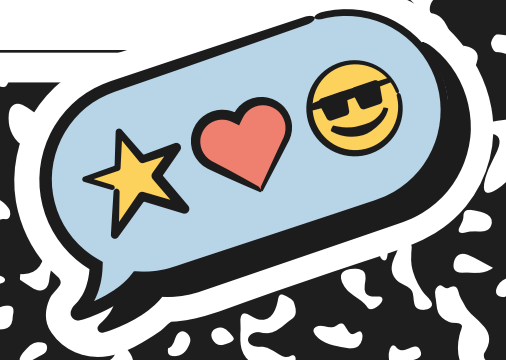




Bark's online safety guide

This notebook belongs to:





Hi. I'm Titania, chief parent officer here at Bark.

If you're reading this, it means you're interested in digital parenting. Which also means you're probably familiar with the struggles of screen time, social media, and protecting your kids without constantly hovering.

Balancing freedom and protection can feel impossible, but with the right tools and guidance, it doesn't have to be.

You want your kids to explore, learn, and connect, but they also need to stay out of harm's way. That's where Bark comes in: giving parents insight and peace of mind with safer tech devices.

We've put together this booklet to help you learn more about digital safety, the latest trends, and how to help keep your family safe online and in real life.



Titania



Craving connection?

Join our Facebook group, Parenting in a Tech World.



Want advice from awesome experts?

Check out our digital parenting podcast.



Need guidance straight to your inbox?

Sign up for our Overwhelmed to Empowered email list.



Safer tech for kids

When it comes to helping keep kids safe, Bark doesn't just talk the talk. We've earned the trust of millions of families — and the praise of top tech and parenting experts.



Top 5 tech safety tips for families

Kids love tech, but it can present dangers. Here's how to help protect your children once they're ready for a device.

1 Keep connected tech out of bedrooms

Kids need to sleep through the night, not deal with addictive algorithms, harmful content, bullying, and predators. If they need an alarm clock, keep it old school.

2 Have the tough conversations early and often

You are their safe space. Not TikTok, not ChatGPT. If your kids know they can come to you with anything and you won't freak out, your relationship will be stronger for it.

3 Control the flow of connectivity

How does the internet get into your house? How does it reach their devices? Start there. You should be able to control access, both the times of day and what type of content, at a granular level.

4 Block inappropriate websites & apps everywhere

It's not enough to block content on phones and tablets. Keep in mind kids can access browsers and apps like YouTube and Instagram on TVs, video game consoles, and more.

5 Be the parent

We can't stress this enough. Your job is to prioritize their health and safety—physical and mental. Delay is the way, and being left out of the toxic social media culture will only help them thrive. Let them have a true childhood and adolescence free from adult issues.

6 Create a tech contract

This can help you set expectations around how your kids use their devices. [See the next page →](#)

Visit www.bark.us for more resources to help you raise kids in the digital age.

Family tech contract



I will:

- Immediately answer a call or text from my mom, dad, or other family member.
- Ask my parents before I download any apps on my phone.
- Ask my parents before sharing any photos online.
- Tell an adult if anything online makes me nervous or afraid.
- Leave my phone in the kitchen to charge at night.
- _____
- _____
- _____

I understand that:

- My parents can take my phone away from me at any time.
- Having a phone is a responsibility that I will take seriously.
- _____
- _____
- _____

I will not:

- Add, text, or interact with anyone online that I do not know.
- Be mean, spread rumors, or make fun of people online.
- Make fake profiles or pretend to be someone else on the internet.
- Use my phone during school unless there is an emergency.
- Use my phone (calls, text, or social) while I am driving.
- Share my address, phone number, or other personal information online.
- _____
- _____
- _____

.....
Child signature

.....
Parent signature

Bark's 2025 annual report on children and technology

In 2025, Bark analyzed more than 11.1 billion online activities across 30+ apps and social media platforms. "Activities" include text messages, emails, social media posts, DMs, chats, song lyrics, captions, and more. Here are some of the eye-opening stats we discovered.



