



**eSmart<sup>®</sup>**  
**Week**

4 - 8 September 2017

# **NATIONAL** **eSmart Week Toolkit**

**4 - 8 September 2017**

[eSmart.org.au/esmartweek2017](http://eSmart.org.au/esmartweek2017)

In partnership with



**Alannah & Madeline  
Foundation**

**TELSTRA  
FOUNDATION**



# About eSmart Week

## & HOW TO GET STARTED

National eSmart Week 2017 celebrates building cyber safe communities.

We aim to create an Australia that is free from cyber bullying, with digital citizens who know how to embrace the best that technology can offer, whilst being smart, safe and responsible online.

### About eSmart Week

National eSmart Week is an initiative developed by the Alannah & Madeline Foundation, in partnership with Telstra Foundation.

Participating in National eSmart Week is a great opportunity to showcase your commitment to cyber safety and share the responsibility of building cyber safe communities.

During eSmart Week we encourage you to use the ideas in this Activity Toolkit in your community. All activities help address cyber safety, wellbeing and digital inclusion, while helping you work through the eSmart framework.

- ✓ If you are participating in eSmart Schools (**S**) or Libraries (**L**), you can check off different domains to help you along your eSmart Journey.

**eSmart Week was great fun for the whole school and helped me tick off the rest of my domains that I was struggling to achieve.**

*- eSmart Week Participant, 2016*

### Getting Started

Register online at [esmart.org.au/esmartweek](http://esmart.org.au/esmartweek) for events, ideas, training and webinars.

- In this Activity Toolkit you'll discover many easy ways to build your own cyber safe community during National eSmart Week.
- If you are already an eSmart accredited school or library, National eSmart Week will help with sustaining areas of your eSmart journey that may need attention.
- Participate in eSmart Week webinars for professional learning – simply visit [esmart.org.au/esmartweek](http://esmart.org.au/esmartweek) to find out more.

All activities are designed to build cyber safety communities.

The activities in this Toolkit are linked to the eSmart Framework, but you can still help build cyber safe communities even if you're not yet on your eSmart journey (but you really should be!).

For more information about eSmart Schools and eSmart Libraries, or to register for either, go to [esmart.org.au](http://esmart.org.au)



# Activities

## eSmart Hero

Build, draw or digitally design an eSmart Hero and relate your hero's message to your school or library, eg school's values or library's Code of Conduct.

✓ Tick off in Domain 5 (S) or Domain 2 (L)

## Cyber safety expert speaker

Invite a cyber safety expert to talk to your community, staff and/or parents about how to keep safe online and build cyber safe communities.

Ref: [www.amf.org.au/what-we-do/connect](http://www.amf.org.au/what-we-do/connect)

✓ Tick off in Domain 6 (S) or Domains 4 & 5 (L)

## Watch and discuss

Watch The Young Devices, a cyber safety clip developed by Cranbourne Carlisle PS (or a clip of your choice) to help facilitate a conversation around building cyber safety in your community.

Ref: [www.youtube.com/watch?v=fy8shE919-U](http://www.youtube.com/watch?v=fy8shE919-U)

✓ Tick off in Domains 3 & 4 (S) or Domains 3 & 4 (L)

## Create a cyber safety display

Create a cyber safety display in a communal area or exhibit cyber safety posters. The display can showcase the importance of cyber safety.

Ref: <http://campasperegionallibrary.blogspot.com.au/2013/11/esmart-libraries-update.html>

✓ Tick off in Domains 4 & 5 (S) or Domain 4 (L)

## Cyber safety tip sheets

Develop a guide on how your community can be cyber safe by recording and compiling cyber safety tips. Share a top tip each day. Telstra Tip Sheets for kids, teens, parents and seniors are a good reference.

Ref: [www.telstra.com.au/consumer-advice/cyber-safety/resources](http://www.telstra.com.au/consumer-advice/cyber-safety/resources)

✓ Tick off in Domains 4, 5 & 6 (S) or Domains 4 & 5 (L)

## Design a digital tattoo

What goes on the internet stays on the internet, kind of like how a tattoo on the skin stays on the skin. Using a form of technology or app, design a digital tattoo with a cyber safety slogan underneath.

