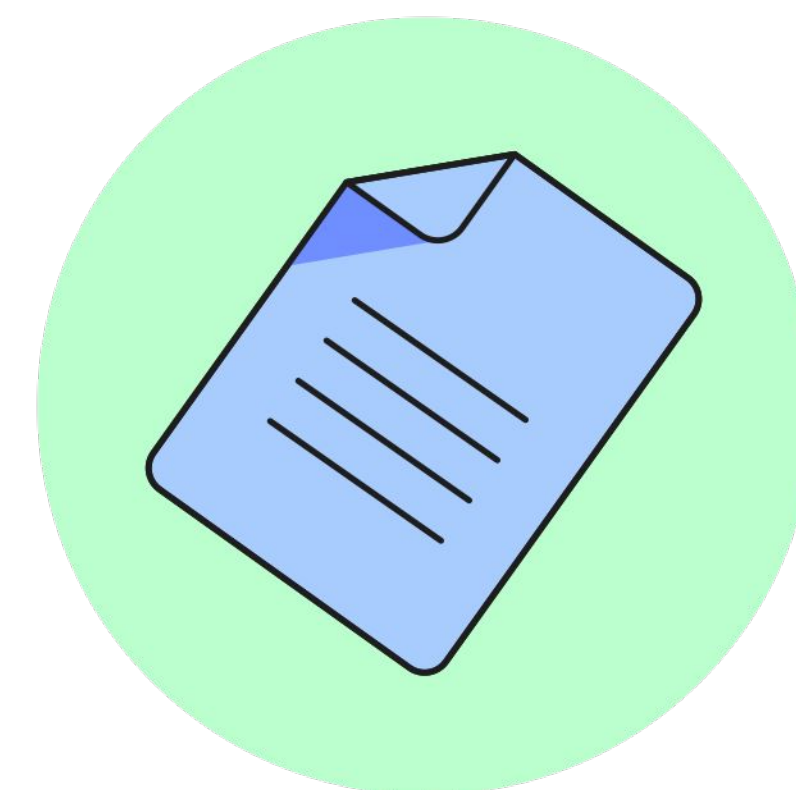
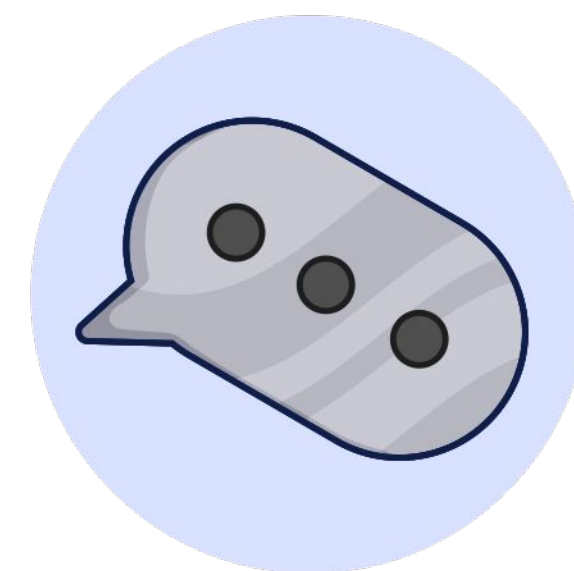
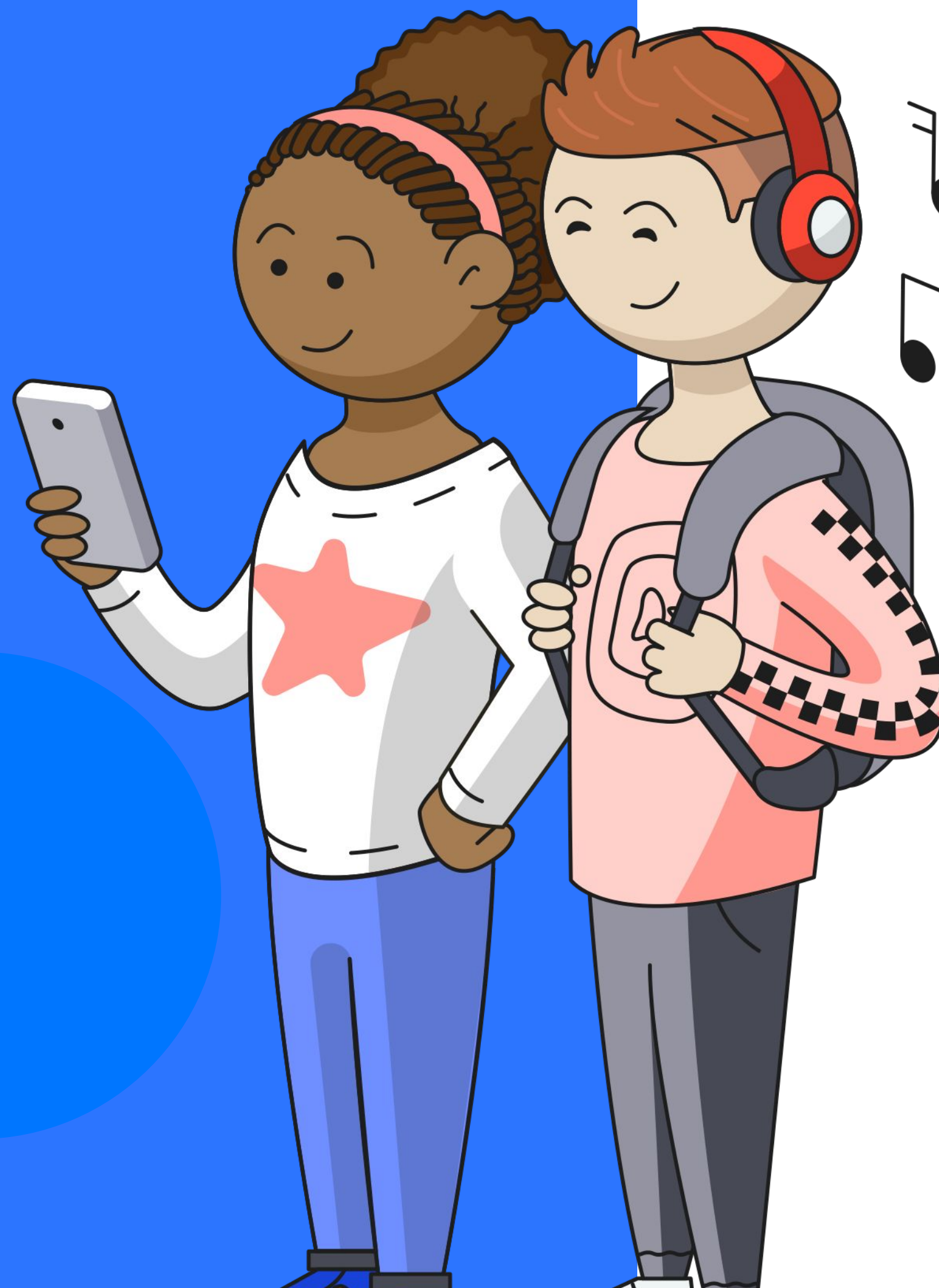
