

Parents Evening Presentation

CYBERBULLYING



Agenda

1

Introduction to Internet Matters

2

The Digital World

3

What is cyberbullying?

4

How to protect your child

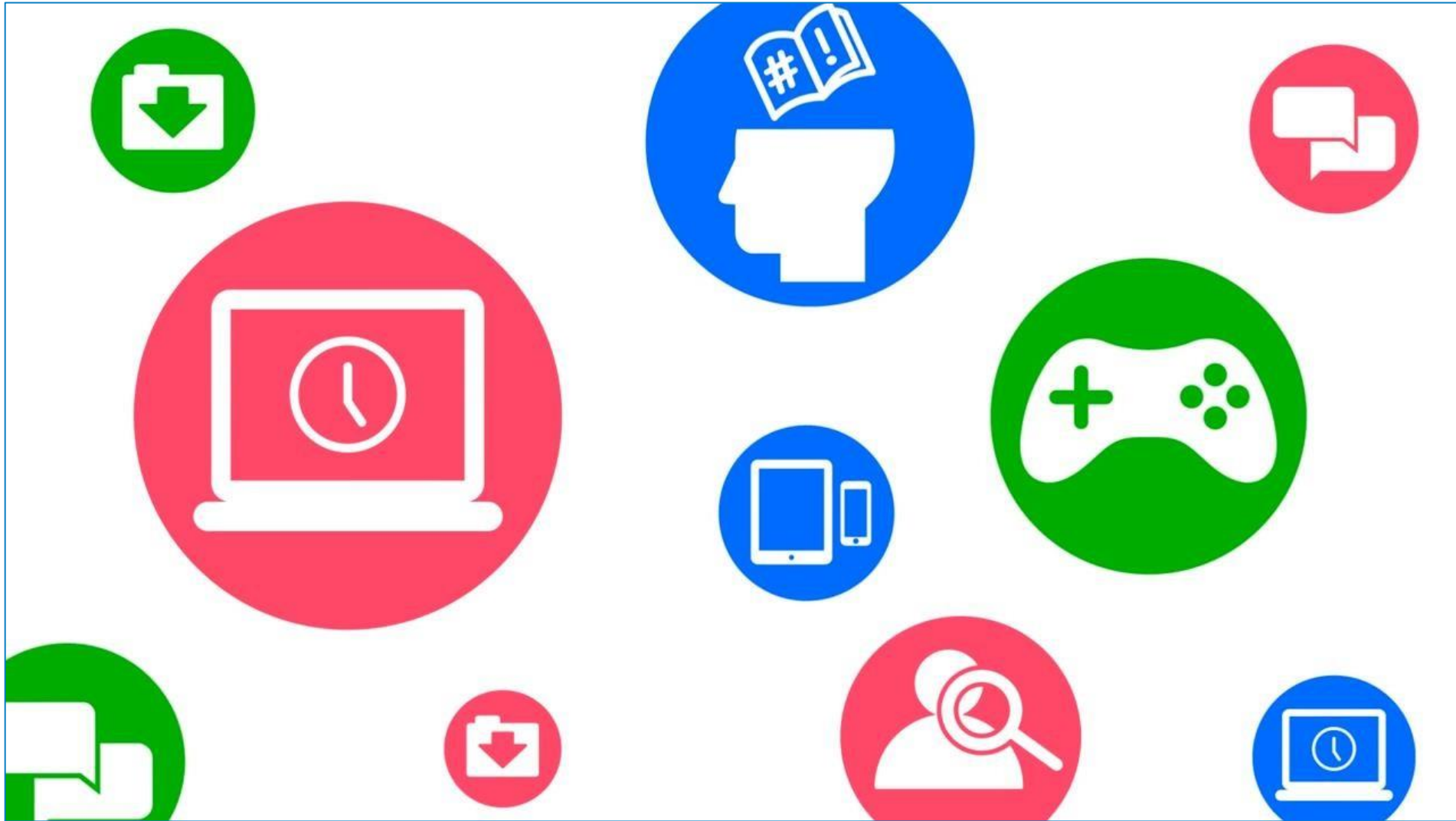
5

Dealing with cyberbullying

6

Final thoughts

Introduction to Internet Matters



THE DIGITAL WORLD

A young man with dark hair, wearing a dark blue t-shirt and blue jeans, is sitting and looking down at a black smartphone he is holding with both hands. The background is blurred, showing another person in a light-colored shirt. The overall tone is warm and focused on digital technology.

