



SAVE the DATE

Safer Internet Day

2021

Tuesday
9 February

www.saferinternetday.org



European
Commission

INHOPE

insafe

An internet we trust

This year in the UK, Safer Internet Day explores reliability online.

The internet has an amazing range of information and opportunities online, but how do we separate fact from fiction?

The campaign focuses on how we can know what to trust online, supporting young people to question, challenge and change the online world.

Safer Internet Day will be celebrated globally with the slogan: Together for a better internet.

Together for a better internet

I support Safer Internet Day, do you?

An internet we trust

What messages are covered this Safer Internet Day?

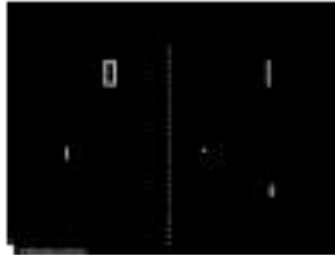
It will explore how influence, persuasion and manipulation can impact young people's decisions, opinions and what they share online.

It will focus on knowing what to trust online and the strategies that young people use to question, challenge and change the online world.

We will explore how to decide what to believe online and what's the impact of dealing with fake content and experiences?



My children know more about
the internet than I do ...



What does your child love doing online?
What services and devices do they use?



The online world can be exciting and inspiring. It has lots of opportunities to offer young people. However it is important to manage and minimise the associated risks.



How are children and young people experiencing false or misleading content online?

Some examples are below, but the best expert on this is your child themselves! Ask your child what they like to do online and where they go to find things out to help start this conversation.





What are the risks of false or misleading online content?

These vary depending on the motive and the context. Risks posed by false or misleading content online might include:

- Creating fear/anger/panic
 - Spending money on products sold under false pretences
 - Public opinion affected by inaccurate information
 - Personal harm or injury e.g. fake weight loss claims
 - Physical damage e.g. inaccurate instructions to fix a broken phone screen
 - Negative impact on well-being e.g. feeling targeted or powerless
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How do you fact-check online content?

If you see something confusing, suspicious, alarming, or even too good to be true online, the tips below can help you decide whether you can trust it or not.



Consider the source

Where/who has this information come from and do we have reason to trust it? (E.g. An advert will always want to make the product being sold sound good to convince us to buy it!)



Consider the motive

Why is this information online? Is someone getting paid to post it, or trying to influence public opinion? (E.g. A political campaign will always want to make it sound like their candidate is the best choice!)



Consider your own knowledge

What do you know about this already? Does what you see online say the same or something different? Do you know enough to decide whether to trust it? If not, then more research is needed.



Check several sources

Check another website, watch another video or read a different article. The more sources that say the same thing, and the more reliable those sources, the more likely it is that the information can be trusted.



What are other people saying?

Reach out to friends or family members to get a second opinion. What are others are saying online in comments, reviews, or ratings? Remember, there is a chance these could be influenced by financial or personal gain too.



Use a fact-check website

There are independent organisations out there who find, uncover and counter any false or misleading claims going around online. In the UK, this is fullfact.org.



Take action

The last thing we want to do is spread inaccurate information further. Consider reporting it, or letting friends and family know it can't be trusted. Maybe leave a comment, but don't share it on!

How can I support my child in recognising false or misleading content?



Talk together

Talk regularly with your child about how they use technology and where they go for information online. Discuss who they follow, what types of adverts they see and what stories they find surprising or suspicious. Listening to your child will give you the best possible idea of how you can support them. Not sure where to begin? Have a look at our suggested 'Conversation starters' for parents and carers.



Set an example

If you come across a fake news story, or get sent a phishing email, discuss with your child how you spotted it and what you did. Why not ask them for a second opinion? Your child may have already heard about it or seen something similar, and if not, it's a learning opportunity for both of you. Seeing a parent actively question and evaluate online content teaches young people the importance of doing the same.



