



2024

Super Admin Guide

How to Get the Most From Our Online Safety Services



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I: What We Monitor

Congratulations on signing up for Bark for Schools! Your dedication to online safety will help you protect your students as they use their school-issued accounts. This guide will provide you with step-by-step instructions for getting Bark up and running. It will also provide you with information on additional features and best practices to set you and your team up for success with Bark for Schools!

This chart lists out everything that Bark monitors on Google Workspace and Microsoft 365 — make sure you familiarize yourself with what to expect.

Google Workspace

Location	What we monitor	Bark for Schools (free)	Bark for Schools (paid)
Gmail	Subject, body, attachments (images and videos)	✓	✓
Gmail	Inline images	—	✓
Google Drive	Images, videos, Office documents (.doc, .docx, etc.), plain text files	✓	✓
Google Docs	Document title, text within the document, comments, and replies	✓	✓
Google Docs	Inline images	—	✓
Google Slides	Presentation title, text and emojis on the slides, comments, and replies	—	✓
Google Sheets	Spreadsheet title, text within the cells, comments and replies	—	✓
Google Chat	Text and attachments (images, videos) in direct messages*	✓	✓
Google Chrome	Webpage titles and searches*	✓	✓

*with additional set up

Location	What we monitor	Bark for Schools (free)	Bark for Schools (paid)
Outlook	Subject, body, attachments (images and videos)	✓	✓
Outlook	Inline images	—	✓
Teams	Text, images, and videos in direct messages	✓	✓
OneDrive	Images, videos, Office documents (.doc, .docx, etc.), plain text files	✓	✓
Word Docs	Content, comments, and replies	✓	✓
Word Docs	Inline images	—	✓
Microsoft Edge	Webpage titles and searches*	✓	✓

*with additional set up

Relevant help articles


- [Bark for Schools Monitoring](#)
- [How to Set Up Bark for Schools](#)


Want to learn more about Bark for Schools+? Please [reach out to us!](#)

II: Bark for Schools Extensions

Google Workspace

If your school uses Google Workspace:

Do your students utilize Google Chrome  web browsing? If so, you can monitor their searches and URLs (website titles).

Do your students utilize Google Chats ? If so, you can monitor their text and attachments (images, videos) in direct messages.

Microsoft 365

If your school uses Microsoft 365:

Do your students utilize Microsoft Edge  web browsing? If so, you can monitor their searches and URLs (website titles).

