February 2020

Dear Parent/Carer,

Good morning,

Please see information and advice as part of Safer Internet Day (SID) which is on Tuesday 11th February 2020. The theme this year is **Free to be - exploring identity online.** The activities are aimed at allowing constructive conversations with your child and supporting them in being safe online. This email includes:

- Conversation starters

- Family internet safety plan

- Information on how to get involved in SID 2020

- Quick activities for different age groups

- A resource sheet on places to contact regarding online safety

- An overview of what is included in the pack for SID 2020.

I hope you find the above useful.

Kind Regards

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Safer Internet Day is a fantastic opportunity to have a conversation with your child about using the internet safely, responsibly and positively. Whether you are a parent, grandparent, foster carer, aunt, uncle or older sibling – we can all play a role in empowering children to enjoy their time safely online!

This year in the UK, Safer Internet Day will encourage young people to explore how they manage their online identity, and how the internet shapes how they think of themselves and others. We want Safer Internet Day 2020 to celebrate difference and help us work towards creating a truly inclusive internet. These conversation starters are a great way to help you talk about these issues with your child.

Start the conversation on a positive note:

✚ What do you like most about the internet and why? What's your favourite game/app/site?

✚ How does going online make you feel?

✚ How does the internet/technology make your life better?

✚ What could you do if being online is making you feel worse rather than better?

✚ What is different about talking online to someone compared to talking face to face? Is there anything that is the same?

✚ Can people say/do whatever they want online? Why/why not?

Talk about sharing online:

< What types of things can we share online? (Pictures, comments, personal information, opinions, etc.)

< What is okay/not okay to share online? Why?

< What should we do before sharing things online?

< What do we do if someone shares something about us that we don't like?

< How do you feel about your parents/carers sharing things about you online and vice versa?

Talk about identity online:

👤 What makes you…you? How would you describe your identity?

👤 How do you share your identity online? And where can you share it? (Profiles, pictures, comments, behaviour, etc.)

👤 How can we experiment with our identity online? How are we able to make it different from our offline identity?

👤 Why might someone want to experiment with their identity online?

👤 What might stop someone from being themselves online?

👤 What might make someone feel like they have to hide parts of their identity online?

👤 Do you see other people like you online? (Represented in adverts, emojis, characters, influencers, etc.)

Talk about looking after yourself and supporting others online:

👍 How do you stay safe online? What tips do you have and where did you learn them?

👍 Do you know where to go for help, and where to find the safety tools on your favourite apps and games?

👍 What could you do if someone was unkind to you online about the things you've shared?

👍 What could you do if you saw a friend online needed some help or support?

👍 How do you keep yourself safe online? Can you show me how I could use the internet in a better/safer way?

The _____ family

Go on a hunt around your home. Search for all the devices which connect to the internet and record below:

We have ___ devices which connect to the internet in our house.

💬 It's time to talk

How do we use the internet as a family?

🛡 How can we keep our family safe online?

Where will we keep our devices?

What can we use our devices for?

When can we use our devices?

What shouldn't we do online?

What should we do if something worries, upsets or confuses us online?

👣 Our next steps

Adults next steps:

Children's next steps:

Date:

Signed by:

This plan has been shared with:
(Grandparents, auntie and uncle, childminder etc.)

UK Safer Internet Centre

saferinternetday.org.uk   #freetobe

Free to be ME

[Safer Internet Day](#) is a global celebration. Last year's Safer Internet Day was the biggest yet, reaching more young people, parents, carers, and teachers than ever before!

Safer Internet Day provides a fantastic opportunity to discuss and explore online safety and keep up to date with your child's internet use. By being part of something bigger, talking about how to stay safe online can be fun, engaging and accessible!

In **2019** we reached **26%** of UK **parents** **46%** of UK **children**

Help us reach even more!

The UK Safer Internet Centre wants as many people as possible to get involved in the day and think about how to make the internet a better and safer place. There are lots of ways that you and your family can get involved in the day and also share details of the day with others online. The more people who know about Safer Internet Day, the more likely your child is going to think about the issues that are really important in keeping them safe online.

How you can stay informed and up to date

Leading up to the day we will be giving lots of advice, tips and information about how to keep your child safe online as well as how to discuss how young people manage their online identity and how the internet shapes how they think of themselves and others. Follow us to stay updated.