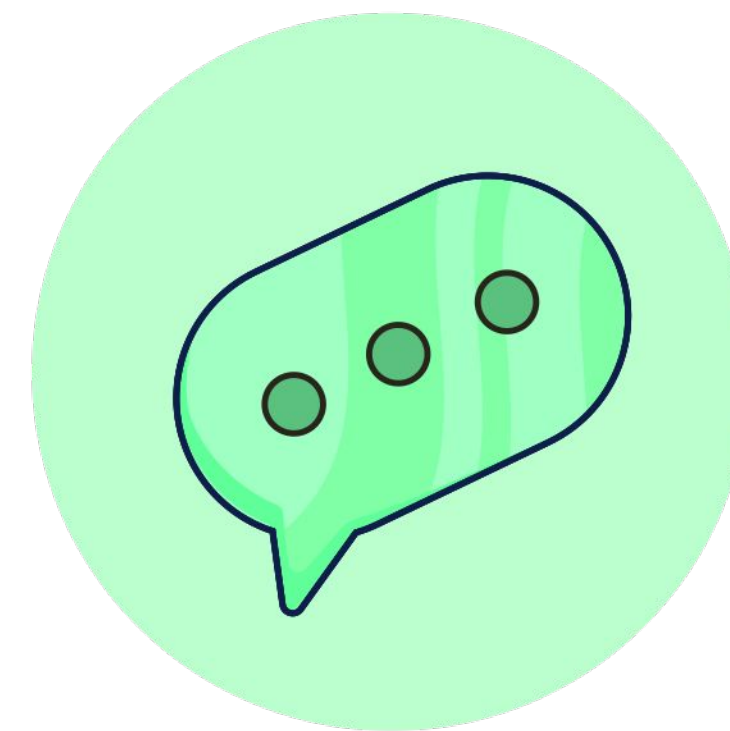
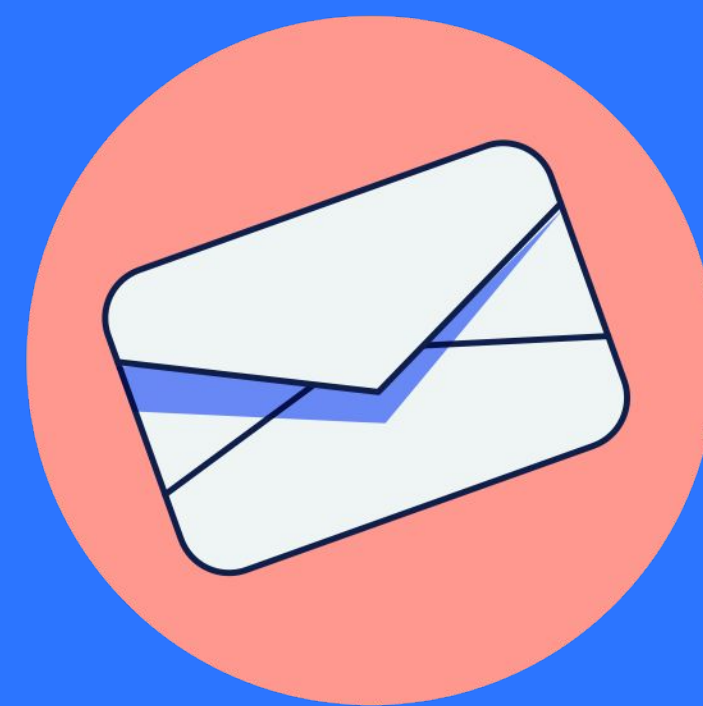




