

Online Safety - Social Media

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ONLINE SAFETY COORDINATOR

Online Safety in the curriculum

Assemblies throughout the year for each year group

- Visits from PCSO
- CEOP assemblies

Safer Internet Day assemblies to all house groups

Discreet lessons at the start of each year in computer science

PSHE curriculum

- Year 8 –week of study in tutor time – Online behaviour

Specific year group days

- Relationships days Years 7-10
- Thinking ahead Year 11 – Digital profiles

Firefly Online Safety section

The screenshot shows the website for Archbishop Temple School, a Church of England Specialist College. The navigation menu includes Dashboard, Resources, Planner, Tasks, and Markbook. The main content area is titled 'Online Safety' and includes a welcome message, a paragraph about a recent pupil poll, and a list of resources. Two video thumbnails are visible: 'Online Grooming' and 'Girls - Think U Know CEOP (English)'. A 'Create' button is at the bottom left, and an 'Edit Page' button is at the bottom right.

Archbishop Temple School
A Church of England Specialist College

Dashboard Resources Planner Tasks Markbook

Explore ICT & Computing

- ICT & Computing
- Online Safety**
- Year 7
- Year 8
- Year 9
- Year 10 & 11
- Reporting Cyber Issues
- Key Stage 3
- Key Stage 4
- BTEC Business First
- Trips - ICT and Computing Department
- Computing Competition
- Design Your Own Robot
- UK Safer Internet Day 2018
- Tomorrows Engineers Lego Robotics Competition

ICT & Computing > Online Safety

Online Safety

Welcome to the IT and Computing departments section on Online Safety.

Following a recent poll you the pupils said that you wanted more information to be able to improve knowledge of online safety and how to deal with it.

The following pages should help you to do just that by providing resources and information to help you make the best decisions online.

Have a look at the videos below and the links to websites below that.

Online Grooming

Girls - Think U Know CEOP (English)

Create

Edit Page

Digital resilient users

Language needs to change

- Just say no – doesn't work anymore
- Children model what we as adults do
 - 1 in 4 relationships start online
- Are we using the right language?

Children need to know what to do when faced with situations online

- They need to be able to manage the risk

Education is key

- In school
- And at home
- Conversations are a must

We need a more sophisticated message

Social Media Platforms 2014 & Beyond [Research/Charts]



Icons http://cdn.designraazi.net/wp-content/uploads/2014/01/45_Subtle_Free_Social_Media_Icons.jpg

HeidiCohen.com



INVISIBLE ANALYTICS

Consumers' data trails are only growing as digital infiltrates all aspects of life. Businesses need to adopt an analytical culture – think data quality, not quantity.

ARTIFICIAL INTELLIGENCE (AI)

We're still some way off achieving complete AI, but its potential is exciting for brands considering how to reach consumers with more relevant messages.



VIRTUAL REALITY (VR)

Despite its roots in the gaming industry, VR has the potential to penetrate a broader set of industries. Is your business open to the opportunities?

VIDEO CONSUMPTION

As digital is becoming the go-to channel on which to enjoy video, brands need to leverage the viewing data to better target content creation and distribution.





WEARABLES

As greater style appeal is achieved and credible use cases recognized, it is the collection, processing and delivering of personal data that holds the key to wider uptake of these devices.

MOBILE PAYMENTS

Developing markets are leading the way; for mobile payments to take off in developed markets, brands must incentivize consumers and put to rest their security concerns.



SMART HOME

Homes will become smart only by increment. Competitors will need to collaborate to provide simple and seamless products and solutions to convince consumer uptake.



CONNECTED CAR

As in-vehicle connectivity increases, traditional automotive players and new tech entrants need to communicate to customers the value of them sharing their data.

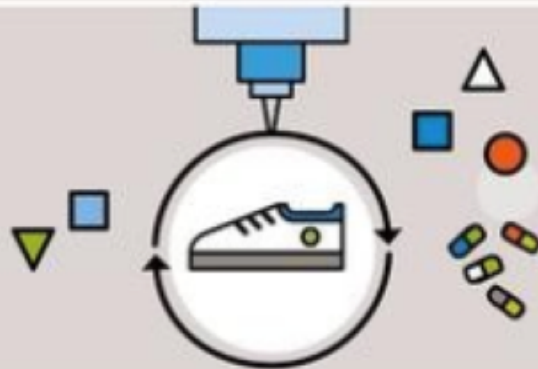


DRONES

With their wide-ranging applications, the drone market is on an upward trajectory. Could they support your business to reduce costs and increase efficiencies?

