



PARENT CUE PRESENTS

# Parenting in a Tech World



WITH TITANIA JORDAN  
AND MATT MCKEE



# Welcome

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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, Matt & the Team @ Parent Cue**

## Resource Download

Visit [TheParentCue.org/TechnologyContract](https://TheParentCue.org/TechnologyContract) to download a free Family Technology Contract to help guide your kids to have a healthy relationship with technology.



## 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.

Visit [theparentcue.org](http://theparentcue.org) to find out more about Parent Cue.

[ParentCueStore.com](http://ParentCueStore.com)

Use the code TECHWORLD20 for 20% your entire purchase in the Parent Cue store.



## 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.

Visit [bark.us](http://bark.us) to find out more about Bark.



## Titania Jordan

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

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.

### What You'll Need

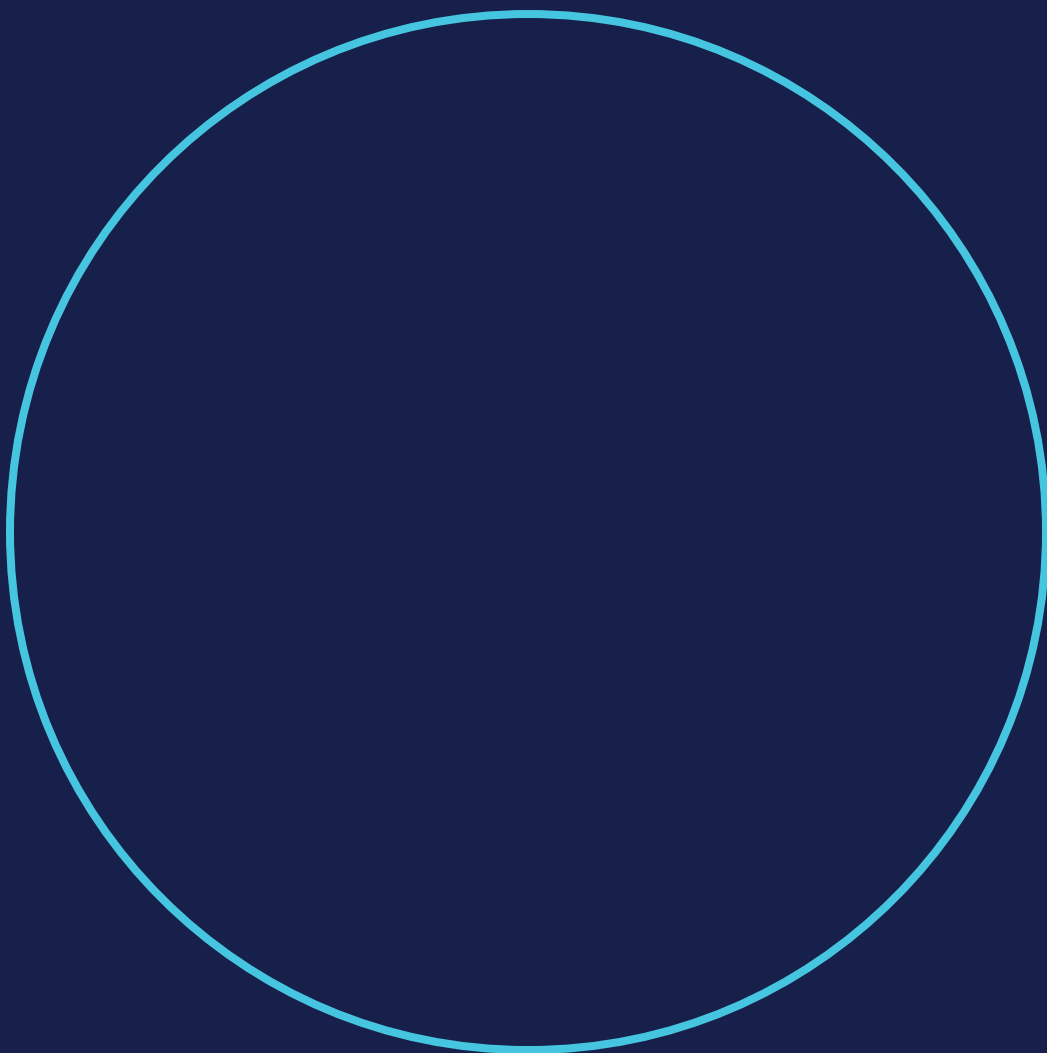
- Computer, tablet, or smartphone
- Wifi
- Notebook
- Writing utensil

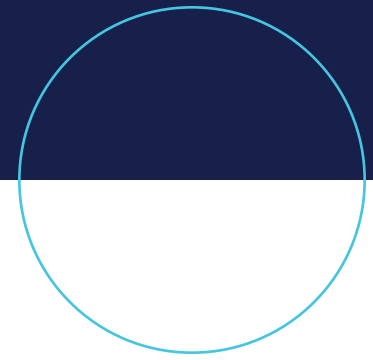


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# How to Start

#01





# How to Start

## 01

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.

