



Woodlands Primary School ESafety Newsletter Term 3

January 2017

Welcome to our
new E-Safety
Newsletter!

Inside this issue:

Snapchat

Youtubers

Parent and young people's use of social media

Ask.fm

Parenting in the digital age

Videos on YouTube

Safe sites to use

What's Happening in the World of ESafety?

We have decided to create a newsletter that focuses particularly on E-Safety (staying safe online). It will come out every term and will hopefully be something you find informative.

You'll always find our latest newsletter available for download from our school website to learn more about our e-safety work in school.

As per usual, if you wish to gain more information or guidance on a particular esafety topic then don't hesitate to get in touch with Mr. Kitley or Mrs. Webb.



Snapchat



Online Snapchat is a photo and video messaging app that is becoming increasingly popular with primary aged school children.

It is unique in that all photos and videos usually only last a brief amount of time (up to 10 seconds) before they disappear forever. As with any site/app there is a range of terminology to become versed in as you can see below:

Snapchatters: Snapchatters are Snapchat users.

Snap: A snap is a photo or video taken with Snapchat. You can send a snap to a Snapchatter (or multiple snaps to multiple snapchatters), but it can only be viewed by the recipient for a limited amount of time (1 to 10 seconds).

Snapback: A Snapback is a reply to your Snap.

Story: A story is a snap you can mass-send to friends. Recipients can view it an unlimited amount of times in 24 hours. You can also send multiple snaps to your story in one day. They'll be compiled to create one story.

Scores: Your Score is the total number of Snaps you have sent and received. It appears next to your name in friends' contact lists and vice versa.

Chat: Chat is a feature that lets you privately message with friends on Snapchat.

Here: Here is a sub-feature within Chat. It lets you broadcast live video and audio friends while chatting.

If your child is using this app then it is wise to understand how it works and how your child is using it. A 'snap' may only last 10 seconds but it takes less than a second to take a screenshot of it. Snapchat does inform a user when a recipient has taken a screenshot but this is one of the many privacy issues we should talk to our children about when they're communicating online.

For more information about Snapchat look here: <http://www.net-aware.org.uk/networks/>

Which YouTubers do your children follow?

You may not know it but most young people will follow particular YouTubers or other online vloggers (video loggers). The most popular vloggers have millions of subscribers - Zoella has nearly 10 million for her lifestyle blog and regularly gets over a million views for her videos.

As well as Zoella, popular vloggers include her boyfriend Alfie Deyes, brother Joe Sugg or gaming vloggers Stampy Cat or The Diamond Minecart. The vloggers are mainly in their late teens or early twenties and are earning a living from the advertising revenue from YouTube and from merchandise or books. Many of these are appropriate for young people but you will need to check.

Popular topics for vlogs include Gaming, fashion, beauty and shopping, Lifestyle and food, Health - mental or physical, and Funny dares and general silliness.

For more information <http://parentinfo.org/article/a-parents-guide-to-vlogging-what-you-need-to-know>

Parents and young people's use of social media in relation to schools



Research carried out by the NASUWT Teaching Union has shown that 60% of teachers have been the victims of online personal insults from both parents and pupils. This is an increase from 21% the year before. There have also been increases in videos taken without the teachers' consent (34%) and also in threats (15%).

It is essential that where parents or pupils have complaints that they follow the correct complaints procedure. This should be issued to parents and should be available on the website. The school acceptable use policies should also cover use of social media by staff, parents and pupils to ensure the expectations are clear.

Parents should attempt to provide good role models to young people.

Ask.fm



Ask.fm is an online question-and-answer site. Users can ask questions and respond to them, either by text or by posting videos, and they can do this anonymously.

Although, as part of its Terms of Service, the site asks that all users must be aged 13 or over, there is no age verification.

Ask.fm is similar to twitter in the sense that you can choose to follow someone. Unlike twitter, though, you can't find out who is following you - only the total number of your followers.

All profiles and posts on Ask.fm are open and can be searched via a search engine like Google or through the site's own search function.

The default setting is to allow anonymous questions but to avoid risk of online bullying, you can turn this off.

You can report a post or profile and you can block users from asking questions (but they can still follow you and the answers you post).

If you have signed up to Ask.fm through Facebook or are connected through the Ask.fm Facebook app, the questions and answers posted on your Ask.fm profile are posted to your Facebook profile.

Young people like ask.fm because of its anonymity and the ability to get peer help. However, there have been a number of cases of people being bullied anonymously using ask.fm.

For more information:

<http://www.net-aware.org.uk/networks/askfm/> <http://parentinfo.org/article/askfm-what-you-need-to-know>

Parenting in the digital age from ParentZone

The ParentZone, which produces the Digital Parenting magazine, have launched an online training product for parents containing 3 modules:

Module 1: Understanding online risk.

Module 2: Using tools and settings to keep your child safer online.

Module 3: Effective digital parenting.

This is £6.99 +VAT for parents. <https://parentzone.org.uk/training/online-trainingparents>

Posting videos on YouTube and other online platforms



In the last term, we have become aware of more children, especially younger children posting videos of themselves on YouTube. Many children watch YouTube celebrities such as Zoella, Stampy, DanTDM or Joe Sugg. With the technology available now on mobile phones, it is very easy to create a video and many children and young people will then want to share that video in the same way as the celebrities they follow.

So what are the issues with young people sharing these types of videos? Well, they will depend to a certain extent on the age of the child and the content of the video but the following issues might need to be considered if your child is asking to put videos of themselves up online.

1. Once the video is in a public forum like YouTube, it is not possible to guarantee being able to remove every copy of it if any of the people in the video are later embarrassed, upset or angry about its content.
2. Does the video really need to be in a public forum? If there are some friends or family who would like to view it, can the forum be made private to those people - this can be done on YouTube and some other forums.
3. How will your child cope if some viewers make negative comments? Does the platform allow the comments to be hidden?
4. Does the video, the username or biographic information contain anything that could put the child at risk? We have seen videos clearly showing the front of a child's house or identifiable landmarks, videos taken in school uniform or videos showing children's bedrooms.
5. Does the video contain any inappropriate content, for example rude comments, swearing, criticisms of their school? Your child's friends may watch the video and show their parents - is there anything that anyone might take offence to? Does it breach any of the sites' terms and conditions?
6. Are your child's expectations realistic? Some children can get very disappointed if they do not receive a lot of likes/subscriptions etc.

Remember that YouTube and many other platforms have a minimum age limit of 13 and accounts can be deleted if they are thought to belong to someone younger.

Safe sites for younger children to explore.

Generally young children need supervising when they are using websites and apps that connect across the internet. However, there are some sites that are relatively safe and do not have direct interactions.



CBeebies has lots of activities and games suitable for young children up to the age of 6.

YouTube have launched their Kids app on Android and Apple. It includes famous children's brands like Morph, Teletubbies, Wallace & Gromit and The Magic Roundabout. The app is free to download but does contain family friendly adverts.

For further ideas try the CommonSenseMedia website which rates and describes app - search for kids apps.



Please contact me if you would like more information.
Mark: FAO Mrs. Webb ESafety
admin@woodlands.wilts.sch.uk
01722 335849