

## Online safety campaign - social media pack 21-27 October 2024

Campaign webpage <https://www.escb.co.uk/onlinesafety>  
Campaign images can be downloaded using [this link](#)

### **Monday 21 October - general overview of internet**

One of the best things you can do to keep your child/the child you work with safe from online abuse is to talk to them and have open, honest conversations - show an interest in what they are doing online (even if it means listening to their favourite vlogger) #onlinesafety  
<https://www.escb.co.uk/onlinesafety>

Online challenges being shared among young people on social media can be extremely dangerous. In this podcast @The2Johns are talking about the importance of being extra vigilant about online exploitation at this time of year <https://www.podbean.com/ew/pb-2fgm6-105ee81>

If something bad is happening to you, please don't feel you are alone. There is ALWAYS someone to listen to you. You may feel able to tell an adult you trust, or you might prefer to speak to someone who doesn't know you <https://www.escb.co.uk/safeguarding-topics/online-safety/im-a-young-person/>

### **Tuesday 22 October - younger children**

In this podcast The 2 Johns talk about how pre-schoolers and young children view the world through the lens of the internet and how to develop a healthy curiosity in children about what they see and do online. It's never too early to begin discussions about healthy internet use.  
<https://escb.podbean.com/e/online-safety-for-parents-of-young-children/>

Has your child come to you asking about a notification? Reassuring them that they have done the right thing by asking for help, will emphasise from an early age the importance of talking about things they see online, and that they won't get told off for doing so.  
<https://www.escb.co.uk/onlinesafety>

Talk to pre-schoolers about online safety in the same way as...

...road safety

...water safety

...stranger danger

Talking about safe internet use from a young age will encourage open conversations as children get older <https://youtu.be/cXvjNpYzsSA>

### **Wednesday 23 October - pre-teens 8-12**

Did you know the number of children exploited online doubles between the ages of 11 and 12 years old? If your child is getting their first smartphone make sure you have the correct parental controls set up and are talking to them regularly about their online life  
<https://www.escb.co.uk/onlinesafety>

The internet is 24/7 and available everywhere – think about where else other than at home your child may be accessing the internet and make sure you keep talking to them about safe internet use <https://escb.podbean.com/e/online-safety-parents-of-pre-teens/>

Help your child navigate the online world by showing an interest in what they are doing online.

- What games do they play and who do they play with?
- What YouTubers do they watch?
- Who do they follow on Instagram/Snapchat?

Be involved and join them in a game or watch YouTube with them, it'll make starting conversations about #onlinesafety easier.

### YP

Did you know you can report a nude image or video of yourself? It can be scary and you may feel embarrassed, but there is help out there. Search 'Report Remove Childline' to find out more [#onlinesafety](#)

## **Thursday 24 October - teens**

Any young person could send an inappropriate pic. Even your child. If it happens, there are tools to report and remove these images.

Also try to understand whether there is peer pressure or grooming involved and talk about how to enjoy the internet safely.

#onlinesafety <https://www.escb.co.uk/safeguarding-topics/online-safety/reporting-concerns/>

Some great advice from the Essex Child and Family Wellbeing Service. How to have conversations with your child about online activity, setting boundaries and how to manage emotions and reactions to content seen online. <https://youtu.be/JQUfZwKPs5A>

With around 28% of children aged 12 to 15-years-old using TikTok as a news source (2022, Ofcom) it's important to learn how to be critical online thinkers.

## **Friday 25 October – online gaming**

Is your child into online gaming? Did you know strangers can contact your child especially on public or large servers and send inappropriate, mean or sexual content. They could also groom a child by sending game currency and gifts within a game. Find out more about online gaming and these new signs of exploitation <https://www.escb.co.uk/safeguarding-topics/online-safety/apps-games-and-social-media/>

Did you know that social media algorithms, which help tailor our newsfeeds, can create 'echo chambers' where people only see information that supports their current beliefs and opinions? Help young people build critical thinking and digital literacy skills by asking:

- ✓ Why do they follow a certain influencer/content creator? What do they find interesting or entertaining?
- ✓ Are there people who might not like what that person is saying? Why might that be?
- ✓ What are the opposite views of that person? Who else do they follow that 'balances' this creator's point of view?

Talk regularly about all content your child sees to make critical thinking a regular part of their digital life. <https://www.escb.co.uk/onlinesafety>

Social media algorithms tailor newsfeeds to only show information that supports an individual's current beliefs and opinions. Help young people build critical thinking skills by encouraging them to look for alternative views or sources of information. <https://www.escb.co.uk/onlinesafety>

### **Saturday 26 October - youth involved sexual images**

Did you know people can screenshot and share your child's snaps or record their livestreams? Keep your child safe online and find out more about privacy settings <https://www.escb.co.uk/onlinesafety>

@The2johns discuss why and how young people are drawn into taking and sharing inappropriate images. They discuss how both parents and young people may be feeling as well as practical advice on getting photos removed <https://escb.podbean.com/e/online-safety-youth-involved-sexual-images/>

YP

Would you know what to do if your friend told you about something they had seen online that worried them? Here are a few tips <https://youtu.be/HTJFGSiy8qU>

YP

Sharing nudes is breaking the law, even of yourself. Keeping nudes on your phone sent by others is also breaking the law. If you're worried you can talk to a teacher, school nurse, doctor, social worker (if you have one), police officer, youth worker or an anonymous helpline <https://www.escb.co.uk/safeguarding-topics/online-safety/im-a-young-person/>

### **Sunday 27 October – Online bullying/peer pressure**

The adolescent brain is fascinating - did you know it is a completely normal part of development for teenagers to want to take risks? Take a look at this video from The Training Effect which explains the teenage brain and how you can support your children to stay safe and make positive choices <https://www.youtube.com/watch?v=IVMHyTBpyKY>

The impact of online bullying and the pressure from social media can be made worse at certain times of the year such as the school holidays - have a listen to @The2Johns talk about how parents and carers can create a relationship with their child that encourages two way conversation. <https://www.podbean.com/ew/pb-e3bxs-1055b15>

Did you know just under half of those being investigated for exploiting others online are children and most are the same age as the victim. If you're worried your child might have been a victim our website has information about who to contact <https://www.escb.co.uk/safeguarding-topics/online-safety/reporting-concerns/>