



North

Yorkshire County Council

# Keeping Safe Online

A Guide for Parents

Jon Farley - Adviser Modern Technologies



Q&I  
nyASSIST

Children and Young People's Service



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How much video footage  
is added to Youtube every  
single minute of every  
single day?

100 hours



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# What percentage of Y6 North Yorks pupils say they chat online?

**67%**  
**62% in 2010**



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What percentage of North Yorks  
Y6 pupils say they have been  
told how to keep safe online?

80%

76% say they always follow this  
advice



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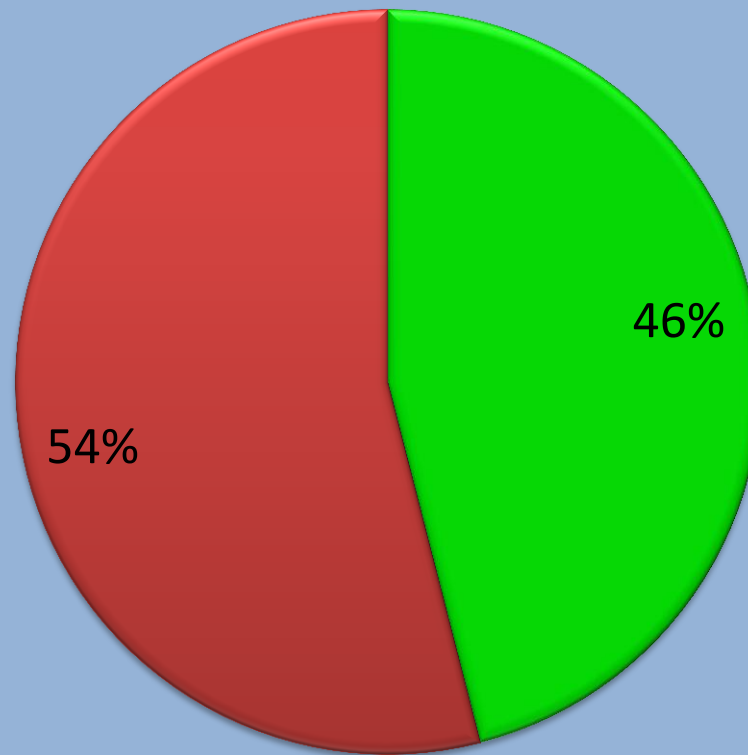
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# What percentage of parents say they know less about the internet than their children?

*OFCOM report October 2012*



- Children know more than parents
- Parents know more than children

**5-15 year olds**



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What percentage of Y6 children  
said they'd been asked to meet  
someone they only know online?

4%

(34% Y10 Girls)



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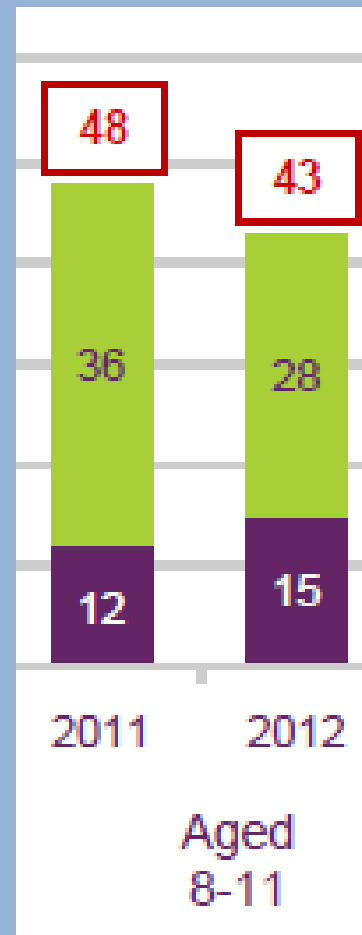
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# What percentage of children aged 8-11 own a smartphone?

■ Child has a smartphone



15%

13% use  
a tablet



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What percentage of children  
go online via their games  
console?

**18%**  
**27% 12-15**  
**year olds**

*Ofcom Children and  
parents: media use and  
attitudes report  
Oct 2012*





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What percentage of parents have internet parental controls set?