Instagram: **@UK_SIC**

Facebook: **saferinternetuk**

Twitter: **@UK_SIC**

YouTube: **UKSIC**

Website: **www.saferinternetday.org.uk**

Be part of the global conversation

Safer Internet Day is celebrated in over 130 countries worldwide. It's an amazing day where everyone shares how we can make a better internet together. Be a part of this global conversation by using your Facebook, Twitter and Instagram to help promote the amazing things that are happening. Use these hashtags to help spread the message:

#SaferInternetDay   **#freetobe**

Involve others

Help spread the impact of the day by telling others all about what the day offers!

- Is your child's school involved? If not, visit www.saferinternetday.org.uk and encourage them to use our Education Packs.

- Has your workplace, or a community group you are involved in registered as a supporter for the day? They can register [here](#) and they can access promotional materials to help share what they are doing. Getting them involved is a great way to reach more people.

- Speak to the people close to you. Grandparents, uncles, aunts and friends will appreciate hearing about the resources available and you can share ideas and thoughts!

Tweets and posts you can share and use

▶ I'm supporting Safer Internet Day 2020 organised by @UK_SIC who have lots of helpful advice for parents about keeping their children safe online. Find out more here www.saferinternetday.org.uk #SaferInternetDay @UK_SIC

▶ I'm celebrating #SaferInternetDay on Tuesday 11th February! Find out more about how to explore staying safe online with your child at www.saferinternetday.org.uk @UK_SIC

▶ #SaferInternetDay is a great way to start having those conversations about being online with your child! That's why I'm joining this campaign! www.saferinternetday.org.uk @UK_SIC #freetobe

Safer Internet Day Films

These films complement our Education Packs and help start conversations about online identity and the way that people can represent themselves online. The films look at how children and young people of different ages use the internet and explore a range of issues about the safe and positive use of technology.

Watch the films with your child and learn more at www.saferinternet.org.uk/sid-films

Have any questions?

If you have any questions or want to learn more about Safer Internet Day, what's happening in the build up to the day or the work of the UK Safer Internet Centre then visit www.saferinternetday.org.uk, email enquiries@saferinternet.org.uk or sign up to our free newsletter via the website.

Safer Internet Day 2020 | Tuesday 11 February

Together for a better internet

Parents and Carers

These activities can be run at home to complement the activities your child may take part in for Safer Internet Day in their school, club or youth group.

The below activities are sorted by age and provide a great opportunity to discuss online safety with your child and reinforce messages they may have also heard from other trusted adults, e.g. teachers.

What makes you... YOU? (Ages 3-7)

Work with your child to help them create a photo collage of their favourite things that use technology or the internet. E.g. favourite TV channels, YouTube channels, video games etc. You might want to cut and stick the images on paper, or use a photo collage app and make a digital copy. Follow up by discussing with your child what to do if anything happens that upsets them whilst they are using the internet. You may wish to also complete the **Family Internet Safety Plan** included within this pack.

Equality Thermometer (Ages 7-11)

Work with your child to cut out the thermometer and name cards from **Appendix 1**. Place the thermometer vertically in the middle of a plain piece of A4 card and attach with a split pin (on the grey dot). Using the thermometer rating of 1 -10 (10 holding the highest importance) ask your child to place the names in order of who they think is more important **online**.

Key questions

- Who did you rate as the most important online? Why?
- Who did you rate as the least important online? Why?
- Where did you put yourself?
- Did you find this difficult? Why?

After the discussion, ask your child to twist their thermometer from vertical to horizontal. Ask your child what they think this demonstrates.

Use this as an opportunity to illustrate to your child that the online world has the potential for everyone to be equal online. Ask your child if they think this reflects what the online world is like, and if not, why.

Online Identity Snapshot (Ages 11-14)

Provide your child with a copy of **Appendix 2**. Explain that they have just 2 minutes to fill in as many of the details listed on the sheet as possible. You may wish to display a timer somewhere prominently to build suspense and give them a countdown when it reaches 10 seconds.

Ask your child to look over their completed sheets. How would they feel if you showed it to people they know, such as friends and family?

Key Questions

- ▶ Do you think your friends and family could guess who you are from the details you've given on the sheet?
- ▶ Do the details on the sheet reflect who you are and how you behave offline?
- ▶ Is there anything on the sheet that you wouldn't want to share with friends and family?

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Parents and Carers

Online Identity Snapshot cont. (Ages 11-14)

Reassure your child that you do not plan on sharing their sheet with their friends and family, but explain that the details they have listed give a snapshot of their 'online identity': who they are and how they express themselves online.

