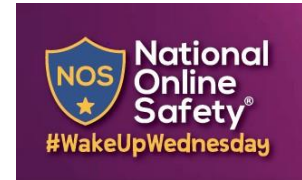




Wheelwright Lane Primary School
Online Safety Newsletter 14.12.22
#WakeUpWednesday



What Parents and Carers Need to Know about:

Facebook and Instagram

Age rating: 13+



With 2.9 billion users, Facebook, owned by the recently rebranded Meta, is the world's most popular social media platform. It encourages interaction with other people by (among other things) adding them as friends, reacting to or commenting on their content, sharing images and videos, posting status updates, joining groups and playing games. Facebook is free, and anyone over 13 can join – but with no age verification, younger children can easily create an account: it's likely your child is already familiar with the platform, even if they don't yet use it themselves.



Also owned by Meta, Instagram is another of the most popular social media platforms in the world, with over 1 billion users worldwide. The platform allows users to upload images and videos to their feed, create interactive 'stories', share live videos, exchange private messages or search, explore and follow other accounts they like – whilst at the same time continuously updating and adding new features to meet the needs of its users.

Please remember that any photos or videos taken whilst you are watching any of our school productions are for your own use only and should not be shared on any social media sites unless you have permission from the parents of ALL children who feature in them.

Please read the leaflets below to ensure you and your children are safe on your phones and devices.

If you have any further questions or need any more advice regarding this, or anything regarding online safety, please contact Mrs Hitchins.



What Parents & Carers Need to Know about FACEBOOK

AGE RATING

13+

With 2.9 billion users, Facebook, owned by the recently rebranded Meta, is the world's most popular social media platform. It encourages interaction with other people by (among other things) adding them as friends, reacting to or commenting on their content, sharing images and videos, posting status updates, joining groups and playing games. Facebook is free, and anyone over 13 can join – but with no age verification, younger children can easily create an account: it's likely your child is already familiar with the platform, even if they don't yet use it themselves.

WHAT ARE THE RISKS?

ADDICTIVE NATURE

Facebook's quick reward cycle of likes and comments on shared posts can be hugely addictive. It encourages users to keep returning to post things and increases FOMO (the Fear Of Missing Out), which leads to people checking the app even more frequently and finding themselves endlessly scrolling through content.

CYBERBULLYING

A 2021 Ofcom report found that around one in four UK 12–15-year-olds had been cyberbullied or trolled (intentionally antagonised online). On Facebook, this can happen through private messages (on Facebook Messenger); hurtful comments on their profiles and posts; pages or groups set up purposely to torment a victim; or exclusion from pages or groups.

FUTURE IMPACT

Like most social media platforms, anything posted on Facebook leaves a permanent 'digital footprint'. This can have future consequences for young people: many universities and employers, for example, now review someone's Facebook timeline during the application process.

CONTACT FROM STRANGERS

Just like in the offline world, there are people on Facebook with malicious intentions. Ofcom reports, for instance, that 30% of 12–15-year-olds have received a friend request from a stranger. This, sadly, can include individuals seeking to take advantage of impressionable youngsters.

OVERSHARING

Facebook encourages you to post "what's on your mind", but children should be wary of revealing too much about themselves online. Users can give away their location by checking in or using Facebook Live, for example, while some photos can also be traced using file data.

INAPPROPRIATE CONTENT

Facebook monitors and removes material like hate speech or extreme political views, while adverts on the platform are now forbidden from targeting under-18s based on their interests. Offensive content isn't always taken down instantly, however, so there's still a risk of children encountering it.

VIDEOS AND STREAMING

Facebook Live lets users stream video live to their friends or watch others' broadcasts. Viewers can comment in real time, which is problematic to moderate. Short, user-created clips called Reels can now also be displayed on profiles and feeds. These video features could contain unsuitable material or allow children to be cajoled into doing something on camera that they wouldn't normally do.

Advice for Parents & Carers

KEEP ACCOUNTS PRIVATE

In the settings area, you can choose whether a Facebook profile is public or private. By far the safest option is to switch your child's to private, so they can only interact with people who they are friends with on the platform. Facebook's settings can also prevent your child's personal information (such as contact details, school name or date of birth) from appearing publicly.

ENCOURAGE SAFE FRIENDING

Facebook can help your child to stay connected with the people and the things that they care about. However, it's important for them to understand that they should only accept friend requests from people who they know. The key questions to consider are "has your child met them in person?" and "do they know and trust them enough to feel comfortable accepting them as a Facebook friend?"

LEAD BY EXAMPLE

Let your child watch you using Facebook – this will demonstrate how it can be used safely and appropriately, reducing the risk of them encountering harmful content themselves. Teach them the habit of thinking before sharing anything online and try to follow the same rules that you set for them – so if you agree time limits on your child's Facebook use, then you should stick to them, too.

SAVVY SHARING

Make sure your child realises that what they share online with friends can end up being shared again by others. It's important that they think about what they share online and who they share it with. Facebook's 'Audience Selector' gives users the option to filter who sees what they are sharing, whenever a status is updated, photos are uploaded or anything is posted.

RESPECT BOUNDARIES

Once you've talked about Facebook safety with your child, give them some space and trust them to make smart choices. Make it clear, however, that you're always open to discussing social media if they need to. In the early stages, you could occasionally review your child's social media activity with them to put your mind at rest – but take care not to become reliant on checking it every night.

BLOCK AND REPORT

On Facebook, you're able to report harmful content and block particular people or groups so they can't contact your child or view their profile. Before they start spending serious time on the platform, show your child how these features work and explain why they might need to be used. Facebook's Bullying Prevention Hub offers advice on dealing with harassment on the platform.