3D PRINTING

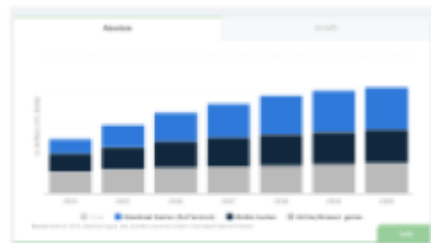
The appetite for 3D printing is growing. The market could enable a shift from mass production to tailor-made local products, with vast implications for brands.



Gaming and Virtual Reality



EASILY ACCESSED
OFTEN FREE
DOWNLOADABLE
SOCIAL
MULTI-PLATFORM



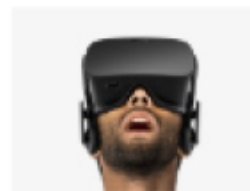
Risks

CONTENT
CONTACT RISKS
ADDICTIVE BEHAVIOURS
PHYSICAL HEALTH
MENTAL HEALTH
SOCIAL DEVELOPMENT
ACADEMIC ACHIEVEMENT
POSITIVE GAINS

GENRE



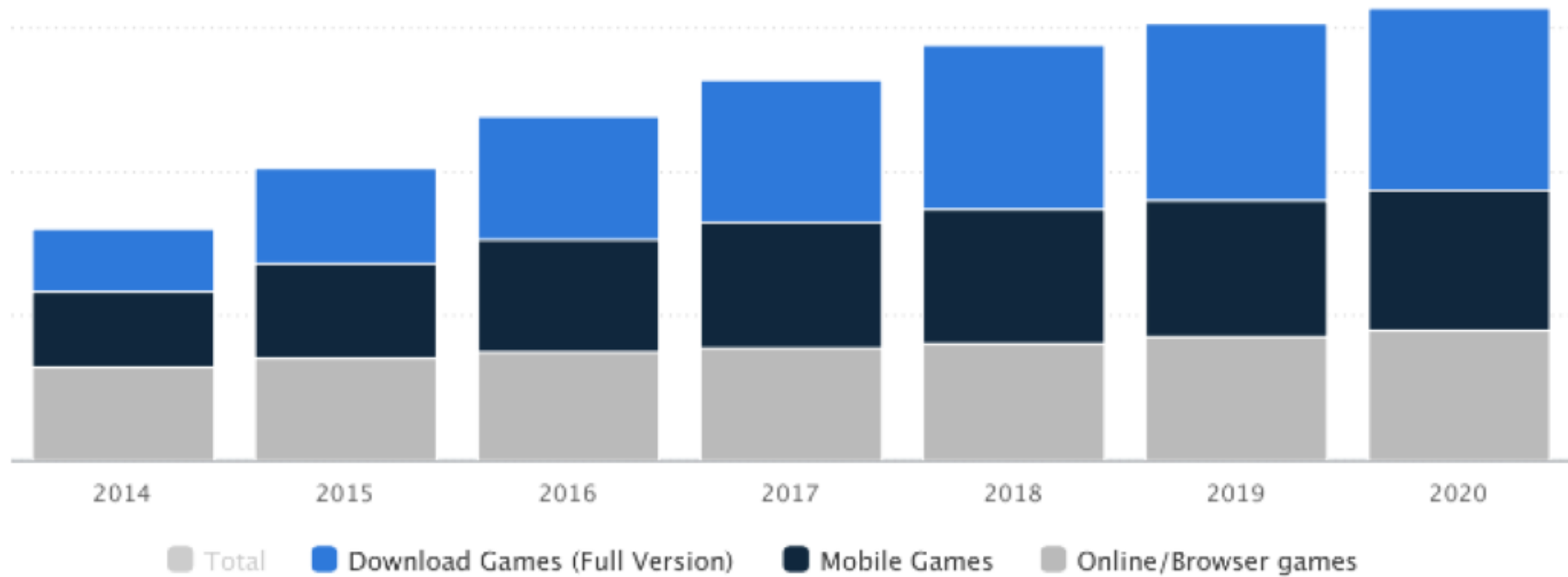
DEVELOPMENTS



Absolute

Growth

in million U.S. dollar



Source: Statista 2015; Selected region only includes countries listed in the Digital Market Outlook

