Spread Firefox Education Toolkit

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What is it?

- The Firefox Education Toolkit is a set of tools that will allow anyone to educate people about Mozilla and Firefox.

- A set of print pieces, videos and presentations that can make an instant impact at an event.

- Currently localized in 3 languages - information will be posted later this week on how to localize the materials.

Why?

- Need for more materials about general Firefox and Mozilla.

- Looking to scale our events program and create more leverage.

- Instead of doing a few events a year where we work 1:1, we are now able to have more events and participation from our community.

Okay, great more materials -
Where can I use them?

Presentations

Hosting a Booth

Posting Print Collateral

Show me the goods!

What is a Web Browser?

A Web browser is the software that lets you access you the Web. The browser you use can make a huge difference in how you experience the Internet, so being able to choose a browser is important.

How to Choose a Web Browser
Does your browser display all the sites you want to visit? When Web pages aren't working with a browser you'll notice missing text, images or functionality. Pay attention to how sites look and perform—if things aren't that great, try using another browser.

Can you customize the browser to your individual preferences?
Many browsers let you change the way they look or even make functional adjustments. Some browsers let you block ads, or secure your computer from malicious programs. Explore browser customization options before making your choice.

Does your browser respect your privacy?
As you browse the Web you develop browsing history, a record of all the sites you visit. Some browsers let you turn this data collection off. Other browsers may set things up to access and use your browsing history when you're using their software. Read your browser's privacy policy to find out more about how personal data is handled.

Is your browser secure?
The Internet is a place most of us shop, bank and share information regularly. But using the Web can expose you to viruses, scams and other online security threats, so it's good to have a browser that provides protection against these things. Some browsers are more devoted to building software and options that optimize security than others. Familiarize yourself with your browser's security features.

Can you easily manage your browsing data?
It's hard to remember passwords for all the sites you visit, let alone the address of a site you saw weeks ago. Many browsers have features to help you keep organized and on track.

How does your browser perform?
The speed at which a Web page loads is one measurement of browser performance. Some browsers require more of your computer's memory or crash more frequently than others. To evaluate browser performance, visit the same site using different browsers and see which one feels best to you.

You have a choice in the browser you use, and we encourage everyone to find what works for them. Learn more about Firefox at www.firefox.com

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Mozilla Firefox
Meet's the World's Best Browser

Joey Shabadoo
Month Day, Year

mozilla COMMUNITIES

What is a Mozilla Student Rep?

A Mozilla Student Rep is any student helping spread Firefox and the Mozilla mission through campaigns and projects, both at their universities and in their local communities.

Student Reps educate people about open source software with passion, resourcefulness and creativity. They help the Mozilla community accomplish great things and they're active in demonstrating the many benefits of Firefox.

What should I know to become a Student Rep?
A successful Student Rep is enthusiastic about and familiar with Firefox and Mozilla — experience planning events and organizing school activities are a plus! Having some programming and Web savviness can be helpful as well, but not necessary to do a great job. Reps should be comfortable answering basic questions about Web browsers and Firefox features. So if you love Mozilla, Firefox or open source software, this is the job for you!

What are the incentives for Student Reps?
- Experience grassroots marketing with a globally respected organization
- Develop communications and technology skills
- Gain knowledge of open source software and the Web
- Become a community leader and work with students and faculty from around the world
- Build your resume and get a reference letter from Mozilla
- Apply for a Mozilla marketing internship
- Free Firefox swag and prizes
- The popularity that comes with being a Mozilla Student Reps! :-)

How do I register for the program?
Submit your registration at spreadfirefox.com/studentreps. Registration is open throughout the year; please complete the signup+survey to join the Student Reps program. You will then be added to our mailing list and can consider yourself an official "Mozilla Student Rep".

Meet the World's Best Browser.

With security, stability, speed and much more, Firefox is made for the way you use the Web. Free and easy to install!

What Makes Firefox the Best?

Personalization
Everybody uses the Web differently, so why should your browser be exactly like the next person's? Firefox has more than 6,000 add-ons to help you customize it to your exact needs, plus thousands of Personas to instantly change the way it looks. Visit addons.mozilla.org to learn more.

Security
Keeping you safe while you surf is extremely important to us, which is why Firefox includes advanced anti-phishing and anti-malware technologies plus features like private browsing and "forget this site" to ensure your privacy.

Plus, our open source security process means we have experts around the globe working around the clock to keep you (and your personal information) safe.

Performance
We're constantly optimizing Firefox to be great for the way you use the web — things like making new tabs open up more quickly, or having the Awesome Bar provide results even faster. In the end, it's about getting you where you need to go as quickly and easily as possible.

Features
We've packed Firefox full of cool features to make sure you get the most out of the modern web. Whether it's the Awesome Bar for convenience, instant site ID for security or a faster JavaScript engine for performance, our goal is deliver better browsing every step of the way.

Mission
We believe the Internet is a public resource that must remain open and accessible to all. As public benefit software, every Firefox download supports the Mozilla mission of encouraging choice, innovation and opportunity on the Web.

Getting started with Firefox is easy. And once you're browsing we have resources to teach you about Add-ons, forums for answering questions, and even a live community to chat with you and troubleshoot. Visit www.firefox.com and enjoy better browsing today!

What is Mozilla?

We're a global community
of thousands who believes in the power of technology to enrich people's lives.

We're a public benefit organization
dedicated not to making money but to improving the way people everywhere experience the Internet.

And we're an open source software project
whose code has been used as a platform for some of the Internet's most innovative projects.

All of Mozilla believes that the Internet is a public resource that must remain open and accessible to all. Our efforts are driven by our mission of encouraging choice, innovation and opportunity online.

To achieve these goals we use a transparent, collaborative process that brings together thousands of volunteers around the world together with our small staff of employees to coordinate the creation of products like the Firefox web browser.

In the end, the Mozilla community, organization and technology is focused on a single goal:

making the Internet better for everyone.

Firefox Education Toolkit

What is the Firefox Education Toolkit?

The Firefox Education Toolkit is a set of tools that will allow you to go out and educate people about Mozilla and Firefox. While most of us are experts about our favorite browser, think of the huge impact you can have by sharing your knowledge and passion with others!

With this toolkit there are many activities that you can do including conducting a presentation, hosting a booth or posting the print collateral in your local community.

Below is a thorough set of print pieces, videos and presentations that can make an instant impact at your next event (with more to come!). The print and presentation materials are currently localized in 3 languages - if you are interested in localizing post a comment below and we'd happy to help you out!

Good luck and happy Firefox-ing!

How can I add and track the success of my event?

- **Add to our Events Calendar**
  Create an "invite" on Spread Firefox and/or a social network. You can start by posting your event on Spread Firefox (you'll need a SFx account & be logged in). Make sure to select "Firefox Education" as your event type!

- **Share Your Work!**
  After your event let us know about it! Fill out this short survey and we'd love to feature you on Spread Firefox, our Facebook Group, Twitter and more to let the world know how you rocked out with the

www.spreadfirefox.com/edutoolkit