

iKeepSafe BEaPRO™ Parent

Frequently Asked Questions

How and why is Facebook integrated with this app?

We are constantly exploring ways to ensure our knowledge about what is needed for youth to thrive in our highly connected, digital culture reaches the broadest audience possible. Research shows that young people look to adult role models to learn how to conduct their online lives. To help parents become well-informed and pass along vital lessons to their children, the BEaPRO Parent App is available on Facebook as well as through Google Play.

What constitutes a gap in behavior?

The assessment is designed to help parents fine-tune their household's digital citizenship. A gap in behavior simply means that parents have room for improvement--there is a gap between what they are doing and what research has indicated are the best practices.

Most parents have a general sense that they need to invest in helping their children thrive in our highly connected, digital world. Our goal is to help them identify specific and practical best practices, and close the gap between good intentions and actual behavior.

What risks does this app aim to address?

Research has proved that K-12 students around the nation face specific online risks by engaging with their digital devices. iKeepSafe has documented all of these known offenses by gathering credible, academic research from:

- Cyber security professionals Media and digital literacy experts
- Media psychologists
- Law enforcement officers
- Public health professionals

This includes research conducted by Rochester Institute of Technology that identified the offenses 40,000 New York students in grades K-12 experienced from wireless and internet connected devices. After verifying the known list of risks and offenses, iKeepSafe worked with Center on Media and Child Health at Boston Children's hospital to translate the known risks into a framework of positive concepts. The BEaPRO™ acronym represents the six pillars of success for online digital citizenship: Balance, Ethics, Privacy, Reputation, Relationships, and Online Security. Our goal is to help families define success for youth online and to help them implement tools and habits that prepare their children to be ethical, responsible and resilient digital citizens.



Why should a parent download this app?

When it comes to child online safety, there's no one better than parents to foster healthy habits. To make your job easier, we've created the iKeepSafe BEaPRO™ Parent app. It will help you know what you need to know and where to look for answers.