Info

2014

2015

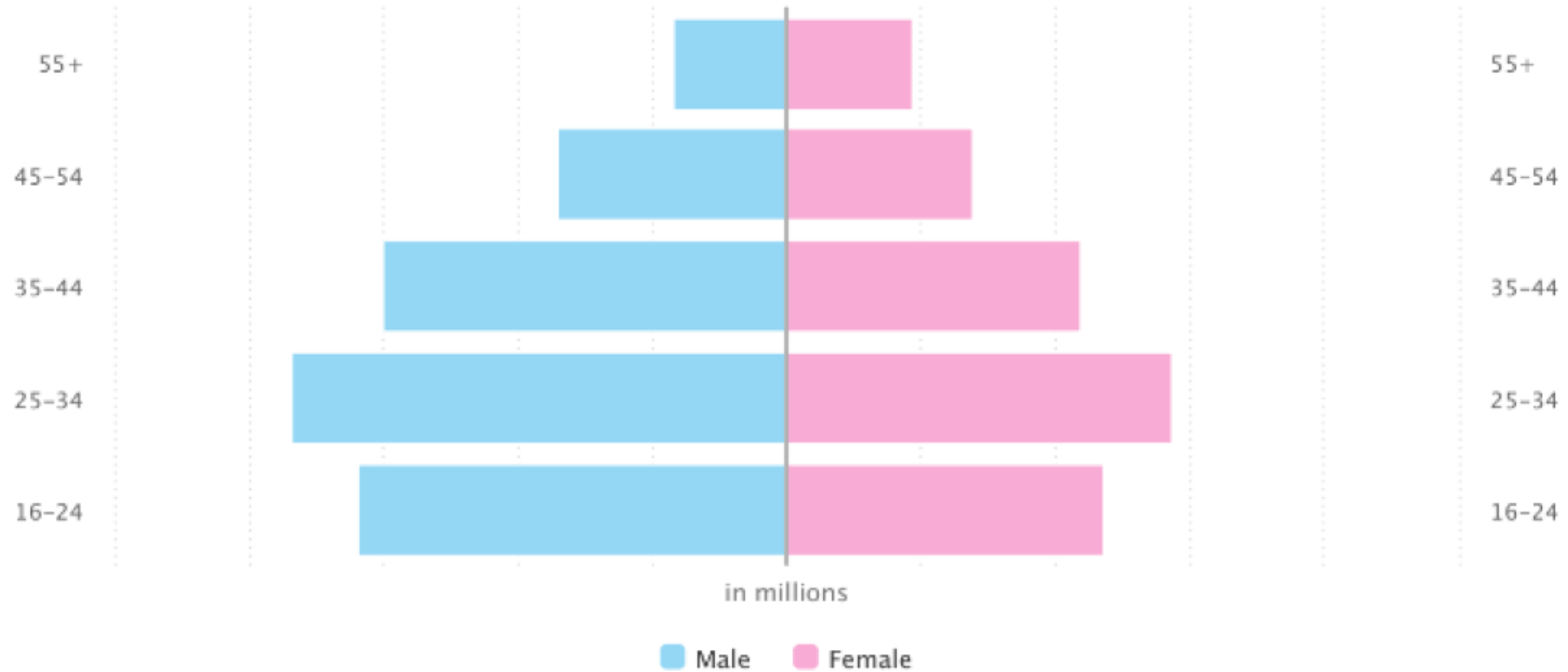
2016

2017

2018

2019

2020



in millions

Male Female

Source: Statista 2015; Selected region only includes countries listed in the Digital Market Outlook