Meet Our Expert

Alex Wright is a former Facebook employee and social media expert with more than 15 years' experience in digital media. He has worked with some of the biggest organisations on the planet and has a vast understanding of how social media platforms work and how they engage their audience.



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What Parents & Carers Need to Know about INSTAGRAM

Instagram is one of the most popular social media platforms in the world, with over 1 billion users worldwide. The platform allows users to upload images and videos to their feed, create interactive 'stories', share live videos, exchange private messages or search, explore and follow other accounts they like – whilst at the same time continuously updating and adding new features to meet the needs of its users.

AGE RATING

13+

WHAT ARE THE RISKS?

ADDICTION

Many social media platforms are designed in a way to keep us engaged on them for as long as possible. There's a desire to scroll often/more in case we've missed something important or a fear of missing out. Instagram is no different and young people can easily lose track of time by aimlessly scrolling and watching videos posted by friends, acquaintances, influencers or even strangers.

PRODUCT TAGGING

Product tags allow users (particularly influencers who are sponsored to advertise products) to tag a product or business in their post. This tag takes viewers, regardless of age, directly to the product detail page on the shop where the item can be purchased and where children may be encouraged by influencers to purchase products they don't necessarily need.

EXCLUSION AND OSTRACISM

Young people are highly sensitive to ostracism. Feeling excluded can come in many forms such as: not receiving many 'likes', not being tagged, being unfriended, having a photo untagged, or not receiving a comment or reply to a message. Being excluded online hurts just as much as being excluded offline – with children potentially suffering lower moods, lower self-esteem, feeling as if they don't belong or undervalued.

PUBLIC ACCOUNTS

Product tagging on Instagram only works on public accounts. If your child wants to share their clothing style, make-up etc and tag items in a post then they may be tempted to change their settings to public, which can leave their profile visible to strangers.

GOING LIVE

Live streaming on Instagram allows users to connect with friends and followers in real-time and comment on videos during broadcast. Risks increase if the account is public because anyone can watch and comment on their videos, including strangers. However, other risks include acting in ways they wouldn't normally or being exposed to inappropriate content or offensive language.

INFLUENCER CULTURE

Influencers can be paid thousands of pounds to promote a product, service, app and much more on social media – the posts can often be identified because they state they're a 'paid partnership'. Ofcom found that young people often attempt to copy-cat influencer behaviour for their own posts to gain likes, sometimes posting content which may not be age-appropriate.

UNREALISTIC IDEALS

Children compare themselves to what they see online in terms of how they look, dress, their body shape, or the experiences others are having. The constant scrolling and comparison of unrealistic ideals can lead to children feeling insecure about their own appearance, questioning how exciting their own lives are and having a fear of missing out.

Advice for Parents & Carers

HAVE OPEN DIALOGUE

Talk to your child about live videos and the risks involved and how they can do it safely with family and friends. Talk to them about ensuring they have safety settings on so only followers can view them live, and maybe help them prepare what they would say when they do go live.

REMOVE PAYMENT METHODS

If you're happy for your child to have a card associated with their Instagram account, we suggest adding a PIN which needs to be entered before making a payment. This can be added in the payment settings tab and will also help prevent unauthorised purchases.

USE MODERATORS

Instagram has launched 'live moderators' on Instagram live where creators can assign a moderator and give them the power to report comments, remove viewers and turn off comments for a viewer. It's recommended to keep devices in common spaces so that you are aware if they do go live or watch live streaming.

FAMILIARISE YOURSELF

Instagram is one social media app which has its safety features available to parents in a user-friendly manner. The document provides examples of conversation starters, managing privacy, managing comments, blocking and restricting and can be found on the Instagram website > community > parents.

FOLLOW INFLUENCERS

Following influencers will allow you to monitor what they're sharing as well as being able to discuss anything which you deem inappropriate. Talk to your child about who they follow and help them develop critical thinking skills about what the influencer is trying to do. For example, are they trying to sell a product by promoting it?

BE VIGILANT AND REASSURE

Talk to your child about the use of filters. While they can be fun to use they don't represent the real them. If you find your child continuously using a filter, ask them why and reassure them that they are beautiful without it to build up their feelings of self-worth. Discuss the fact that many images online are filtered and not everyone looks 'picture perfect' in real life, which can also lend itself to discuss what is real and not real online.

MANAGE LIKE COUNTS

Due to the impact on mental wellbeing, Instagram has allowed users to change the focus of their experiences online away from how many likes a post has by hiding the like counts. Users can hide like counts on all the posts in their feed as well as hiding the like counts on their own posts. This means others can't see how many likes you get. This can be done by going into settings > notifications > posts > likes > off

BALANCE YOUR TIME

Instagram now has an in-built activity dashboard that allows users to monitor and control how much time they spend on the app. Users can add a 'daily reminder' to set a limit on how much time they want to spend on Instagram, prompting them to consider if it's been too long with a 'take a break' message. There's also the option to mute notifications for a period of time. These features can help you have a conversation with your child about how much time they are spending on the app and to set healthy time limits.

Meet Our Expert

Dr Claire Sutherland is an online safety consultant at BCyberAware. She has developed and implemented anti-bullying and cyber safety workshops and policies for schools in Australia and the UK. Claire has written various academic papers and carried out research for the Australian government comparing internet use and sexting behaviours of young people in the UK, USA and Australia.



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Sources: <https://about.instagram.com/blog/announcements/introducing-family-center-and-supervision-tools> | https://about.instagram.com/en_US/blog/ | <https://about.instagram.com/blog/announcements/introducing-family-center-and-supervision-tools> | <https://about.instagram.com/blog/announcements/introducing-reels-and-shop-tabs>