Partner with your Community

Help Protect Students Online and In Real Life

www.bark.us/schools





Bill Klasnic

Vice President

Bark for Schools

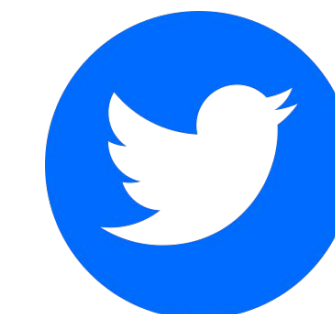
bill.klasnic@bark.us

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[@barktechnologies](https://www.instagram.com/barktechnologies)



[@barktechco](https://twitter.com/barktechco)



What are you
seeing?

Everyday Online Threats



Violence

80% of tweens and **95%** of teens expressed or experienced violent subject matter/thoughts.



Mental Health

45.5% of tweens and **66.3%** of teens engaged in conversations about depression.



Bullying

72% of tweens and **85%** of teens experienced bullying as a bully, victim, or witness.



Drugs/Alcohol

75.0% of tweens and **93%** of teens engaged in conversations surrounding drugs/alcohol.



Self-Harm/Suicide

43% of tweens and **75%** of teens were involved in a self-harm/suicidal situation.



Sexual Content

69% of tweens and **91%** of teens encountered nudity or content of a sexual nature.

