

K-12 Cyber Security, Safety and Ethics - MySpace.com Campaign  
“Do You Know Where Your Children Are Online?”  
Draft-Campaign Plan

**Introduction:** Over 14 million teenagers use online community web sites like “MySpace.com” and “Friendster.com” to express their creativity, socialize with peers and share common experiences. Unfortunately, the sheer numbers of users on these online communities attract cyber criminals and online predators that attempt to hack computers, harass and hurt children and commit fraud. The increased news coverage of these crimes have heightened parents’ and teachers’ awareness of these dangers, however; news reports rarely explain what parents and teachers can do to teach their children how to stay safe online.

**Problem:** Parents and teachers lack knowledge and awareness of precautions they can take and tips they can teach their children and students to protect themselves while using online community web sites such as MySpace and Friendster, blogging and Instant Messenger services.

**Goal:** Increase parents and teachers awareness of the cyber security, safety and ethics threats that exist on online community web sites, blogging web sites and Instant Messaging, and direct them to easy and non-technical guidelines and steps they can implement to protect their children, as well as safety and security tips they can teach their children and students to use while navigating online community web sites, blogs and Instant Messenger.

**Audience:** Parents and Educators

**Strategy:** Use the Internet, radio, email and print media to distribute awareness messages that will drive parents and teachers to the [staysafeonline.org](http://staysafeonline.org) web site, where they can find more information on how to keep their children and students safe and secure online.

**Tactics:**

- Distribute a Radio Public Service Announcement across the country.
- Place web banners on organization’s web sites that lead to safety and security tips.
- Organizations distribute tips for parents and teachers they can co-brand and send to their members.
- Distribute press releases from each participating organization to show solidarity and make tips available to the print media.

**Action Plan:**

- Work with K-12 Working Group to finalize Radio Public Service Announcement (April 7)

- Work with the K-12 Working Group to draft collective online community tips that are adopted by the group (April 7)
- Distribute generic press release for each organization (April 7)
- Record Radio Public Service Announcement (April 12)
- Finalize list of organizations that will participate in the campaign (will distribute press release, post web banner and send out tips) (April 12)
- Develop a banner ad for organizations to place on their web site (April 14)
- Distribute Radio Public Service Announcement (Week of April 21)
- Launch “MySpace” Campaign (April 21)