

Dear Parent,

Your child's school has opted to purchase DiGii Social, a digital-life training platform. We're excited to offer this amazing learning opportunity to your child, to yourself and to your school as we want every child to be safe and protected in their digital-life.

Firstly, I think it's as well to cover the biggest worry that parents will have in introducing their child to something that looks, feels and performs like social media (except ours is super-clever and educational) and in doing that I'll introduce myself.

You might not know that **80% of Australian 12 year olds have 2 or more social media accounts**. This includes messaging platforms (like SnapChat), apps (like TikTok) and gaming platforms (like Minecraft) with a chat function. This may or may not include your child, but the absolute truth is that one day, it will. Whether it's now, during the teen years or at work, at some point your child will end up online. The digital world can be full of exploration and joy, but for many children, one that's equally full of dangers and content well beyond their young years. Knowing how to manage that and the big problem of cyberbullying is an essential skill for all our children.

We understand that you might be worried about introducing your child to a social media-like platform already. We want to reassure you that DiGii Social is a safe and secure platform that's only for children in your child's class and year group – and only in your school. All the teaching content is aligned to the curriculum and your child is going to learn so many skills that will protect them right now, or when they're ready to become a Digital Citizen. **We all want to educate our children about dangerous parts of life – like crossing roads - to keep them safe. Digital life is certainly no different.**

I am a mum – of 4 young men, and I fully understand any trepidation that a parent might have about our sort of digital-life education – because DiGii Social is a live and immersive social-media environment. What we offer is a way for your child to learn vital self-protective skills in a safe environment that gently guides and educates them on every choice they make. And there's no digital-footprint to be left behind because at the end of the year, all that interaction is erased and any mistakes or messy learning is quite simply gone. I am also a therapist with over 27 years of experience dealing with children, families and schools, so your child is in very safe and experienced hands.

Please do visit our website and join in a chat with me about the amazing DiGii Social platform and all it has to offer you and your child: [www.digiisocial.com](http://www.digiisocial.com).

In the mean-time, please do reach out if you have any questions – I'm on the end of an email [claire.orange@digiionline.com](mailto:claire.orange@digiionline.com). A very warm welcome to the DiGii Social growing village of cyber-protected children and families.

**Claire Orange**

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