(Bark's [2021 Annual Report on Children and Technology](#))

Everyday Online Threats



Dangerous TikTok Challenges



Disappearing Content



Online Predators

(Bark's 2020 Annual Report on Children and Technology)

Everyday Online Threats



CSAM



School Threats



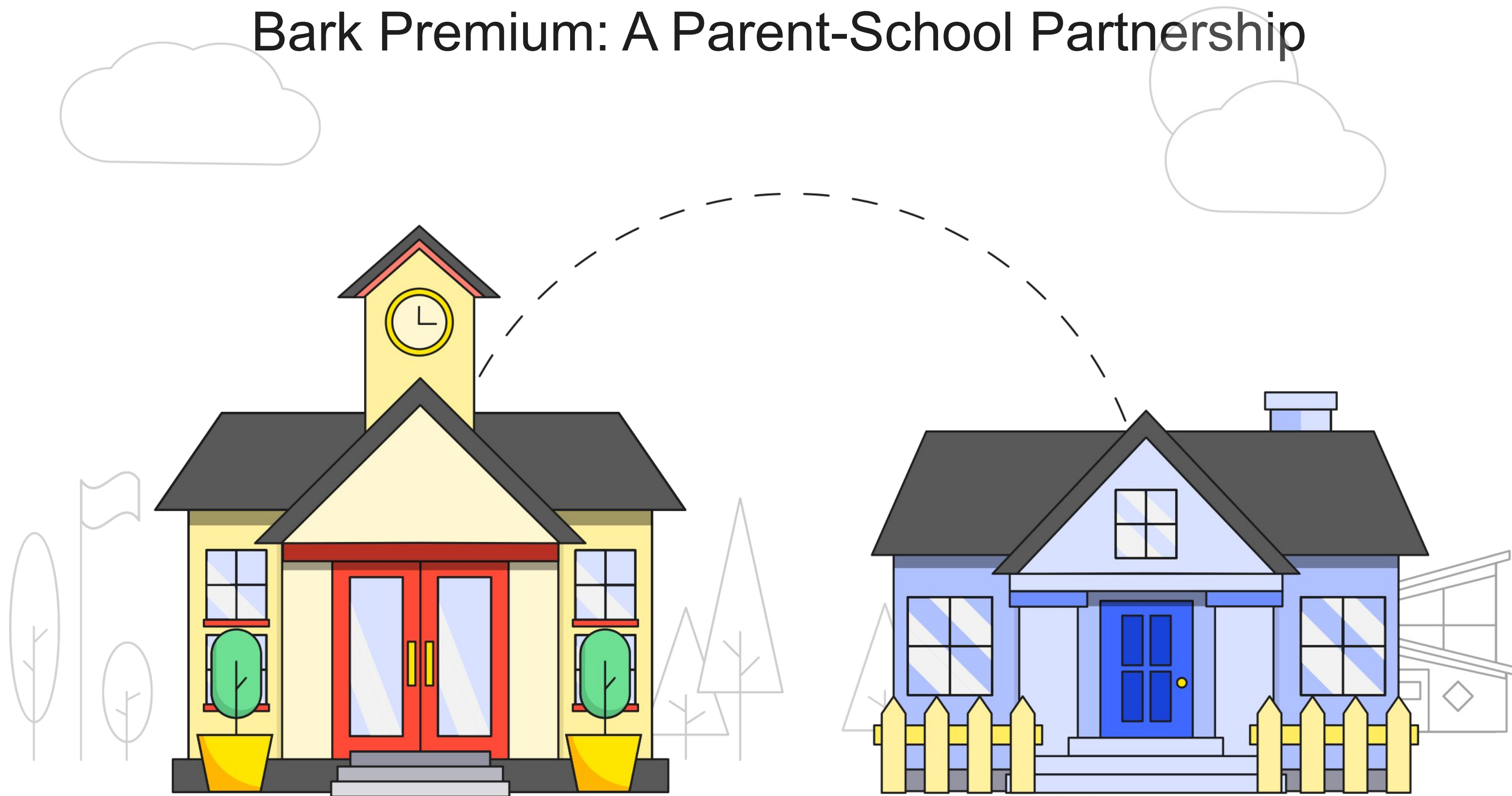
Hidden Direct Messages



So what do we
do?

