bark

Student Safety Strategy: Addressing Today's Challenges and Tomorrow's Unknowns

Bark provides internet safety technology and training that support school safety initiatives through AI-powered monitoring, web filtering, and anonymous reporting.

Our 3-pronged approach

Bark's approach supports **safety**, **academic outcomes**, and **mental wellness** with a strong emphasis on prevention, intervention, and structured digital education.

ONE
Safety

Bark helps schools foster a safer and more supportive learning environment by empowering both prevention and timely intervention. With real-time alerts, schools can identify threats before they escalate. Tools for anonymous tips, monitoring, and filtering help to support proactive conversations and conflict prevention.

TWO
Academic outcomes

Bark's educational programs equip students with digital citizenship and online safety skills. By helping educators address issues like cyberbullying and online conflict early, Bark reduces disruptions to attendance and promotes a stable academic environment.

THREE
Mental wellness

Bark fosters mental wellness by helping students build healthy relationships with technology. Through SEL skill development and timely support, students learn to manage emotions triggered by online interaction. This structured approach emphasizes emotional resilience, self-awareness, and empowers students to navigate the digital world.

A safety ecosystem built for today's online landscape

These three integrated pillars help protect students, empower educators, and engage families in creating safer digital experiences.

Digital safety technology

Bark detects potential threats to physical and mental well-being and sends real-time alerts to caregivers or educators. Bark's AI learns over time, adapting as new apps and trends emerge, improving the likelihood of catching threats even as vocabulary and tech evolve.

> "We put Bark in place to make sure our students were safe, and at one point in my career, I was able to help save someone's life because of it."
>
> —Dan Lauletta, IT director,
> Plum Borough School District

Education and training

Helping kids thrive online starts with education. Bark's training equips students with the emotional tools to handle digital stress, peer pressure, and social media, as well as the skills to identify potentially harmful situations.

> "The in-person, expert-led sessions will reinforce our digital wellness and citizenship curriculum while engaging our students and the community to advocate for safer digital practices. This type of constructive, hands-on training will leave a lasting impression on our students that we hope will translate into a lifetime of responsible and effective internet and device use"
>
> —Jacque Fewin, executive director of technology
> at Lubbock-Cooper ISD

Parent partnership

Bark brings parents to the table with training, workshops, and community-based seminars to help them confidently guide their kids through the digital world. Parents learn not only what to look for on devices at home, but also how to create a trusting environment that empowers kids to think critically, bounce back from digital challenges, and build healthy online habits.

> "Connected Communities will allow us to expand awareness of positive, safer online habits from our classrooms into the broader community."
>
> —Lubbock-Cooper ISD

Our programs

Bark combines proactive education programs with AI-powered monitoring to create comprehensive safety solutions for schools and families. Our approach addresses both immediate threats through real-time detection and long-term protection through collaborative digital citizenship training.

Connected Communities

Early, skill-based, and collaborative online safety education

Our in-person curriculum for schools, parents, and students is:

- **Collaborative**: Involving educators, parents, and kids aligns all safety efforts in school and at home.
- **Interactive**: Using real scenarios allows kids to develop skills to navigate different situations, setting them up for success over time as new threats emerge.
- **Timely**: Focusing on 4th and 5th graders ensures that kids are learning digital literacy when they're first accessing a phone, obtaining the foundation for online safety when it matters most.

Bark for Schools

AI to support threat assessment and safety plans

Our monitoring, filtering, and tips products help to identify harmful situations through:

- **Intervention:** Bark detects potential threats to physical and mental well-being and sends real-time alerts to caregivers or educators.
- **Prevention:** Bark equips caregivers and guardians with the information needed to address issues early, through anonymous tips and behavioral insights.
- **Relevance:** Bark's AI learns over time, adapting as new apps and trends emerge. In a world where tech moves fast, staying ahead of online threats is essential, and our tools help you do just that.

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Contact **sales@bark.us** to learn more or **scan the QR code** ↗