

Step 1: Recruit Your Team

Recruiting a large and diverse team of families, students, school personnel and community volunteers will make planning and implementing your Safer Internet Day Satellite Event much easier!

- Broadly announce opportunities to help plan, promote and execute your event, rather than relying on the same small group of volunteers. You might be surprised to see who steps up!
- Invite a student to speak at the event about their experience with digital responsibility and safety. Local PTSA leaders from nearby middle and high schools may be good sources.
- Don't forget to engage community members who care about children and their safety.

Step 2: Plan Your Event

Determining the agenda and the logistics will ensure that your event is well organized, well supported, and successful. Questions to consider when planning include:

- What time will our event be?
- Where will our event be held? Do we need to reserve space?
- What topics will be on the agenda?
- What speakers will be invited? PTA leaders? Students? Safety officers? Who will invite these speakers?
- Is audio visual required? Who coordinates this?
- Will food and beverage be provided? If yes, who will coordinate?
- Who will print any of the resources or guides from National PTA's online toolkit?

Step 3: Promote Your Event

Once you have recruited your team and planned your event, it's important to communicate with families and your community to let them know what's happening.

At School:

- Include a message in students' morning announcements.
- Write an article for the school newsletter.
- Post the date and reminders on outdoor signs near student drop-off/pickup locations

At Home:

- Nothing beats a personal invitation! Put family invitations in every kid's backpack to take home.
- Use social media (Facebook, Twitter) to provide frequent updates about the upcoming event. You can use the provided sample social media messaging and graphics to help.
- Post an announcement on the school and/or PTA website.
- Write an article about digital safety and social media dos and don'ts for a PTA or school newsletter that is sent home to parents.

In the Community:

- Work with school officials to customize the provided sample media releases to invite local coverage. Don't forget smaller, local media outlets such as neighborhood association blogs and newsletters.
- Send the sample invitations to local digital safety experts (consider law enforcement officials, or technology professionals or policymakers).

- Ask a local radio station to be a media partner: announcing digital safety-related Public Service Announcements during that week.

Step 4: Host Your Event

Consider the following ideas to help your program run smoothly and achieve its goals:

Welcome All Families

- Post welcome and directional signs in multiple languages to fully represent your school community.
- Ask the school principal and/or PTA president to greet families and thank them for coming.
- Consider accessibility for family members with disabilities. Is your event location accessible to those with mobility challenges? Would any of your families benefit from sign-language interpreters or other accommodations?
- Make sure parking is available for families; determine transportation options for venue.

Make Safety a Priority

- Review event safety guidelines and emergency procedures with school/facility staff and PTA volunteers.
- Have a backup plan for inclement weather, including how you will let families know in a timely manner if the event must be canceled or rescheduled.

Manage Volunteers

- Be sure all speakers and volunteers know their roles, when to arrive and where to report.
- Consider assigning dedicated, trusted volunteers to critical roles, such as:
 - Setting up and testing any audiovisual equipment
 - Serving as the event photographer/social media manager
 - Acting as “host” to attending officials or guest speakers
 - Responding to vendor questions (i.e. food delivery)
 - Recording follow-up contact information of attendees
- Track all volunteer hours for recognition and planning purposes.
- If any volunteers are students who need community service hours, complete and sign their required forms promptly.

Step 5: Evaluate Your Event

As part of your funding agreement with National PTA, an online survey must be completed after the event, which includes the following data:

- Number of event attendees (parents, students, staff)
- Local media hits promoting your program and resources (if applicable)
- Social media and website tracking (how many likes and shares)
- Photos and videos from the event
- At least one anecdotal Smart Talk family story