

## BRAND PARTNERSHIPS

# Case study: Partnering with schools to keep kids safe online

**Overview:** Keeping kids safe online shouldn't fall on families alone. In partnership with a leading digital safety brand, we worked with school leaders to make online safety feel more approachable and actionable.

**Strategy:** To make online safety stick, we focused on what works: trusted messengers, AI-enabled content, and a *balance of fun and practical tools for families.*

By activating PTAs and school leaders over the course of 12 months, we turned a complex topic into something parents could feel confident navigating—and kids could engage with on their level.

### The partnership included:

- \* Online Safety Officers trained to guide their school communities
- \* Email campaigns with timely, helpful content
- \* AI-powered “kids” for on-demand practice having hard conversations
- \* In-person, community-driven online safety nights in 3 key markets
- \* 3-part webinar series and comprehensive online safety curriculum



**“I appreciate you offering this opportunity to educate our parents. It is an impactful event.”**

—Doniethia Williams, Executive Principal, John F. Kennedy Middle School

## Real results: Helping families feel ready, not reactive

The campaign sparked real momentum. PTA leaders led the charge, parents got easy-to-use tools, and families connected through community-driven education. Along the way, they built confidence to tackle online safety early—and trust in our partner's product to support them.