Variations to this include:

- age appropriate slogans
- make the digital tattoo your brand and list ways to keep it 'safe' on the internet
- make a set of Digital Tattoos with different messages - these could be made into badges, posters etc.

✓ Tick off in Domains 5 & 6 (S)

# Activities

## Student forum

Have students form a panel and devise questions/topics related to cyber safety to discuss.

[www.esafety.gov.au/-/media/cesc/documents/classroom-resources/esafety-classroom-resources-pdf.pdf](http://www.esafety.gov.au/-/media/cesc/documents/classroom-resources/esafety-classroom-resources-pdf.pdf)

Primary and secondary:

Ref: [www.esafety.gov.au/education-resources/classroom-resources](http://www.esafety.gov.au/education-resources/classroom-resources)

- ✓ Tick off in Domains 3 & 4 (S) or Domains 2 & 3 (L)

Create or add new resource web links to an online resources page for your community.

- ✓ Tick off in Domain 4 (L)

Promote the online safety contracts or the new pledge from Google to take home and discuss as a family.

Ref: [www.beinternetawesome.withgoogle.com/resources](http://www.beinternetawesome.withgoogle.com/resources) Build a discussion forum board for staff or students to discuss managing unwanted online attention.

Throughout National eSmart Week, invite cyber advice quotes from technology users of all ages and develop a montage to display.

- ✓ Tick off in Domain 4 (L)

## My First Mobile Agreement – Telstra

Telstra has many convenient and beneficial family resources to download. This one in particular is perfect for families as it encourages boundaries and discussion around children having mobile devices.

Ref: <http://1u0b5867gsn1ez16a1p2vcj1-wpengine.netdna-ssl.com/wp-content/uploads/2015/03/My-First-Smartphone-Agreement.pdf>

- ✓ Tick off in Domain 4 (L)

## In the news

Choose an online news story – it could be about protecting your privacy settings or an online issue to share and discuss. Form a discussion group about how you would address these emerging issues. Create an event during the week and invite Facebook discussions.

Ref: [www.amf.org.au/media/shocking-nsw-cyber-bullying-figures-show-more-education-needed-in-schools/](http://www.amf.org.au/media/shocking-nsw-cyber-bullying-figures-show-more-education-needed-in-schools/)

- ✓ Tick off in Domains 3, 5 & 6 (S) or Domain 3 (L)

## Promote your cyber safety work

Using the media release template in the back of this toolkit, engage with your communications department to publicise how you are eSmart. Include the activities and training sessions you have arranged and highlight the importance of building cyber safe communities and taking part in eSmart.

Ref Schools: [www.northernbaycollege.vic.edu.au/news-app/September-15-2016-eSmart-Week-2016-?eid=3370577&cat=General&col=wexford](http://www.northernbaycollege.vic.edu.au/news-app/September-15-2016-eSmart-Week-2016-?eid=3370577&cat=General&col=wexford)

Ref Libraries: [www.griffithlibrary.wordpress.com/tag/e-smart-week/](http://www.griffithlibrary.wordpress.com/tag/e-smart-week/)

- ✓ Tick off in Domain 6 (S) or Domain 5 (L)

# Activities

## eSmart Digital Licence for cyber safety

Continue to build a cyber safe community and upskill staff, users and students by using the 10 question, eSmart Digital Licence sample quiz.

The eSmart Digital Licence is an online challenge which encourages young people how to play, learn and socialise online in a smart, safe and responsible way – reach out to your wider community and invite school/library/community groups to try the quiz as well. If they think they know it all, then they'll have nothing to lose! It's great for adults and you'll be surprised how much you learn.

Host a gameshow challenge using the quiz - <http://bit.ly/29zY5Oq>

✓ Tick off in Domain 5 (S) or Domains 3 & 4 (L)

## Cyber buddy activity (junior/middle school)

Draw what it looks like for someone to spend too much time online (tired, yawning, red eyes, sore head etc.) and someone who has a balanced time online (outside playing, doing homework on the iPad, playing in the local soccer team).

✓ Tick off in Domains 4 & 5 (S) or Domain 4 (L)

## My digital footprint 1 (Primary)

Help children understand the reasons why we should always think before sharing things online. Use the [template provided](#) to help and discuss the best options.

