Parents Evening Presentation

CYBERBULLYING

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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

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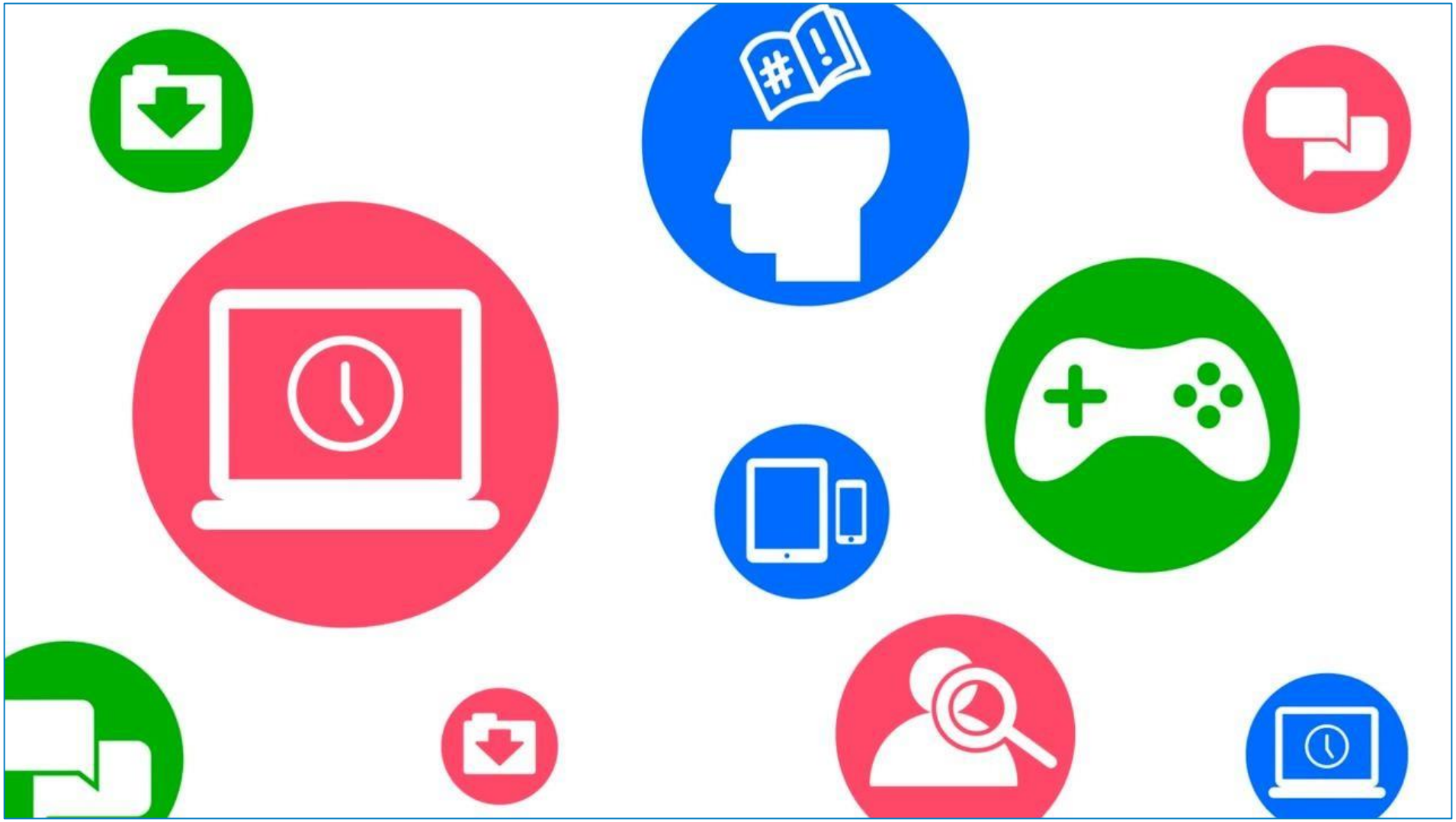
Introduction to Internet Matters



