



Statistics:

Social Networking Use

- Facebook now has 1.55 billion active users.
- 2.9 billion Google searches are made every day.
- 2.7 million blog posts are published every day.
- *Source: <https://hostingfacts.com>*
- Instagram has a much younger audience, 39% of its UK users are aged 16-24.
- 64% of Instagram users are female vs 56% of Facebook users.
- *Source: <http://www.rosemcgrory.co.uk/>*
- 60% of Snapchat's users are 13 to 24 years old. Similarly, 63% of its audience are 18 to 34-year-olds
- *Source: (Snapchat).*
- YouTube has over a billion users – almost a third of all people on the Internet – and every day, people watch hundreds of millions of hours of YouTube videos and generate billions of views.
- Once users are on YouTube, they are spending more time per session watching videos. On mobile, the average viewing session is now more than 40 minutes.

“The Internet is becoming the town square for the global village of tomorrow”.

Bill Gates

Key tips:

- Know what your children are doing online and who your children are talking to.
- Make it clear that people they don't know are 'strangers'.
- Explain why your children should not give out personal details online.
- Emphasise that having many different 'followers' or 'likes' does not necessarily make them popular.
- Explain to your child that nothing is private on the Internet – anything can be copied, whether it be private pictures, comments or messages.
- Point out that your child should always consider what an employer or partner might be able to find about them on Google in 5 to 10 years' time.
- Avoid replying to junk, spam or phishing emails, or opening attachments which might contain viruses or malware.
- Ensure your child does not meet up with “online friends”.
- Creating a positive environment where your child can be open and inquisitive and feel confident discussing their online experiences, whether positive or negative.
- Teach your children how to block and report any behaviour or content which makes them feel uncomfortable.
- Investigate ways in which you can set parental controls on devices and home broadband.



A guide for parents to understand IT usage of their teenage children

E-safety Factsheet for Parents



p: 01353 667763

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The positives need to outweigh the negatives in e-safety education:

The best outcome regarding e-safety incidents, cyber bullying and online harassment with school-aged children is always to persuade students to see the consequences of their actions and remove the material of their own accord. It is important to promote positive digital citizenship and ensure that children treat peers with respect.

Much better outcomes are seen when children decide for themselves what is, and is not, appropriate and self-regulate their actions. Schools and parents have a huge role to play in providing this guidance first, rather than imposing rigid rules and sanctions as an initial measure.



Useful links:

- www.thinkuknow.co.uk
- www.internetmatters.org/
- www.common sense media.org/
- www.childnet.com/
- www.e-safetysupport.com



E-safety Factsheet

Positive aspects of the Internet and Apps:

- Great for research and creativity
- Cheap or free communication and collaboration
- Easy to create and publish content and get it noticed
- Great for children to develop future job skills as fun hobbies
- Introduces children to the world of commerce and business

Negative aspects of the Internet and Apps:

- Cyber bullying and the lack of appropriate rules
- Online privacy and personal information and the increasing likelihood of being hacked
- Reputation management and 'digital footprint'
- Sexting, grooming, pornography and inappropriate material
- Illegal downloads and copyright infringement
- Spam, phishing, viruses and malware
- Children lying about their age to get onto social networking platforms with a 13+ age limit
- Pressure to respond to comments 24/7

“ The internet could be a very positive step towards education, organisation and participation in a meaningful society”.

Noam Chomsky

Sexting - Children

- 6 in 10: were asked for sexual images or videos
- 4 in 10: created a sexual image or video
- 15%: sent the material to a stranger
- 20%: had it then shared with other people, while 28% said they did not know if their picture had been shared with anyone else.

Source: NSPCC/Childline

Parental Concerns

- 1 in 4 parents are concerned about the online content their child is exposed to and whom with.
- 1 in 3 parents are concerned that their child may be giving out personal details to inappropriate people.
- 3 in 10 parents are concerned about online bullying.
- A quarter of parents are concerned about their child sharing inappropriate or personal photos or videos online.
- 1 in 4 parents are concerned about their child seeing content which encourages them to harm themselves.
- 1 in 8 parents feel they don't know enough to help their child manage online risks.



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