



Promoting a positive and inclusive culture online

Supporters pack

July 2021

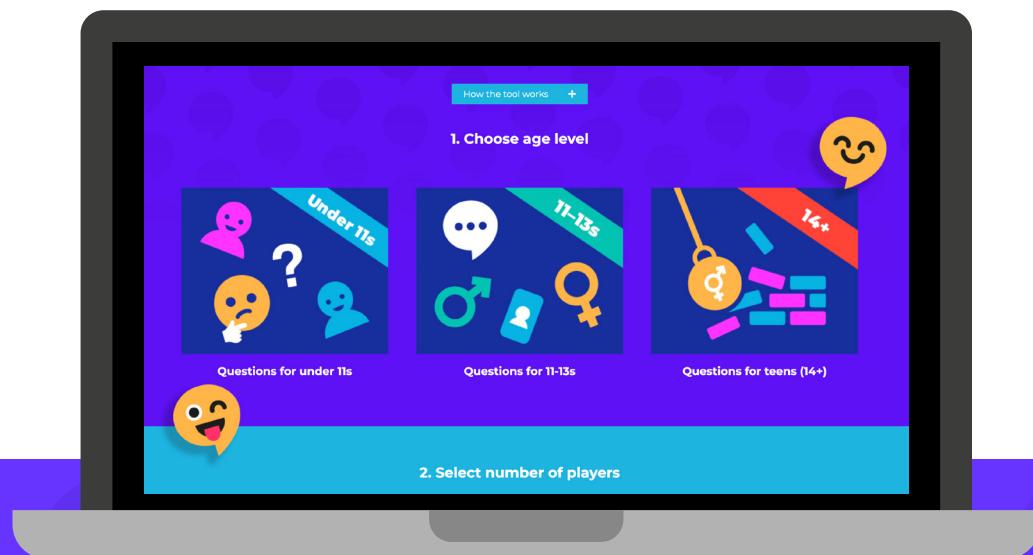
internet
matters.org

SAMSUNG

www.internetmatters.org/totp

Contents

About The Online Together Project	3
How you can raise awareness of the initiative	5
Resources available	7
Why we need your support	8



About The Online Together Project

The Online Together Project is a joint initiative between Internet Matters and Samsung to help all young people and their parents and carers develop their critical thinking skills and promote a positive and inclusive culture online.

Why is it important?

In an ever connected world, it is important to support young people to understand others' viewpoints, to challenge negative preconceptions and help young people feel empowered and supported in their experiences with others online.

In developing this tool, Samsung and Internet Matters aim to support both children, young people and their families to;

- think about how words and actions can impact others,
- show how to interact with others the way they would want to be treated
- and to demonstrate the best ways to respect and value other people's opinions by showcasing the things that can be done to contribute to gender equality online.

The tool is designed to encourage learning through questions and conversations. The skills tool allows young people to discover their understanding of online culture topics and encourages them to discuss these through a series of conversation starter questions. It can be used by young people on their own, with peers or together with teachers, parents and carers to encourage discussion and further learning.

Breaking down gender stereotypes online

The first phase of the initiative focuses on helping children and young people aged six and over to recognise and challenge gender stereotypes in online spaces and encourage respectful interactions, regardless of differences.

Support from experts

The Online Together Project skills tool has been reviewed and is backed by the **Global Diversity Practise** – an award-winning provider of innovative, multi-disciplinary consultancy and learning solutions on diversity and inclusion.

What you'll find in the interactive tool



Age-specific skills questions

We've created tailored skills questions for under 11s, 11-13 and teens (14+) to make the experience more bespoke to their level of understanding of the online world.

[GO TO TOOL](#)



A learn and discuss guide

The skills tool features a range of prompts and further learning to encourage young people to develop their critical thinking. The guide summarises all this content in a handy downloadable format.

[UNDER 11s GUIDE](#)



[11-13 GUIDE](#)



[14+ GUIDE](#)



Companion guide for parents, carers and professionals

This companion guide gives those supporting young people insight on the topic, conversation starter questions and resources to play an active role in helping young people build their critical thinking on this topic.

[DOWNLOAD GUIDE](#)

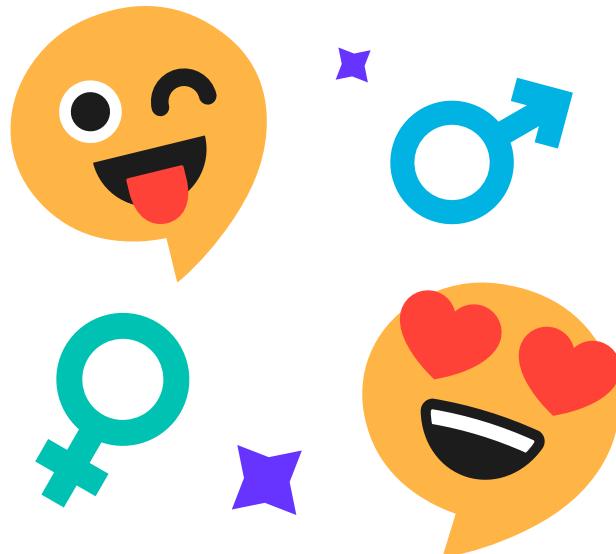


How you can raise awareness of the initiative

Here is how you can help raise awareness of The Online Together Project skills tool with as many young people, parents, carers and professionals to make a material impact:

- Regularly tweet and post on social media, using hashtag : #TheOnlineTogetherProject
- Share the initiative through existing newsletters
- Consider including the resource on your website
- Feature a blog on your site

SEE ASSET PACK



Suggested social media posts:

1.