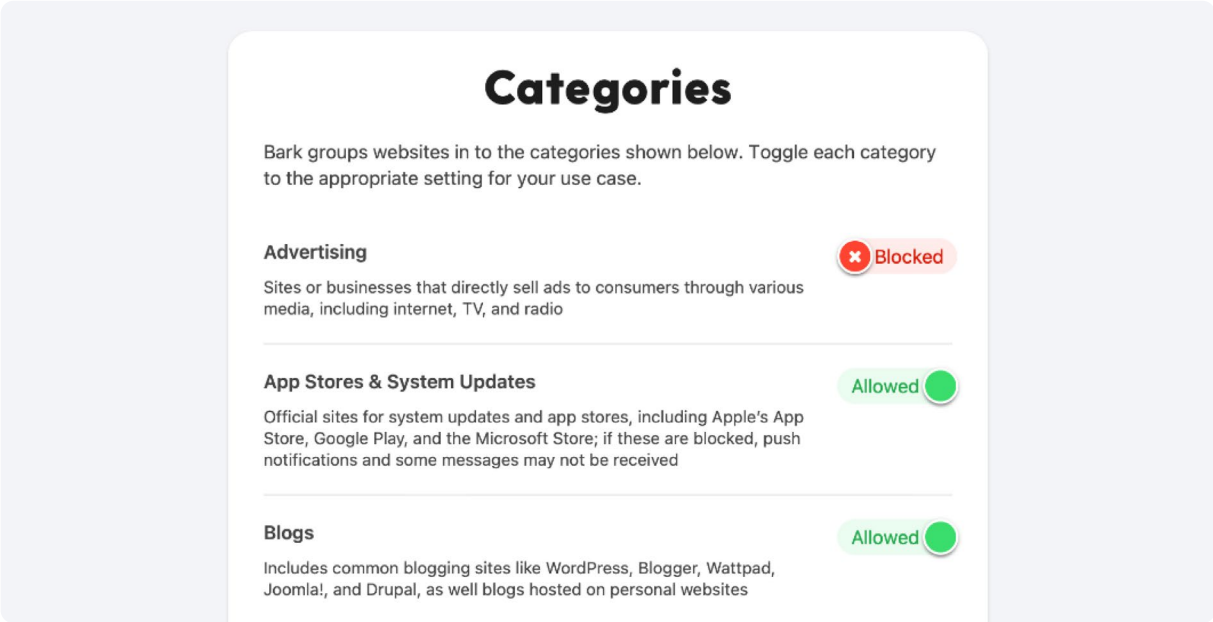
Relevant help articles

- [Chrome Web Browser Monitoring on Google Workspace](#)
- [Google Chat Monitoring](#)
- [Edge Chromium Monitoring on Microsoft 365](#)

Use both Google Workspace and Microsoft 365? Please [reach out to us!](#)

III: Our Web Filter

Bark for Schools is proud to offer free web filtering to schools. We offer a DNS filter for an on-site, network-wide solution, as well as a Chrome extension web filter that enforces policies wherever the student is logged in to their school account on a computer — filters won't work on phones.



DNS web filter functions

- Whitelist/blacklist specific websites
- Whitelist/blacklist entire web categories
- Reporting on general network traffic
- Display top visited sites
- Display top blocked sites
- Display requests-by-day chart
- Reporting on IP-specific traffic
- Safe search
- Youtube restricted mode

Chrome extension web filter functions

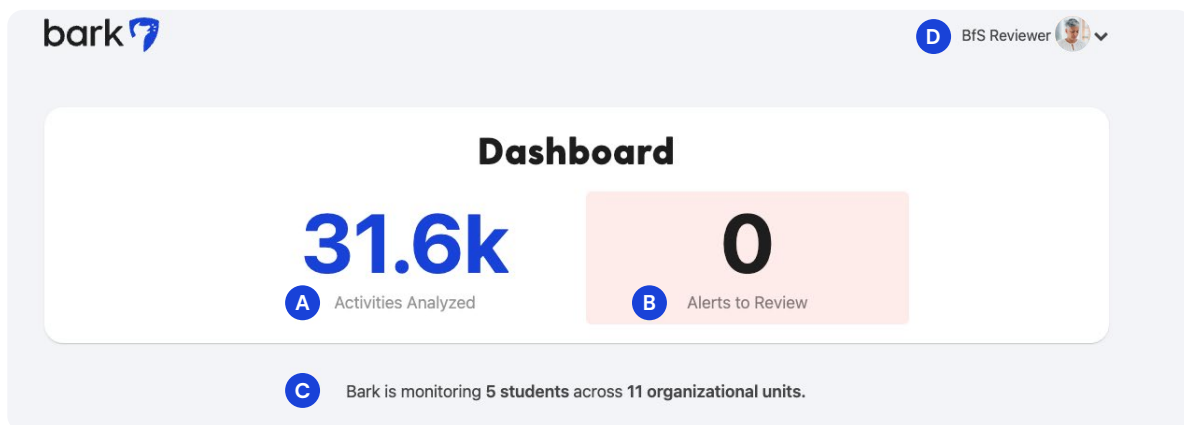
- Whitelist/blacklist specific websites
- Whitelist/blacklist entire web categories
- Reporting on Organizational Units
- Reporting on individual students
- Display top visited sites
- Display top blocked sites
- Display requests-by-day chart
- Account-level monitoring

Relevant help articles

- [FAQs: Bark for Schools Web Filtering](#)
- [How to Set Up DNS Web Filtering](#)
- [How to Set Up Chrome Web Filtering](#)
- [DNS Troubleshooting](#)
- [Web Browsing Troubleshooting](#)

IV: Dashboard Explained

The Bark for Schools dashboard is the first page reviewers see when logging into Bark. It displays information about all monitored student activities, shows you how many unreviewed alerts you have, and more!



A. Activities analyzed

This represents all activity we've seen since Bark for Schools was turned on. The data here will reflect all turned on groups for monitoring — not just the groups that you've been assigned to.

