



September 13, 2017

New Information for Parents – Summer/Fall 2017

Dear DVFS Parents,

Congratulations on choosing to send your child to a school that is proactively addressing the challenges of social media and the negative consequences they can cause for students. DVFS takes part in the SafeStudents Online program, which gives you better awareness of any inappropriate messages your child sends or receives on social media. Because DVFS is paying for the program, you will not be charged for activating and using this valuable tool.

I am extremely excited to announce some important changes to the SafeStudents Online program we are introducing for the 2017-18 school year. If you are new to SafeStudents Online, you will not notice any changes. If you are already familiar with our program and have used it in the past, I want to let you know about all the new capabilities and options you will now have access to.

We have recently secured an agreement with *Bark*, an award-winning technology solution for parental awareness. Like SafeStudents Online, Bark takes a different approach than most monitoring solutions by recognizing that online safety can only be achieved by bringing parents and kids together in a relationship of trust. Consistent with the approach we have always taken, Bark allows you to involve your kids in the conversation about online safety. Bark's technology monitors your child's social media activity in the background and only notifies you of negative issues, so you can address them with your kids in whatever way you think is best. As always, school administrators and staff will NOT have access to any information or alerts generated about your child's social media use. This is a tool provided by your child's school for your exclusive use.

What will change?

Better technology

- You will be able to download the Bark app, where you can your account, receive alerts, and view reports.
- You can now receive alerts via text messages or email depending on your preference.
- The Bark watchdog engine uses advanced technology with context-based monitoring to identify potentially negative activity. It adapts to your child's age and helps reduce "false positive" alerts.
- More analytics and reporting capabilities will allow you to keep track of your child's social media usage and alerts.



More App Monitoring

- Our partnership with Bark will give you access to monitor more social media apps than ever:
 - Facebook
 - Twitter
 - Instagram
 - YouTube
 - Google+
 - Pinterest
 - Tumblr
 - Google Chat
 - Email: Gmail, Yahoo, AOL, Comcast, Outlook, Hotmail
 - **Snapchat** (if your school has purchased our Snapchat plan)



Optional Parent Upgrade

- You may wish to upgrade to the full functionality of Bark, which includes monitoring for many more social media apps and other messaging platforms:
 - Snapchat
 - Google Drive
 - Ask.fm
 - GroupMe
 - Flickr
 - Discord
 - Slack
 - Kidzworld
 - Reddit
 - WhatsApp (iOS only)
 - Kik (iOS only)
 - iOS Text Messaging / Photos / Videos / iCloud Mail / Browsing History
 - Android Text Messaging / Photos / Videos
- This upgrade option is available after you log into your Bark Dashboard.
- You will receive exclusive upgrade pricing available only to SafeStudents Online parents.

What You Will Need to Do

1. Review the SafeStudents Online information and handouts emailed by DVFS this September.
2. Check out your DVFS Parent Resources web site, <http://safestudentsonline.com/dvfs>, which has links to helpful information, tutorials, and customer service contact information.
3. **Look for your Welcome Email on Tuesday, September 26.** The Welcome Email contains a link and instructions for you to activate and set up your account.
4. **All families will need to go through the activation process (even if you already activated in the past).** This is a new and improved platform and requires everyone to activate.

I am so excited about the upcoming changes to our program. I believe this will position us to help even more schools, more parents, and more children, for years to come. My personal goal is to help as many families as possible face the challenge of social media. I believe our approach and our technology will make a real difference, starting with your family and the great school you have chosen for your child.

With sincerest thanks,

Tim Polizzi

Vice President, SafeStudents Online