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THE DIGITAL WORLD

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The internet is great

Education

Social

Express individuality

New skills

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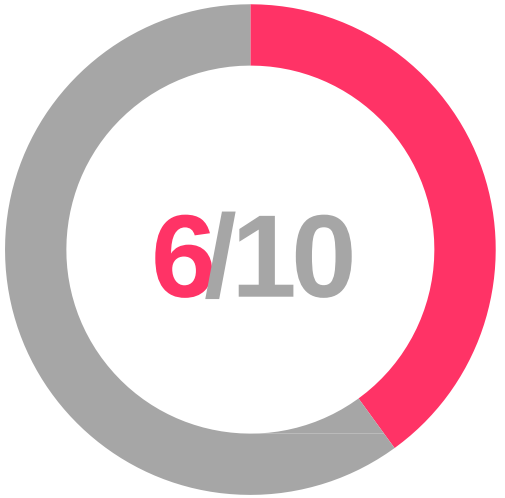
Social media is their online playground

The average child posts 26 times per day on social media



6 out of 10 followers are friends in the ‘real world’

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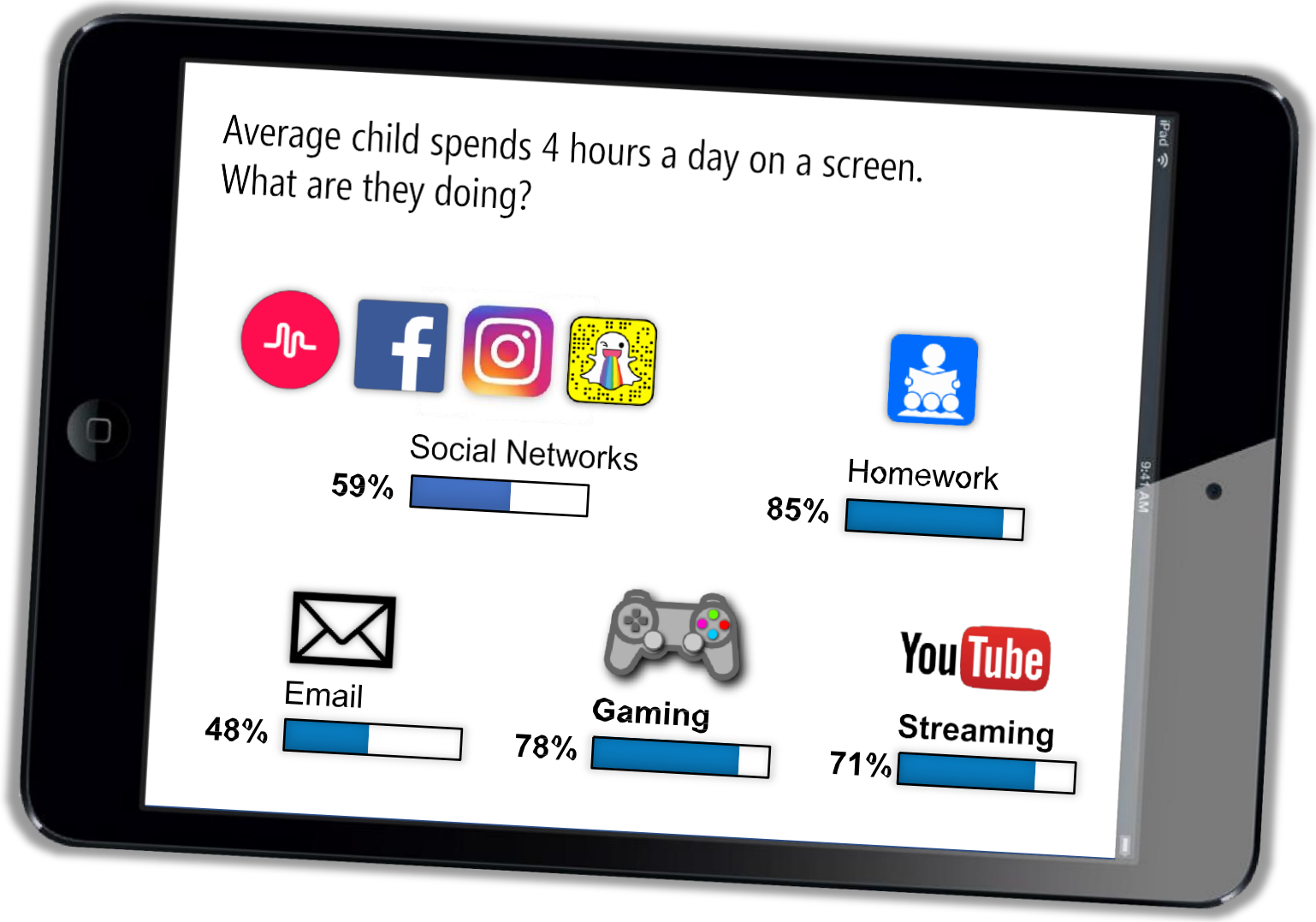
How children are using the internet