The Solution

Bark Premium: A Parent-School Partnership



What is our Mission?

To give every family in your school the opportunity to keep their children safer online

To connect families with school administration so they can PARTNER against digital dangers **both at home and at school**

To provide a well-rounded solution that allows schools to improve the safety of all students

The Onus is on Parents *AND* Schools

Parents and schools are expected to be responsive to self-harm, suicidal ideation, acts of violence, cyberbullying, sexting, online predators, and more. But this comes with significant challenges.

- The volume of data is enormous.
- Parents and schools are often not tech-savvy.
- Manual monitoring is ineffective and can cause friction with kids.

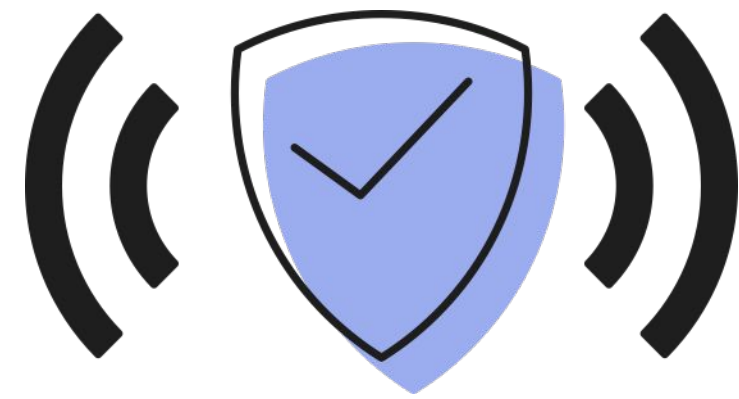
Parents and schools can be effective PARTNERS

Without boundaries and outside help almost every student has a chance of developing unhealthy social media habits and even addictions. Bark Premium is a proactive way for schools to partner with their parents to help.

- Balance privacy & protection - parents receive the alerts while maintaining trust with children.
- Protect & educate - not spying
- Schools purchase Bark Premium on behalf of their families



How Bark Premium works



Monitor Content

Monitor Private Social Media, YouTube, Emails and Texts for bullying, predators, sexual content, suicidal ideation & more



Set Location Alerts

Get notified when your child arrives at or leaves a set location



Manage Screen Time/Filter Websites

Create custom daily screentime schedules for your child's device. Block access to specific websites or whole categories.

Bark Premium

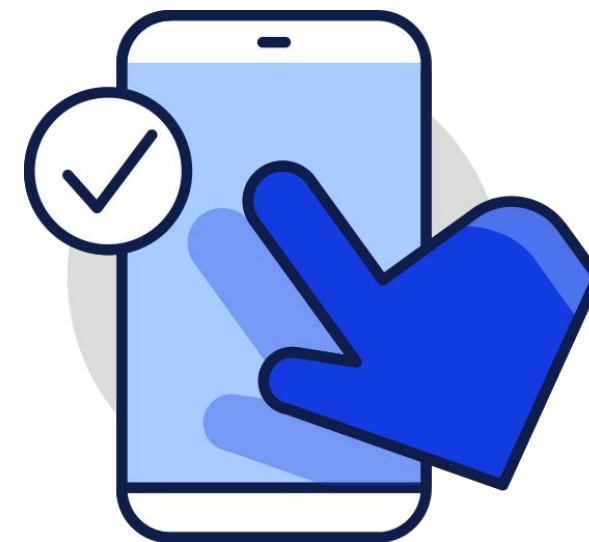
Our most comprehensive offering! Enables parents to monitor email, YouTube, and 30+ apps and social media platforms for signs of cyberbullying, depression, suicidal thoughts, sexual predators, drug use, and more.



Monitors an unlimited number of children and accounts for families



Detects potential risks 24/7 and preserves children's privacy



Alerts to issues along with next steps to help address them

Mitigating Risk

Lay the groundwork for effective prevention, intervention, and postvention.



