



PARENT CUE PRESENTS

# Parenting in a Tech World



WITH  
**TITANIA JORDAN**  
AND **MATT MCKEE**



# Welcome

Parenting today is like no other time in human history.

Don't get us wrong—raising a child has always been challenging. But no parent or caregiver (before our generation!) had to navigate the nuances that come with children spending upwards of eight hours online between school, gaming, social media, and just interpersonal communication.

The dangers are countless. So are the opportunities.

Our mission is to educate, empower, and remind you that at the end of the day, we all could use a little grace.

The goal is to raise children who can navigate this world successfully, leave the nest, and actually want to return to spend time with us (willingly) once they are all grown-up.

Will you make mistakes? Will they? Absolutely. Can we all get through this together? **100 percent.**

Thank you for trusting us with your time, and we promise you won't regret this investment in your family's well-being.

Sincerely,

**Titania Jordan and Matt McKee**



**Titania Jordan** is the chief marketing officer and chief parent officer of [Bark Technologies](#). Bark helps keep more than 5.9 million kids safe online by monitoring text messages, emails, YouTube, and more than 30 social media platforms, sending timely alerts to parents and guardians.

Titania has worked in the tech industry for over a decade covering the latest in tech news throughout the world. She is the current host of an online technology show, *CONNECT with Titania Jordan*, and a former host of NBC Atlanta-affiliated WXIA's weekly television show, *Atlanta Tech Edge*. She travels the country to speak about the latest in technology, with appearances on *The Today Show*, *Good Morning America*, *The Steve Harvey Show*, *The Doctors*, *CBS This Morning*, *Fox News*, *Sirius XM Radio*, and *CNBC*. She's also been a contributor to the *Wall Street Journal*, *Forbes*, *USA Today*, *The Huffington Post*, and *Vogue* among others. She is also co-author of the book *Parenting in a Tech World: A Handbook for Raising Kids in the Digital Age*.

Titania lives in the Atlanta area with her husband and son.



**Matt McKee** is vice president of business development at [Bark Technologies](#), which helps keep kids safe online by monitoring their messages and social media platforms. Bark monitors online activities for potential issues like cyberbullying, sexual predators, adult content, depression, acts of violence, suicidal ideation, and more.

Throughout his career, Matt has helped found three technology companies. Passionate about parenting and how it intersects with technology, he's traveled the country to speak at South by Southwest, Consumer Electronics Show, and the National PTA Convention and Expo. He's the author of the book *Parent Chat: The Technology Chat for Every Family* and co-author of the book *Parenting in a Tech World: A Handbook for Raising Kids in the Digital Age*.

Matt lives in the Atlanta area with his wife and two sons.



## Parent Cue

Parent Cue is a team of family experts and everyday parents working together to support parents in raising their kids in faith and character. Parent Cue creates content and community that inspires, encourages, and equips parents and guardians with resources to be the parent they want to be. For parents and guardians who are interested in Christian discipleship resources, Parent Cue offers a free app that delivers weekly Bible story videos they can watch with their kids along with cues to have meaningful faith conversations during routine times at home together.



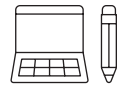
## Bark Technologies

Bark is a parental control phone monitoring app that helps keep more than 5.9 million children across the United States safe from the potential dangers online. Founded in 2015 by CEO Brian Bason, the award-winning technology monitors text messages, emails, YouTube, and more than 30 social media platforms, sending timely alerts to parents and guardians. The app searches for potential issues like cyberbullying, sexual predators, adult content, depression, acts of violence, suicidal ideation, and more.

Offering content monitoring, web filtering, and a parent portal for after-hours alerts, Bark for Schools is trusted by more than 2,900 districts to help protect students from digital dangers.

- 01 How to Start
- 02 Define the Win
- 03 Play the Long Game
- 04 How Did We Get Here?
- 05 Learning and Earning
- 06 Asking the Right Questions
- 07 Parental Intelligence Is Greater than Parental Control
- 08 Consuming vs. Creating
- 09 Tensions or Problems?
- 10 It Only Gets Faster
- 11 Passwords Are Doorways
- 12 Ready to Use
- 13 Good Digital Citizens
- 14 B.O.L.O.
- 15 Relationships Influence Everything

**What You'll Need**

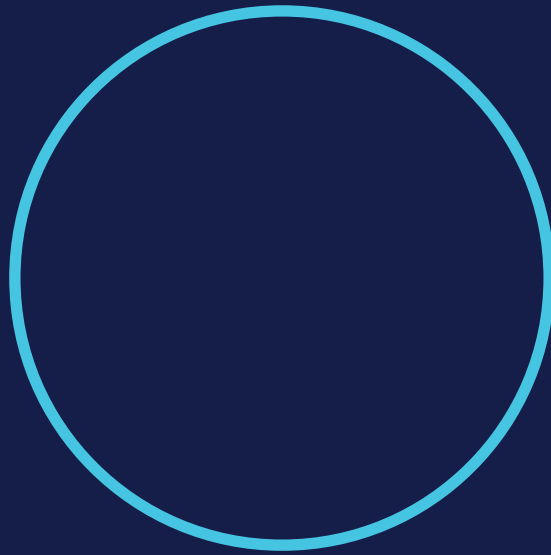


- › Computer, tablet, or smartphone
- › Wifi
- › Notebook
- › Writing Utensil

## Section One



# How to Start



## How to Start

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You're here for a reason: Either you're simply curious about how this knowledge can apply to your family in the future, or you have a sense of urgency because something's happened that has left you feeling unsettled, worried, or scared. *No matter what brought you here*, we designed this course to give you hope while empowering and equipping you to parent confidently in a technology-dependent world.

### What is your “why” for taking this course?

- You're afraid of technology's potential dangers.
- You're intimidated by the latest changes in technology.
- You and/or someone from your family are a victim of something negative that has happened online.

### What is our “why” for creating this course?

#### 1. Our goals are to give you:

- Hope instead of fear.
- Action steps that will make a difference.
- Resources to close the knowledge gap.
- Community support via the [Parenting in a Tech World Facebook Group](#) and the [Bark app](#).

**2. We want you to understand the current state of a tech-driven world and help you:**

- › Become empowered instead of intimidated.
- › Acknowledge how much is at stake.

**3. We want you to be confident and feel empowered to parent in a technology-based world. So, remember:**

- › There is always hope. Nothing is broken that can't be fixed.
- › You can help others be safe.
- › Every generation learns how to live with technology in a way that works best for them. You can do it too.

**After completing this course, you'll:**

Stop being intimidated by technology. Ignorance keeps you from influence.

Have a growth mindset instead of a fixed mindset. When you have a growth mindset, you persevere through obstacles, see effort as a path to mastery, learn from criticism, and are inspired by others' success.

**Questions for Parents:**

1. What are three words you use to describe your own relationship with technology?
2. What is a problem you have noticed with technology in your family?

**Questions for Kids:**

1. What do you like most about \_\_\_\_\_?  
(insert your kid's favorite technology device)
2. What do you not like about \_\_\_\_\_?  
(insert your kid's favorite technology device)



**Action:**

**Do one thing together with your student or child using a technology tool they suggest. You can do something like:**

- › Play a game.
- › Make something you share with others.
- › Watch something.