



**Think Safe.
Share Safe.
Stay Safe Together.**

Communications Toolkit #2



Week of October 12-16, 2026

Digital Us – Respect & Protect Others focuses on building positive, respectful, and safe online communities. Students and families are encouraged to think about how their actions affect others, communicate responsibly, and recognize the impact that social media, gaming, group chats, and other digital spaces can have on relationships and wellbeing. By practicing good digital citizenship, showing empathy, and looking out for others, we can help create online environments where everyone feels safe, respected, and included.

Key Topics

- Digital citizenship
- Social media
- Online gaming
- Cyberbullying
- Online relationships
- Grooming and luring
- Respectful communication

www.k-12cyberawareon.ca/digital-us

Videos

All videos are available at www.k-12cyberawareon.ca/digital-us



Social Media: Explore how social media influences what we see, share, and believe, and why it is important to think critically before posting or comparing ourselves to others.



Online Gaming: Learn how kindness, privacy awareness, and respectful behaviour help create safer gaming communities.



Cyberbullying: Understand the impact of cyberbullying and how students can respond safely and support others online.

Infographics

All infographics are available at www.k-12cyberawareon.ca/digital-us



8 Tips for Safe Gaming



5 Signs for Online Grooming or Luring

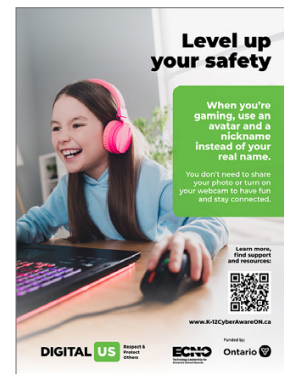


8 Tips for Using Social Media Safely

Posters

All posters can be downloaded at www.k-12cyberawareon.ca/resources/

The following posters align well with this week's theme and can be displayed in schools, board offices, libraries, staff rooms, common spaces, and using digital signage.



Social Media Content

Boards are encouraged to share these posts directly, adapt them for local audiences, or schedule them alongside local communications activities.



Social Post #1

Social media helps us stay connected, share ideas, and express ourselves. We should always remember that every post contributes to the kind of online community we're creating.

Before posting, commenting, or sharing, consider how your words might affect someone else and whether the information you're sharing is accurate.

Respectful online behaviour helps create safer and more welcoming digital spaces for everyone.

Explore this week's resources at www.k-12cyberawareon.ca/digital-us.

#K12CAM2026



Social Post #2

Cyberbullying affects everyone. We all have a role to play in preventing it.

Witnessing harmful behaviour can impact entire communities, and small actions can make a meaningful difference.

Leading by example means supporting someone who has been targeted, reporting abusive content, and refusing to participate in harmful conversations.

Together, we can create safer online environments.

Check out this video on Cyberbullying and being a respectful digital citizen: <https://vimeo.com/1223751949?fl=pl&fe=sh>

Everyone is responsible for building respectful digital spaces.

Learn more at www.k-12cyberawareon.ca/digital-us.

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Social Post #3

Online gaming is about teamwork, creativity, friendly competition, and fun. It's also a shared space where respect matters.

Being kind to teammates, reporting harmful behaviour, protecting your privacy, and remembering there's a real person behind every username all contribute to healthier gaming communities.

Whether you're playing with friends or strangers, safety and kindness are always winning strategies!

Learn more at www.k-12cyberawareon.ca/digital-us.

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Family Conversation Starters

Consider incorporating these questions into newsletters, school communications, parent engagement activities, or classroom discussions:

- How do our online actions affect others?
- What are the signs of cyberbullying?
- What should someone do if they feel uncomfortable online?
- How can we help create respectful online communities?

Quick Ways to Participate This Week

- Share one or more social media posts.
- Feature a Digital Us resource in a board or school newsletter.
- Display a Digital Us poster on digital signage or in common areas.
- Share a family conversation starter with parents and caregivers.
- Highlight one Digital Us video through staff or school communications.
- Link directly to the Digital Us page from board and school websites.

Theme URL: www.k-12cyberawareon.ca/digital-us

Campaign Website: www.k-12cyberawareon.ca

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For more information: www.k-12cyberawareON.ca

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