

Beacon app promotion – communications plan

Overview

Beacon is a cyber safety app designed to keep parents and carers up to date with the latest evidence-based information and advice for digital health and wellbeing, to help keep their kids safe online. The app has been developed by the Telethon Kids Institute (a WA-based Australian health and medical research institute focused on improving the health and wellbeing of children and adolescents) with funding from WA-based Bankwest.

Background & timing

The Beacon app is designed specifically for parents as a personalised source for reliable information about the online world. It provides them with tailored information they need to confidently help navigate their own children’s digital behaviour and reduce harms.

eSafety and the Telethon Kids Institute have a [REDACTED], with the app carrying eSafety content (along with other providers, such as [REDACTED]) – offering another channel for eSafety’s messages to reach parents directly.

The Beacon app launched around a year ago with a national campaign; however, there is now the opportunity – one year on - to help promote the app using eSafety communications and media channels and give a renewed push.

Objectives

- Promote the Beacon App: its purpose, value add and achievements so far in prevention of online harms.
- Promote eSafety’s commitment to online safety, and working with NGOs to achieve this through a coordinated effort.

Key messages

- The Beacon app gives parents a personalised source for reliable information about the online world.
- It provides parents with on-demand knowledge they need to confidently help navigate their children’s digital behaviour and reduce harms - including tangible actions like developing a family tech agreement.
- The Beacon app was developed in collaboration with eSafety, offering another channel for important online safety messages to reach parents by working with community organisations
- The app has over 16,000 users and includes helpful push notifications, which act as a nudge to have ongoing and topical conversations with kids to help them navigate the online world.
- The first known Australian app to have an interactive tool to create custom family agreements for digital use in and out of the home.

Target Audiences

- Australian public through media (general)
- eSafety social media followers & EDM subscribers
- eSafety staff

Channels, collateral & tactics for use and engagement

eSafety materials

- **Proactive media**
 - Joint media release including quote from the Commissioner, Telethon Kids Institute and a parent who has used the app to benefit.
- **Social media**
 - Tile/image/screengrab required for Facebook, Twitter, Instagram, LinkedIn.
- **Direct marketing:**
 - EDM content based on media release collateral
- **Internal comms:**
 - Content for Yabber internal newsletter, based on media release collateral

Comms and media plan

Date	Communications collateral – items required	Responsibility	Audience & reach
W/C 27 September	Provide embargoed media release to [REDACTED]	Comms	[REDACTED] mastheads, national
Wed 29 September	National media release distributed to all major metro and regional media	Media release through eSafety distribution list	National reach, all media outlets
Wed 29 September	Website content made live: <ul style="list-style-type: none"> • Media release 	Comms	eSafety website visitors
Wed 29 September	Social media assets released: <ul style="list-style-type: none"> - Facebook - Twitter - LinkedIn 	Comms	eSafety social media followers – Telecom Kids to re-share
Next edition	eSafety newsletter	Comms (EDM)	EDM recipients
Next edition	Internal communications to staff - Yabber	Comms	eSafety staff

Comms collateral

Joint media release: eSafety Commissioner and Telethon Kids Institute

Online safety Beacon app shines a light on online safety tips

With a lot of the country still in lockdown, many parents, carers and children are still finding themselves online - and for longer. While the internet has been a lifesaver for keeping us all connected, it's also increased the risk of online harms occurring.

One year on from its initial launch, the Beacon app – developed by Telethon Kids Institute in partnership with Bankwest - has been providing parents and carers with personalised, evidence-based information about the online world through an easy-to-use app throughout the pandemic.

“The Beacon app gives parents the info they need to confidently help navigate their children’s digital behaviour. It is free to download and there’s lots of online safety advice, but there’s also useful, tangible, actions in the app - like developing a family tech agreement,” says Telethon Kids Institute spokesperson Professor Donna Cross.

The app, developed with content from 15 years of Telethon Kids Institute research, the eSafety Commissioner and other online safety sources, is available for free on the Apple and Google Play store and has had over 16,000 downloads.

“One of the great features is being able to set the app up to include push notification reminders, along with useful tips for parents to help navigate the online world. This ‘nudge’ messaging sends info to parents at particular point or milestones when they are most likely to need it, for example the start of school term, or a significant birthday.”

One parent user of the app says: “I got a notification from Beacon the same day the lockdown was announced, saying how important it was to check in with your children during stressful events, so I thought that was a good idea. There was a video attached, and it helped to give me ideas for how to approach the conversation.

“It turned out that, while my oldest wasn’t too concerned, my youngest was ... She was worried that the lockdown might be a long one. It was great to have that talk, to discuss her concerns, and how we might deal with whatever happened, including ways that she could stay in touch with her friends.”

Developed in collaboration with eSafety, the Beacon app offers another channel for important online safety messages to reach parents.

“We know that 95% of parents see online safety as one of the key parenting challenges, but we also know that parents tend to seek out advice only *after* something goes wrong online.

“For time poor parents, seeking out information can be tough. That’s why the pushing out of tailored messages to parents right on the Beacon app is a fantastic feature.

“A combination of pushing and pulling these important safety messaging is one of the best ways to keep enhancing parents’ digital literacy – one of eSafety’s ultimate goals,” said eSafety Commissioner Julie Inman Grant.

Social media tailorable content

@eSafetyOffice is proud to have contributed content for Beacon app developed by @telethonkids. The app has great #onlinesafety info and 'nudge' messaging sends info to parents at particular point or milestones when they are most likely to need it! Download app: <https://bit.ly/2FpoDEY>