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SAFE MOOD



Your Internet. Your voice. Your rules.

Growing Connected, Safely

Keenetic Guide for Families: Internet, Children, Teenagers, Parents and Digital Responsibility
Corporate Social Responsibility Project – Keenetic Italy

Introduction

The Internet has become part of everyday family life, much like electricity or water. It is invisible, always present, and essential. But like any critical infrastructure, it needs to be designed, managed, and made safe — especially when children are involved.

This guide was created to support families with primary school-aged children (6–11 years old) in building a home digital environment that is reliable, balanced, and aligned with their educational values.

It is neither a guide to prohibition nor a technical manual. It is an orientation tool that helps parents make informed decisions, using technology as a quiet ally.



Why Talking About Digital Life in Families Matters Today

Children grow up surrounded by screens, connections, and devices. This does not automatically make them more competent or aware. On the contrary, it requires stronger educational guidance.

The home network is the first digital space a child experiences. It is there that they learn what is allowed, what can be shared, and how to relate to technology.

Designing this space means reducing risks and creating the conditions for a positive, creative, and responsible use of the Internet.



The Real Risks of the Digital Environment

Many digital services are not designed for primary school-aged children. Even when they appear harmless, they may expose children to real risks.

Among the main risks are:

- * age-inappropriate content
- * excessive screen exposure
- * social pressure
- * unwanted contacts
- * addictive mechanisms

Addressing these risks does not mean living in fear. It means creating safe environments where children can gradually explore, supported by clear rules and adult guidance.

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The Home Network as a Safe and Educational Space

A home is safe not because it is free of danger, but because it is designed with the people living in it in mind.

The same applies to the Internet: digital safety should not rely on individual apps or occasional controls, but on a stable and continuous architecture.

The home network therefore becomes a shared educational space where rules are clear, consistent, and always active.



Clear Rules, Invisible Technology

Rules regarding digital usage should be simple, understandable, and consistent over time.

Examples include:

- * defined Internet access schedules
- * disconnecting devices during the night
- * using devices only in shared spaces
- * screen time only after homework and physical activity

Technology should not replace dialogue, but help make rules enforceable without constant conflict.



The Fundamental Role of Parents

No filter is more effective than adult behavior.

Children observe how parents use their phones, react to notifications, and make space for conversation and presence.

Digital education means accompanying, explaining, and sharing — not simply controlling.



Alternative Activities and Positive Use of Technology

Balanced technology use leaves room for other activities: outdoor play, sports, reading, creativity, and quality family time.

When used properly, digital tools can support learning, creativity, and collaboration.

The goal is not to eliminate screens, but to put them back in their proper place.



Keenetic Family Manifesto

Principles for Responsible Technology Use at Home

Parent Manifesto

12 principles for guiding children through the digital world with awareness, not fear

1

You don't need to be an expert — you just need to be present.

You do not need to know every app. Being there, listening, asking questions, and building trust is enough. Children do not need technicians — they need reliable adults. At the same time, it is important to know that parental controls and passwords can be easily configured on devices, consoles, and TVs, even if they are not foolproof.

2

Dialogue before prohibition.

Banning without explaining creates distance. Open conversations about risks, limits, and responsibilities help build a critical and mature approach to the Internet. Involving children in a “digital agreement” makes them more responsible.

3

Shared rules, not imposed rules.

Establish some basic rules together regarding schedules, content, and behaviors.

Examples:

- * no screens during meals
- * no screens before bedtime (at least one hour before sleeping)
- * no devices while doing homework
- * no screens during active play or outdoor activities
- * limited device use in the car, especially on short trips

Avoid using devices in bedrooms or bathrooms.

4

Pay attention to warning signs.

Mood changes, insomnia, isolation, or social withdrawal may indicate discomfort related to digital life. Do not underestimate these signs, do not judge, and remain supportive.

5

Teach children to protect their privacy.

Explain the importance of not sharing personal information, intimate photos, or geographic location. Being cautious is a form of self-respect.

6

Teach empathy online too.

“Would you like receiving a message like this?” Help children understand that behind every profile there is a real person with real emotions.

7

Never minimize cyberbullying.

Cyberbullying is not “just a kids’ issue.” It can have serious consequences. If your child is a victim — or even a witness — do not leave them alone. Report, support, and intervene.

8

Recognize achievements, not only mistakes.

Parents often speak to children only when something goes wrong.

But there are also positive digital behaviors:

- * creative projects
- * respectful conversations
- * meaningful posts

Notice them too.

9

Take care of your own digital example.

Children observe everything. If adults are constantly on their phones, react aggressively online, or communicate disrespectfully, children are likely to imitate the same behaviors.

10

Learn together with your children.

Attend webinars, read articles, ask questions. Being informed is the first step toward feeling less excluded and more involved in your children’s digital lives.

11

Remember: every child develops at their own pace.

Some teenagers may be ready for TikTok at 14, others may not. Some manage smartphones independently, while others need stricter boundaries. Technology should adapt to the individual — not the other way around. For this reason, it is generally recommended not to give children under thirteen personal smartphones or devices. These devices should remain under parental ownership and supervision.

12

Build relationships beyond the screen.

The more present you are in real life, the less your children will seek refuge exclusively in the virtual world. Technology cannot replace listening, affection, and genuine connection. Encourage outdoor play, sports, reading, real-life relationships, and regular contact with nature as a family.

Youth manifesto

12 rules for using the Internet without being used by it

- 1 You are not invisible online, and words matter. Show respect.**

Insults, teasing, hateful comments — they are not “just jokes.” There are real people behind every screen. Treat them the way you want to be treated.
- 2 Protect your privacy — and other people’s too.**

Do not share your personal information with everyone. And if you post a photo with someone else, ask for permission first. Respect starts here.
- 3 Don’t believe everything you see — think critically.**

The Internet is full of content: some trustworthy, some fake. Learn to question, verify, and look for reliable sources. The more curious you are, the freer you become.
- 4 What you post stays online. Forever.**

An embarrassing photo, an inappropriate story, an impulsive comment... Are you sure you still want it online tomorrow — or in five years?
- 5 You never really know who is behind the screen.**

Even if someone has been messaging you for weeks, they may not be who they claim to be. If someone asks to meet you in person, immediately speak to a trusted adult.
- 6 If something makes you uncomfortable, you have the right to say NO.**

Whether it is a strange message, an inappropriate request, or a game you dislike, you can always step back and clearly say “no.” Trust your instincts.
- 7 If you feel overwhelmed, talk to someone.**

If you saw or experienced something disturbing online, do not stay silent. Talk to a trusted adult, teacher, or real friend. No one should face these situations alone.
- 8 Don’t be complicit in cyberbullying.**

Even a “like” can hurt. Even silence can cause damage. Be the person who supports others, speaks up, and takes a stand. Be the change.
- 9 Behave online the same way you behave in real life.**

Netiquette, politeness, empathy — these are not outdated ideas. They are what make the Internet a better and safer place for everyone.
- 10 The law also applies online.**

Insults, threats, or sharing intimate images are not harmless jokes. They can become serious legal offenses. Think carefully before pressing “send.”
- 11 The Internet belongs to you too — use it to make a difference.**

Share positive ideas, create projects, and use social media constructively. Being an active citizen within a digital community is not an obligation — it is a powerful opportunity.
- 12 You have rights online too.**

You have the right to be respected, to feel safe, and to request the removal of harmful content. Knowing your rights is the first step toward protecting yourself.

Conclusion

Growing connected, safely, is a shared responsibility. When technology is stable, secure, and consistent, it stops being a problem and becomes a solid foundation for relationships, learning, and personal growth.