





CLAIRE ORANGE
FOUNDER & DIRECTOR

Hi – I'm Claire, DiGii Social's founder and Director and I'm so glad that you've found your way to the DiGii Social cyber-education solution. You may have found your way here as a parent, caregiver or even grandparent, looking for something to help educate yourself and your child on all the joys and perils of digital-life.

I'm the proud mum of 4 young men and I have – and continue to – experience all the ups and downs of parenting in the digital age. It's hard work raising safe, moral, and upstanding young people in real life and in their online lives too. I'm also a therapist who has worked in hospitals, community health, private practice and education for over 27 years.

While we all enjoy spending a bit of time online – shopping, chatting, exploring and working, it has become a bigger and BIGGER part of family life. Techno-tantrums over screen time, tech use in bedrooms, not being able to use all the apps and games their much luckier friends are (yes, there is an eye-roll in there) – these can become regular disruptions in family life.

I am so excited that DiGii Social is a world-first digital-life training resource that helps children and their families to better manage all those digital-dilemmas. What follows is a little more information about the DiGii Social platform and how it will teach your child to be safe and sensible online.

There's more information on the website: digiisocial.com, and of course, you are very welcome to send me an email at claire.orange@digiionline.com if you'd like to find out more. As parents, we need to educate ourselves and our children so that they're prepared and protected, ready for digital-life.

Thank you – and stay in contact.



WHAT IS

DiGii SOCIAL?

DiGii Social is an automated platform that teaches upper primary school children (in Year 5 and 6 – and only those in your school) the skills of Digital Citizenship and Protective Behaviours in a safe and immersive social media-like environment. While digital-life education for children in those formative years is essential – it's equally as important for you, their parent/s. So, DiGii Social offers something different for each user (child and parent).

DiGii Social for Students

Digital-life education is something every 21st Century child needs – and it's an important inclusion in the Australian National Curriculum. We know that children learn best by doing and experiencing and that's what the child platform offers – an immersive, secure and educational social media experience.

The children's platform is just like regular social media – you can post pictures and words to friends, there are banners, feelings, emojis, GIFs. Our point of difference is the application of Artificial Intelligence to analyse and moderate these interactions. After 3 'Strikes' (called Moderations) for actions like swearing, put downs, racism and cyberbullying – each coming with a warning – the child is removed from the Message Board to watch a 'Tutorial' – which is a brief educational animation.

There are 50 Tutorials – brief (90 second), subject specific animations for children to watch. The Tutorials are used in a number of ways:

-  In response to being moderated
-  After participating in a Challenge
-  As an opt-in to watch to earn points called digits

The Platform also teaches children how and when to report and to seek help. These are essential protective behaviours.

DiGii Social for Parents

Parents and caregivers have access to their own platform that houses 50 brief, subject-specific videos that match and mirror the Tutorial content on the children's platform. We encourage you as the parent to think about your child's and your own digital footprint, safety and content access. While much content is about managing your child's digital-life, we also take the opportunity to encourage you to think about what you are modelling with screen-time, how you are approaching your own digital-life and how, through posting images of your child online, how you're contributing to your child's forever digital résumé.

Up to 4 caregivers/parents/grandparents can be linked to your child's DiGii Social Platform, and every time you watch a video, DiGiiTs are added to your child's account.

DiGii Social for Teachers

This dashboard gives access to the class Message Board, Help Requests, Moderations and Reports. DiGiiTs can be awarded to any child in the class from the dashboard, the entire Message Board can be shut down instantly and particular children's access can be blocked and unblocked.

DiGii Social for Administrators

This has all the functionality of the Teacher's Dashboard, however with the option to move between classes, see metrics for specific classes or for all users. Auto-fill Merit Certificates can be posted or printed from this Dashboard.

Who is DiGii Social for?

DiGii Social has been built specifically for Year 5 and 6 students. These students are in their pre-teen years – those just before they are legally able to sign up for their own social media accounts. While more than 50% of 12 year olds have multiple social media accounts already, this is an age where they're still impressionable and haven't created too much of a digital footprint that can't be altered or lessened with good digital-life education.