Ask them to imagine a second scenario where we gave this sheet, and only this sheet, to a complete stranger.

Key Questions

▶ What kind of impression would someone get of you from the details you listed?

▶ What assumptions might they make?

▶ Would they learn anything about you and your identity that you wouldn't be comfortable with?

▶ What parts of you and your identity would they not get to see?

Think you understand me? (Ages 14-18)

Show your child the following video from Childline: youtu.be/G6RzZ4KzsEs

Watch the video once and discuss immediate reactions. Then watch the video a second time – ask your child to jot down the assumptions they think the producers of the video are expecting them to make about each person as they appear on screen.

Discuss further using the following questions as prompts.

Key Questions

▶ What stereotypes and assumptions are highlighted in the video?

▶ Where do you think stereotypes come from?

▶ Do you think the internet reinforces or breaks down stereotypes? How?

▶ Are there any stereotypes which exist specifically online?

▶ Can you think of any times online when something someone has shared or posted might lead to people making assumptions about them and their lives?

This video, as well as further guidance about stereotypes and discrimination can also be found at:

www.childline.org.uk/info-advice/bullying-abuse-safety/your-rights/understand-me/

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Parents and Carers

Appendix 1

Are we all equal online?

Celebrity	Politician	School friend	Family member	Parent
Me	Teacher	Doctor	YouTuber	Farmer

10
9
8
7
6
5
4
3
2
1

Parents and Carers
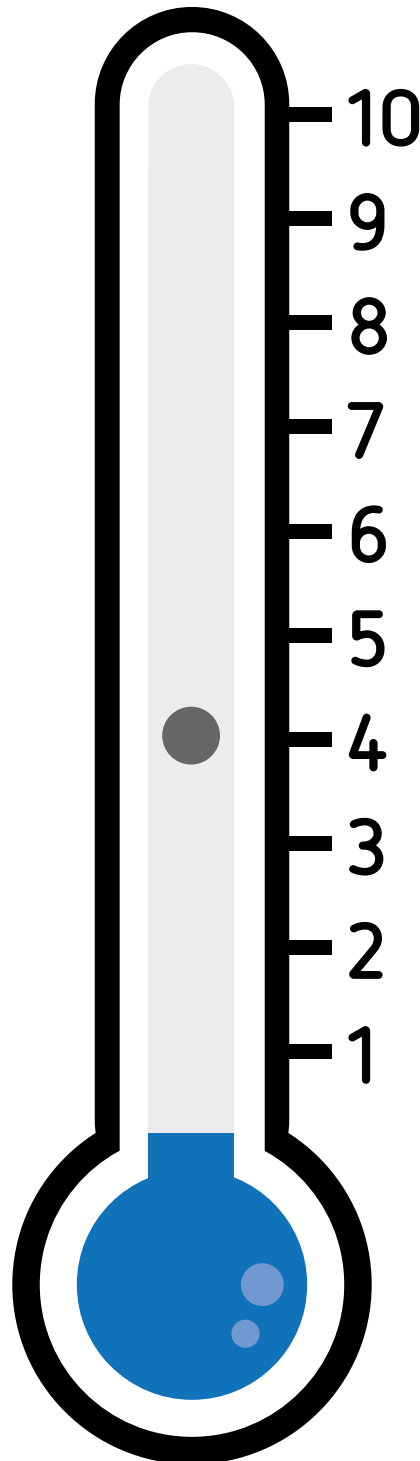
Appendix 2

You have 2 minutes to answer as many of the questions below as possible!

Circle all the services you have an account with:

What is your most frequently...

...used emoji? (Draw it!)	...played song?	...opened app?	...used hashtag?

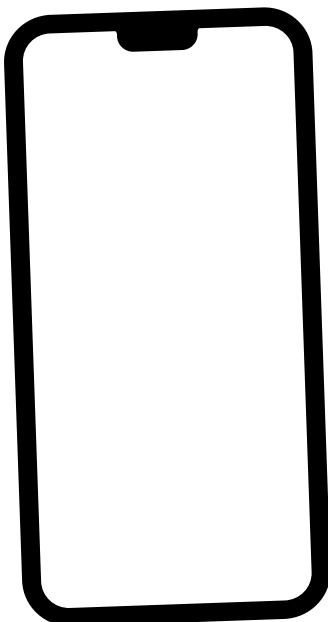**Do you have a games console at home?**   YES   NO

What's your favourite online game?

✎ _____

Describe your profile pic in three words:

What was the last ...