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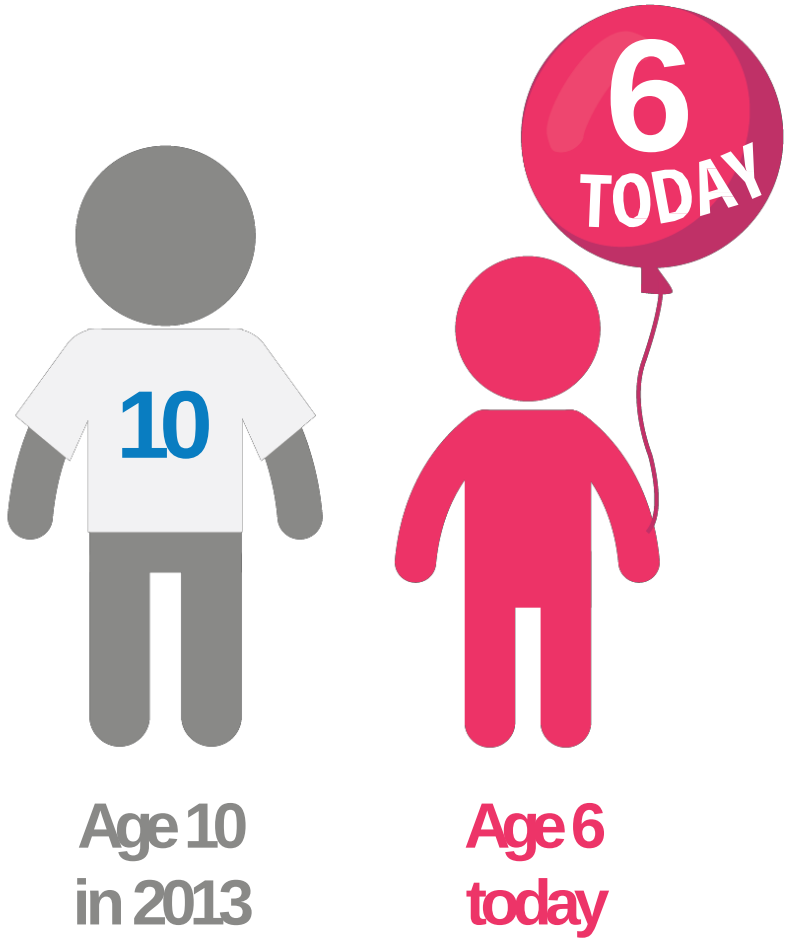
Internet use by young children is increasing



Age 10 in 2013

Age 6 today

6 is the new 10

General browsing

Instant Message

Social media

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

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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'."

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What is CYBERBULLYING?

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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.**

….**Cyberbullying** is the new kid on the block.

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“Sticks & Stones” by Internet Matters

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Why is cyberbullying different?