46% (50% on TV)

Up from 37%

But 14% consoles

31% Phones

*Ofcom Children and  
parents: media use and  
attitudes report  
Oct 2012*



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# How old do you have to be to open a Facebook account?

# 13



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# What percentage of Y6 children are on Facebook?

# 35%

# 52% 11-16 say easier to be themselves online



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What percentage of Y6 children  
say anyone can see their profile?

5%

4% don't know



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# Why do young people go online?



Top reason

Learn new things

Second reason

Do homework with friends

Third reason

Play games



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# Social Media has positive effects

65% of teens say social media makes them feel good about themselves

But lower for 11-14 year olds





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**Click here to see  
Where's Klaus  
CEOP Video**



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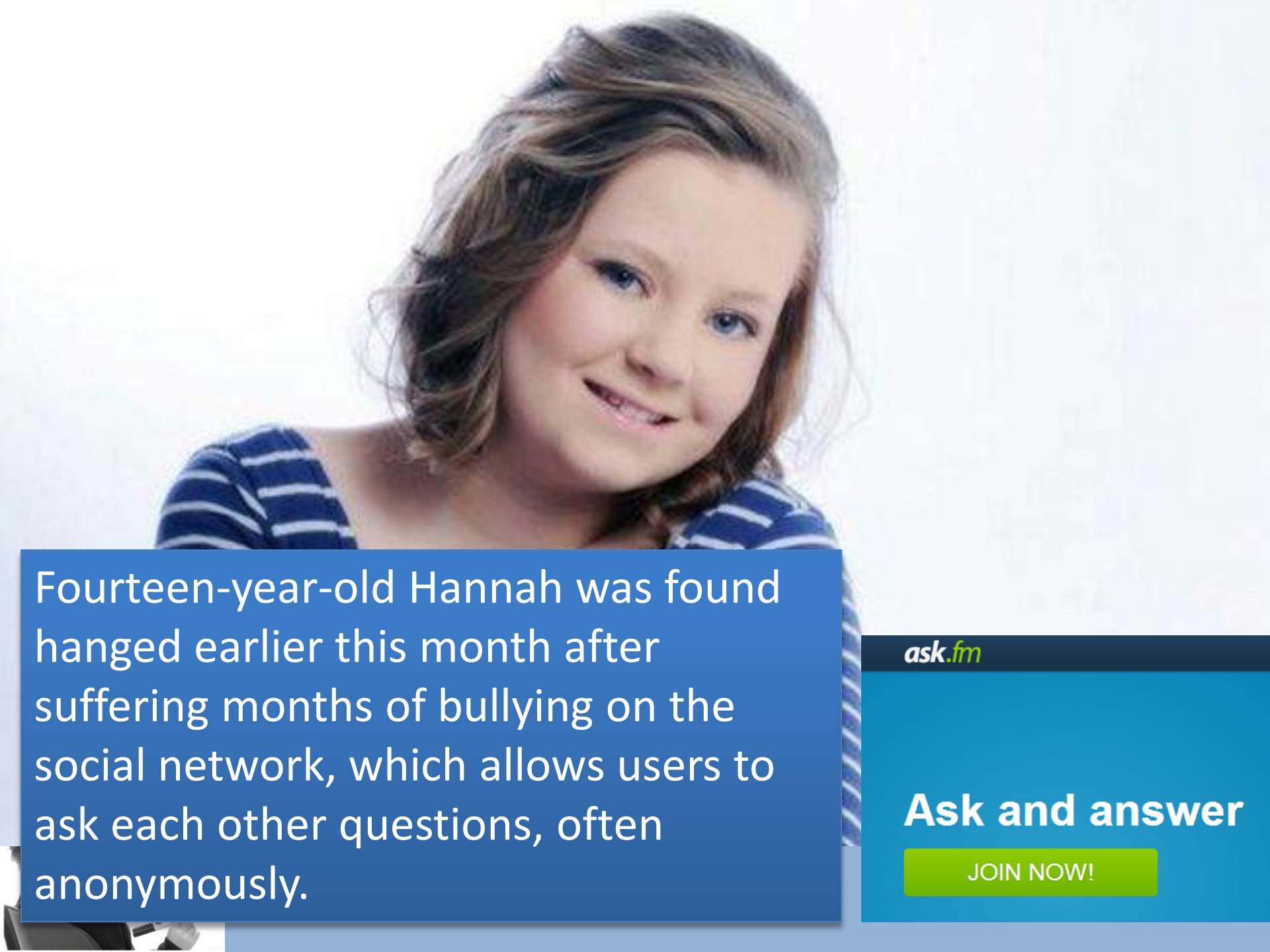
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# What can go wrong?