...YouTube video you watched?	...time you set an alarm for?	...message you sent?	...filter you used?

Sketch your phone background

List five things you'd find in your recently liked posts:

♡ _____
♡ _____
♡ _____
♡ _____
♡ _____

Who do you...

...message the most?	
...always like posts from?	
...admire most online?	

If you could only follow the accounts of one celebrity online for the rest of your life, who would you choose?

✎ _____

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Parents and Carers

UK Safer Internet Centre

UK Safer Internet Centre:
The European Commission-appointed UK Safer Internet Centre is made up of three partners; Childnet International, the South West Grid for Learning and the Internet Watch Foundation. Together we raise awareness about internet safety, develop information materials and resources and organise high profile events such as Safer Internet Day. Resources include a parent's guide to technology, information about parental controls and safety tools on social networks and other online services. You can access a range of resources from across the UK, Europe and wider afield at www.saferinternet.org.uk/parents.

Childnet:
Childnet International is a non-profit organisation working in partnership with others around the world to help make the internet a great and safe place for children. The Childnet website hosts all the online resources detailed below, as well as a number of recommended resources for young people, parents, carers and teachers. The Parents and Carers area also contains key advice, information on reporting and detailed information on a range of online safety topics in the hot topics section. www.childnet.com

South West Grid for Learning:
The South West Grid for Learning (SWGfL) is a not for profit, charitable trust dedicated to the advancement of education through information and communication technologies. They provide safe, supported broadband internet, teaching and learning services for 2,500 schools in the South West of England and e-safety education and training regionally, nationally and internationally. They provide professionals, parents and children with advice, resources and support to use internet technologies safely to enhance learning and maximise potential. www.swgfl.org.uk

Internet Watch Foundation:
The Internet Watch Foundation is the UK's hotline for reporting illegal content found on the internet. It deals specifically with child abuse and criminally obscene images hosted in the UK and internationally. The IWF works in partnership with the online industry, law enforcement, government, and international partners. It is a charity and a self-regulatory body with over 100 Members from the online industry. www.iwf.org.uk

Safer Internet Day information, resources and further support

Safer Internet Day:
Celebrated globally every year, Safer Internet Day offers the opportunity to highlight positive uses of technology and to explore the role we all play in helping to create a better and safer online community. This year's global theme is 'Together for a Better Internet' and in the UK, the theme is 'Free to be me: exploring identity online.' The campaign will particularly empower young people to explore how they manage their online identity, and how the internet shapes what they think of themselves and others. www.saferinternetday.org.uk

UK Safer Internet Centre:
The UK Safer Internet Centre produces weekly blogs which offer information and advice on a range of topics. They are written to reflect current and emerging trends as well as questions received during training sessions. Some useful ones for this year's theme are:
- Cyberbullying advice for parents and carers
- Sharenting: how am I adding to my child's digital footprint?
- Why is online sexual harassment an issue for women and girls?

Common Sense Media – 6 Ways Your Kids Can Protect Their Online Identities:
Common Sense Media have produced a short video with some helpful advice on supporting your child to protect their identity while using the internet.
www.commonsensemedia.org/videos/6-ways-your-kids-can-protect-their-online-identities

Planned Parenthood – How do I talk with my pre-schooler about identity?
Planned Parenthood have conversation starters and practical ideas to help you talk to children under 5 about their identity. There is also a short video with further guidance.
www.plannedparenthood.org/learn/parents/preschool/how-do-i-talk-with-my-preschooler-about-identity

The Children's Society – Identity:
The Children's Society have advice and top tips for supporting young people who are struggling with their identity. They also have links to more advice around the connection between identity and self-esteem.
www.childrenssociety.org.uk/mental-health-advice-for-children-and-young-people/identity

Parents and Carers

Safer Internet Day information, resources and further support cont.

Family Lives – Helping your child stay connected with their culture:
Family Lives is a charity dedicated to supporting parents and carers with looking after their families. They have advice around helping your child to embrace their cultural identity and stay connected to it, including a video and top tips.
www.familylives.org.uk/advice/primary/health-and-development/culture/

Childline – Sexual Identity and Gender Identity:
Childline have a number of web pages with advice for young people who are feeling confused about their gender identity or questioning their sexual orientation. They have links to specific advice and short videos with more information. www.childline.org.uk/info-advice/your-feelings/sexual-identity/

NSPCC – Talking about difficult topics:
The NSPCC have some advice around how to start conversations with your child about sensitive subjects in order to help keep themselves safe.
www.nspcc.org.uk/preventing-abuse/keeping-children-safe/talking-about-difficult-topics/