B. Alerts to review

This represents any issues outstanding for the groups assigned to you. If there is a number here, there is an alert that has been created but hasn't been looked at by any other Reviewers.

C. Number of students actively monitored

"Bark is monitoring X students across Y organizational units."

These numbers are based on the groups your Bark Super Admin has enabled for monitoring. If the number seems low, you may need to reach out to your Bark Super Admin to verify the configuration is set up properly.

D. Drop-down menu

This is your navigation to the other portions of the dashboard.

Relevant help articles

→ [A Reviewer's Guide: Bark for Schools](#)

V: Alerts

What to expect with Bark alerts

We use a three-tiered triage method to alert schools to potential alerts based on severity so they can take appropriate action. While there are examples listed below, we look for anything inappropriate or potentially harmful to a child.

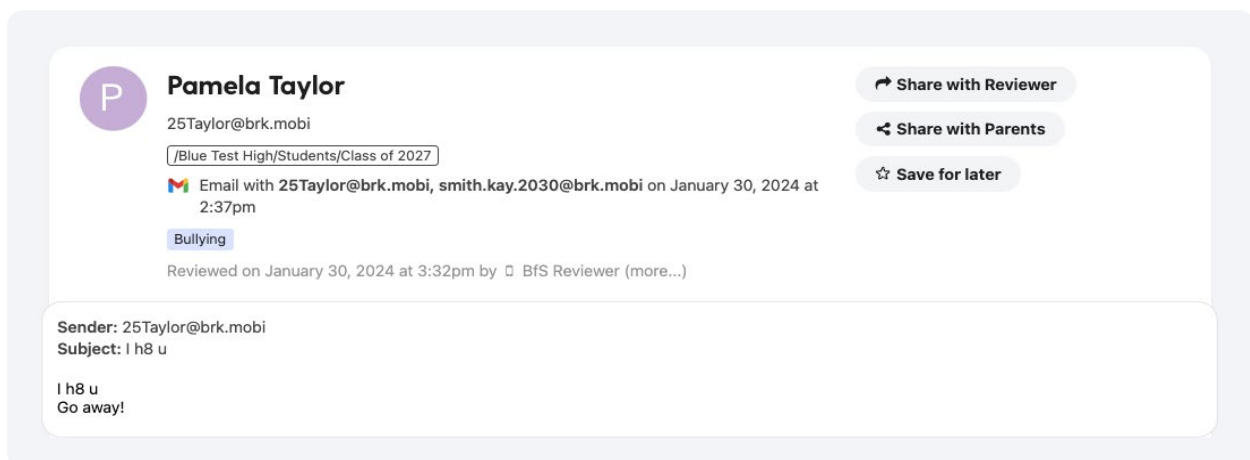
Low severity alert

These alerts are added to your dashboard to be reviewed when your team has time.

Best Practice: We suggest reviewing these alerts daily to ensure they don't pile up and that you don't miss important alerts.

Examples include:

- Mean-spirited teasing
- Messages about depression
- Conversations with sexual content



The screenshot shows a notification card for Pamela Taylor. At the top left is a purple circular profile picture with the letter 'P'. To its right is the name 'Pamela Taylor' and the email address '25Taylor@brk.mobi'. Below the name is a link to a document titled '/Blue Test High/Students/Class of 2027'. The main body of the notification states: 'Email with 25Taylor@brk.mobi, smith.kay.2030@brk.mobi on January 30, 2024 at 2:37pm'. A blue tag labeled 'Bullying' is positioned below the text. At the bottom of the notification, it says 'Reviewed on January 30, 2024 at 3:32pm by [BFS Reviewer (more...)]'. On the right side of the notification card, there are three buttons: 'Share with Reviewer', 'Share with Parents', and 'Save for later'. Below the notification card, the sender information is displayed: 'Sender: 25Taylor@brk.mobi' and 'Subject: I h8 u'. The email content is shown as 'I h8 u' followed by 'Go away!' on the next line.

Severe alert

Severe alerts trigger an email notification, a push notification from our Bark for Schools application, and will appear on the dashboard with a severe marker.

