



Group Presentation Script

Slide 1 Step 2:

[Project this slide while people are entering]

[When you're ready to start the program, move to slide 2]

Slide 2: Agenda

Hello, my name is **[Insert Your Name]**, I am the **[Insert Your PTA Title/Role]** for **[Insert Your PTA's Name]**.

Thank you all so much for taking the time out of your busy schedules to be here tonight! I hope you are ready to get down to business to discuss a topic that is important to all of us—the growing use of social media in our families.

To respect your time, I've put together an agenda for our evening together. We will start with a quick Welcome activity, then we will dive into some Digital Awareness research to get up-to-speed on this issue. Next, we will do a few fun Digital Passport Activities to talk about your personal experiences, and finally, we will wrap up with a "Community Share Out," to make sure what we talk about in this room doesn't end here! **[Move to Next Slide]**

Slide 3: Goals

Before we dive into the events on tonight's agenda, let's walk through our goals for this event. In the next hour, we hope to:

- Share facts on social media use,
- Explore similarities and differences between how adults and kids approach social media, and
- Engage in guided activities to help us explore and create healthy online habits. **[Move to Next Slide]**

Slide 4: Ground Rules

Now, let's set some ground rules. So, first things first: This is a safe space. No one has all the answers.

Our family nights are most effective when people are willing to share their experiences, their challenges and their advice.

Today we will discuss some current research, these sources are included on the reading list you received via email. If you have more questions, we also have materials on the table as you walked in with information and Facebook safety resources. **[Move to Next Slide]**

Slide 5: Stand If

Now that our ground rules are set, let's play a quick "getting to know you" game **[CLICK the mouse for each prompt]:**

- Stand if you have your own computer, laptop, tablet or smartphone
- Stand if you used one (or more) of those devices today
- Stand if you have ever asked your parent to stop looking at the phone to talk to them?
- Stand if you have ever seen your child on an App you have never heard of?
- Stand if you have ever used an App that your parents don't understand?

The purpose of tonight is to give you the tools to have an open and informed conversation between you and your kids about technology and how to navigate it in your home. **[Move to Next Slide]**

Slide 6: Digital Awareness Statistics (Anderson & Jiang, 2018)

Let's look at some of the current research about teens online:

- 93% of six-to-12-year-olds in the US have access to tablets or smartphones
- 66% have of six-to-12-year-olds in the US have their own device
- Children aged 13-18 are watching, playing and using digital media up to NINE hours a day
- Children aged 8-12 watch, play and use digital media up to SIX hours a day

Our kids are using digital media a lot—the equivalent of a full 9-to-5 workday in our teenagers' case—but research also shows they are not necessarily being irresponsible. **[Move to Next Slide]**

Slide 7: Thought Bubble (Anderson & Jiang, 2018)

Who's up for doing a little reading? Can I have a volunteer to read the thought bubble? **[Choose someone from the audience, or read yourself]**

As parents, you've probably wondered what the heck your teen was doing on the phone for so long. It's clear that they're taking a lot of time and effort to craft an online persona. This study by Joanna Yau is on the reading list if you would like to learn more about her findings.

Slide 8: Digital Awareness Graph (Anderson & Jiang, 2018)

Let's take a closer look at where kids are spending their time online. This graph gives you a good breakdown—The left side shows what teenagers say they use, and the right side shows what they say they use the most often.



Take a minute to review this graph and turn to the person sitting next to you to discuss these statistics. What surprises you? What on this graph have you observed with your teen? **[PAUSE allow people to talk amongst each other]**

Does anyone have any comments? Did anything surprise you on this graph? **[TAKE 2-3 comments and then move on to the next slide.]**

Slide 9: Digital Awareness Pie Charts (Anderson & Jiang, 2018)

This next slide may surprise you! These pie charts represent data from a study done by Pew Research Center—a big think tank that focuses on different social issues and currently studies the impact of social media on teens in the US.

On the first pie chart we can see that: 31% of teens say they have mostly positive interactions online and 45% say they have mostly neutral interactions—neither positive or negative.

The second pie chart, on the right, shows that 25% of teens indicated they are less lonely because of their online interactions. Only 3% of teens indicated they are lonelier due to their online interactions.

Overall, the research shows teens are having more positive than negative online interactions. **[Move to Next Slide]**

Slide 10: Multiple Thought Bubbles (Anderson & Jiang, 2018)

Here we have some of the quotes gathered during the study that help illustrate positive online interactions. Can I have a volunteer to read each one? **[Choose someone from the audience or read yourself. Once complete, ask:]**

Do any of these sentiments surprise you? Or, conflict with what you may have thought? Have you heard your kids say any of this to you?