Hard to escape

Instantly reach audience

Repetative

24 hour access

Anonymity

Hard to police

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Cyberbullying terms

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How to protect your child

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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**

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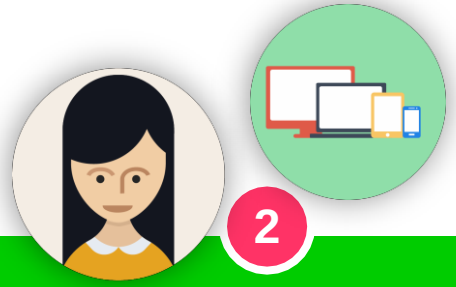
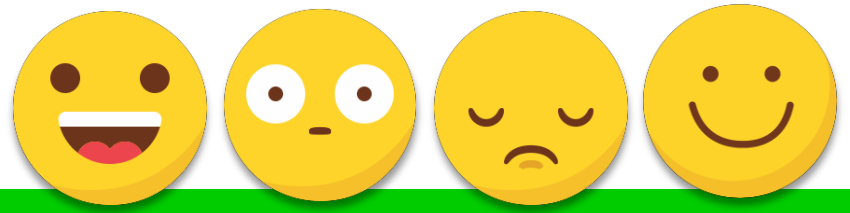
Have great internet manners

1. Treat others as you would like to treated



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



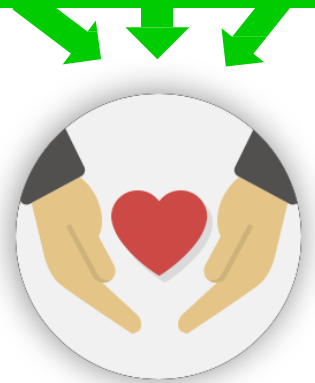
3. People can't see your body language, facial expressions or hear the tone of your voice online - so don't over-use icons and punctuation to convey meaning

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



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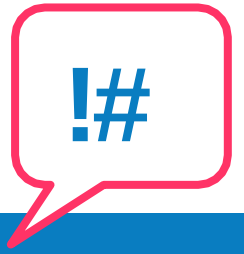
Have great internet manners

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 BLAH

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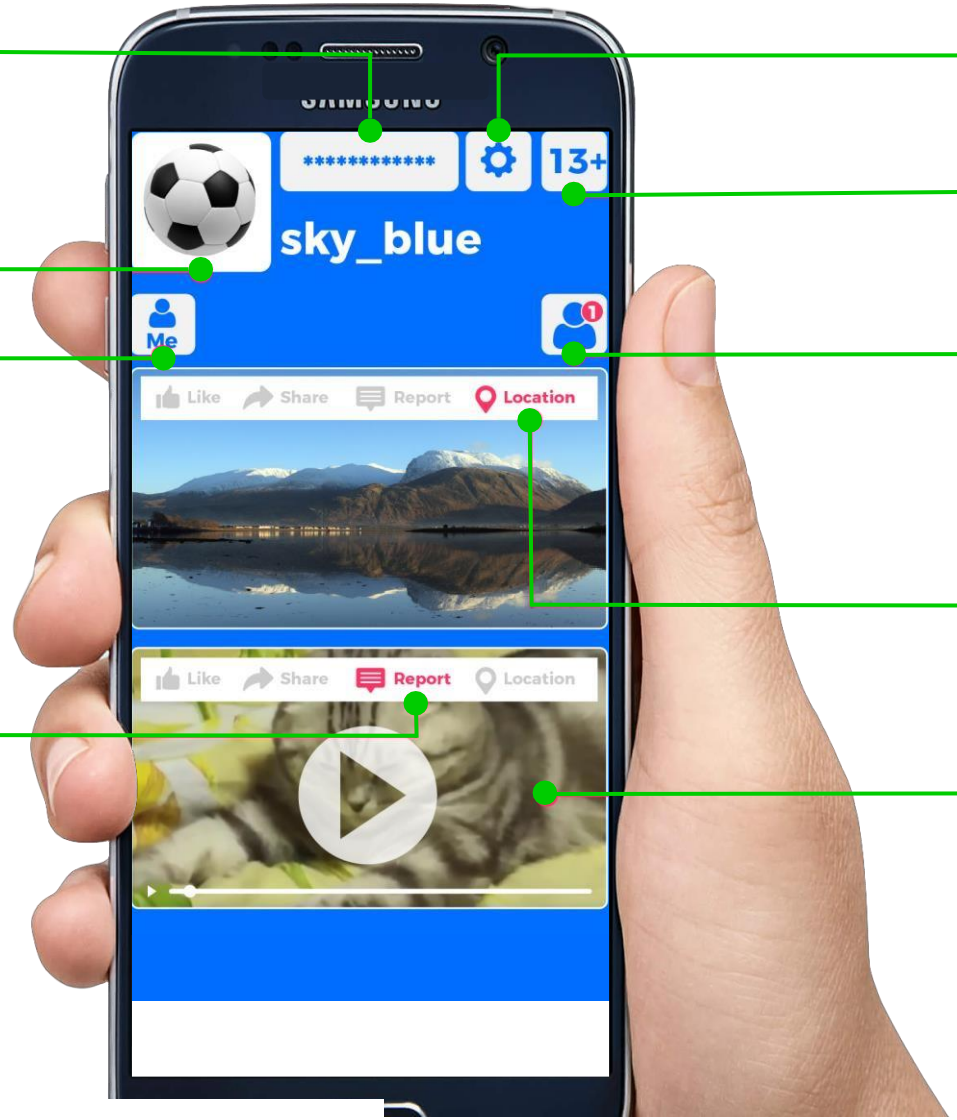
Safe social media profile

