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High Expectations and Challenge for All

# A Parents Guide to Social Media

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# Why hold this event?

- What social media platforms exist?

- Social networking  
Facebook/ Youtube / Twitter /Instagram

- Instant messaging  
Skype/ BBM/ Whatsapp

- Blogs and chat sites  
Tumblr/ Ask FM / Spillit

- Gaming  
Consoles / free and paid

- Mobile technology  
Applications





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# How much do you know?

- Q: What is a social network?
- A place to connect with real life friends
- A place to connect with people with similar interests
- A place to share ideas and thoughts
- All the options



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- Answer: All of the options:

Often people think a social network is just somewhere to connect with people you know, but many networks, including Pinterest, Reddit and YouTube, are designed to connect you with others with same interests to create communities and share ideas.



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- Q: If you have a standard, public, Twitter profile, who can see your tweets?
- Anyone with a Twitter account
- Anyone on the internet
- Only your followers
- Only your followers and people you follow



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- Answer: Anyone on the internet
- You do not even need a Twitter account to view profiles and tweets on Twitter. Twitter is accessible by typing in any profile name (e.g [twitter.com/BinaryTat](https://twitter.com/BinaryTat)) and then you can use the search to find anyone else, no login required.



- Q: What happens if you deactivate a Facebook account?
- Your profile page is deleted but you can still log in and see others.
- The account still exists with all your content but no one can find you or see your profile until you reactivate.
- The account still exists but the content is removed. You can reactivate it with the same name.
- All information from your account is deleted.



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- Answer: The account still exists with all your content but no one can find you or see your profile until you reactivate it.
- Deactivation is like an extreme log out. It allows you to remove yourself from the view of others while maintaining your account. You will not be able to chat or interact until you reactivate the account.





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- Q: Which word does not describe how an online predator tricks people?
- Lighting
- Capping
- Cat-fishing
- Grooming



- Answer: Lighting
- Predators use many methods to attract victims online. In most cases, they pretend to be someone they are not, develop a relationship of trust with the person, and then talk them into doing something they shouldn't. Cat-fishing, grooming and capping are all terms for this behaviour.



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- Q: Who owns YOUR Instagram images?
- Instagram. But they can't sell it for money, just reuse it.
- You do. But someone could technically take a picture of the screen and sell it.
- You do, end of story.
- Instagram, but they can't reuse it.



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- Answer: You do, but someone could technically take a picture of the screen and sell it.
- According to the terms and conditions that you agree to, you do have ownership of your own photos. That said, there have been cases where people have taken pictures or screen shots of the screens, altered the image and then resold them as their own work.



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• Q: How many employers check a candidates social media profiles?

- 20%
- 80%
- 50%
- 95%



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- Answer: 80%
- Though the number seems to climb every year, 80% of employers are checking online profiles before considering a new candidate for their company. Keep profiles clean and communicate clearly on visible text.



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- Q: What parts of your Facebook profile are always public?
- Your name, profile photo and cover photo
- Your name, profile photo, cover photo and comments on both photos
- None of it if you set your profile settings correctly
- Your name, profile photo, cover photo and cover photo comments



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- Answer: Your name, profile photo, cover photo and cover photo comments
- Your name is required. Your profile picture is also required. As such, you do have the option to hide comments by selecting “my friends” or “only me” on the photo. The photo is still public. The cover photo is optional but public. If you choose to use one, your comments will be visible. There is no way to hide them at this time.





- Q: Which is true about Snapchat?
- They disappear once viewed, no trace.
- Snapchat has a copy in their servers but you can no longer screen shot them using your device
- They are kept on a server by Snapchat and screen shots are possible using other software.
- They disappear from the device once viewed but stay on Snapchat servers for an extra hour.



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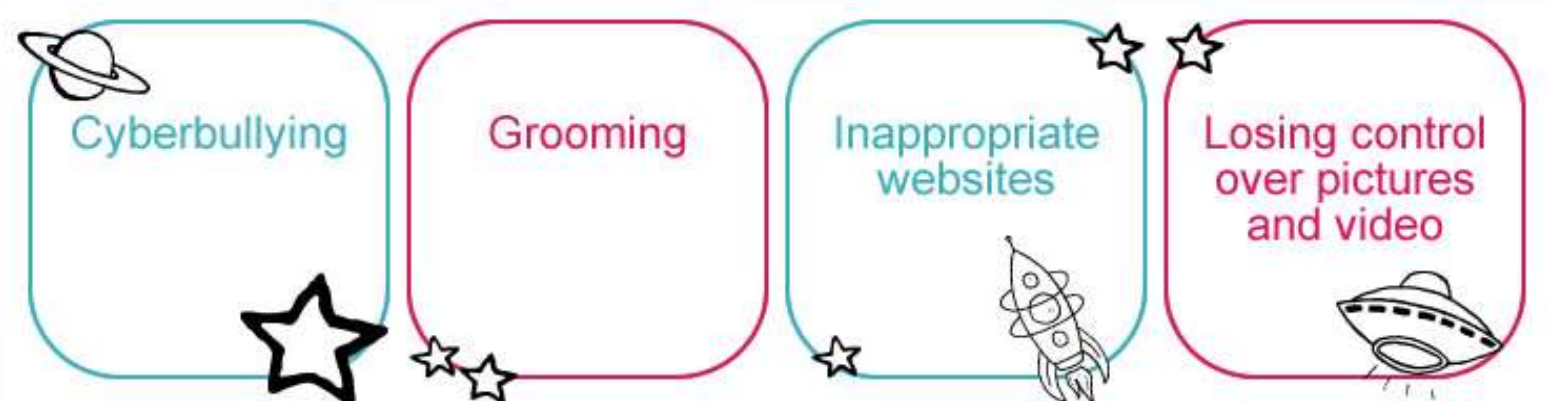
- Answer: They are kept on a server by Snapchat and screen shots are possible using other software.
- The pictures are sent through a server belonging to Snapchat and stay there as long as they like.



