional materials.
**COORDINATE PARTICIPANT HANDOUTS.**

Families should receive the “TikTok Well-Being Checklist” and “5 Tips to Help Your Teen Navigate Their Online Experiences” at the start of your event.

- Determine if you are distributing the participant handouts before the event too. If yes, ideas for how include:
  - Email handouts to participants.
  - Print and give out handouts while distributing other things like class assignments, parent forms, food or other school supply pickups at school.

**HOST YOUR EVENT.**

Practice once or twice, have all materials ready, check technology and be ready to have fun.

- Use the Create with Kindness presentation, Facilitator Guide and Student Panel Questions to facilitate the event.

For in person events:

- Print and give the “TikTok Well-Being Checklist” and “5 Tips to Help Your Teen Navigate Their Online Experiences” to participants during event.

For virtual events:

- Include a link to the “TikTok Well-Being Checklist” and “5 Tips to Help Your Teen Navigate Their Online Experiences” in the chat box during the event.

**GATHER FEEDBACK.**

- Allow attendees time to complete National PTA’s online evaluation at the end of the session.

For in person events:

- Include the URL to the online survey on the last slide: PTA.org/Survey
- Include the URL to the online survey at the bottom of the agenda: PTA.org/Survey

For virtual events:

- Include the URL address to the online survey in the chat box: PTA.org/Survey

**KEEP FAMILIES ENGAGED.**

Consider how you can use this event to keep families engaged or boost membership.

- Share information on how to join your PTA at your event or in follow-up communication.
- Send a thank you email to all families who participated in your event.
  - Include information about any upcoming digital safety events your school is planning.
  - Include a link to the event survey.
  - Include a link to the Smart Talk tool: www.theSmartTalk.org.

*The participants email template has sample language you can use.*

**THANK SPEAKERS, STUDENT PANELISTS AND VOLUNTEERS.**

Within a day after the event:
- Send a thank you email to all volunteers and planning team members who helped make the session possible.
- Send a thank you to all guest speakers and student panelists.

*These volunteer and speaker thank you email templates have sample language you can use.*