The Opportunity for Prevention & Intervention

80% of teens who attempt suicide have given clear warning signs.¹

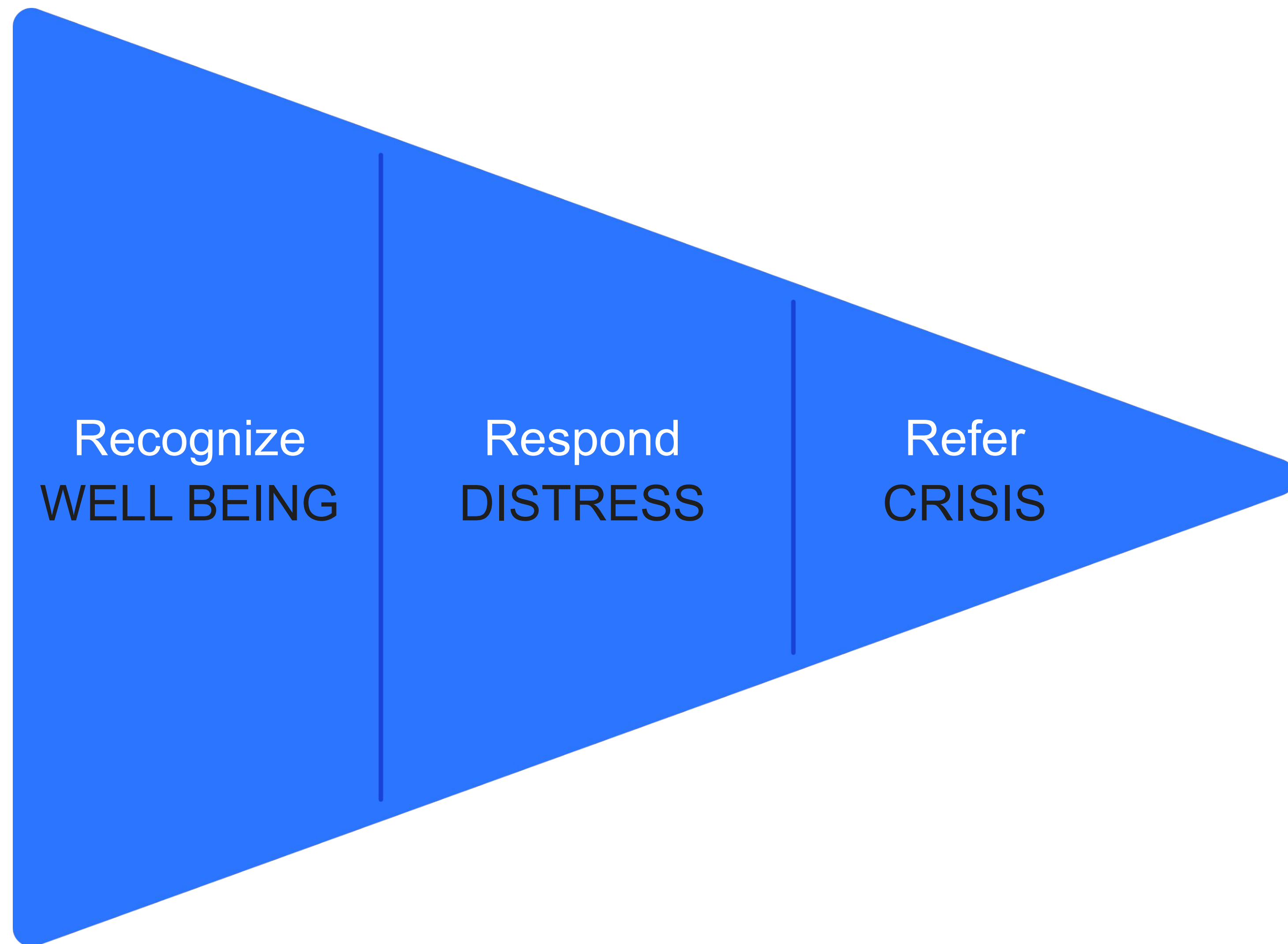
74% of targeted school violence incidents were preceded by concerning behaviors online.²

¹ The Jason Foundation: Parent Resource Program

² Protecting America's Schools: A Secret Service Analysis of Targeted School Violence (2019)



Prevention > Intervention



Back to all

Next

! Potential issue to review

R

Bella Brown

Share with Reviewer

Review later

Bella modified a document today at 1:31am

im writing this in the middle of the night again because i can't sleep. i wish i had someone to talk to right now but i feel so alone and awful, i want this feeling to end. if i still feel like this in a few hours im gonna take some pills, then i wont have to keep thinking about you

!