Info

Growing up Digitally

75% Of Mobile Apps Want Access To User Data

Percentage of apps seeking permission to access the following data



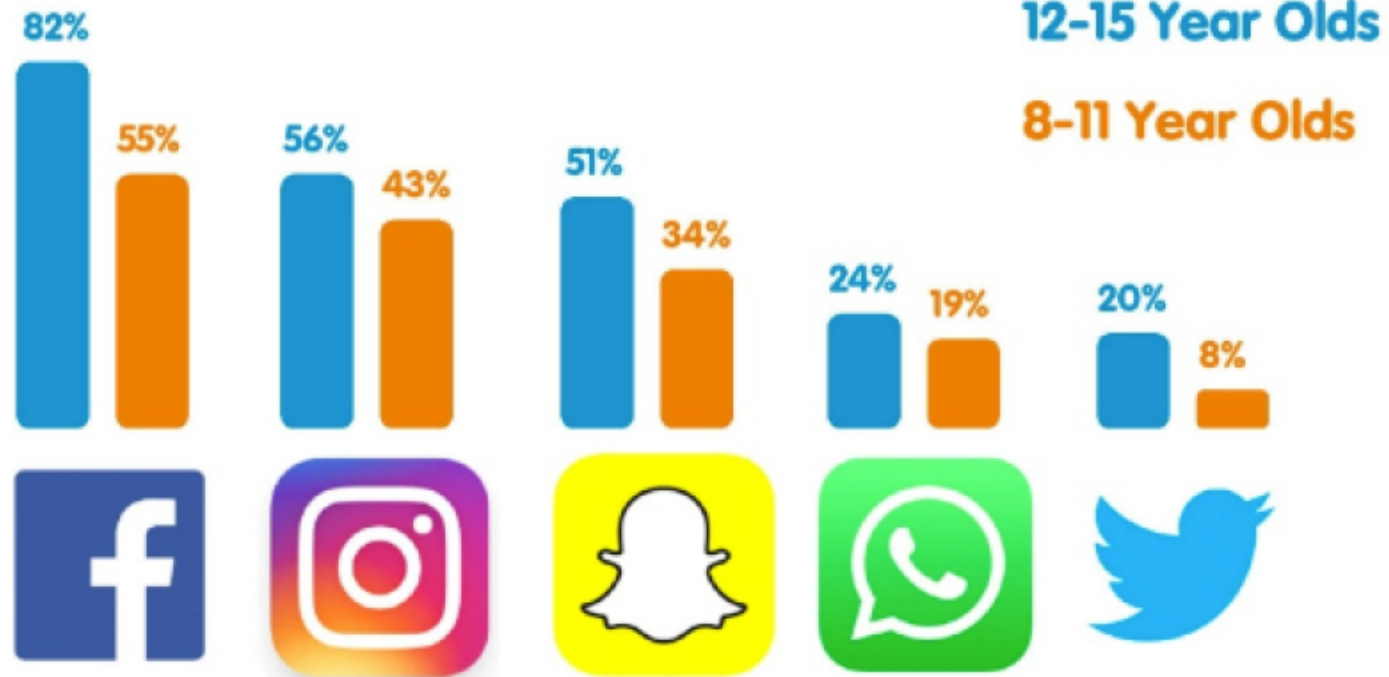
75% of all sampled apps sought permission to access at least one of the listed items

Current UK Trends

	2013	2014	2015	2016
Time spent online per week (12-15)	17.1hrs	17.2hrs	18.9hrs	20.1hrs
Mostly access the internet in bedroom (12-15)	40%	38%	34%	35%
Smartphone ownership - 8-11yrs	18%	20%	24%	32%
Smartphone ownership - 12-15yrs	62%	65%	69%	79%
Tablet Ownership - 3-4yrs	0%	3%	15%	16%
Tablet Ownership - 5-7yrs	0%	13%	29%	32%
Tablet Ownership - 8-11yrs	2%	18%	43%	49%
Tablet Ownership - 12-15yrs	4%	26%	45%	49%
Parents concerned about the Internet	16%	28%	25%	30%
Parents concerned about gaming content	13%	22%	21%	21%

Ofcom 2016

Parents and Children: Media Use and Attitudes 2016





Social Media Use and Experience



Safer Internet Day 2016
Tuesday 9 February
The one day for a better internet

www.saferinternetday.org.uk



10-12

13-15

16-18



Have a social media account?