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### 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)
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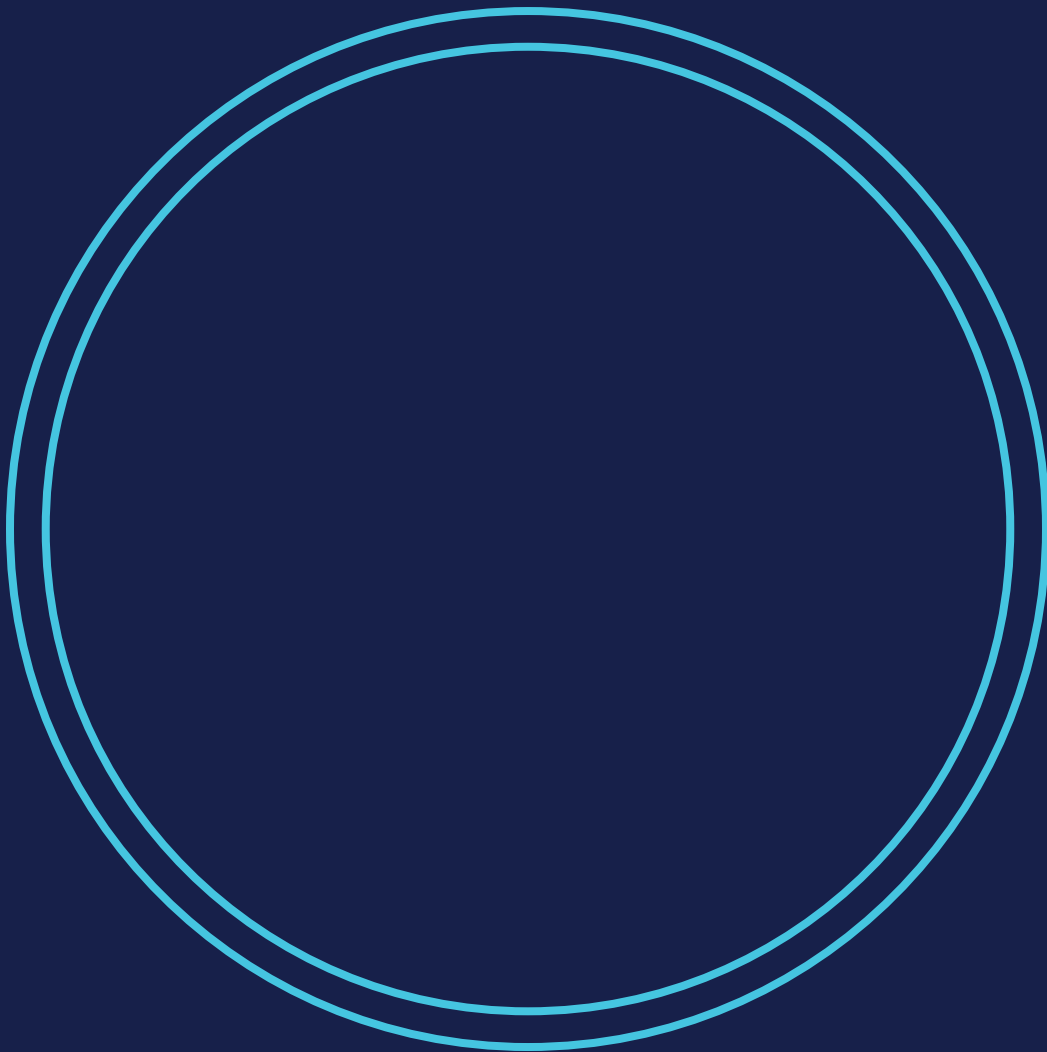
### Action

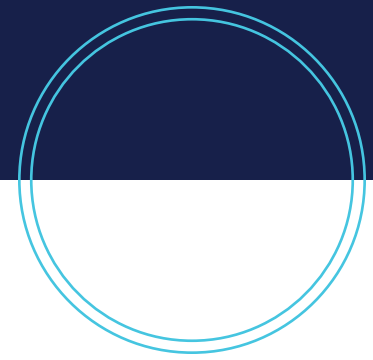
Do one thing together with your student or child using a technology tool they suggest. You can do something like:

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

# Define the Win

#02





# Define the Win

## 02

You'll need a road map to guide you through navigating technology and how it affects your family. You can start by thinking about what is important to your family and what you hope to be true for your kid in the future. Defining the win for your family will help you as you look toward the day when you launch your kids into the world as mature adults.

