



PARENTS' NEWSLETTER

MARCH 2025



WE'RE HERE TO HELP YOU TO BE AN AWESOME DIGITAL PARENT!

Welcome to the first Digital Tweens parents' newsletter of 2025. It's been a busy start to 2025, including a fantastic 3 days working with the wonderful students, parents and staff at Gippsland Grammar's Junior School campuses in Sale and Bairnsdale.

When working with students, Digital Tweens teaches them to use our PROTECT model:

PRIVATE
RESPECTFUL
OPEN
TELL
EVALUATE
CONNECT
THINK



and we assert that they have 2 superpowers - **balance** and **sleep**.

The feature topic of this newsletter is sleep - a space where you can make such a big difference to your child's wellbeing and success in so

many aspects of their lives.

Throughout this newsletter (which comes out twice a term) you'll find lots of practical help, links to a free mini-webinar and the opportunity to sign up for to the Digital Tweens weekly blog - written especially for parents bringing up children in an increasingly digital world.

Our newsletter is deliberately short and practical - we know how busy family life is, but digital parenting is important, and we don't want you to miss out.

Digital Tweens is here to walk alongside you on your digital parenting journey, and to empower you to help your child to be safe and to thrive in their use of devices as they grow up. You are not alone!

Enjoy the newsletter!

Mark Yeowell

EDITION OVERVIEW

[Sleep:
Your Child's
Superpower](#)

[Meet Mark
Founder of Digital
Tweens](#)

[Help I'm a Digital
Parent!](#)

[Top Tips
Tricky Issues
and
Fantastic Resources](#)

["The Mediatican's
Guide"
by Michael Rich](#)

[THE SMART Digital
Parenting Model](#)



SLEEP - YOUR CHILD'S SUPERPOWER!

Tweens need around 10 hours of sleep each night to support their focus, emotional regulation, and overall wellbeing. However, digital devices can seriously interfere with quality rest, making it harder for kids to wind down and fall asleep.

One of the biggest culprits? Screens in bedrooms. The blue light from devices tricks the brain into thinking it's still daytime, suppressing melatonin and delaying sleep. Plus, notifications and endless scrolling can keep tweens engaged long past bedtime. A simple solution? Make bedrooms a tech-free zone. Charge all devices – including your

own – in a shared space like the kitchen. This not only removes temptation but also sets a strong example. To help your tween transition smoothly into sleep, encourage non-screen activities 30–60 minutes before bed. Reading a real book (not on a screen), journaling, listening to calming music, or even stretching can all help signal to the brain that it's time to rest.

Prioritising healthy sleep habits as a family will make it easier for your tween to build lifelong routines that support their well-being. A well-rested tween is a happier, more focused one, help them get the sleep they need to thrive!



MEET MARK

Mark Yeowell is an emerging voice and expert on digital parenting and is passionate about children and young people thriving in their use of digital technologies. His research as a doctoral candidate at UNSW is focused on the experiences and impact of tweens' initial smartphone ownership. With over 30 years' experience of school leadership and having two older teenage sons, Mark understands the challenges (and fun) of raising children in an increasingly digital world.

Mark is the founder of Digital Tweens which aims to empower children and young people to thrive in the digital world. We do this by building their digital skills and habits, and by equipping parents and teachers with the knowledge and skills to support them in order to maximise opportunities and mitigate risks. Adopting a practical, authentic, and humorous approach, Mark tackles the challenges of digital parenting with a positive and realistic lens.

FREE LIVE MINI-WEBINAR / Q&A TWEENS, DIGITAL DEVICES AND SLEEP

Concerned about the impact of digital devices on your child's sleep? You're not alone - this is an issue impacting lots of families and getting it right can make an amazing difference to so many aspects of your child's life.

Join Mark for a **FREE** mini-webinar (15 mins + Q&A) on this important topic and the opportunity to get your questions answered anonymously.

**19 March 2025
8pm (AEST)**

[REGISTER NOW](#)



19 MARCH 2025 8PM (AEST)

HELP I'M A DIGITAL PARENT!

WORTH A READ

FANTASTIC RESOURCES

eSafety Commissioner

- Practical guides on managing online risks like cyberbullying, social media use, and gaming.
- Step-by-step instructions on setting up parental controls for various platforms.
- Free webinars and resources tailored to different age groups.

www.esafety.gov.au

Common Sense Media

- Go-to resource for parents looking for age-appropriate game, app, and movie reviews.
- Practical advice on screen time, social media, and online safety.
- Helpful guides on managing technology use at different ages.

www.commonsensemedia.org



Parent with Curiosity, Not Fear!