Emily






50

ACTIVITIES ANALYZED
LAST 7 DAYS

15

POTENTIAL ISSUES
TO REVIEW

Bark has analyzed 120 total activities and found 57 issues for Emily.

Account		Activities Analyzed
	Emily3122@gmail.com <small>Last analyzed: Jun 30 at 11:56 am</small>	20
	Emily3122@gmail.com <small>Last analyzed: Jun 30 at 11:56 am</small>	12
	Emily3122@gmail.com <small>Last analyzed: Jun 30 at 11:56 am</small>	10
	EmmaDawn@outlook.com <small>Last analyzed: Jun 30 at 11:56 am</small>	8
	Add account...	



Not just problems
but SOLUTIONS

Drive Parent Adoption

Bark will help to drive parent adoption at your school by providing a turnkey solution.

- Parent Onboarding Night
- Promotional emails for parents
- Social posts for Facebook, Instagram, Twitter, Push Notifications & more

Funding Sources for Bark Premium

Schools are using the following methods to fund Bark Premium for their Families.

- EANS funding
- Internet/Social Media Safety Fee
- PTA/PTO
- Tuition

Free Resources from Bark

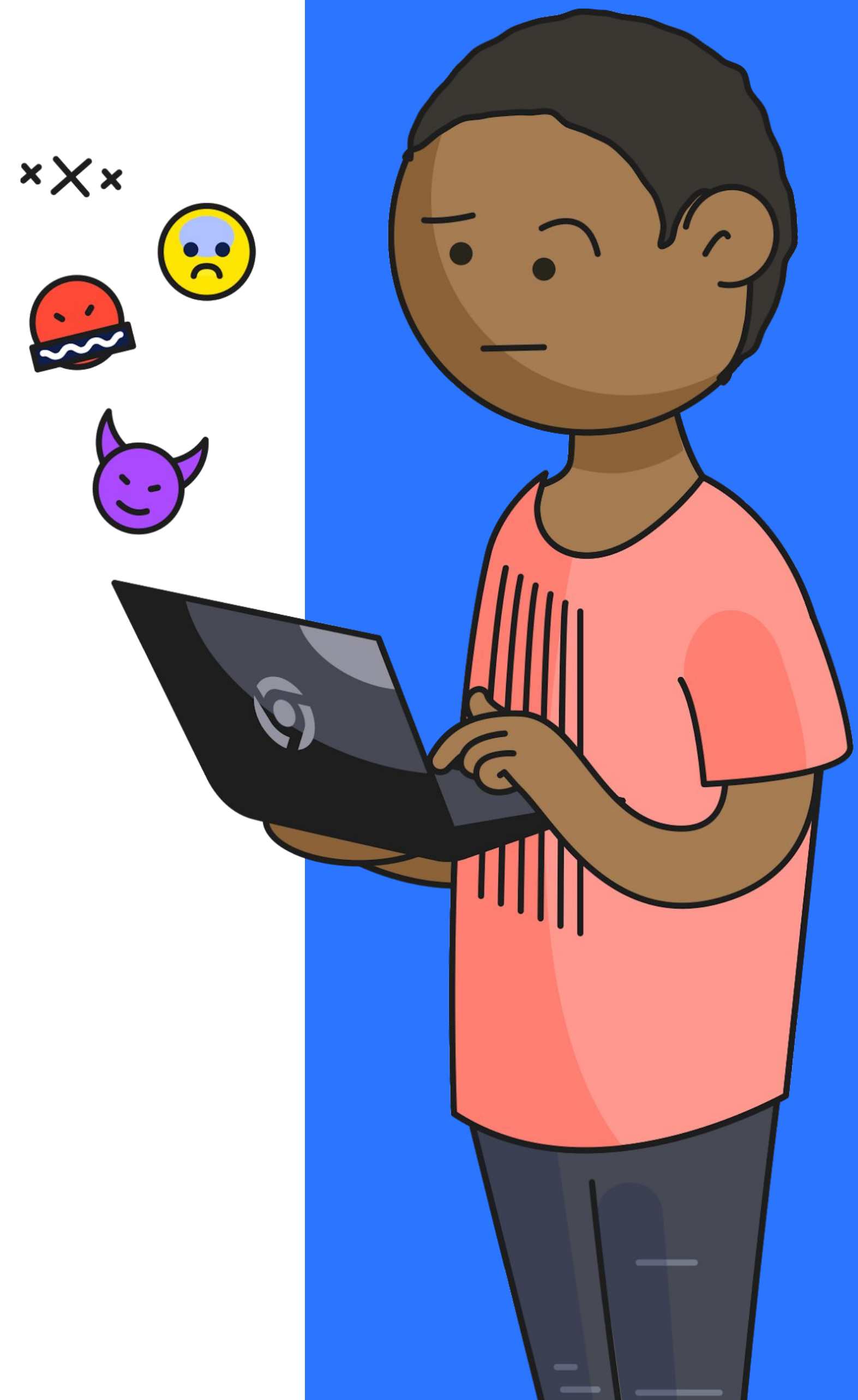
Bark is a mission driven company and wants to provide as many free resources as possible to keep children safe.