78%

96%

96%



I feel 'happy' when using social media

71%

64%

56%

Social media is important to me

76%

74%

75%



I said something nice about someone

60%

65%

81%

Someone said something nice to me

68%

79%

90%



I said something unkind about someone

15%

18%

27%

Someone has been rude to me

37%

40%

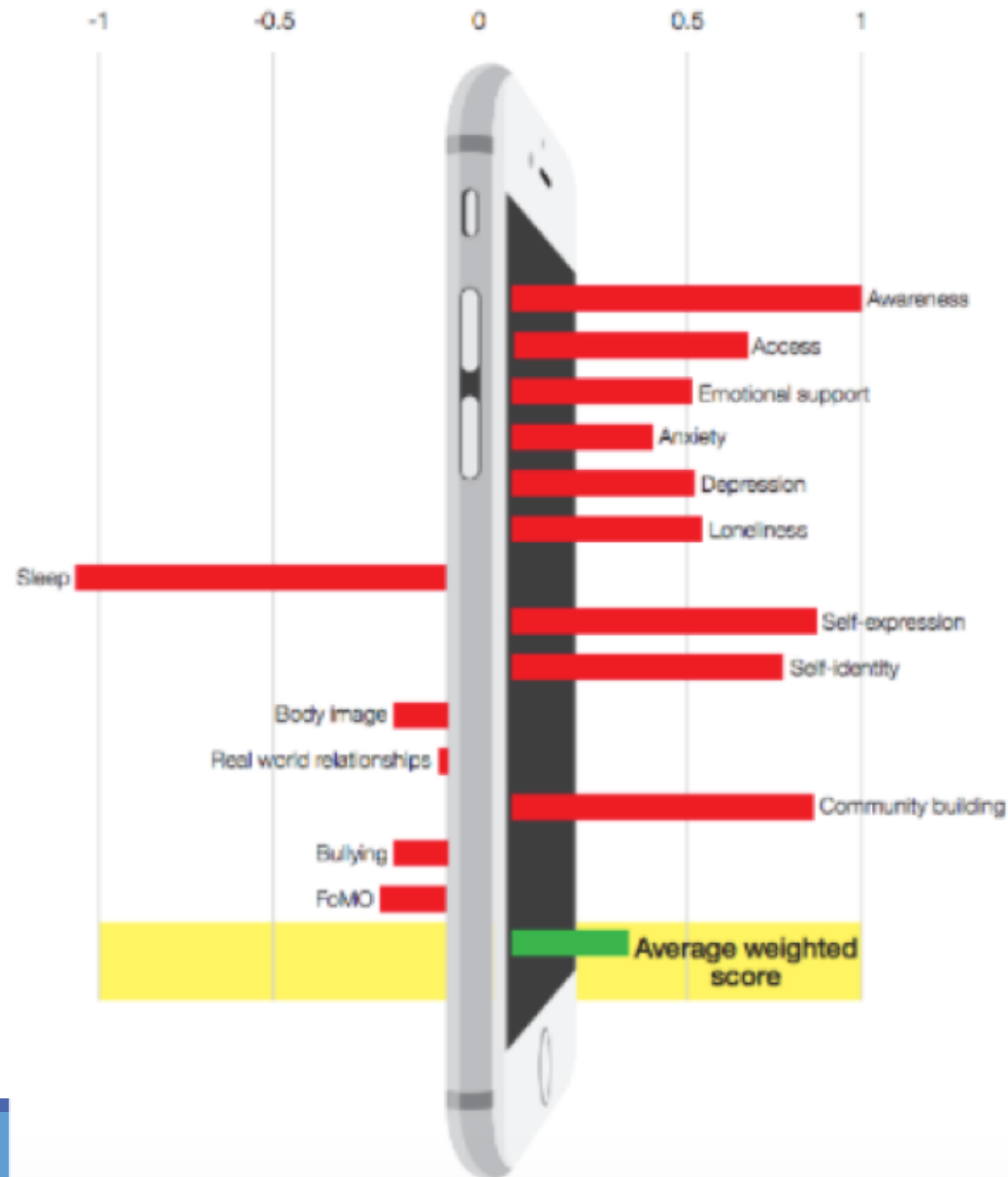
50%

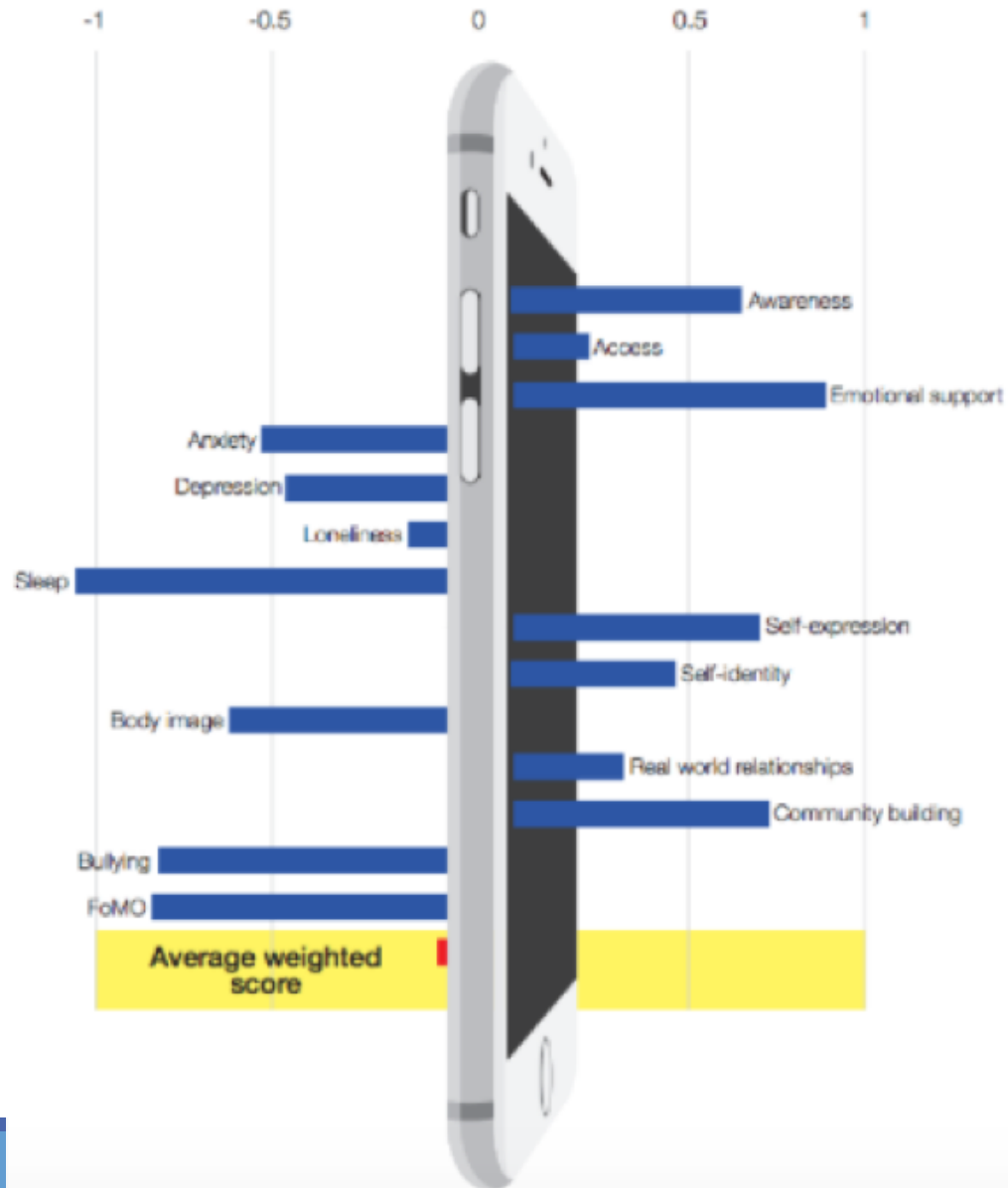
I've been bullied/trolled on social media