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**

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Resources from Internet Matters

App

Downloadable guides

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Dealing with Cyberbullying

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Spotting the signs

62%
of parents worry about Cyberbullying

1 in 10
parents are aware their child has been bullied

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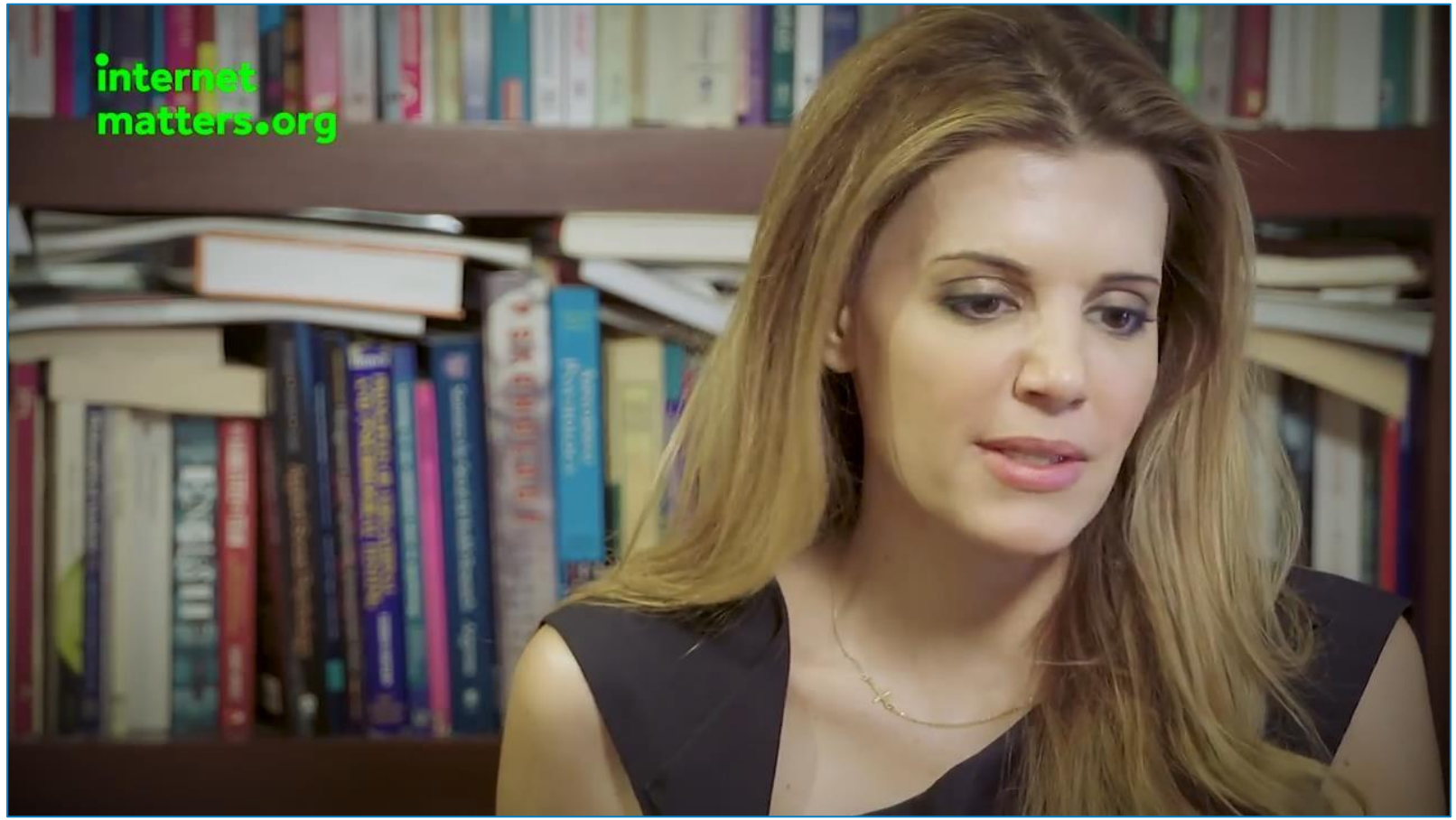
Talk about it