Pro tip: If a reviewer messages you stating they aren't receiving these notifications double check their reviewer profile configuration to ensure severe notifications are turned on. If notifications are turned on, please have the reviewer double-check for when their last severe alert came through. It might be that they haven't received any recently.

Examples include:

- Hateful threats
- Nude photos or videos
- Diary entries about cutting

K **Kay Smith** Share with Reviewer
smith.kay.2030@brk.mobi Share with Parents
/Green Test Middle/Students/6th Grade Save for later
Visited Url on May 1, 2024 at 11:35am
Severe Sexual Content Risky App/Site Usage
Reviewed on May 2, 2024 at 11:16am by BFS Reviewer (more...)

May 1, 11:35 am

<https://www.youporn.com/>
<https://www.youporn.com/>
(75.220.160.38)

P **Pamela Taylor** Share with Reviewer
25Taylor@brk.mobi Share with Parents
/Blue Test High/Students/Class of 2027 Save for later
Attachment with 25Taylor@brk.mobi, smith.kay.2030@brk.mobi on February 5, 2024 at 11:33am
Severe Sexual Content
Reviewed on February 5, 2024 at 12:00pm by BFS Reviewer (more...)

Feb 5, 11:33 am

Pamela:

!

This was filtered due to inappropriate content.

We've deleted it from Bark's servers and the platform where it was found.

Emergency alert

Emergency alerts trigger an email notification, a push notification from our Bark for Schools application, and will appear on the dashboard with a severe marker.

Bark for Schools+ users get phone calls.

Examples include:

- Threats of immediate harm
- A suicide note in an email
- Threats of violence against the school

The screenshot displays a user profile for Kay Smith (smith.kay.2030@brk.mobi) who visited a URL on May 2, 2024, at 2:21pm. The content is marked as 'Severe' and categorized under 'Self-Harm or Suicidal Content' and 'Depression'. It was reviewed on May 2, 2024, at 2:37pm by a 'BFS Reviewer'. Action buttons include 'Share with Reviewer', 'Share with Parents', and 'Save for later'. The content snippet is 'How to kill myself quickly - Google Search' with a truncated URL.

Want to learn more about Bark for Schools+? Please [reach out to us!](#)

VI: Reports

Make custom reports from your alerts

Standard practice

Create a report with a customized date range to help you see if there has been a rise in issue count or type. You can also see which platforms produce the highest number of student activities and alerts.

Best practice

Use the dashboard to view the effectiveness of behavioral intervention by student, class, department, or graduating year. You can also determine, for example, if your digital anti cyberbullying initiatives are making a difference.

Relevant help articles

- [A Reviewer's Guide to Bark for Schools](#)
- [Bark For Schools+: Exporting Alert Reports](#)

VII: Reviewers

Schools will need to add, remove, or update users on their review teams as needed.

Adding reviewers who are closest to students is important because:

- These are the people who will best know how to handle the students.
- It distributes Bark alerts so that reviewers are only getting notifications on what they own.
- The distributed workload can reduce reaction times.

For example, if the principal of a high school only has the high school OUs/groups assigned to them, he or she would only be presented with and responsible for these alerts — not those from the greater system.

Standard practice

Add principals, assistant principals, and guidance counselors for all monitored groups and set them up to receive alerts. Redundancy is important in case someone is out unexpectedly.

Best practice

Set up a school safety team and a school crisis team to receive alerts from Bark and have them work collaboratively with counselors and other professionals close to the student body. Create an after-hours response plan or consider implementing extra support solutions such as Parent Portal and Bark for Schools+.

Types of Profiles:

Reviewer

A reviewer can review alerts and create alert reports. A reviewer is typically anyone who doesn't need to update settings on the account and only logs in to review alerts.

Domain Super Admin

By default the domain Super Admin is the email account that sets up the Bark for Schools application in either Google Workspace or Microsoft 365. This is the account that we pull permissions from. This email address does need to be a Super Admin in both Google Workspace/Microsoft 365 and Bark for everything to run properly.

Replacing the Domain Super Admin

It is important to keep a domain Super Admin on file that is a Super Admin in both Bark and Google Workspace/Microsoft 365 to ensure we have the proper permissions for everything to run smoothly.