- Cyberbullying
- Unwanted contact/grooming
- Harmful or illegal material
- Privacy



Fourteen-year-old Hannah was found hanged earlier this month after suffering months of bullying on the social network, which allows users to ask each other questions, often anonymously.

*ask.fm*

**Ask and answer**

JOIN NOW!



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# You can take control



© Daily Telegraph

“Natalie Farzaneh's torment at the hands of her cyber-bullies”

“now, at the age of 15, a motivational speaker and mentor”

Daily Telegraph



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Not so good

Once up  
it stays up

Can be spread  
quickly

'Anonymous'  
Employers?



Good

Can be taken  
down (though  
not easy)

Can be traced

Can be used  
as evidence

Digital Footprint



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**Click here to see a  
video about protecting  
your digital footprint**



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# Unintentional give aways

- Webcam – school uniform and other clues in the background
- Webcam left on or turned on remotely
- Pictures of children on parents or siblings social network - tagging
- Privacy settings left open or incorrect
- Profiles e.g. on MSN – don't have to give all the information
- A 'friend' passes on private info or pics
- Do you know who you're talking to?



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# Sharing inappropriate images



More incidents reported last year



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# Scenario

Your child comes home from school and tells you they want an account on a popular gaming site for children Fishy Finder. They tell you that **EVERYONE** in their class has an account and that they feel left out.

- **What are your next steps?**
- **What boundaries do you set ?**





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- Suitable for your child?
- Parents pages or safety centre?
- How do they keep children safe on their services?
- Do other parents know about the site?
- Sign up process, what does it entail, do you need an email account?
- Does it require personal pieces of information, like home address, or bank details?
- Can users chat with other users? Does it have webcam or instant chat?
- Can you set any privacy settings?



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# Take an interest in what your child does online

## social media

## facebook



## online gaming

## phone or iPod



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# Learn how social media works

facebook

Home Profile Find Friends

**Simone De la Tour**  
Studied at preston primary · Lives in London, United Kingdom · From Versailles, France  
Born on September 1, 1997 · Add your current work information · Edit Profile

Shares: Status Photo Link Video Question

can't wait for my parrrrrrtay tonight!

Share

Finbar Pattinson posted a photo to your Wall.  
Love to you girl on your birthday, from me

A Love Supreme John Coltrane

Yesterday at 2:13pm · Like · Comment · See Friendship

Simone De la Tour created an event.  
**My birthday parrrrtay**  
Tomorrow at 5:30pm  
Alyshack

Yesterday at 2:04pm · Like · Comment · Share · Invite guests

Simone De la Tour added a new photo.  
**Wall Photos**

Yesterday at 2:02pm · Like · Comment · Share

Simone De la Tour Memphis. Just like I pictured it...

Yesterday at 2:02pm · Like

Write a comment

**Edit Profile**

**Visit Your Wall**  
Post status updates, questions, links, videos and photos, or see what friends post on your Wall.

**Sponsored** See All

**Arrive In Style!**  
holhousecarriages.co.uk  
Our fleet of cars includes:  
Rolls Royce, Jaguar,  
Daimler, Capri, Cortina,  
MGB. Call us TODAY on  
01622 710804

**NEW Monkey Quest Game!**  
monkeyquest.com  
Discover a new land in an  
All NEW online game,  
create a Monkey and

**Louise Hockhart**

Today

Hey Lou

Simone!

you coming tonight?

