

The Digital Ambassadors Program

Building a student-led culture
of digital safety and wellbeing,
powered by ySafe.

*Cyber safety
Education Evolved*



The Digital Ambassadors Program

Turning peer pressure into peer influence.

What do The Voice, MasterChef, The Great British Bake Off, and the ySafe Digital Ambassador Program have in common? With the right coaching and guidance, the raw talents of everyday young people can be honed into something incredible—creating positive change and empowering others along the way.

The Digital Ambassadors Program, powered by ySafe, offers schools a student-led, sustainable solution to online safety and digital wellbeing. This program flips the traditional approach on its head. Instead of doing it to students, we're doing it with them. By engaging young people and coaching them as champions for digital safety, we help create a culture where student voice isn't just heard, it's valued.

Students become advocates, guiding their peers toward safer, more informed digital habits.

In a world where students are content creators, gamers, shoppers, and slang authors, schools must do more than just tell them about digital safety—they need to give them the tools to use their talents for good.

What Makes the Digital Ambassadors Program Different?

This is more than just a program—it's a cultural shift, designed to build a safer, more resilient school environment where students play an active role in shaping their own digital futures. It's about lasting change. **Here's how:**

Converts Student Voice into Action:
Encourages students to turn peer pressure into positive influence, using their unique understanding of the digital world to help themselves and others.

Transforms Cyber Safety into School Culture:
Shifts cyber safety from a static policy to a living, breathing part of school life—where students are accountable, teaching their peers, staff, and parents.

Creates Sustainable Change:
Ongoing expert-led mentoring, real-time feedback, and co-designed resources ensure the program adapts and grows, staying relevant year after year.

Supports Digital Wellbeing:
Tackles the urgent need for digital wellbeing, focusing on mental health, resilience, and engagement in an era where these issues are at an all-time high.

What Does the Program Entail?

The Digital Ambassadors Program engages students as advocates and champions for online safety within their school community. Schools select a group of students and staff to receive training and mentoring from the ySafe team, with the potential for this group to become the school's dedicated cyber safety ambassadors.

By collaborating with ySafe's leading cyber safety experts, students will co-create a community-focused initiative that promotes safe, positive, and informed digital habits among their peers.

Program Structure*:

- Three-Stage Hybrid Program delivered over 6-12 months, tailored to your school's needs.
- In-Person Training and Virtual Support, including ongoing expert mentoring.
- Teacher Professional Learning and Tailored Resources to ensure school-wide engagement and understanding.
- Co-designed student content that reflects the voices and experiences of your students and is delivered to your community.
- Showcase Event where students present their work, reflecting on their impact and growth.
- Through this collaborative, student-led approach, the program builds a lasting, school-wide culture of digital safety and responsibility.

Scope

The DA Program runs in **three key stages** over 6-12 months, depending on each school's program:

#1

Stage 1: Setup Laying the Foundation

In-person Training for staff and students (online safety, leadership, campaign planning)

Delivered Resources, merchandise, OS Hub setup, and communication channels

Outcome: Clear campaign direction and strong ambassador foundations

#2

Stage 2: Rollout Where the Magic Happens

Facilitated Meetings (progress updates, cyber safety tips, skills workshops)

Ongoing Support through on-demand digital learning modules

Outcome: Continuous co-design and campaign growth

#3

Stage 3: Wrap Up Leaving a Legacy

Showcase Event where students present their campaign outputs

Reflection and Future Planning (impact review, new ambassadors, staff champions)

Outcome: Sustainable change and ongoing impact

Note: Since this is a student-led program, the structure is flexible. Timings and deliverables may vary from school to school and year to year, depending on specific needs and goals.

After ySafe:

"I think this is the sort of thing that we should do twice a year. The content that students access changes so quickly that we are behind the 8 ball the moment we step out of the room. ySafe are excellent. They engage the students and staff well and clearly know the subject matter."
- Toowoomba Anglican School

"I love how, instead of a boring cyber safety presentation, we talked about real-world issues students face today, making it relatable and engaging. The expert's interaction with us made all the difference."
- Year 9 Student, St John's Anglican College

"ySafe are excellent. They are familiar with the online usage of our students, engaged them with visuals and involved some in acting out parts. This is such a valuable incursion and relevant to keeping our students safe."
- Teacher, Duncraig Primary School

Impact That Speaks for Itself

64% of students said they **learned** something new they didn't know before #winning

2 in 3 students reported they gained real **value** from liaising directly with an expert #evolve

50% of students **agree** with implementing a social media ban #what?

Let's get the Digital Ambassador Movement Going

Get in touch with the ySafe team today and let's explore how the Digital Ambassadors Program can help your students lead the way in creating a safer, more connected digital community.

www.ysafe.com.au/contact



ysafe.com.au

