



# THE CYBER SAFETY *Lady*

## ONLINE SAFETY

**FOR STUDENTS  
EDUCATORS & PARENTS**



Leonie Smith is “The Cyber Safety Lady”, a cyber safety educator for schools, community groups and business. Leonie has spoken to thousands of students, parents, teachers and community members since 2011. She is also the author of “Keeping Kids Safe Online” and “Keeping You Safe Online” The premier technical manuals for online privacy and safety.

Leonie has over 20 years experience with online community management, online marketing, and social media. She was a National Cyber Safety Ambassador for the Australian Government’s 2013 stay Smart Online campaign. Leonie has been featured on 60 Minutes, The Project, The Morning Show, A Current Affair and many other T.V and print media outlets as an advisor on cyber safety.

# FOR EDUCATORS, CHILDCARE & YOUTH WORKERS

## Cyber Safety - This Years Trends

Professional development for educators and youth workers on cyber safety & this years trends

Time: 60min Presentation

### Session Includes:

- Latest Apps & platforms students are using
- Advice for oversharing, cyber bullying, & sexting
- Safer options for students, messaging, social media, video apps
- Online privacy options to better protect students AND teachers
- Advice for adult content being brought into school on devices
- Ideas for better cyber safety awareness in parent and school community
- Resources - where to go for help



This presentation helps educators to get up to speed with what young people are actually doing online and what the latest trends and issues are.

If students bring their online problems into the school environment it helps if educators know about the apps and platforms they are using, and where to turn to for help.

Parental controls and safe search settings are essential for home use of BYOD. This presentation will help educators to understand what is often lacking in homes as far as safe internet use that impacts their students also at school.

Fee - Price on application

## PARENT SEMINARS

### Raising Responsible Digital Citizens!

Time: 90min Presentation

Note: This presentation is for adults only - some of the subject matter is not suitable for children

### Session Includes:

- Advice on the latest Apps & platforms students are using
- Advice for over sharing, cyber bullying, sexting & balanced screen time
- Safer options for messaging, social media, video apps, & gaming
- Online privacy and digital reputation - tips and settings
- Protecting your child from viewing adult content
- Parental control options for supervising/protecting your child online
- Resources - where to go for help



This presentation will help parents and educators to get up to speed with what our children and students are doing online. Whilst some of Leonie's tips are technical, her down to earth approach to raising digital native children means, you will come away from this engaging talk with lots of practical ideas and resources for improving your families experience with digital technology.

**NEW!** "Ditch The Drama Around Kids Digital Devices" Guest Speaker: Fred Bretthauer - Family Dispute Resolution Mediator  
A 30min seminar for parents. Resolving family conflict around screens. Combine with 60min version of "Raising Responsible Digital Citizens". Two amazing speakers covering the technical and the behavioural side of digital safety.

Fee - Price on application

# FOR STUDENTS

## How To Be An Amazing Digital Citizen!

Leonie has different presentations for each group, targeted to students maturity and issues faced.

**Junior Primary Grades 3-4    Senior Primary Grades 5-6**  
**Junior Secondary Grades 7-8    Senior Secondary Grades 9-12**

**Time: 60min Presentation**

### Session Includes:

- **Basic cyber security - scams, virus's, fake apps, passwords**
- **Online privacy & safety - social media, gaming & messaging**
- **Digital Reputation - Public vs Private**
- **Identifying online fakes and predators**
- **Keeping it real! Real friends, no oversharing**
- **Being respectful online, sharing appropriate content**
- **Cyber bullying, don't be one, don't tolerate one!**
- **Sexting & the law (not included in primary school presentations)**
- **Balancing screen time and getting help**



The Cyber Safety Lady's talk to students is not only informative but also entertaining and interactive. Her positive approach to technology, social media and gaming means she encourages students to use all these technologies (when age appropriate) wisely and with full understanding of the safety and privacy settings available. For older students sexting/hacking and illegal online activities can be addressed. Leonie has designed her talks to get maximum results by fine tuning the material to particular age groups.