Chat (1)

Friends Account

**Edit Profile**

ask.fm

**Ask and answer**

**JOIN NOW!**

formspring



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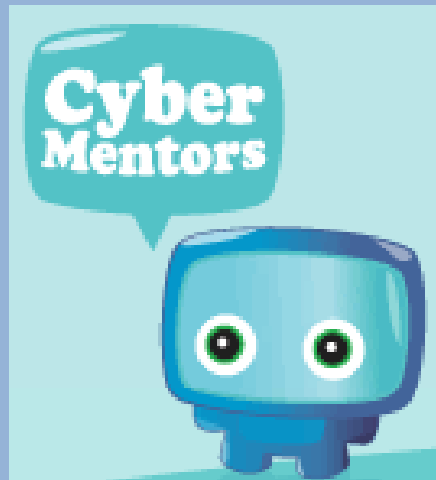


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# Know where to get help





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**Are you a switched-on mum or a digital dad?**  
Take the parent test...



**Get the latest safety info for your children.**  
Register here...



**Where's KLAUS?**  
Check out the latest internet safety film...



**Purely for Parents**  
Download the latest webcast...





# Know IT All



Know IT All Home

About

Parents

Full Multi-Media Version

Text Based Version

Translations

Secondary Schools

Primary schools

Special Education Needs

Trainee Teachers

Volunteers

Press

Order

YOUNG PEOPLE SMART GUIDE

Know IT All for parents

KNOW IT ALL FOR PARENTS OVERVIEW IN BSL

ACTIVITY CENTRE SHOPPING

Know IT All for parents

The internet can give you access to shops 24 hours a day, whenever it suits you. However, there are some things which you need to check before buying online.

Play this quiz to see how much you know about online shopping.

Who knows the truth?

KNOW IT ALL FOR PARENTS QUICK OVERVIEW

ENGLISH	1
BRITISH SIGN LANGUAGE	2
ARABIC عربي	3
中文 (MANDARIN)	4
WERSJA POLSKA (POLISH)	5
ગુજરાતી (GUJARATI)	6
ਪੰਜਾਬੀ (PUNJABI)	7
বাংলা (BENGALI)	8

Over 1.8 million Know IT All CD ROMs distributed



# CyberMentors

CyberMentors



How R U today?

Username

.....

Login

[Forgot Password?](#) | [Register](#)

Home

What is CyberMentors?

Videos

Free stuff

Do something positive!

Real life

Safety Centre

Who is on this website?

What is cyberbullying?

What is bullying?

How many people are affected by bullying?

**Get Help Now!**

**CyberMentors online**

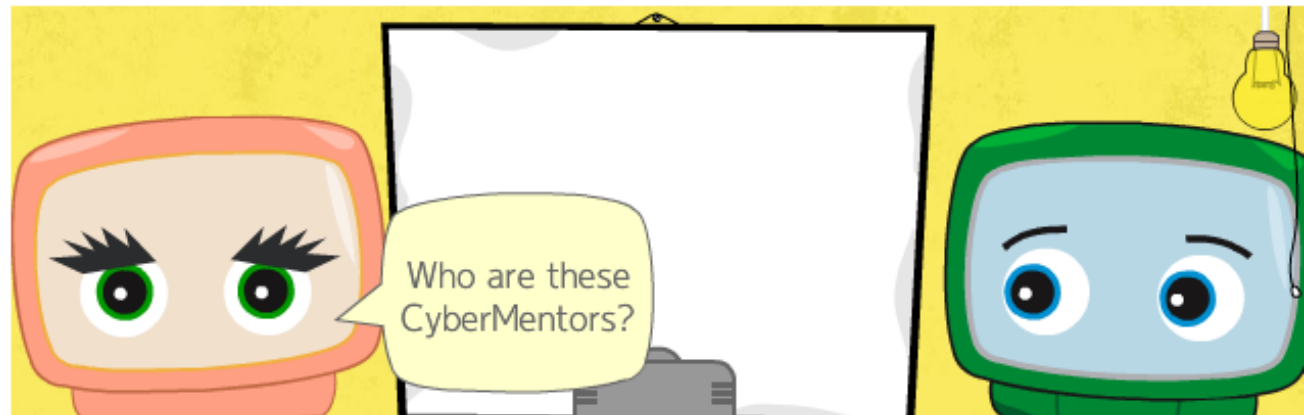
**Registered Users online**

**Search all users**

**Click here 2 chat**

**Want 2 B A CyberMentor?**

**APPS**



**We're here to help you beat bullying!**

## What is CyberMentors?

CyberMentors is all about young people helping and supporting each other online.