### 1. Define your family's identity.

#### What are you like?

- How would you describe your family?
- How would others describe your family?

#### What are your principles?

- What principles would you like your family to be known for?
- Does everyone in your family know your principles?
- What is most important? What is least important?

### 2. Define your history.

- Family helps form a kid's identity. So, where do you come from, and do your kids know about it?
- Kids who know more about their family history handle life's challenges better than kids who don't know much. What have you learned from the trials and victories in your family's story?

### 3. Define your future.

- What character traits do you want to instill in your kid?
- What are some activities you can incorporate into your kid's daily routine to help them build their character?

## Launch well

Launching an adult into the world is our main responsibility as parents. To launch well, a family should be a safe place where fears and challenges are discussed, and that includes technology.

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## Questions for Parents

- #1 What is your family identity?
- #2 Describe the relationship you'd like your kid to have with you and with technology by the time they turn 18 years old.

## Questions for Kids

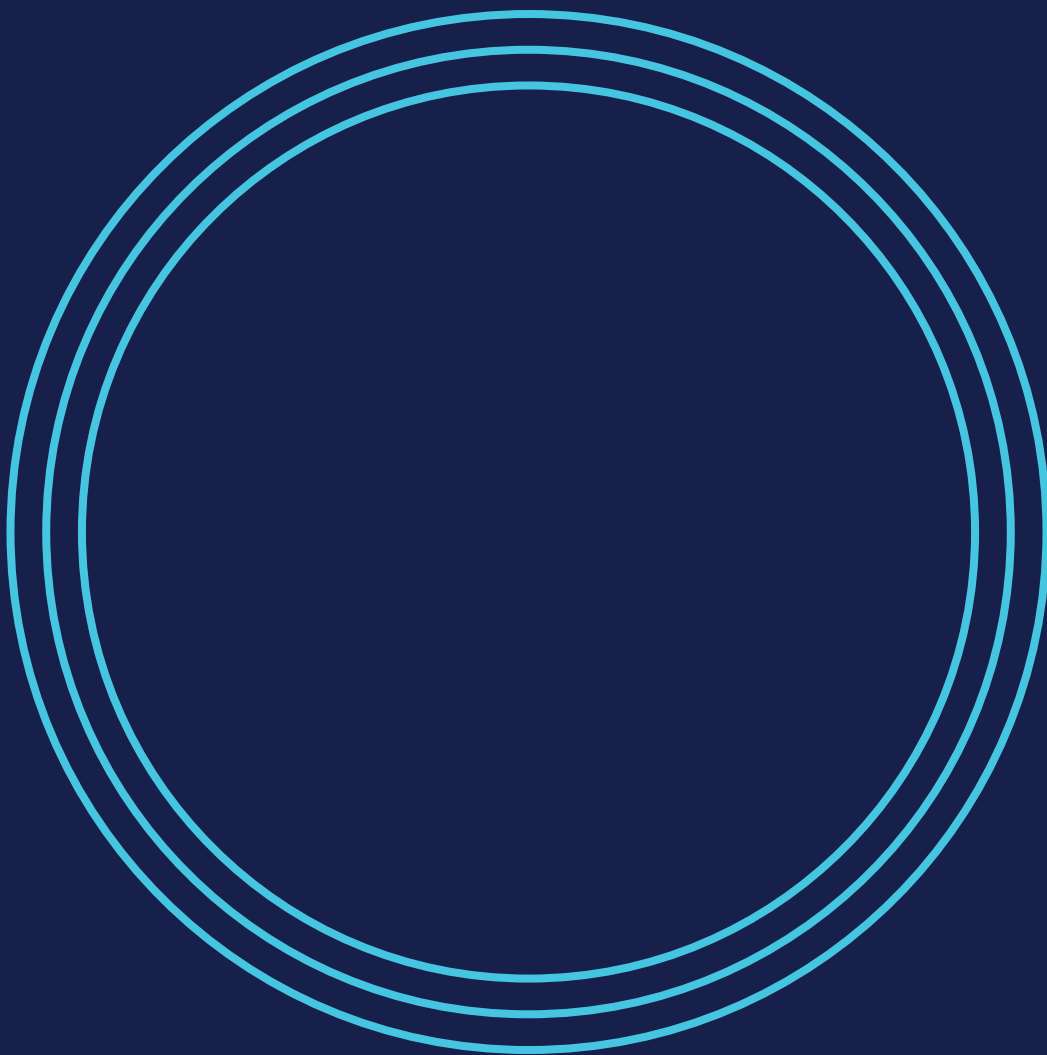
- #1 How would you describe our family identity to other people?
  - #2 Do you have any questions about our family's story? If so, what are they?
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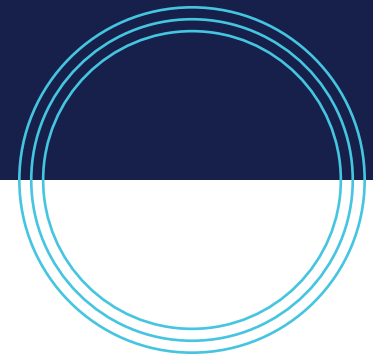
## Action

