

Digital Leadership Initiative Overview

Presented by Leadhawk Learning

Designed for principals, athletic directors, counselors, educators, leadership teams, districts, churches, youth organizations, & community programs.

The Digital Leadership Initiative is a leadership & digital reputation initiative designed to help students & young people become more intentional about online behavior, communication, leadership, & personal reputation in today's digital environment.

1. Program Mission

Recognize students who take initiative in promoting values-based online behavior, digital leadership, & positive influence within their school or community.

2. Why This Matters

- Students & young adults are building online reputations long before entering college or the workforce.
- Online behavior can influence leadership opportunities, athletics, scholarships, employment, & organizational reputation.
- Many schools & organizations want proactive leadership conversations, not just reactive discipline responses.
- Digital communication & online conduct increasingly impact school culture & community perception.
- Students often need structured conversations around leadership, values, communication, & online responsibility.

3. Program Focus Areas

- Leadership Development
- Responsible Online Behavior
- Positive Digital Culture
- Communication Awareness
- Values-Based Decision Making
- Peer Leadership & Engagement
- School & Community Reputation & Awareness

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4. Flexible Implementation Options

The program is intentionally designed to remain flexible across schools, athletics, districts, churches, non-profits, mentoring groups, & youth outreach organizations.

- Leadership classes or advisory discussions
- Athletic department leadership initiatives
- Student leadership groups
- Freshman orientation or awareness sessions
- Counselor-supported student development
- Church or youth leadership discussions
- Community awareness or mentoring initiatives
- Pilot implementation groups

5. Organizational Benefits

- Supports leadership & character development
- Encourages positive communication & digital awareness
- Strengthens organizational culture conversations
- Provides proactive leadership engagement opportunities
- Supports student, athlete, & youth development efforts
- Creates structured discussions around online reputation & behavior

6. Participation & Recognition

Participation may include students, athletes, staff members, teachers, coaches, counselors, mentors, administrators, or other approved organizational participants.

Students may become eligible for recognition opportunities through leadership participation, implementation support, awareness efforts, presentations, proposals, or positive organizational engagement.

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7. Program Philosophy

- Leadership over popularity
- Values over emotions
- Positive digital culture
- Responsible online behavior
- Peer leadership & mentorship
- School & community impact

8. Partnership & Discussion Opportunities

Schools & organizations may explore implementation discussions, pilot participation, leadership engagement opportunities, awareness initiatives, or community partnerships based on their individual goals and organizational needs.

The Digital Leadership Initiative is designed to support conversations around leadership, communication, values, & online responsibility, not simply social media discipline.