The internet is great



Education



Social



Express individuality

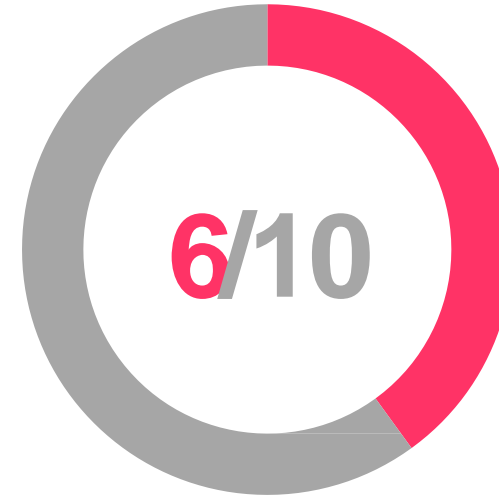


New skills

Social media is their online playground

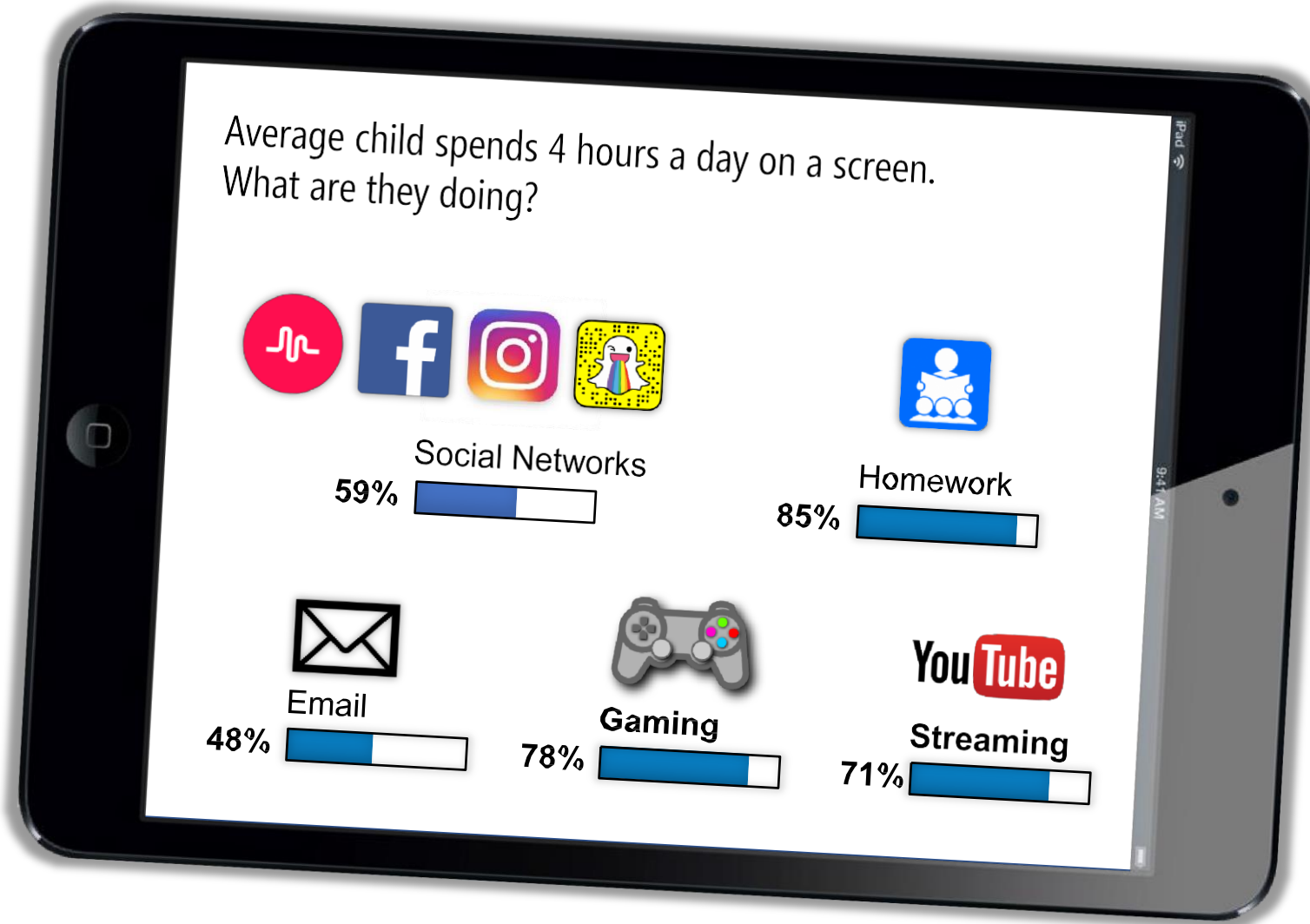


The average child posts 26 times per day on social media



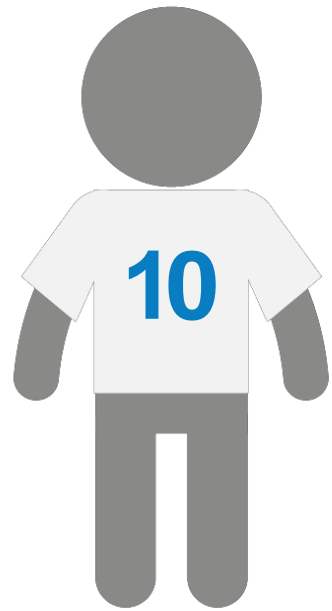
6 out of 10 followers are friends in the 'real world'

How children are using the internet



Internet use by young children is increasing

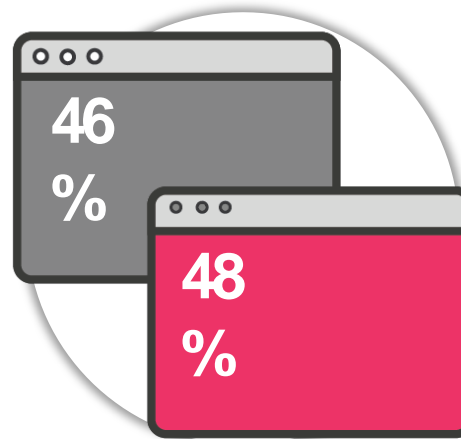
6 is the new 10



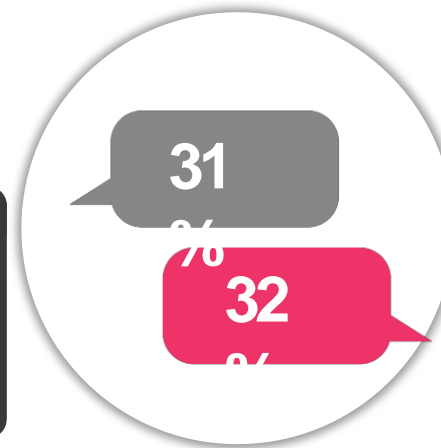
Age 10
in 2013



Age 6
today



General
browsing



Instant
Message



Social
media

Source: Internet Matters Research - Children's online safety in 2016, by Opinion Leader

New pressures for the digital age



Lauren Seager-Smith
CEO of Kidscape

FOMO– Fear of missing out

“The pull to be part of the ‘in’ crowd is strong and as a parent it can be easy to forget how that felt at 13 or 14 and some of the associated risks. In the online world that can include pressures to share personal images that a child might think will improve their social status.”



