Khan Academy Kids

Managing Screen Time, Together

Email & Social Media Content — Ready to Customize and Send

Everything below is written for schools to send to their own families through their own channels. Bracketed placeholders (like [School Name] or [Date]) are yours to fill in. Copy, paste, and personalize.

Emails

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1. Save-the-Date: Back-to-School Night

Note: Send 1–2 weeks before Back-to-School Night, if the 10-minute screen time talk is part of that event.

Subject: *A quick conversation about screens, at Back-to-School Night*

Dear [School Name] Families,

Screens are part of childhood now, and most of us are figuring out what "healthy" looks like as we go. At Back-to-School Night on [Date], we're setting aside 10 minutes to share a simple tool your family can use on any show, app, or game: the 3-Question Screen Check.

No lecture, no judgment. Just one framework and a take-home checklist you can post at home starting that night.

We hope to see you there.

Warmly,

[Teacher/Staff Name]

2. Invitation: Family Engagement Night

Note: Send 2–3 weeks before a dedicated workshop event. Adjust the RSVP line to match your registration process.

Subject: *You're invited: Managing Screen Time, Together*

Dear [School Name] Families,

They say it takes a village to raise a child, and managing screen time is no different. We're hosting a workshop for parents and guardians called **Managing Screen Time, Together**, and we'd love for you to join us.

Details:

Date & Time: **[Date, Time]**

Location: **[Location]**

What to expect: a relaxed, no-judgment hour covering a simple framework for evaluating any screen (not counting minutes), plus a hands-on activity to build your own family screen plan to take home.

RSVP by **[RSVP Date/Link]** so we can plan for materials.

We hope you'll join us,

[Teacher/Staff Name]

3. Post-Event Follow-Up

Note: Send within 2–3 days of the event. Attach or link the Family Screen Plan and Nutrition Label checklist.

Subject: *Thank you for joining us: here's your family's next step*

Dear **[School Name]** Families,

Thank you to everyone who joined us for **Managing Screen Time, Together**. If you weren't able to make it, here's what we covered and how to put it to use at home.

We shared two simple tools: the 3-Question Screen Check (content, context, and what it's replacing) and the AAP's 5 C's framework. Attached is your family's Screen Plan template and the Screen "Nutrition Label" checklist. We'd encourage posting the plan somewhere everyone in the house can see it.

None of this is about perfection. It's about having one shared framework the whole family can use.

With gratitude,

[Teacher/Staff Name]

4. Mid-Year Check-In (Optional)

Note: An optional light-touch email for a few months after the event, to keep the framework active.

Subject: *How's your family's screen plan going?*

Dear [School Name] Families,

A few months ago, many of you built a Family Screen Plan at our Managing Screen Time, Together workshop. Plans change as kids grow, so this is just a friendly nudge: is yours still posted somewhere visible? Still true to what your family actually needs?

If you'd like a fresh copy of the plan or the Nutrition Label checklist, just reply and we'll send one your way.

[Teacher/Staff Name]

Social Media Posts

Each post works as a standalone Instagram or Facebook caption. Suggested visual pairings are noted below each one.

1. Announcement

Screens are part of childhood now. The question isn't "how much," it's "what, how, and what's it replacing?" Join us for Managing Screen Time, Together on [Date]. Link in bio to RSVP.

Visual: event flyer or a simple text graphic with the date.

2. Reminder

Tomorrow night! Grab a seat for Managing Screen Time, Together, [Time] in [Location]. No prep needed, just come as you are.

Visual: photo from a past event, or the event flyer again.

3. Evergreen Tip

Next time your child asks for a screen, try the 3-Question Check: Is it good content? Are they doing something, or just watching? What's it replacing? Three questions, one better decision.

Visual: simple graphic listing the 3 questions. Can be reused any time of year.

4. Recap / Thank You

Thank you to every family who came out for **Managing Screen Time, Together** last night! Missed it? We'll be sending the Family Screen Plan template home this week. Keep an eye out.

Visual: photo from the event (families at tables, worksheet close-up).

Part of the Managing Screen Time, Together toolkit. ©2026, Khan Academy Kids