Resources to use with children and young people

Family Agreement:
As a family you may wish to set up a family agreement which is a great way to start a conversation with your whole family about how you all use the internet and discuss together how to behave in a positive way when online at home, at school or at a friend's. www.childnet.com/resources/family-agreement

Digiduck Stories:
The Digiduck story collection has been created to help parents and teachers educate children aged 3 - 7 about how to be a good friend online. The collection includes a book, PDF and interactive app.
www.childnet.com/resources/digiduck-stories

Childnet Primary Pages:
You may wish to work through this series of interactive quizzes together with your child to help you talk about how to stay safe online and what to do if things go wrong. Aimed at children aged 8-12, the quizzes include topics such as online gaming, social media and sharing things online.
www.childnet.com/young-people/primary/get-answers

Safer Internet Day Films:
Our SID Films provide a great way to start a discussion with your child about how the internet makes them feel and what tips they have about staying safe online. There are different videos aimed at younger and older children. www.saferinternet.org.uk/sid-films

Information for parents and carers

Let's talk about life online:
Advice for parents and carers on how to talk with their child about staying happy, positive and safe when online. www.childnet.com/resources/lets-talk-about-life-online

Information and Advice for Foster Carers/Adoptive Parents:
The UK Safer Internet Centre has worked together with Islington Council to create leaflets for foster carers and adoptive parents. The leaflets, which are free to download and easy to print, include top tips and conversation starters to help foster carers and adoptive parents get to grips with internet safety.
www.saferinternet.org.uk/fostering-adoption

Keeping Under Fives Safe Online:
Children love using technology and are learning to navigate websites, online games and consoles, and touch screen technology like tablets and smartphones from a younger and younger age. This advice contains top tips for parents and carers for keeping children aged five and under safe online.
www.childnet.com/resources/keeping-under-fives-safe-online

Parents *and* **Carers**

Where to report/get help

Need help?
Information about what to do if a child comes to you for help, and advice about how to report online concerns such as cyberbullying, inappropriate content or illegal behaviour. www.saferinternet.org.uk/need-help

Child Exploitation and Online Protection (CEOP):
A police agency tackling child sexual abuse and grooming online. This website includes a unique facility that enables parents and young people to make reports of grooming or child sexual abuse online. www.ceop.police.uk

CEOP's Think U Know website contains information for children and parents, as well as a link for children to report sexual abuse or grooming online. www.thinkuknow.co.uk

Internet Watch Foundation:
Part of the UK Safer Internet Centre, the IWF is the UK's hotline for reporting illegal content found on the internet. It deals specifically with child sexual abuse and criminally obscene images hosted in the UK and internationally. www.iwf.org.uk

Report Harmful Content:
Provided by the UK Safer Internet Centre, the Report Harmful Content website gives advice on how to report online problems. It can also mediate where appropriate or explain why content has not been removed, and can provide assistance in removing harmful content from platforms. reportharmfulcontent.com

NSPCC:
The NSPCC has partnered with O2 to provide an online safety helpline for parents and carers to answer questions and address concerns about a child's online safety: 0808 800 5002.

They also provide the Childline helpline for children where they can talk to someone for advice and support at any time by contacting 0800 1111 or chatting to a counsellor online at www.childline.org.uk

Young Minds:
The UK's leading charity committed to improving the wellbeing and mental health of children and young people. Information and advice for young people and parents/carers can be found at www.youngminds.org.uk and they also offer a free confidential helpline for parents on 0808 802 5544.

Safer Internet Day 2020 | Tuesday 11 February

Together for a better internet

Free to be me: exploring identity online

This pack, produced for Safer Internet Day 2020, encourages young people to explore identity online, and how the internet shapes the way that they think of themselves and others. This Safer Internet Day, celebrate difference online and help us work towards creating a truly inclusive internet.

The following information and activities focus on what creates our identity online – such as the things we share with each other, how others perceive us and interact with us, as well as how online services use the information we share to identify and profile us.

The activities examine how offline stereotypes and discrimination are challenged or reinforced online, and what young people can do in response to discrimination, hate or bullying online.

Focusing on identity online supports young people to consider whether they feel free to experiment and express themselves online, or if they feel limited in who they can be when they're online. By opening up conversations around identity online, young people can be inspired and empowered to support each other to be who they want to be, both online and offline.

Free to be ME

Parents and Carers