Dr. Linda Papadopoulos
Psychologist & Internet Matters Ambassador

Selfies and Mental health

“The selfie phenomenon is like having a mirror following you around 24 hours a day. And not just following you, but giving you a minute-by-minute account of friends, peers and celebrities.”



Katie Collett
The Diana Award

Social media and Self-Esteem

“Many young people revealed that they would delete a selfie they’ve posted if it didn’t get enough ‘likes’ and some told me that getting fewer than even 50 ‘likes’ would make them feel upset and even ‘ashamed of myself’.”

What is CYBERBULLYING?

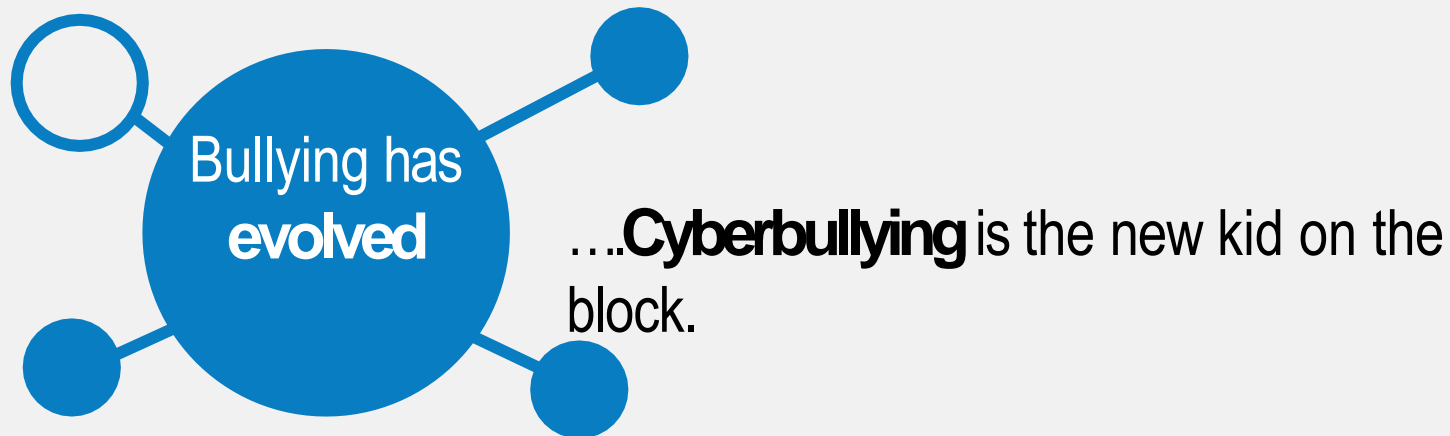


Definition



The **Anti-bullying Alliance** define bullying as:

The **repetitive, intentional** hurting of one person or group by another person or group, where the relationship involves an imbalance of **power**. Bullying can be **physical, verbal** or **psychological**.



“Sticks & Stones” by Internet Matters



Why is cyberbullying different?



Hard to escape



Instantly reach
audience



24 hour
access



Anonymity



Repetitive



Hard to police

Cyberbullying terms



How to protect your child



Guide your child to be safe online

Think before
you post

Be share aware

Be a good
role model

Time
online

Get involved



Top tip – have a
family agreement
Like this example
by Childnet

Family agreement

A family agreement 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, at friend's houses etc. Bear in mind it is difficult to have complete control over your family's internet usage, however a family agreement is a great way to set clear expectations for positive and safe internet use.

Top tips

- 1 Make sure that both adults and young people are open to changing their online behaviour as a result of your agreement.
- 2 Make sure your agreement works for your whole family and everyone is happy with it.
- 3 Review your agreement in the future to make sure it reflects the current needs and ages of your family.
- 4 Consider your tone - Are you focusing on negative behaviour or promoting positive behaviour?

Starting questions

Who is this agreement for?

What do we use the internet for?

Adult's use	Young people's use

Why are we creating this family agreement?