- [Bark's 2021 Research Data](#)
- [Bark's Tech Bytes](#)
- [Suicidal Ideation Research from the CDC & Bark](#)
- [Bark-o-Matic](#)
- [Bark for Schools](#)
- [Bark Tech Nights](#)

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Working Together for Student Success

It takes caring, involved adults to raise safe, healthy, and happy children, and it is our shared responsibility to make sure that students have everything they need to succeed in the 21st century.



Partnering With Pioneers in Children's Safety and Education



Google for Education
Partner





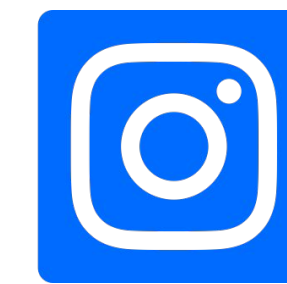
Bill Klasnic

Vice President Bark for Schools

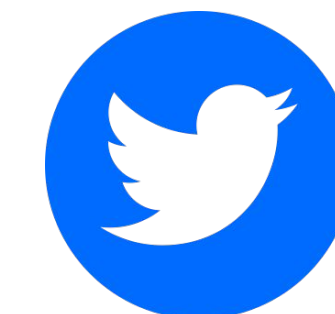
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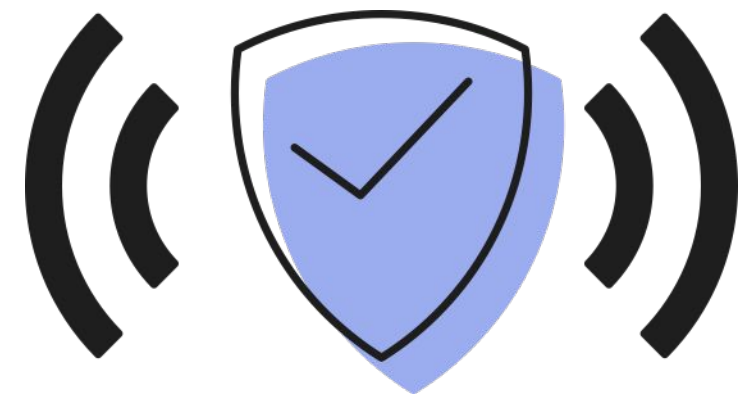


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How Bark Premium works



Boosts Online Safety For All

Help protect your entire student body by partnering with your parents to help students build healthy online habits and avoid social media addictions.



Empowers Parents to Help

Give families the tools they need to help address safety and behavioral issues both at home and at school.



Maintains Student Privacy at All Times

Preserve confidentiality with parent-only alerts — school personnel will never have access to students' personal account data.