Think before you share

It can be tempting to share surprising or attention-grabbing online content with your child or your family group chats, but make sure to fact-check these links before you do. As it's come from a parent, some children may believe it without questioning it, and older children may find it difficult or awkward to point out if it is false or misleading. This is another chance to set a good example in how to share information responsibly online.



Check in with your child

False and misleading content online can be upsetting and confusing, e.g. harmful claims that target specific groups, or unhealthy lifestyle tips. Young people may feel powerless when faced with the amount of unreliable content they see. Regularly check-in with your child about their online life and ask them how what they see makes them feel. This is an issue that affects all of us. Reassure your child that you are there to talk about things that upset them and to support them with how they feel.

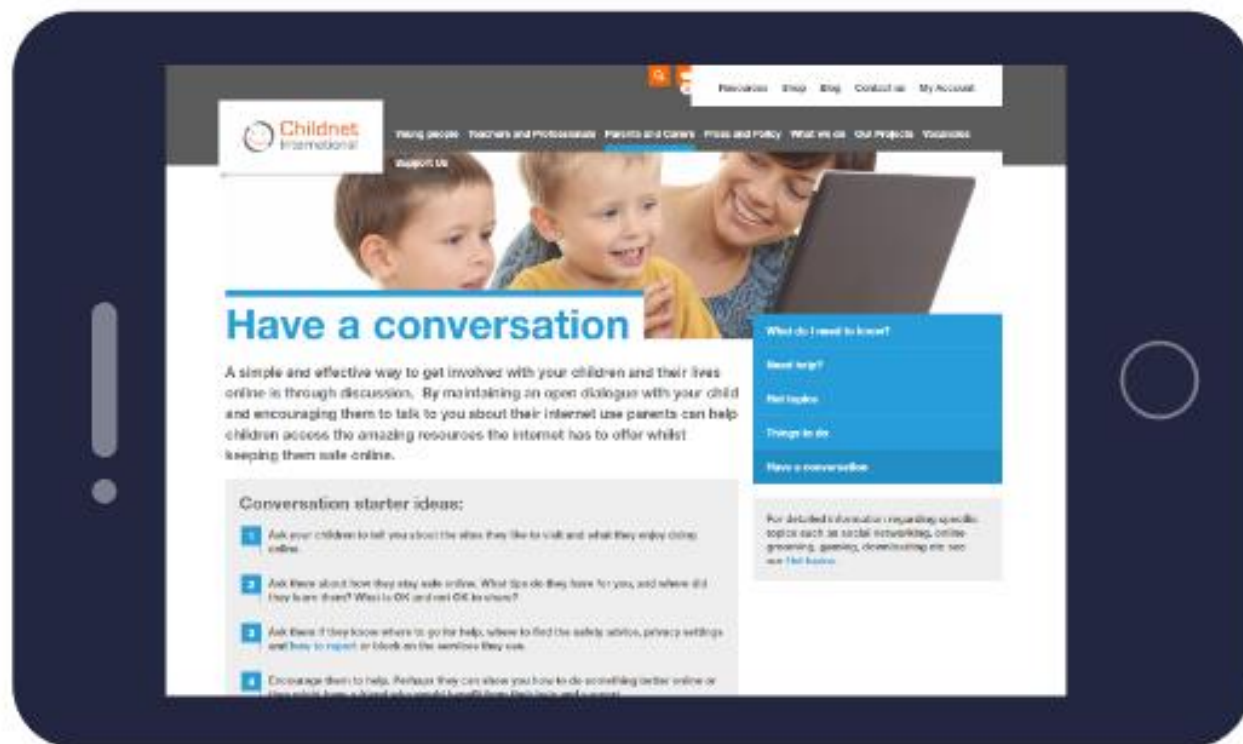


Seek help and support

Just as we ask young people to talk about what they are unsure of, make sure you do too! Chances are that you'll find other parents or carers who are trying to figure out how to help their family avoid false information and get the most out of the internet.