Childnet International

www.childnet.com/have-a-conversation

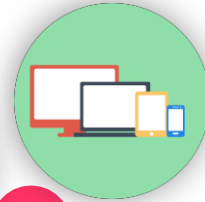
Have great internet manners

1



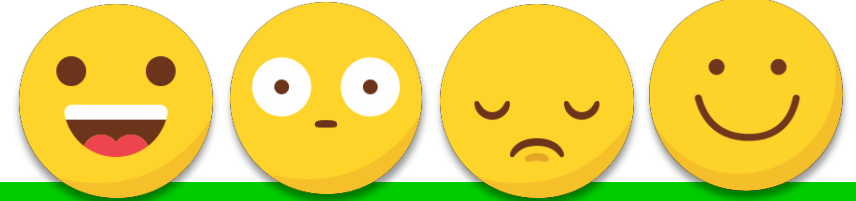
Treat others as you would like to be treated

2



If you wouldn't say it to someone in person don't say it online

3



People can't see your body language, facial expressions or hear the tone of your voice online - so don't over-use icons and punctuation to convey meaning

4



Don't make a situation worse by provoking people even more

5



Don't start rumours

Or spread gossip about someone online



6

Don't make fun of someone in an online chat



Have great internet manners



7

Post things that will inspire and motivate people in a positive way

8



Make sure you don't create a negative environment in an online world or game through name calling

9

Include people in online games and social forums, and don't intentionally leave people out

10



You can't retrieve material once it's sent or posted online so if it might embarrass you or someone, don't put it online

11



Respect other people's privacy

12

Respect other people's time and bandwidth by avoiding posting too much information



BLAH BLAH BLAH BLAH BLAH

Safe social media profile

1

Use a **strong** password

2

Use an **alias** and avoid **personal pictures**

3

Don't include date of birth and other **personal information**

4

Show your child how to **block** and **report**

5

Change settings to **private**

6

Consider the **minimum age**

7

Don't accept **friend requests** from strangers

8

Switch off **location services**

9

Tell them to think before they **post**



Resources from Internet Matters

App





Dealing with Cyberbullying

Spotting the signs

62%

of parents worry
about Cyberbullying

1 in 10

parents are aware
their child has been
bullied



Talk about it



- Find the right time to have a conversation
- Stay calm
- Ask open questions
- Reassure them that you are on their side

The do's



Block



Report



Keep the evidence



Know when to take
it further

The don'ts



Retaliate



Stop them going online



Deal with it alone



Stop when the
bullying stops

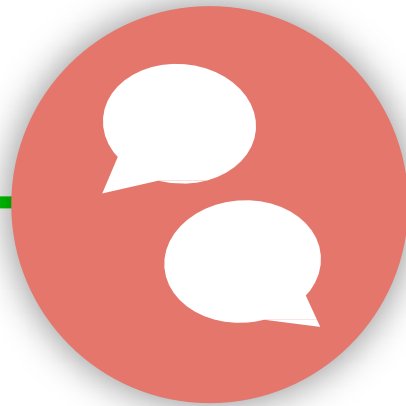
What if my child is the bully...