✓ Tick off in Domains 4 & 5 (S) or Domain 4 (L)

## My digital footprint 2 (Primary)

Using the template provided, with thought bubbles ([boys](#) and [girls](#)), discuss things you would do and ones you would never do. There are follow up discussion options such as why would you do it? Why wouldn't you do it? What might be the consequences?

✓ Tick off in Domains 4 & 5 (S) or Domain 4 (L)

## Safe online behaviours (Primary)

Using the [safe/unsafe list of online behaviours](#), sort and discuss why.

✓ Tick off in Domains 4 & 5 (S) or Domain 4 (L)

## Digital reputation

Tagged photos, social networking interactions and blog posts shape perceptions online. It is critical that digital citizens think about the footprint they are leaving online in order to maintain a positive digital reputation.

Have a discussion or offer information on how to manage your digital reputation. Use the Office of the eSafety Commissioner's website to help you facilitate activities at [www.esafety.gov.au/esafety-information/esafety-issues/digital-reputation](http://www.esafety.gov.au/esafety-information/esafety-issues/digital-reputation)



# Activities

You can also use or create a simple checklist to help manage and maintain your online reputation through Ref: [www.childnet.com/ufiles/Online%20Reputation%20Checklist.pdf](http://www.childnet.com/ufiles/Online%20Reputation%20Checklist.pdf)

✓ Tick off in Domains 4 & 5 (S) or Domains 4 & 5 (L)

## Get social

If your school or library has access to social media, please share your activities with us using the #esmartweek hashtag and tagging @alannahmadeline on Twitter, Facebook and Instagram.

✓ Tick off in Domain 6 (S) or Domain 5 (L)

## Come up with your own

If you don't see an activity here that you want to do - create your own and share it with us!



# Promoting

National eSmart Week presents an ideal opportunity to promote how your community has been building a cyber safe community and teaching digital skills.

Consider how you are going to communicate your event or activity within your community eg via posters, newsletter and website articles etc.

Ideas:

- Include a cyber safety article in your newsletter
- Hold an event include details and invite your community to join
- Put posters up in reception or on a community notice board.

Take photos on the day to use in your newsletters, websites etc – and don't forget to share them with us!  
Email [eSmart@amf.org.au](mailto:eSmart@amf.org.au)

## Post and promote your involvement

We've included examples of social media posts below - choose one or make your own and remember, a picture is worth a thousand words, so add your photos and get posting!

- We're participating in National #esmartweek by <insert activity here> @alannahmadeline
- We are committed to building cyber safe communities & are participating in National #esmartweek.
- We are celebrating #esmartweek & being smart, safe & responsible online by...
- National #esmartweek celebrations are happening at <insert school or Library>.

## Example wording for your newsletter

The web is a great place to learn, be creative and stay connected, but with one in seven young Australians found to have been cyber bullied – and the many other challenges young people face online - it's important we invest in giving our community the skills they need to be responsible digital citizens.

That's why we're participating in the Alannah & Madeline Foundation's National eSmart Week along with hundreds of other communities, to show our commitment to building cyber safe communities.

## Tell your local media!

Use the media release template in the appendices to help invite local media to your event and tell them about cyber safety and wellbeing in your community.

**Take a look at the media release template at the end of this toolkit for suggested content.**

# Promoting

## Social Media Competition

**Are you promoting your community's cyber safety work on social media? If so, you could win!**

Our digital inclusion partner, Telstra Foundation, is providing a fantastic prize worth \$5,000! All you have to do is share your school, library, or community's best social media efforts promoting cyber safety during National eSmart Week.