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# What are the risks?



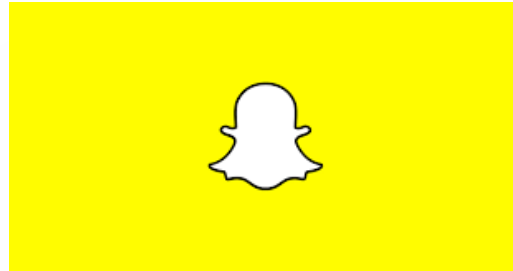


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## Top sites

- Snapchat



- Instagram



- Facebook





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# Cyberbullying

- What is Cyberbullying?
- How and where can you be Cyberbullied?





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## Top Tips

- Offer reassurance and support. Don't be afraid to ask questions
- Tell your child that if they are being bullied to always keep the evidence
- Block the bullies
- Learn how to report and where to go for further support



**Peer to peer support network for young people who are being bullied**

[www.cybermentors.org.uk](http://www.cybermentors.org.uk)



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# Online Grooming

- What is 'online grooming'?
- What does an online friend mean to your child? Is it the same for you?





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## Top Tips

- *Talk to your child about online grooming*
- *Talk to them about their online friends*
- *Let your child know that you are always there for support and you understand how easy it is for things to get out of control online*
- *Learn how to report any inappropriate contact made to your child online*





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# Report and Support

- **Report suspected online grooming** – this could be sexual chat, a child being asked to do something that makes them feel uncomfortable or someone insisting on meeting up .

- [www.ceop.police.uk](http://www.ceop.police.uk)



- **24 hour confidential helpline** for children and young people



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# Inappropriate Websites

What does the word 'inappropriate' mean in your house?

Not age appropriate:

- Violence
- Racial Hate
- Pro eating disorders
- Gambling
- Pornographic





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# Parental Controls

Set controls on:

- Computers
  - Laptops
  - Tablets
  - Mobile devices
  - Games Consoles
  - ALL internet enabled devices
- 
- Remember... they are not 100% accurate and not a substitute for open communication!



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# Parental Controls

- **How can they help?**
- Block sites that are not age appropriate
- limit inappropriate and illegal material
- Set timings – automatic switch off at bedtime
- Monitor activity



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# 'Sexting'

- **What is Sexting?**
- Someone taking an indecent image of themselves, and sending it to their friends or boy/girlfriend via a mobile phone or some other form of technology.





# Possible Consequences?

- ***‘Sexting is almost routine in the lives of many 14 year olds and it is something they address with their friends. They are highly unlikely to turn to an adult for fear of being judged.’***

*Professor Andy Phippen*

- Once taken and sent to others young people could lose control of the image. It could be seen by:
  - Family and friends
  - Future employers
  - A police officer
- Collected by:
  - Offenders
- The sharing of sexual imagery may make a child vulnerable to bullying and harassment.



# Legal Implications

## What are the legal implications?

- *Those involved in 'sexting' may be committing a criminal offence. Specifically, crimes involving indecent photographs (including pseudo photographs) of a person under 18 years of age.*
- *These fall under Section 1 of the Protection of Children Act 1978 and Section 160 Criminal Justice Act 1988. Under this legislation it is a crime to:*
  - *take an indecent photograph or allow an indecent photograph to be taken;*
  - *to make an indecent photograph (and this includes downloading or opening an image that has been sent);*
  - *to distribute or show such an image;*
  - *to possess with the intention of distributing images;*
  - *to advertise;*
  - *to possess such images.*
- *children and young people who send or possess the images may be visited by police and on some occasions their media equipment could be removed.*
- *The real harm in relation to 'sexting' is that those in the photographs may become victims should the images be shown to others .*



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# Assemblies

- Next week we will be delivering assemblies to every year group about keeping safe online and the images they choose to share.
- Students in Year 7 and 8 will be shown the video 'Exposed'
- Students in Year 9, 10 & 11 will be shown 'Kayleigh's Love Story'.
- They will be given advice about how to keep safe and where they can access support.
- Please have the conversations at home about social media following the assemblies.
- If you have any concerns please speak to your child's Tutor, Head of Year or someone in the Safeguarding team.