Empower young people to promote a positive and inclusive culture online. Visit **#TheOnlineTogetherProject** interactive tool to teach them how --> **internetmatters.org/totp** created by @IM_org and @SamsungUK

2.

Recognising and challenging gender stereotypes online can encourage young people to create safe spaces to celebrate differences and **#RespectEveryone**. See **#TheOnlineTogetherProject** interactive skills tool to get them started --> **internetmatters.org/totp** @IM_org and @SamsungUK

3.

Check out **#TheOnlineTogetherProject** interactive skills tool, a joint initiative by @IM_org and @SamsungUK to encourage children and young people to promote an inclusive culture online --> **internetmatters.org/totp**

4.

Gender stereotyping online can be harmful to young people's mental health & limit their opportunities, that's why @IM_org and @SamsungUK have created **#TheOnlineTogetherProject** interactive skills tool to help them defy these barriers online --> **internetmatters.org/totp**

Resources available

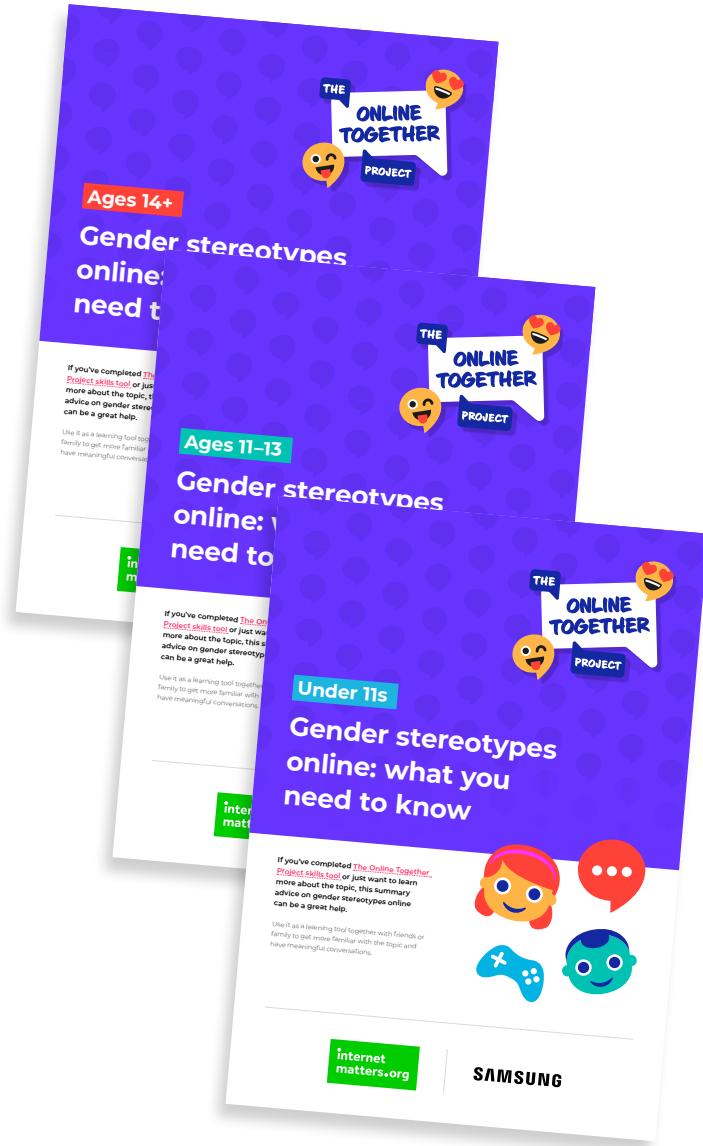
Download images, guides and content to support The Online Together Project.

Full download link here:



[Download all social media posts and other assets here.](#)

The image shows two rectangular promotional banners. The left banner has a teal background with white text and features the 'THE ONLINE TOGETHER PROJECT' logo at the top. It reads: 'Breaking down gender stereotypes online' and 'Interactive tool helping young people break down barriers online'. The right banner has a purple background with white text and also features the 'THE ONLINE TOGETHER PROJECT' logo. It reads: 'Interactive tool helping young people break down barriers online'. Both banners include the 'internet matters.org' and 'SAMSUNG' logos at the bottom.



Why we need your support

Together you can help us reach the people who may benefit most from the resource

The more ways you can help us to showcase the resources, the more opportunities we'll have for them to make a material difference in children and young people's lives.

By helping children think critically about gender stereotypes, this will give them the freedom to be themselves and not need to question those that don't adhere to those stereotypes.