Self-harm/suicide

37% of tweens and 64% of teens were involved in a self-harm/suicidal situation.



Sexual content

62% of tweens and 80% of teens encountered nudity or content of a sexual nature.



Drugs/alcohol

61% of tweens and 81% of teens engaged in conversations surrounding drugs/alcohol.



Bullying

70% of tweens and 79% of teens experienced bullying as a bully, victim, or witness.



Violence

68% of tweens and 84% of teens expressed or experienced violent subject matter/thoughts.



Depression

45% of tweens and 51% of teens engaged in conversations about depression.



Disordered eating

15% of tweens and 34% of teens engaged with or encountered content about disordered eating.



Anxiety

23% of tweens and 48% of teens used language or were exposed to language about anxiety.



Predators

4% of tweens and 7% of teens encountered predatory behaviors from someone online.

The most dangerous apps

Not all apps are created equal. These platforms are where we find the most issues for families.

FLAGGED FOR	FLAGGED FOR	FLAGGED FOR	FLAGGED FOR
Severe Sexual Content	Severe Suicidal Ideation	Depression	Body Image Concerns
1. X	1. Tumblr	1. Tumblr	1. Reddit
2. Kik	2. Reddit	2. Instagram	2. Tumblr
3. Reddit	3. TikTok	3. Slack	3. TikTok
4. Tumblr	4. X	4. X	4. X
5. Instagram	5. Instagram	5. Snapchat	5. Instagram
Severe Bullying	Hate Speech	Severe Violence	Grooming
1. Tumblr	1. Tumblr	1. Reddit	1. Snapchat
2. Instagram	2. Instagram	2. X	2. Instagram
3. Kik	3. Discord	3. Instagram	3. Discord
4. Snapchat	4. Snapchat	4. Snapchat	4. GroupMe
5. Discord	5. X	5. Discord	5. Reddit

Visit bark.us/annual-report-2025 for more insights into what it's like to grow up on the internet today.

What Bark catches in action

Here are just a few examples of the types of activities Bark flags for potential dangers in a child's apps, texts, and social media.

  **Bailey**
Direct message with neely99



Feb 10, 9:55 am **Anxiety**

i can't stop thinking about school tomorrow, my stomach hurts

  **Logan**
Email with joesmith29@school.edu



Apr 14, 9:05 am **Violence**

did you hear Oliver said he was gonna bring a gun to school?

  **Avery**
Text with Randall



May 6, 7:58 pm **Predatory**

ur very mature for 12

  **Noah**
Text with Heather


Dec 8, 6:48 am **Depression** **Suicidal Ideation**

it would be better off for everyone if i wasn't alive

  **Jordan**
Text with Carter

Feb 19, 8:45 pm **Depression**

i just feel like nothing matters, everything's gray

  **Aiden**
Direct message with jaden013

Jan 21, 7:55 am **Bullying**

the whole school thinks ur a loser

  **Zoe**
Text with Jessica


Nov 29, 4:13 pm **Sexual Content**

did you hear the photos of me in my underwear were spread on snapchat?

  **Layla**
Email with ksmith29@school.edu



Mar 17, 11:28 am **Disordered Eating**

im only going to eat 500 calories a day until vacation

  **Hailey**
Called 911

June 16, 8:55 pm **Emergency services**

We detected that Hailey called 911.

  **May**
Text with Jessica

July 23, 3:20 pm **Drugs/Alcohol**

i heard you blacked out last night from just two beers!

Gen Alpha slang to know:

Aura points

A term used to determine how cool, or not, you are

Crash out

Describes an overreaction or tantrum because of something small

Let's get sendy

Slang for going "full send," equivalent to YOLO

Drip

Style, great fashion sense, flashy accessories

GOAT

Greatest of all time

Low-key

Somewhat interested in

Mid

Insult meaning "low quality" or "average"

No cap

Used to indicate that someone is not lying

Rizz

Short for "charisma" and means someone who is romantically charming

Sigma

Someone who is a lone-wolf type, independent but still strong

Skibidi

An adjective that can mean "cool," "dumb," or "bad"

These don't mean what you think they mean



Want to keep up with even more of the latest words, phrases, and emojis that kids use? **Scan the QR code** to find all of Bark's slang guides.