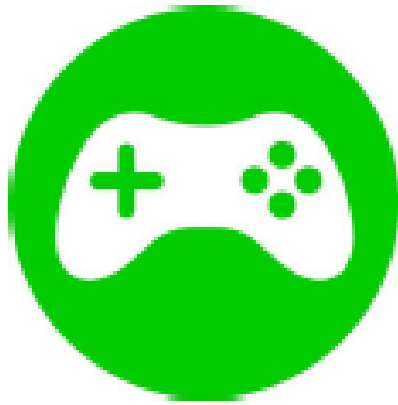
An open and honest dialogue with your child is absolutely key.

Talk to them about their internet use and let them know they can talk to you.



www.childnet.com/parents-and-carers/have-a-conversation

There are lots of positives



Online games can
enhance teamwork
and creativity



Add to the child's
store of knowledge



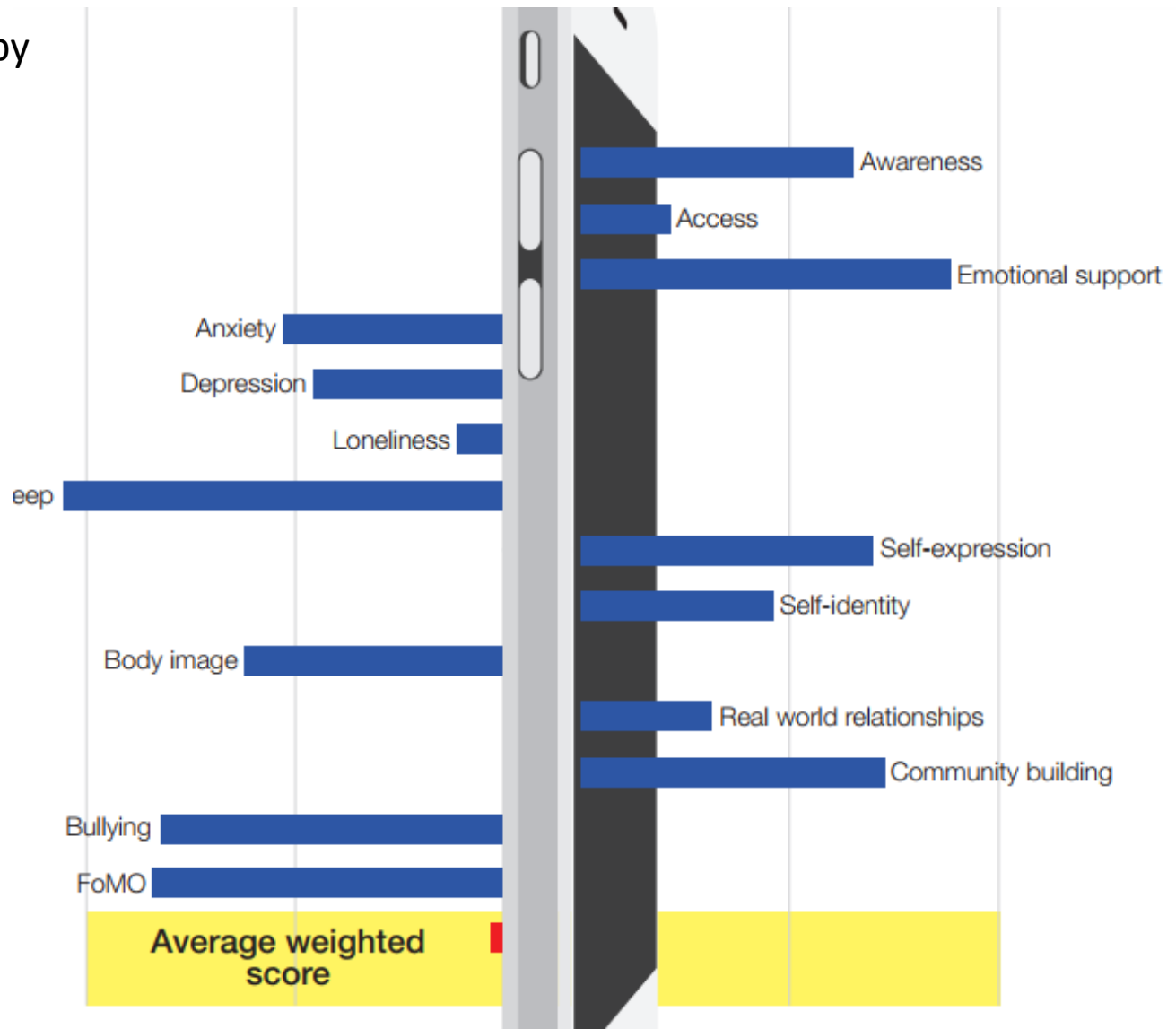
Households with
computers perform
better academically



