



**LEADHAWK
LEARNING**

PROTECT YOUR BRAND.
LEAD RESPONSIBLY.
LIVE YOUR VALUES.

FACILITATOR / DELIVERY GUIDE FOR PRINCIPALS & SUPERINTENDENTS



Leadhawk Online Reputation System | Protect Your Brand Challenge



PURPOSE

This guide supports schools and districts in implementing the Protect Your Brand Challenge to promote awareness, strengthen digital responsibility, and support positive school culture among students, staff, and families.

IMPLEMENTATION OVERVIEW

- Aligned to district priorities in digital citizenship, character development, & wellness.
- Flexible delivery options across grade levels, classrooms, activities, professional development, and school initiatives.
- Approximately 60-min guided experience.
- Facilitator guide with talking points, prompts, & best practices
- Completion validation & recognition provided.

THE 3-STEP EXPERIENCE



DELIVERY MODELS



CLASSROOM & ADVISORY

Integrate into advisory, SEL, or digital citizenship lessons.

- Builds awareness & reflection
- Supports school initiatives
- Easy to incorporate into existing curriculum



TARGETED INTERVENTION

Corrective growth experience following digital behavior issues.

- Restorative, not punitive
- Encourages accountability & reflection
- Supports behavior improvement



SCHOOL & COMMUNITY WIDE

Launch across grade levels, activities, & programs.

- Promotes consistent culture
- Engages families & community
- Supports positive school reputation

FACILITATOR ROLE

- Introduce the experience and its purpose.
- Create a safe space for honest reflection.
- Guide discussions and reinforce key takeaways.
- Encourage participants to apply lessons to daily life.
- Celebrate completion and recognize growth.

FACILITATOR TALKING POINTS

Use these key messages when introducing the challenge:

- Your online reputation is part of your personal brand.
- What you post, share, or comment on can impact your future.
- This isn't about being perfect, it's about being intentional.
- Every choice, every post, every day, you represent yourself, your school, & your community.
- This challenge will help you think before you post & lead with purpose.



PARTICIPATION INCLUDES



Online Reputation Score



Guided Reflection Activities



Leadership-Based Reputation Sprint



Completion Validation



Digital Badge & Certificate



Reflection Journal

SUGGESTED TIMING

| | |
|-----------------------|---|
| START OF YEAR | Build culture, set expectations, & promote positive online habits. |
| MID-YEAR | Reinforce accountability, reflection, & growth |
| AFTER INCIDENT | Support restorative conversations & behavior improvement. |
| END OF YEAR | Celebrate growth, leadership, & readiness for what's next. |
| SUMMER | Staff development, leadership planning, cultural alignment opportunities. |



DISCUSSION PROMPTS

- What does your online presence say about you?
- How can you hold yourself & your teammates accountable?
- How could a coach, teacher, or future employer view your posts?
- What kind of legacy do you want to leave as a person?
- What decisions online could help or hurt your opportunities?
- How can you use your platform to lead in a positive way?

BEST PRACTICES FOR SCHOOL LEADERS

- Communicate the why, connect it to leadership & future opportunities.
- Make it part of your leadership plan and school empowerment goals.
- Encourage consistency, follow-up & recognition.
- Recognize & celebrate completion.
- Share success stories & reflections (with consent).
- Revisit the challenge periodically to reinforce growth.



PARTICIPATION & VALIDATION

Participants receive completion validation resources designed for educational participation, leadership development, and guided reflection.

These resources acknowledge participation & growth & do not represent academic credit or an evaluation of performance.

AD FAQ

Is this required?

No. Participation is voluntary & educational. You decide how it fits into your program.

How much time does it take?

Approximately 60 minutes. Participants can complete in one sitting or in segments.

Can staff get involved?

Yes! Staff can be encouraged to reinforce lessons and lead team discussions.



BRING IT TO YOUR ATHLETES.
BUILD LEADERSHIP.
PROTECT THE BRAND.