If you're being bullied, or are feeling a bit low, or are maybe troubled by something and you're not sure what to do or who to talk to, then CyberMentors is where you can go for help. It doesn't matter how big



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# A Safer Set Up



## Internet Filtering

Safe Search modes for search engines



Family Safety Centre



Preferences



Safety Mode



Parental Controls





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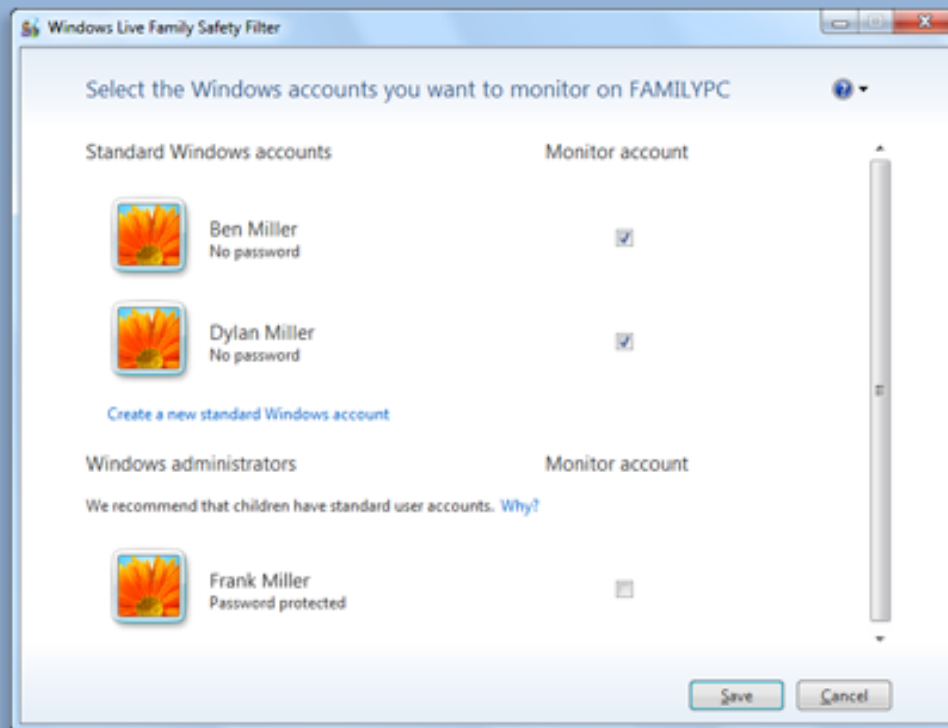


## OpenDNS FamilyShield

Pre-configured to block adult content.  
Set it and forget it. *Free.*

[Sign up now](#)

# Open DNS – family safe website filter



# Microsoft Family Safety Centre



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# Modelling safe and appropriate behaviour

In school ... and at home

Contacts My Calendar Pupils' e-Portfolios Learning Net Access North Yorks

Go Miss Brown Help Log out

Search Folders

## Facts About Me!

- 1) I once ran a marathon.
- 2) I once swam the English Channel.
- 3) I once climbed a Himalayan mountain.

Which fact is false?  
One of my facts is not true.  
Which one do you think it is?

I once ran a marathon.  
 I once swam the English Channel.  
 I once climbed a Himalayan mountain.

Vote

Which one do you think it is?

I once ran a marathon.	0%
I once swam the English Channel.	0%
I once climbed a Himalayan mountain.	0%