ANNUAL

SUBSCRIPTION

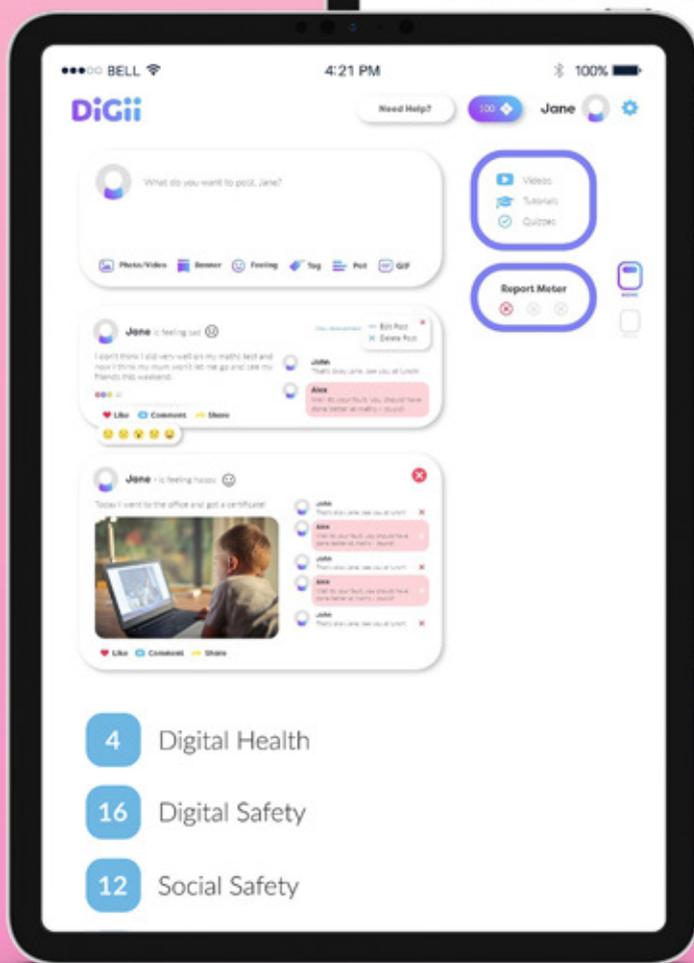
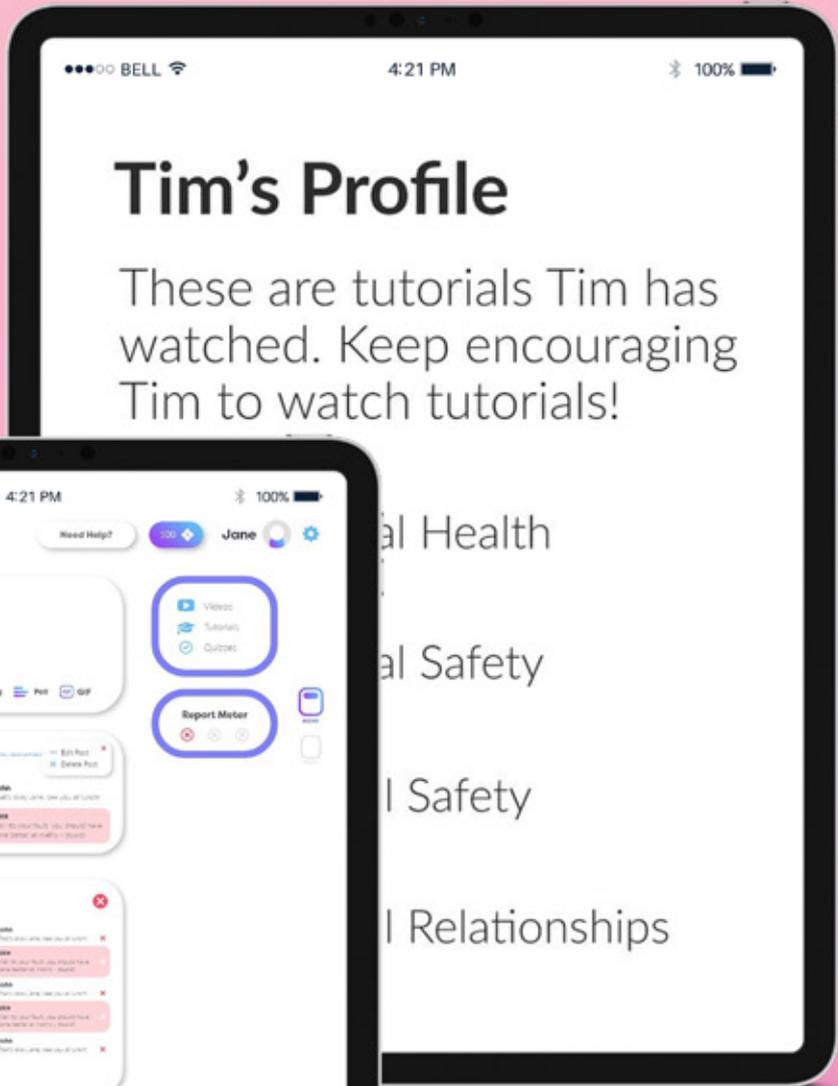
DiGii Social is offered as an **annual school subscription at \$35 per child** which includes their family. This is an investment in the developmental wellbeing of Year 5 and Year 6 students just like installing a nature playground is an investment in the developmental wellbeing of the younger students.

Your child will be on the DiGii Social platform with friends in their class (or year group – that's up to the school), and for a whole year they'll be exposed to new learning presented in a number of ways.

WHAT NEXT?

Here are some useful action steps that help:

1. Take this document along to your school administration team and board to help explain the application and enormous benefit of the DiGii Social platform.
2. Talk to your parent support group about the possibility of them co-funding the platform in your school.
3. Send us an email – we're a friendly bunch: hello@digiionline.com and we'll get back to you as soon as possible. I (Claire) am happy to organise a teleconference with your team to further explain DiGii Social and address any questions.
4. Share this information with your network of schools. Our mission is to have 1 million Australian children learning on DiGii Social because we believe that every child has the right to life changing and life saving digital-life education!



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