22%

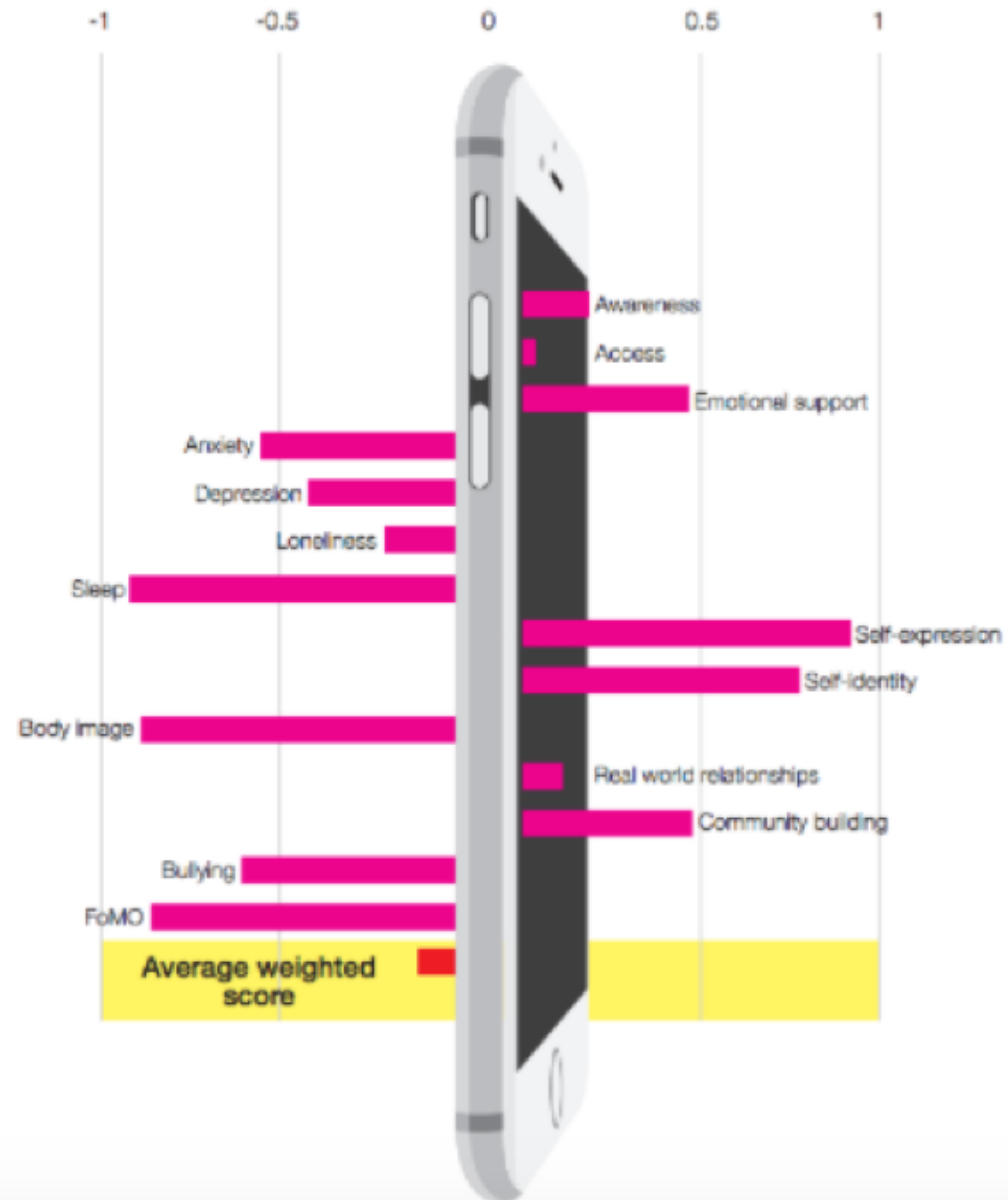
16%

19%





Instagram



Growing Up Digital

A report of the Growing Up Digital Taskforce

January 2017



[SCHILLINGS]



Simplified version of Instagram Terms and Conditions

Officially you own any original pictures and videos you post, but we are allowed to use them, and we can let others use them as well, anywhere around the world. Other people might pay us to use them and **we will not pay you for that.**

we may keep, use and share your personal information with companies connected with Instagram. This information includes your name, email address, school, where you live, pictures, phone number, your likes and dislikes, where you go, who your friends are, how often you use Instagram, **and any other personal information we find** such as your birthday or who you are chatting with, **including in private messages** (DMs).

We might send you adverts connected to your interests which we are monitoring. **You cannot stop us doing this and it will not always be obvious that it is an advert.**

We can also delete posts and other content randomly, without telling you, for any reason. If we do this, we will not be responsible for paying out any money and **you won't have any right to complain.**

Social Media T & Cs

Most Social Media Platforms have a minimum age of 13 for users

Archbishop Temple School fully support these guidelines

Healthy SM use

You may not be a nutrition expert, but you know as parents that a diet of Mars Bars would not be good for your child.

It is the same for children online, it is not good for them to be left alone with social media 24/7 without any guidance and support from their parents.