Instead of assuming the worst about your child's digital activities, start with curiosity and ask open-ended questions like:

- What do you love about this game?
- How does this app work?

When tweens feel like you're interested rather than interrogating, they're more likely to share and seek guidance. Your curiosity also gives you insight into their online world, helping you steer conversations about safety and balance naturally. The goal is to be a guide, not a gatekeeper. Help them navigate the digital world, not just block access.



TRICKY ISSUES

"But Everyone Else Has One!" The Peer Pressure Dilemma

Tweens often insist they need a phone, or a particular app because 'everyone else has it.'

Instead of reacting emotionally, acknowledge their feelings and discuss readiness. Focus on your family values and your child's unique needs rather than what others are doing. A great phrase to use is **'not yet'**, leaving the possibility open for the future.

THE DIGITAL TWEENS BLOG

The Digital Tweens Blog is FREE and is published every **Thursday**.

Each edition focuses on a different topic and is packed with information and practical ideas to support busy parents trying to help their child to thrive in the digital world. You can find the blog on our website

www.digitaltweens.com.au

OR

Sign up by clicking the link below and we'll send the blog straight to your email - too easy!



The Mediatrician's Guide is an invaluable resource for parents of young children, tweens and teens, especially those feeling overwhelmed by the rapid pace of digital change. Dr. Rich's tone is compassionate and supportive, addressing the challenges of digital parenting without judgment or blame.

Each chapter explores a different aspect of digital parenting, from setting screen time boundaries to helping kids manage social media and online friendships. Dr. Rich uses real-life examples and clear, evidence-based explanations, which make the guidance practical and relatable.

The book emphasizes the importance of building open communication between parents and children about media use and encourages parents to model healthy digital habits, engage in it with their kids, and to keep the conversation going.

Whether you're navigating your child's first smartphone, considering the impact of social media, or simply looking for ways to make screen time more purposeful, The Mediatrician's Guide is a comprehensive, reassuring companion.

BUY NOW



Buying from Amazon via this link will result in Digital Tweens earning a commission.

THE DIGITAL TWEENS SMART DIGITAL PARENTING MODEL

Parenting in the digital age comes with unique challenges, from managing screen time to navigating online safety. The SMART Digital Parenting Model provides a practical framework to help families set healthy digital habits, ensuring technology supports rather than overwhelms childhood.

Built on five key principles—Set Boundaries, Model Behavior, Actively Engage, Review & Educate, and Talk & Trust—SMART encourages parents to establish clear rules, lead by example, stay involved, review online risks, and foster open conversations. Rather than treating digital parenting as a struggle, SMART promotes a collaborative approach where children learn responsibility and balance.

For example, instead of enforcing screen limits without discussion, Set Boundaries encourages parents and tweens to create fair, achievable guidelines together. Model Behavior reminds parents that their own digital habits influence their child's. And Actively Engage suggests showing interest in their online world—watching them game or discussing social media trends can spark important conversations about safety and ethics.

With the SMART model, families can navigate the digital world with confidence. By guiding tweens with structure and trust, parents can help them develop the skills to make smart, safe, and balanced choices online.

S

SET BOUNDARIES

DEFINE TOGETHER CLEAR AGE-APPROPRIATE EXPECTATIONS AND RULES.

M

MODEL BEHAVIOUR

DEMONSTRATE HEALTHY DIGITAL HABITS AND THE BEHAVIOURS YOU WANT TO SEE.

A

ACTIVELY ENGAGE

SHOW CURIOSITY AND BE ACTIVELY INVOLVED IN YOUR CHILD'S DIGITAL LIFE.

R

REVIEW & EDUCATE

REGULARLY REVIEW EXPECTATIONS, PRIVACY SETTINGS, PERMISSIONS, AND ONLINE ACTIVITY.
TEACH YOUR CHILD ABOUT RISKS AND OPPORTUNITIES.

T

TALK & TRUST

FOSTER OPEN COMMUNICATION SO YOUR CHILD FEELS COMFORTABLE DISCUSSING ONLINE ISSUES.
BUILD TRUST BY EXPLAINING THE REASONS BEHIND YOUR DIGITAL RULES.



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