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

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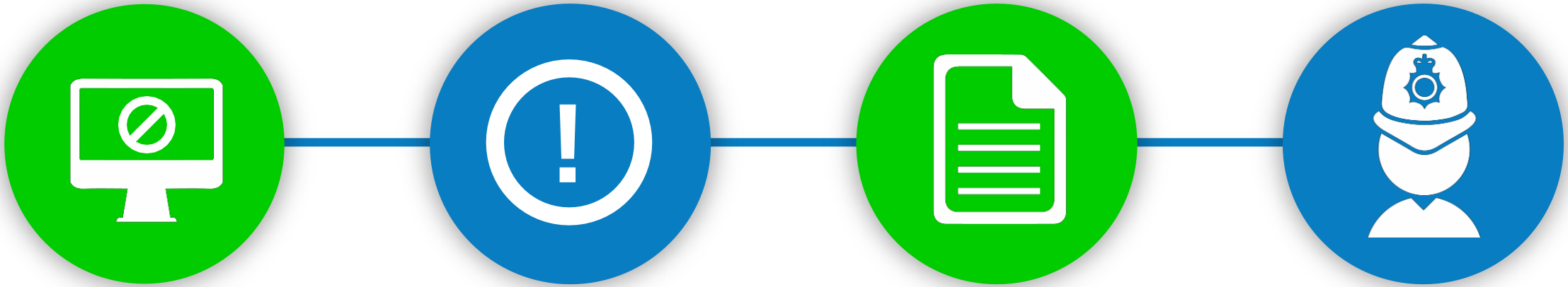
The do's



Block

Report

Keep the evidence

Know when to take it further

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The don’ts

Retaliate

Stop them going online

Deal with it alone

Stop when the bullying stops

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What if my child is the bully…