Total votes: 0



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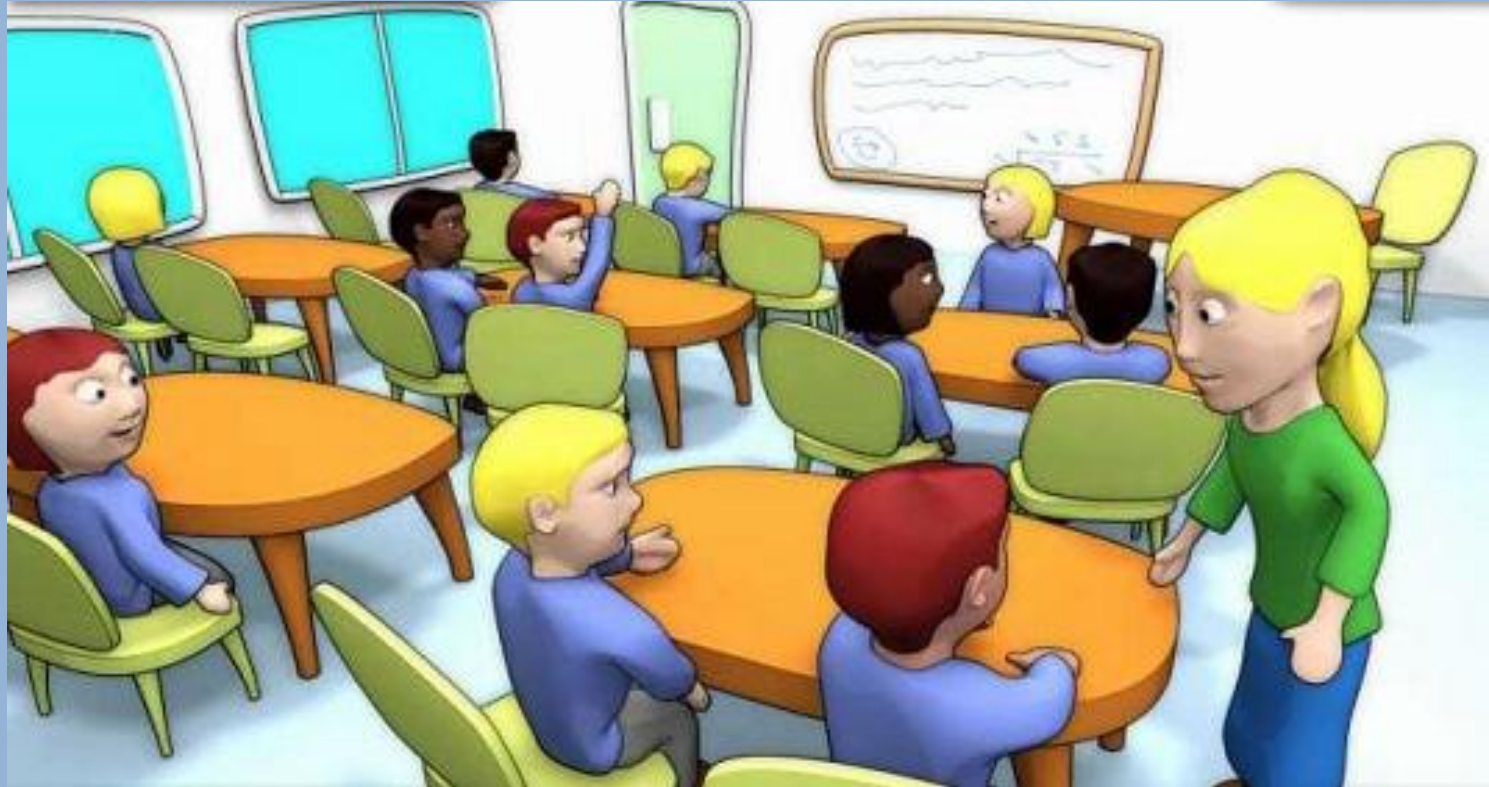
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# Communicate with School

## Share concerns





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**Zip It** - get your children to keep their passwords private

**Block It** - make sure your children know how to block people that upset them

**Flag It** - ask your kids regularly if they have seen or done anything online that has upset them

Advice.. Help.. Report..





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# Top Tips

- 1. Talk to your child about what they're up to online.**
- 2. Watch Thinkuknow films and cartoons with your child.**
- 3. Keep up-to-date with your child's development online.**
- 4. Set boundaries in the online world just as you would in the real world.**
- 5. Keep equipment that connects to the internet in a family space if you can.**
- 6. Use parental controls on devices that link to the internet, such as the TV, laptops, computers, games consoles and mobile phones.**



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**Remember this about  
people not technology**

**Click on the link below for  
useful eSafety websites**

**[www.bit.ly/kftgF3](http://www.bit.ly/kftgF3)**