If the main Super Admin leaves your school/district and you remove their access either in Google Workspace/Microsoft 365 or Bark without someone else in place it will cause us to lose access to your student accounts and monitoring will be broken.

To avoid this from happening, we suggest assigning a new Super Admin to the account prior to removing the current Super Admin to avoid breaking the monitoring connection.

Super Admin

Super Admins can change account settings, add, remove, and edit reviewers, add exceptions to the web filter reports, and review web filter reports. While you are able to have more than one Super Admin on the account, it is important to note that we suggest limiting your Super Admins as much as possible.

Bark uses a single sign-on method — no user is required to enter a password for Bark. Once they click the link in their email, their account is activated, and they can access the dashboard at bark.us/schools/dashboard.

Relevant help articles

- [Reviewer Management](#)
- [Bark for Schools+](#)

VIII: Settings

Alert Sensitivity

Bark allows you to adjust the sensitivity of our detection algorithms so you can tailor your alerts to the needs of your school. As a best practice we recommend starting with your alert settings opened up and dialing it back if you find you are overwhelmed with the amount of alerts you are receiving or you're seeing content that you're not interested in seeing.

There is no right or wrong way to set your alert sensitivity settings, we suggest working with your team to find the right balance that works best for your school/district.

Our Alert categories are broken down into three groupings. The first is the most proactive grouping, the second is a little more reactive, and the third is the most reactive in nature.

It is important to remember that even if you turn off a category, we are still monitoring for that content, we simply won't send you an alert to review for it on your dashboard unless it is also flagged with other content that you do have turned on for monitoring.

 [How to Adjust Alert Settings | Bark for Schools](#)

Group 1: These alerts are the most proactive grouping of alerts. For these alerts and you can choose to receive all alerts or no alerts for these categories.

We are looking for the abuse to be present or not and we do not take severity into account.

- Anxiety
- Body image/eating-related
- Depression
- Dangerous organizations

- Hate speech
- Medically concerning content
- Risky app/site usage
- Weapons

Group 2: These alert categories do take severity into account and could be more reactive. For these alerts you can choose to receive all alerts, only severe alerts, or no alerts for these categories.

- Bullying
- Drug/alcohol-related content
- Profanity

Group 3: These alert categories are the most reactive categories and we require that you receive alerts for them. You can choose either all alerts, only severe alerts, or only the most severe alerts.

- Self-harm or suicidal content
- Sexual content
- Violence

Organizational units

While the Bark for Schools application must be installed on the top level of the domain with access granted for everyone, we do not expect you to monitor all accounts. This is where you'll choose the OUs/Groups that you want to actively monitor.

Please note: The system does not automatically insert the lower level (child) OUs/Groups if you turn them on. You will need to go through and toggle on each OU/Group that you would like to monitor individually.

Relevant help articles

- [How to Adjust Sensitivity for Alerts](#)
- [How to Turn On / Off Organizational Units or Groups](#)