The do's



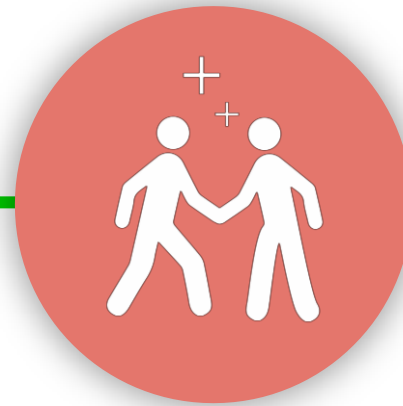
Find out why



Talk it through



Stay calm



Teach by example



Learn from it

The don'ts



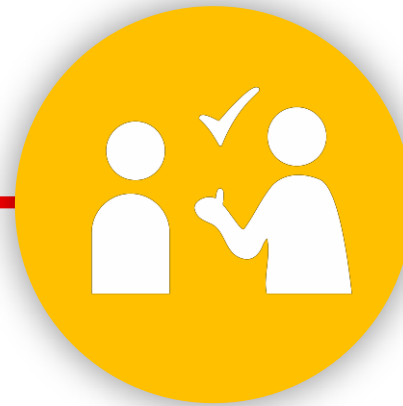
Ignore it



Get upset



Be judgmental

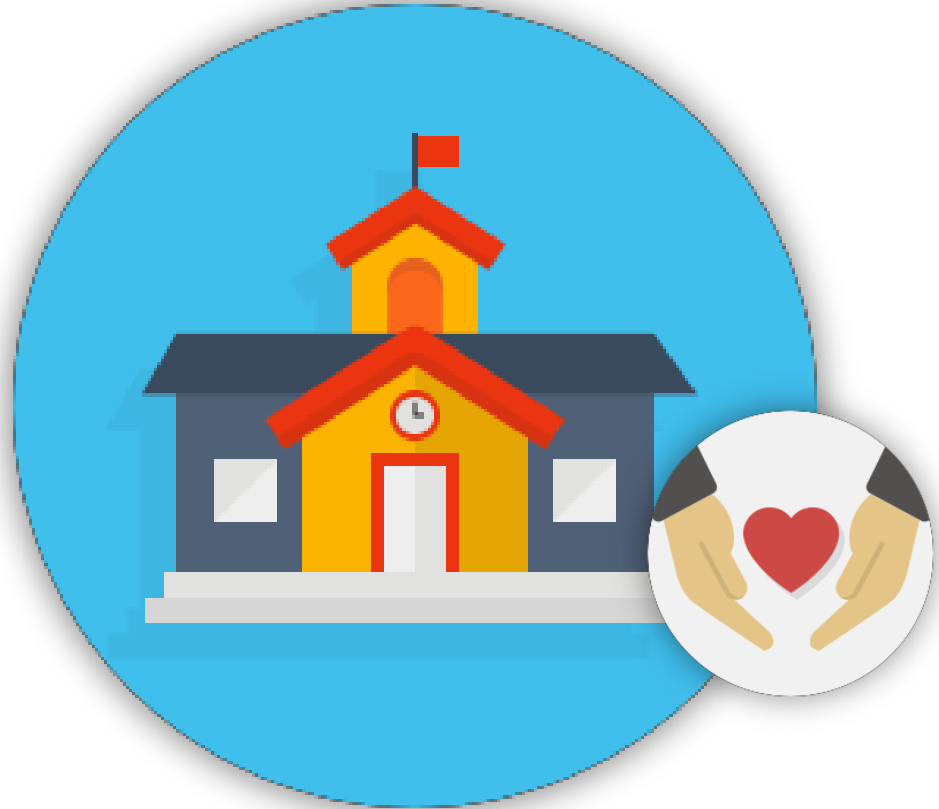


Condone it



Take away their devices

Our schools approach to cyberbullying



*A chance for you to put some of your **statistics relating to cyberbullying** levels in your school. Do you monitor levels of bullying?*

*Also a chance to explain that you take cyberbullying seriously, that you want to work closely with parents to help tackle **cyberbullying in school**.*

*You could also include your school's **anti-bullying policy**.*

How can you help?

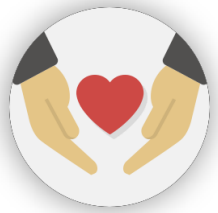
Talking is the best way to help



Remember this is an emotionally-charged problem



Stay calm, patient, and ask how you can help



Believe them, refrain from judging or belittling and acknowledge their feelings



Encourage them not to treat bullying as a secret - they can use you as release for their emotions; importantly keep the dialogue open