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The do's

Find out why

Talk it through

Stay calm

Teach by example

Learn from it

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The don’ts

Ignore it

Get upset

Be judgmental

Condone it

Take away their devices

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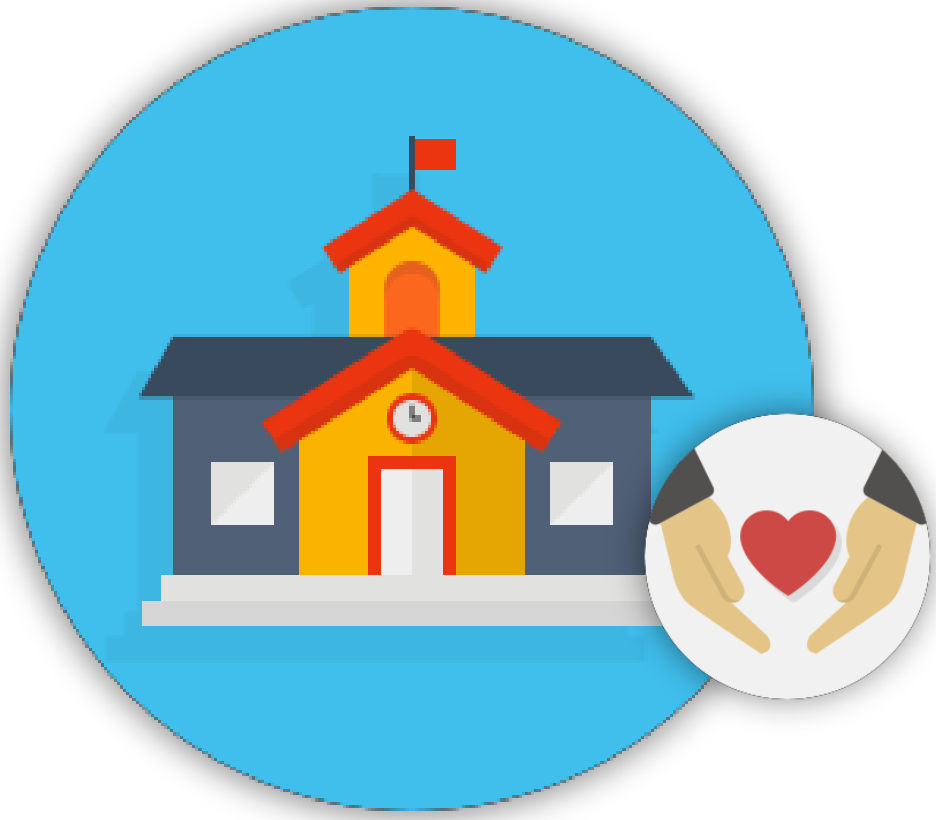
Our schools approach to cyberbullying



*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 an**ti-bullying policy**.*

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How can you help?

Talking is the best way to help

Remember this is an emotionally-charged problem

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

Stay calm, patient, and ask how you can help

Praise them for being brave enough to share with you

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

Think very carefully about approaching other parents

Always report cyberbullying to the school

Face to face

Call us

Email/Letter

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FINAL THOUGHTS

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Remember..

Get engaged with their digital life

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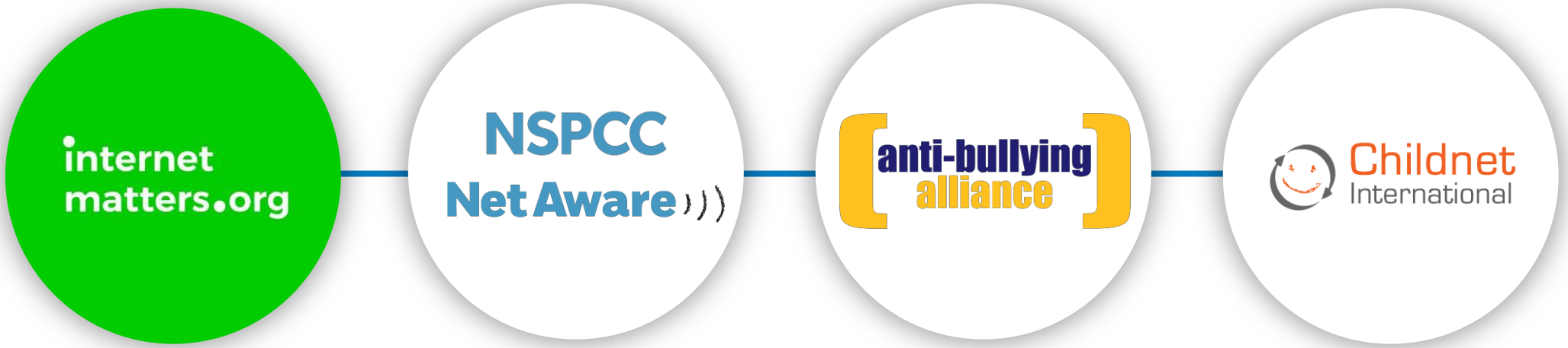
Visit Internet Matters for more support

More resources to explore



Any questions?

Thank you

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