### The prize:

The Telstra Foundation is offering a 'Maker party in a box', a big, fun package filled with build-it-yourself digital making activities that inspires school-aged kids to learn coding and inventing with technology. All of the products (listed below) in the box are designed to fuel the imagination and creativity of young makers:

- **Technology will save us - Electro Dough**  
Use dough to learn the basics of electricity and circuits. Create shapes and sculptures using conductive dough and then bring them to life with light and sound!
- **Makey Makey**  
The Makey Makey allows you to take everyday objects, like Play-Doh and fruit, and combine them with the internet to create pianos, keyboards, game controllers and so much more.
- **Technology will save us - Thirsty Plants**  
How do you know if your plant is thirsty? Build a solar powered sensor and invent new ways to keep your plant happy.
- **BeeBot**  
BeeBots are exciting programmable floor robots allowing you to enhance learning in Literacy, Science and Numeracy through a multitude of activities. Have fun creating and running through mazes whilst learning about sequences, problem solving and estimation.
- **Sphero**  
The pack contains everything you need to get started teaching robotics and the fundamentals of programming. Designed to inspire curiosity, creativity and invention through connected play and coding, SPRK+ is far more than just a robot. Powered by the Sphero Edu app, you can easily learn programming, complete hands-on activities and share your creations with the community. Navigate a maze. Program a painting. Mimic the solar system. Swim across the water. Have a dance party... The only limit is your imagination.
- **LittleBits**  
Learn how to code and create electronic circuits. Mix and match and see how different circuit combinations make new inventions. This activity also has an app that can be downloaded onto your smartphone or tablet beforehand.

### How to enter:

1. Go to [esmart.org.au/national-esmart-week-competition](http://esmart.org.au/national-esmart-week-competition) to submit your entry.
2. In 100 words or less, describe your cyber safety awareness work through social media
3. Upload images or screenshots of your social media
4. Tell us the results of your efforts - eg. How many people did your post reach? How many likes did you get? Did you start any social media trends or conversations around cyber safety?

**All entries must be submitted online by 5pm, Friday 22 September 2017.**

**Good luck!**



# Media Release

For immediate release

Date

**<INSERT SCHOOL OR LIBRARY NAME> is building a cyber safe community during eSmart Week.**

<INSERT SCHOOL OR LIBRARY NAME> is participating in the Alannah & Madeline Foundation's National eSmart Week from 4-8 September 2017, along thousands of communities to show their commitment to cyber safety, wellbeing and digital inclusion.

They enthusiastically accepted the challenge, with its <Insert group/s participating in activity – students/ staff/library/community group> participating in a range of activities, including <insert activity details> to demonstrate their commitment to building online safety and wellbeing in their community.

[Insert quote from your Senior Leader/ Principal or organisation manager on why participating in National eSmart Week is important for your organisation.]

More than 1200 Australian communities took part in last year's inaugural event and numbers are expected to increase significantly in 2017.

The Alannah & Madeline Foundation CEO, Lesley Podesta, said last year's National eSmart Week initiative proved how important it was to Australian communities to protect young people online, explaining that Foundation programs such as eSmart were pivotal in educating people of all ages about cyber safety.

"The internet is a great place to learn, be creative and stay connected, but with one in seven young Australians found to have been cyber bullied each year, it is important that we invest in giving our communities the skills they need to be responsible and safe online.

"The best way to educate Australians about cyber safety is through our children. We know that National eSmart Week gives us the chance to promote important themes and messages by running engaging activities for young Australians," Ms Podesta said.

National eSmart Week is an initiative developed by the Alannah & Madeline Foundation, in partnership with Telstra Foundation.

- ends -

Contact information:

Name <insert best contact for journalist>

Phone <insert phone number>

For further information on the Alannah & Madeline Foundation and National eSmart Week, please contact Ella Mitchell on 0439 876 878, Alannah & Madeline Foundation

Picture/publicity opportunities

To accompany your media release, email a great image of what you did during National eSmart Week – or call prior and encourage a journalist to come and visit when your activity is on.

# Timetable

During National eSmart Week you will be able to register for free webinars and masterclasses featuring Australia's preeminent thought leaders, cyber experts, parenting specialists and psychologists.

All for the one aim of building cyber safe communities.

**Daily themes for the week:**

**Monday**

Smart use of technology

**Tuesday**

Safe use of technology

**Wednesday**

Responsible use of technology

**Thursday**

Cyber Buddy Day

**Friday**

Smart, safe and responsible communities

Keep your eye out for the full schedule for the week, including the webinar program and community events, that will be released prior to eSmart Week, 4-8 September.



Frederick Irwin Anglican School, WA writes sticky notes on how they are going to be eSmart.  
*National eSmart Week 2016*