In a note-taking app on your phone, start a new entry with today's date and type what you believe is a win for yourself and your family regarding technology. Phrase it as a goal statement, starting off with something like, "I will take responsibility in leading my family to have a healthier and more intentional relationship with technology." Add in more specific points and details as it relates to your family's specific needs and goals. You will come back and review this goal at the end of the course.

# Play the Long Game

#03





# Play the Long Game

## 03

Technology changes rapidly and so do the dangers. Back when our parents were our age, they really only had to worry about how much time was wasted using it. While the dangers associated with addiction were an issue then and now, today, there is the added social aspect mixed with easy access to dangerous content that also provides a threat. How we understand and manage the problem is key in fighting for our relationship with our kids and their relationship with technology.

### Understand the science.

- When activated, the pleasure center of the brain creates bonds between our brain and the stimulants that trigger it.
- Addictive substances like alcohol, drugs, food, and tobacco trigger the release of dopamine in the brain's reward centers.
- There is a similar effect that occurs when our brains engage with gaming or social media.
- Addiction to technology is one of this generation's biggest battles.
- Knowing there is more going on in a kid's brain than we think can help reframe our thoughts and attitudes.

### Understand the problem.

- Guiding your kid away from the potential entrapment of technology is a long-term play.
- Understand the battle you are actually fighting, and then keep those battles in perspective.
- Remove yourself as the bad guy and focus your attention on technology so you can band together to solve the problem.

## Keep battles in perspective.

- Winning a minor battle isn't worth destroying a relationship.
  - The most important battles are ones that include responsibility, honesty, and acceptable ways to use technology in your home.
  - Inconsequential battles, even with technology, have no impact on whether or not your kid grows into a healthy adult.
  - Remember the goal: To raise a healthy adult who can manage their own relationship with technology.
- 

## Questions for Parents

- #1 What would you say are some battles worth fighting related to technology?
- #2 What is something related to technology your family may spend too much time doing?

## Questions for Kids

- #1 What do you like most about \_\_\_\_\_? (insert your kid's favorite technology device or platform)
  - #2 Is there something about \_\_\_\_\_ that bothers you? (insert your kid's favorite technology device or platform)
- 

## Action

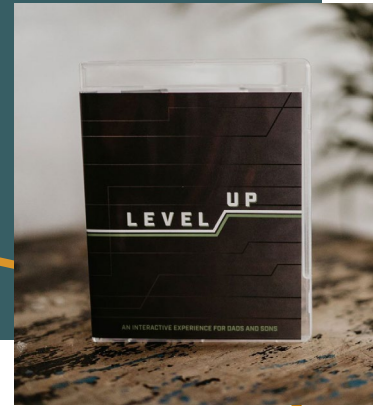
Choose one app or game your kid spends a lot of time on and learn everything you can about it by enlisting your kid to help.



# PARENT CUE



Use the code **TECHWORLD20** for 20% off your entire purchase in the Parent Cue store.



[ParentCueStore.com](http://ParentCueStore.com)

Get to know your child in the phase they are in.

Available at [ParentCueStore.com](http://ParentCueStore.com)







# Helping parents manage and protect their kid's online lives

Bark monitors 30+ of the most popular apps and social media platforms, including text messaging and email, for signs of digital dangers. Their screen time management and web filtering tools help you set healthy limits around how and when your kids use their devices.

Visit [bark.us/signup](https://bark.us/signup) for a free trial.



Use the referral code **PARENCUE** for 10% off for the life of any Bark subscription.

## A handbook for raising kids in the digital age.

Available at  
[ParentCueStore.com](https://ParentCueStore.com)