Praise them for being brave enough to share with you



Think very carefully about approaching other parents

Always report cyberbullying to the school



Face to face



Call us

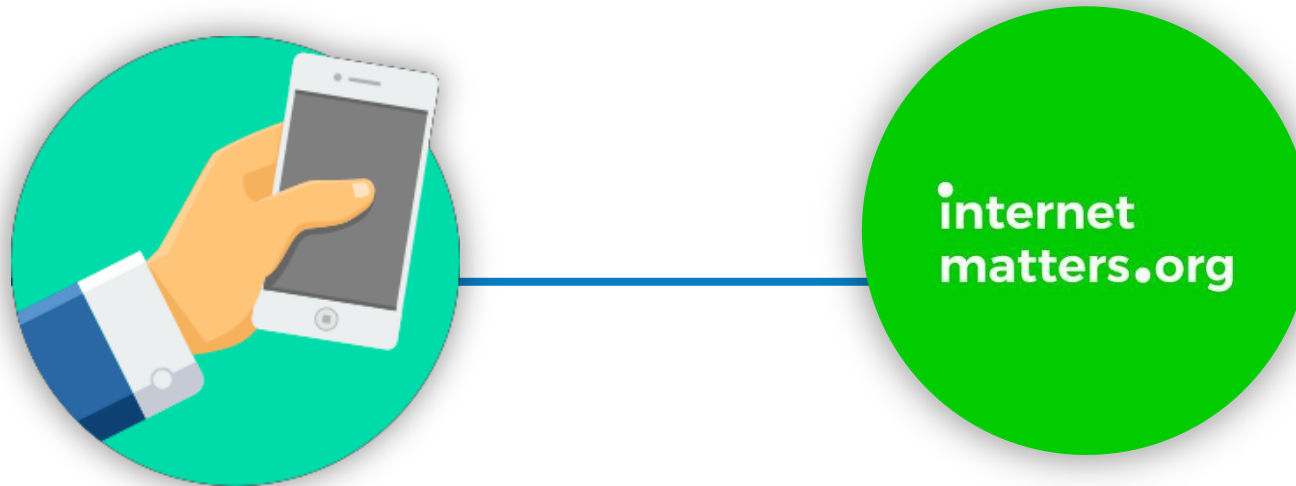


Email/Letter

FINAL THOUGHTS



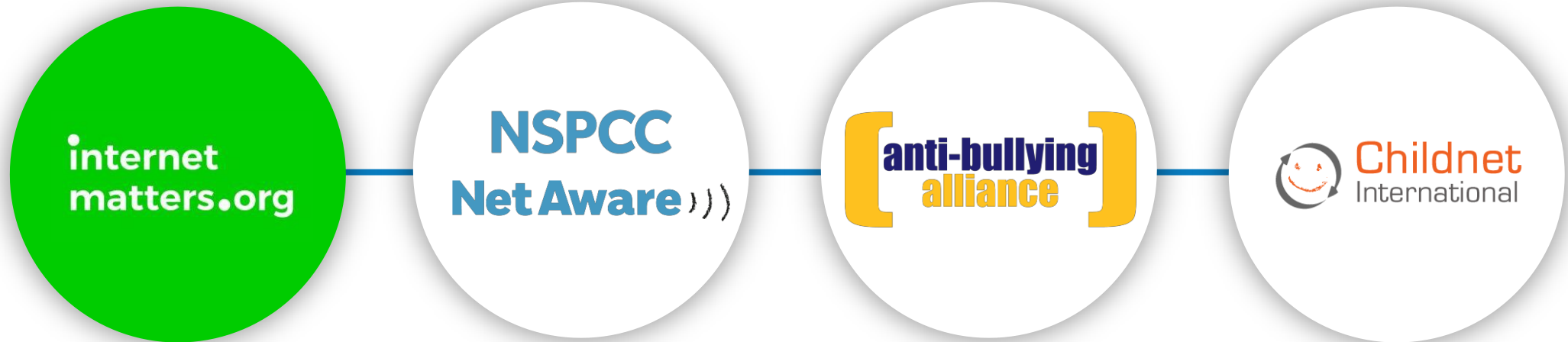
Remember.



Get engaged with their
digital life

Visit Internet Matters for
more support

More resources to explore



Any questions?

Thank you