



# THE DIGITAL TRUST FRAMEWORK

When digital trust is HIGH, digital friction is LOW.



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## The Digital Trust Framework

After over **1,000 presentations** and countless conversations, we asked ourselves, "What are the attributes of families who have kids who learn to use technology well?" Inspiration led to the creation of the **Digital Trust Framework**. It's 5 ideas - "secret sauce" - that will help you build digital trust. We've tested it with real families. It works!

**Because when digital trust is high, digital friction is low. And often, your parenting confidence goes through the roof!**



- **COPY ME**
- **CO-PLAY**
- **CURIOSITY**
- **CONVERSATIONS**
- **COACHING**



## 1. Copy Me

Do you want your kids using their technology just like you do? Do you want them using their technology in their bedrooms like you do? Playing mindless games or scrolling through Instagram as much as you do? As Chris likes to say, "I've just determined that for most everything I do online with my smartphone, I should be able to show a 12-year-old." **That's COPY ME.**

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## 2. Co-Play

Chris and his sons love to play video games together. He uses gaming as a way to build digital trust with his sons, Cole and Blake. Parents who play and do technology WITH their kids tend to have kids who are more comfortable talking about their technology use. And this is KEY if something horrible or even unusual were to ever happen online.

Yes, imagine for a minute if you saw the Nintendo Switch or the tablet as something that can actually HELP your parenting! **That's CO-PLAY.**



### 3. Curiosity

Because we don't often understand, too many parents just assume that every kid using a smartphone is doing something horrible. Instead, what if you were curious about the YouTube videos your kid likes to watch? What might you learn if you let them teach you how Snapchat works? Be curious about how your child uses tech. What might you learn about their heart, their wonderings, their insecurities? We bet you'll learn something new. **THAT'S CURIOSITY.**

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### 4. Conversations

It comes down to this - if ANYTHING goes sideways, wrong, horrible in the digital world, do your kids know beyond any doubt that they can land softly with you? Here's the test - if by reminding them of this fact they aren't just a little annoyed because you've said it so many times, then you aren't saying it enough. There's no such thing as passive parenting in the digital age! If we don't talk to them, then Dr. YouTube or Dr. TikTok will.

It's time to talk about all of the awkward things no one talked to you about while growing up. **THAT'S CONVERSATIONS.**



## 5. Coaching (Caring Control)

Everybody knows what parental controls are. Our favorites include Covenant Eyes, Bark, and the Gryphon router. But even if we're using parental controls, we want our posture as parents to be CARING control. Remember - it's not a battle of us (parents) vs. them (kids). It's us together WITH them. There's no toggle that replaces you. You WANT them to succeed! **THAT'S COACHING.**

And when families do these FIVE things persistently and consistently, then we build digital trust. **And when digital trust is high, digital friction is low. It works! Confidence goes up!**



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*Written by Chris McKenna, Founder and CEO of Protect Young Eyes*

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