[Allow some chatter before moving to the next slide.]

Slide 11: Video

So, our kids are having mostly positive interactions online. But as you know, social media is a magnifier—when things are good, they're really good, but when they're bad, they're awful.

I'm sure you've heard the horror stories of children suffering due to bullying and cyberbullying. Bet the good news is our children have the power to use social media proactively to combat bullying.

Can someone tell me what a "bystander" is? **[Wait for response]**

Pretty close! The dictionary defines a bystander as a person who is present at an event or incident but does not take part.



Does anyone know what an Upstander is? **[Wait for response]**

Pretty close! An Upstander is a person who speaks or acts in support of an individual or cause, particularly someone who intervenes on behalf of a person.

The following video is a really great example of kids using social media to promote their good intentions. It shows us how we can all be “upstanders”. **[Play video. Once complete, move to Next Slide]**

Slides 12 & 13: Agree/Disagree Activity

In the next activity you will use your red/green cards to agree or disagree with the statements that I make. **[Pick up red and green agree/disagree. Prepare to hold them up as you speak the next line]**

Hold up the red side if you disagree and turn to the green side if you agree. You can hold your card horizontal if you are somewhere in between.

As we answer these questions, make a note of how the other generation in the room is answering. If you are an adult look at your kids, if you are a kid look at the adults.

[CLICK the mouse for each prompt]

- I use social media regularly
- Most of my friends are on social media
- My parents are on social media
- My kids are on social media
- I know what my family members are doing when they're using technology
- My family shares their usernames and we follow each other

[Move to Next Slide]

- I am happy with how much time I spend using technology
- I am happy with how much time my family spends using technology
- I think about the information I share on social media differently than my parent or child does.

[Move to Next Slide]

Slide 14: Reflection

That was great! Now, let's take some time to reflect.

What were the major differences in your response to the statements from your perspective and from your children's perspective? What were some points of connection?

One thing I noticed was ... **[Insert Your Observation from the Activity]**



Does anyone else want to share? **[Pause then call on one or two participants to share]**

[Move to Next Slide]

Slide 15: Reflection

Let's dive a little deeper. When hearing the statement, "I think about the information I share on social media differently than my parent or child does."

Why did some of you agree? Why did some of you disagree?

[Pause, call on one or two participants to share]

As you can see, we are all online and we have lots of things that we agree on as far as what we do online—and some things that we disagree on.

Tonight, you can explore several of these areas as a family. In the next hour you will visit different activity stations to complete your digital passport.

Each station is a different topic with an interactive activity that you can compete together!

Slide 16: Digital Passport Activity

Let's get moving! On your nametag there is a number:

- Everyone with group one will go to **[INSERT ACTIVITY]**,
- Everyone with group two will go to **[INSERT ACTIVITY]** and
- Everyone with group three will go to **[INSERT ACTIVITY]**.

After 15 minutes, I will instruct everyone to move to the next station. You will attend a total of three stations tonight. Make sure to get your passport stamped so you can collect your goodie bag or door prize at the end!

Go ahead and move to your first activity!

[Circulate through the rooms to check on the facilitation of each session. Keep a timer for 15 minutes and notify groups when to rotate]

[Remind the final group to end a few minutes early to complete the survey at PTA.org/Survey before coming back together in the full group]

Alright everyone, I hope you enjoyed the activities! Let's get back together as a big group to discuss what you've learned.

[Move to Next Slide]

Slide 17: Community "Share Out"



[Ask co-facilitators to put their posters up around the room. Once all families are seated, use your school's quiet signal to bring the group back together]

Now that we have talked about social media and our families' individual experiences, let's combine what we have learned. Can I have each activity leader talk about what was shared tonight?

[Each volunteer will give a 30 second summary of the key takeaways using their poster]

Great! Thank you all for sharing. These posters will be hung in **[Insert Common Space]** to remind us of what we talked about tonight.

I invite you to walk around the room and add any key takeaways for you and your family to these posters. If you haven't finished your survey, please do that now and see an activity session leader to complete your passport.

[Set a timer for 3 minutes. Give families a 30 second warning.]

[Move to Next Slide]

Slide 18: Close Out!

Alright everyone, let's wrap things up. We will now complete the raffle for tonight's prizes. You should have a raffle ticket for completing your digital passport!

[Complete raffle]

Thank you so much for taking your time and coming this evening. We hope that you learnt something new tonight and feel ready to talk to your kids about their social media decisions.

Works Cited

Anderson, M., & Jiang, J. (2018). *Teens, Social Media & Technology 2018*. Washington: PEW Research Center.