Improve both visual
intelligence and
hand-eye
coordination

Effects from using Social Media

How boys are affected by social media



Effects from using Social Media

How girls are affected by social media





Glossary

▶ Clickbait	Text or images designed to catch the attention of the viewer and encourage them to click it. Owners of pages with clickbait get paid from advertisers based on the number of clicks/views.
▶ Conspiracy theories	Often spread unofficially through social media channels or online discussion forums, popular conspiracy theories often suggest powerful people and organisations are involved in secret plots supposedly behind real-world events.
▶ Disinformation	Inaccurate information shared on purpose to confuse, mislead or influence.
▶ Edited images and videos	When photos and videos are changed using online software (e.g. to make them look more 'impressive', to create a more finished product, or even to change their meaning).
▶ Fake news	A form of news involving inaccurate information that might be shared on purpose or by mistake. This term is now used by many people in lots of different ways, for anything online thought to be false, misleading, or inaccurate.
▶ Influencer	Someone who recommends or promotes items or services on their social media accounts to their (usually) large number of followers.

▶ Misinformation	Inaccurate information shared by accident that could confuse, mislead or influence.
▶ 'Perfect' profiles and lifestyles	When online users present their lives online in a way that could be highly desirable by others. This may or may not be an accurate representation of their true lives.
▶ Scams and phishing	Attempts to steal login or bank details using fake emails or messages that appear official, e.g. an email that looks as if it is from your bank asking you to submit your account details for verification.
▶ Sponsored content	Online content which an advertiser has paid to appear. Often designed to look 'natural' or 'real'. Usually associated with social media influencers.
▶ Targeted advertising	Advertising that is aimed at you based on both your online activity and your identity (e.g. gender, age, location, ethnicity, etc.)



How to protect your children



UK Safer Internet Centre (UKSIC)

The UKSIC co-ordinates Safer Internet Day in the UK. Appointed by the European Commission, the UKSIC is made up of three partners: Childnet International, the South West Grid for Learning and the Internet Watch Foundation. We raise awareness about online safety, develop resources and organise nationwide events such as Safer Internet Day:

saferinternet.org.uk/parents.



Childnet

A non-profit organisation working to help make the internet a great and safe place for children. The Childnet website has lots of resources for young people, parents, carers and teachers. The Parents and Carers page contains a family agreement, advice on talking to your child about online issues and further places to go for help: childnet.com.



Internet Watch Foundation (IWF)

The UK's hotline for reporting illegal content found online. The IWF deals specifically with child abuse and criminally obscene images hosted in the UK and internationally. The IWF works in partnership with the online industry, law enforcement, government and international partners. It is a charity and a self-regulatory body with over 100 Members from the online industry: iwf.org.uk.



South West Grid for Learning (SWGfL)

A not for profit, charitable trust dedicated to the advancement of education through information and communication technologies. Provides professionals, parents and children with advice, resources and support to use internet technologies safely to enhance learning and maximise potential: swgfl.org.uk.