**Fee** - Price on application

## HOW TO BOOK?

### The Cyber Safety Lady

Find out more about The Cyber Safety Lady at [www.thecybersafetylady.com.au](http://www.thecybersafetylady.com.au)

Leonie is based in Sydney but travels all over to present her unique cyber safety talks

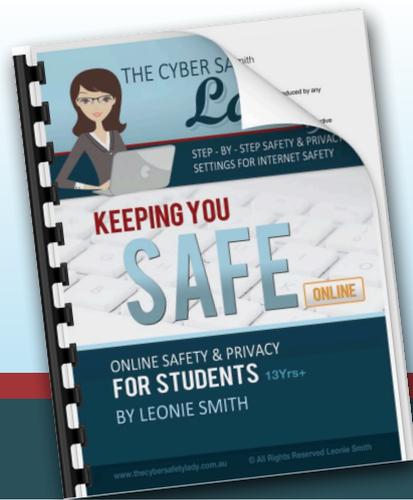
Booking enquiries can be made through the [website](#) or via [Booked Out Speaking Agency](#)  
email: [bookings@bookedout.com.au](mailto:bookings@bookedout.com.au)

Leonie is certified by The Australian Governments Office of the eSafety Commissioner [www.eSafety.gov.au](http://www.eSafety.gov.au)



Australian Government

Office of the  
**eSafety Commissioner**



**NEW**

## “Keeping You Safe Online”

Privacy Settings Manual for Students and NON Parents!  
Set up privacy settings for Facebook, Snapchat, Instagram, Skype, iMessage and more!

**\$20.00**

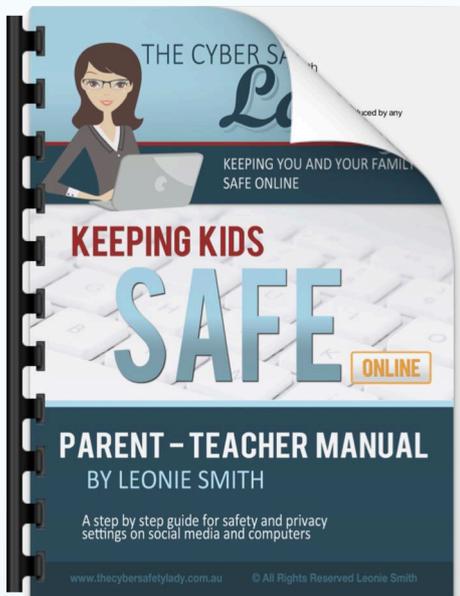
### “Keeping Kids Safe Online” Parent - Teacher Manual

This parent edition of “Keeping Kids Safe Online” is an essential companion to Leonie’s presentation or workshop. It includes all the resources and settings that Leonie mentions in her talks that are vital to keeping families safe online. “The Cyber Safety Lady” usually sells out of all her books at her talks, so be sure to order enough for your attendees!

**Not just for families!** If you are in business and using social media you need this manual to learn how to keep your private and professional life separate! Ensure your employees protect their private profiles as well. \$30.00 per copy.

#### The Manual includes:

- Step by Step instructions to set safety & privacy settings
- Parental control essentials for Apple Windows & Android
- Phone safety for kids
- Blocking adult content - settings and advice
- App reviews and recommendations, age ratings
- Parents guide to Minecraft - Steam - Roblox - Fortnite
- In-depth Facebook settings guide
- In-depth YouTube settings guide
- Snapchat - Instagram - musical.ly - Twitter privacy settings
- Guide to supervising your child online
- Cyber Bullying - What to do - Where to get help
- Screen time issues, how to get them off!



Leonie Smith  
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#### Testimonials

‘Since the first Parent Education Session presented by Leonie in 2013, we have noticed that the school is dealing with less incidents of inappropriate behaviour relating to social networking...Leonie’s resources are often referred on to parents to support them in informing themselves of what their child may be exposed to.’

*Josie Vescio | Principal St Rose Catholic School*

“Leonie, Thank you so much for your visit and thank you for your follow up information and tips. We will definitely use these! Your presentation was informative, interesting and so beneficial for our students (and teachers!). We appreciate your knowledge on these issues and will no doubt see you again sometime.”

*Pippa Patrick | Junior School teacher Oxford Falls Grammar School*