A guide to Bark's family-safe tech products

No matter your child's age or stage, we've got an option to help keep them safe online and in real life.



Bark Phone

- Tamper-proof parental controls and monitoring
- Texts can't be deleted without permission
- App download & contact approval
- GPS-powered location tracking



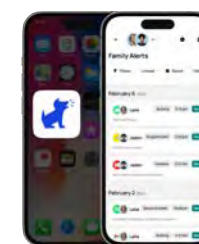
Bark Phone Pro

- All the same parental controls & features as the Bark Phone
- Faster processor and more memory
- Gorilla Glass screen
- IP 68 water and dust resistant



Bark Watch

- Track location 24/7
- Monitor texts and photos
- No apps, browsers, social media, or games
- Emergency SOS button



Bark app

- Get alerts for sexual content, depression & more
- Block harmful websites and apps
- Create custom screen time schedules
- Track location with alerts and check-ins



Bark Sync

- Monitor iOS devices directly
- Scans texts, photos and videos
- Get alerts for concerning content



Bark Home

- Block websites and apps
- Manage screen time on gaming consoles, TVs, and more
- Turn off the internet to online games when needed

Hands-on activities your family will actually love



Bring your family together in fun, screen-free ways that spark creativity, conversation, and connection. These easy, engaging activities turn everyday moments into memorable experiences everyone will enjoy.

Tech-free family dinner

Goal: Build conversation and connection.

How to do it: Declare dinner a device-free zone. Place all phones in a basket before sitting down. Enjoy uninterrupted conversations!

Bonus Idea: Use conversation cards or ask for daily highs and lows, where everyone shares the best and worst part of their day.

Materials needed: Basket/bowl and optional conversation cards.



Screen-free Sunday (or any day)

Goal: Create a routine where screens are off for a whole day or a few hours.

How to do it: Choose a weekly time for everyone to unplug together. Plan activities like hiking, board games, baking, or crafts.

Materials needed: None needed — just a family calendar.

Family game night

Goal: Replace scrolling or Netflix with interactive fun.

How to do it: Rotate who chooses the game each week. Try board games, card games, or charades.

Materials needed: Board/card games, or printable ones online.

Family craft night

Goal: Encourage creativity and tactile engagement.

How to do it: Choose a project (DIY art, friendship bracelets, homemade cards). There are tons of ideas online for fun projects.

Materials needed: Paper, markers, glue, scissors, craft supplies.

Drawing scavenger hunt

Goal: Capture curiosity without screens.

How to do it: Give each person a list of items to find or draw instead of taking photos with their phone.

Materials needed: Paper and pencils.

Family story night

Goal: Strengthen imagination and empathy.

How to do it: Each person adds a line or paragraph to an ongoing family story or acts it out as a skit.

Materials needed: Paper, pens, and optional props.



Neighborhood adventure walk

Goal: Get moving together and explore locally.

How to do it: Take turns choosing the route or theme ('find 5 different leaves,' 'look for holiday decorations').

Materials needed: None, optional notebook for discoveries.

Backyard Olympics

Goal: Promote active play and teamwork.

How to do it: Set up mini challenges (jump rope, races, frisbee toss).

Materials needed: Household items, a stopwatch, or chalk for scorekeeping.

Family volunteer project

Goal: Build empathy and community connection.

How to do it: Choose a local service opportunity (clean-up, donation drive, animal shelter help).

Materials needed: Gloves, trash bags, or items for donation.

Cooking together

Goal: Teach practical skill and foster teamwork.

How to do it: Pick recipes together, assign roles, and cook a meal as a team.

Materials needed: Ingredients, recipe cards.

Puzzle night

Goal: Encourage patience and collaboration.

How to do it: Work together on a large jigsaw puzzle or a logic challenge.

Materials needed: Puzzles or brain teaser books.

bark 



Want to learn more about Bark?

Scan the [QR code](#) to see all of our
family-friendly tech products.

