

## What A Toolkit Is

**This toolkit brings together guidance, resources, and practical tools** to support informed decisions in real situations. It organizes essential information in one place so users can spend less time searching and more time using it.

The toolkit is not meant to be read once and set aside. It is designed to be revisited, adapted, and used in real situations to support communication, decision-making, and implementation over time.

**This toolkit is designed to be flexible** it does not need to be read from start to finish. Different sections can be used independently depending on your needs and goals.

It can be revisited when questions arise, adapted to your needs, and shared as your work evolves.

**The toolkit is meant to support** ongoing work and make challenging situations easier to navigate over time.

## SOS Toolkit

These guides help organizations and communities understand how digital environments affect safety and well-being. They show how Safe Online Standards translate into everyday practice and how shared safety principles can be applied in real situations.

The focus is not punishment or blame. It is transparency, awareness, and shared responsibility for healthier digital spaces. Each guide can stand on its own, and together they create a shared framework for understanding and improving online safety.

## Resilience Toolkit

These guides support teens and families in navigating everyday online experiences with more awareness and confidence. They explain how digital platforms shape what people see and feel, how to use privacy and safety tools, how to notice when online use starts to affect well-being, and what to do when something doesn't feel right. The focus is not on rules, restrictions, or avoiding technology. It is on understanding what is happening, making thoughtful choices, and knowing when to reach out for support. Each guide can be used on its own, and together they provide a shared approach to building digital resilience online and offline.

## Advertisers Toolkit

These guides help advertisers understand how digital environments intersect with youth mental health and safety. They explain how placement decisions, platform context, and audience impact connect to broader well-being considerations.

The focus is not on restricting advertising or assigning blame. It is on awareness, responsibility, and making informed choices in complex digital spaces. Each guide can be used on its own, and together they provide a shared framework for more thoughtful advertising practices.