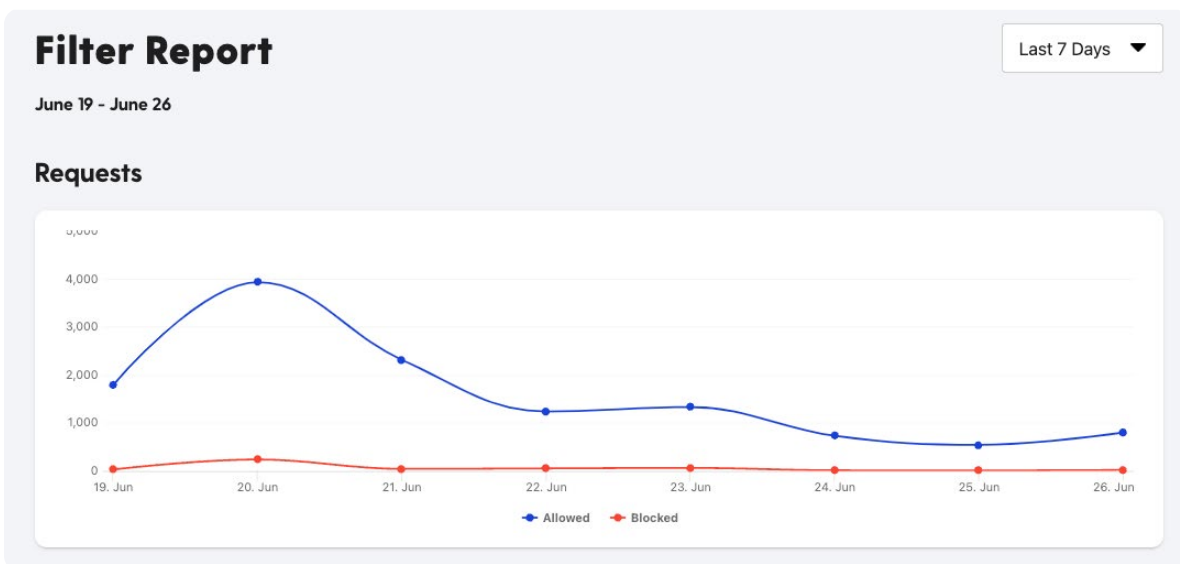
IX: Web Filtering Reports

Here you will be able to see a graph of all allowed and blocked websites for the last 7 days, a bar graph of allowed and blocked sites by category, a list of the top 10 allowed and blocked websites, and choose the policy you would like to see the full reports on.

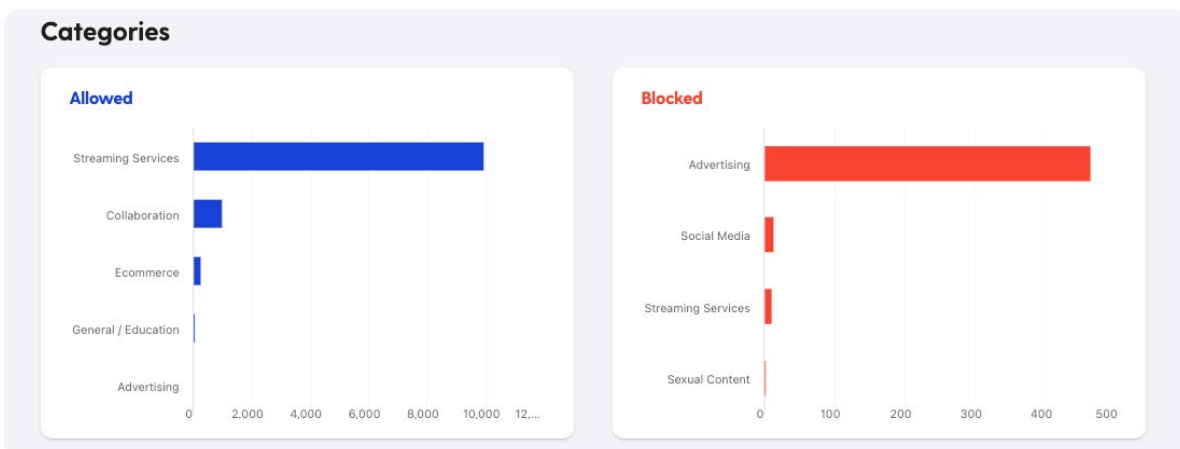
Each web filter report will show the last 1000 web filter activities.

Bark for Schools+ and Filter+ accounts have the ability to export web filter reports that will include the last 30 days of data (not just that last 1000 activities shown on the dashboard).

Requests for the last 7 days



Allowed & blocked by category



Top allowed and blocked domains

Domains	
Allowed	
Domain	Visits
www.youtube.com	9,941
www.bark.us	745
www.google.com	496
chat.google.com	393
meet.google.com	378
www.dickssportinggoods.com	173
docs.google.com	169
stockx.com	59
accounts.google.com	50
www.gstatic.com	46

Blocked	
Domain	Visits
tpc.google syndication.com	179
td.doubleclick.net	129
www.googleadservices.com	60
4845927.fl.s.doubleclick.net	18
10419326.fl.s.doubleclick.net	18
4351555.fl.s.doubleclick.net	16
gum.criteo.com	11
ct.pinterest.com	7
tr.snapchat.com	7
static.criteo.net	6

Choose the policy that you would like to drill into further

Policies		
Filter	Allowed	Blocked
 Chrome	11,915	490
 Middle School	4	3
 Bark Operations	0	0
 Elementary	0	0
 High School	745	0

Relevant help articles

- [How to Use the Web Filter Reports](#)
- [Bark For Schools+: Exporting Alert Reports](#)

X: Web Filtering Settings

Here you will be able to add, edit, or delete a web filter, add/update category settings, and add/update web filter exceptions.

