



Handout 2.1: Parent Letter Template

Dear _____,

Today's students are on social media an average of 110 times per day. Teaching them about cybersafety and cybersecurity is more relevant now than ever. Over 60% of employers check the social media of their applicants and at least 48% find negative postings that deter them from hiring those applicants. Please refer to the Career Builder Survey for more information on this topic:
<http://www.careerbuilder.com/share/aboutus/pressreleasesdetail.aspx?ed=12/31/2016&id=pr945&sd=4/28/2016>.

We are excited to announce that your child will be learning about how to be safe posting to social media as well as thinking about personal future costs. We will be viewing three short videos that explain how to be cyber-savvy and protect personal information. We will also be focusing on the benefits of social media.

Today's kids send thousands of pictures and texts each year so it is important to understand how these simple social media posts could have huge costs both now and in the future. Compromising personal information can be disclosed by simply geotagging a picture or sharing a location.

The three videos in this lesson examine social media sites including Twitter, Facebook, SnapChat, Instagram, and Vine. We will be watching the videos, answering questions, and participating in large group discussions about each one. I would encourage you to view the following videos at home as well and discuss them as a family:

VIDEO : What can YOU do to protect your online rep?

<https://www.youtube.com/watch?v=Kmr671JK6Wg>

- What are the benefits of posting on social media?
- What are the costs of posting on social media to your online reputation?
- What can you do to enhance your cybersecurity?

VIDEO : Do you really have a private life online? <https://www.youtube.com/watch?v=-e98hxHZiTg>

- What could be a negative opportunity cost of posting an inappropriate picture of a friend or yourself online?
- How can you help protect yourself from negative posts online?

Please feel free to contact me with any questions you may have. I am looking forward to our conversations about cybersecurity as the students learn about the benefits and costs of their choices.

Sincerely,