Relevant help articles

- [How to Set Up DNS Web Filtering](#)
- [How to Set Up Chrome Web Filtering](#)

XI: Parent Portal Settings

Parent Portal lets schools share responsibility for student alerts with families after school, on weekends, and during holidays. These are times when students still use their school-issued accounts, but your administration might not be available to respond to urgent alerts.

Before the launch

Prior to launching Parent Portal we suggest sending an email to your parents to let them know what Bark for Schools is, why you're partnering with us, and what to expect when they receive their Parent Portal invitation.

Launching Parent Portal

Once you're ready to launch, you can choose two ways to sync contacts. With Classlink, we only require the student and parent email addresses. For .csv upload files, student addresses must be listed on the same row as the addresses of their parent or guardian. (When families have multiple children at the same school, parent/guardian addresses should appear next to each child).

If uploading a .csv or .xlsx file, the following format is preferred:

child_email	parent_email
student@school.com	parent@family.com
student@school.com	parent@family.com

If uploading from Classlink, please follow these instructions: [Parent Portal: ClassLink](#)

What parents can expect after launch

Our [After the Invite](#) article outlines what families can expect from the first day of monitoring through the ongoing management of their child's school-issued account.

Resources for parents

Along with launching Parent Portal, equipping parents with the tools for acting on alerts they receive is vitally important. Bark has developed our [Parents Response Toolkit](#) to help meet the needs of parents who need help with recommended actions after receiving alerts.

Educating parents about digital dangers

Tech nights are a great way for parents to learn more about what could occur online and how they can best protect their children, and Bark offers free hosting for schools. Contact stephanie.lemmerman@bark.us to schedule yours today.

Standard practice

From the Parent Portal settings page, set time to “After Hours” and severity to “Severe Only” while school is in session. For holidays, weekends, and breaks, set time to “Any Time” and severity to “All”.

Best practice

Prior to launching Parent Portal, announce to parents what Bark is and how it will benefit students. Next, send a letter to parents explaining what Parent Portal is and how it works. Lastly, upload the list of parents in your dashboard to launch the program. To ensure full coverage of the student body, upload a new list to Bark quarterly or any time new students arrive.

Relevant help articles

- [Parent Portal: Getting Started](#)
- [Parent Portal: Best Practices for Administrators](#)

XII: Profile Settings

This area allows you to edit the following fields in your profile:

- First name
- Last name
- Phone number

Note: Only the super admin can disable/enable email notifications for themselves. By default, everyone except the super admin has email notifications enabled for severe alerts. We do not recommend disabling email alerts, as doing so could result in missing potential issues.

If you need to update your email notification settings and are unsure who the Super Admin on your account is, please reach out to our support team at schools@bark.us.

XIII: Native App

We've created a phone application version of your Bark for Schools dashboard to take on the go!

If you don't see the Native App option in your drop down menu please reach out to our Success team!

Relevant help articles

→ [Bark for Schools Mobile App](#)

XIV: Support

There are numerous ways we can help you get to the information you need.



Email Support

[Email our support team](#) Monday through Friday from 8 a.m. – 5 p.m ET.



Talk to a Person

Bark for Schools is available for phone support Monday through Friday from 10 am to 4 pm ET. Choose a time that works best for you [here](#).



Help Articles

Use these [help articles](#) to learn how to install Bark, set up reviewers, launch Parent Portal, and much more.



The Bark Blog

Visit the [Bark Blog](#) to access new content and engaging ways to educate parents and educators about social media trends, new apps, online dangers, and more.

XV: Refer a School

If you know of colleagues at other schools that could benefit from Bark's free online safety services, here's a sample email to help you start the conversation:

New Message - □ X

To:

Subject:

Dear [name],

We have been using Bark for Schools' free monitoring program to alert us to potentially harmful alerts on student accounts. It works with both G Suite and Microsoft 365 by scanning emails, chats, and files for signs of digital dangers.

I wanted to let you know about Bark because I think it would be very helpful at your school, as well. The set-up is quick and easy and there are no strings attached — Bark is free as a way to give back to school communities.

Check out their website to learn more about how they're helping protect more than 2,800 districts across the U.S.

Thanks,
[Your name]

XVI: Bark for Schools+

Bark for Schools+ is an upgraded, paid service that provides your school with 24/7 contact by phone in emergency situations, alert customization, image removal, and imminent threat detection enhancements.

Getting Started

Adding Bark for Schools+ to your safety suite is easy — just [submit a request](#) for a personalized quote.

What does Bark for Schools+ include?

Bark for Schools+ was designed with student insights and imminent threat protection in mind. With this upgrade, our school safety specialists will review all severe alerts and reach out to your review team by phone, text, and email 24/7 for imminent threats of violence or severe self-harm/suicide.

This upgrade will also add:

- Customized email notifications by category
- Customized alert sensitivity by OU
- Report exporting
- Image removal

Standard practice

Add after-hours reviewers to receive emergency calls.

Relevant help articles

- [Bark for Schools+: FAQs](#)
- [Bark for Schools+](#)

Want to learn more about Bark for Schools+? Please [reach out to us!](#)

XVII: Federal Funding

Help protect your students with Bark’s variety of educational technology products using federal funding.

[How Bark aligns with Title I](#)

The largest source of federal funding to schools is from Title I, providing over \$18 billion to schools that serve a high number or high percentage of children from low-income families to ensure that these children are able to meet challenging state academic standards.

[How Bark aligns with Title II](#)

Title II is focused on preparing, training, and recruiting high-quality teachers and principals. With a focus on increasing student academic achievement through strategies such as improving teacher quality, Title II funds professional development activities that are sustained, intensive, collaborative, job-embedded, data-driven, and classroom-focused.

[How Bark aligns with Title III](#)

Title III provides federal funding that is focused on ensuring that English learners, including immigrant children and youth, attain English proficiency and develop high levels of academic achievement in English, and meet the same challenging state academic standards of their English-speaking peers. It can be used to assist teachers and leaders in establishing, implementing, and sustaining effective language instruction educational programs and/or to promote family and community participation in language instruction educational programs for the parents, families, and communities of English learners.

[How Bark aligns with Title IV, Part A and B](#)

Title IV is a block grant that provides over \$1 billion in funding for school safety, well-rounded education, and educational technology initiatives. Under the CARES Act, these funds can now be used to fund any of these three priorities: providing students with a well-rounded education, maintaining student health and safety, and the purchasing and implementation of educational technology and systems.

[How Bark aligns with ESSER Funding](#)

In response to the Novel Coronavirus (COVID-19), the U.S. Congress passed the CARES Act, CRRSA Act, and ARP Act — relief packages designed in part to provide states with both funding and streamlined waivers to give state educational agencies (SEAs) necessary flexibilities to respond to the COVID-19 pandemic. The relief packages included almost \$200 billion in emergency education funding, channeled for public schools mainly through the Elementary and Secondary School Emergency Relief Fund (ESSER Fund).

State awards for the ESSER Funds, rounds I, II and III, are in the same proportion that each state received under Title I, Part A of the Elementary and Secondary Education Act of 1965, as amended, in fiscal year (FY) 2019–20. Each state must use no less than 90 percent of its allocation to make subgrants to local education agencies (LEAs), based on each LEA's share of funds received under Title I, Part A in fiscal year 2019–20.

ESSER III funding (ARP act) is the current relief money still open for obligation. The deadline for spending ESSER III funds is September, 30th 2024.

[How Barks aligns with McKinney-Vento Funding](#)

The McKinney-Vento Homeless Assistance Act authorizes the federal Education for Homeless Children and Youth (EHCY) Program and is the primary piece of federal legislation related to the education of children and youth experiencing homelessness. State educational agencies (SEAs) must ensure that homeless children and youths have equal access to the same free, appropriate public education, as is provided to other children and youths. Homeless students must also have access to the education and other services that they need to meet the same challenging State academic standards to which all students are held.