

## Social networking & young people

Young peoples use of the internet has increased dramatically in recent years, with 96% of 9-16 year olds using the internet daily. Young people use the internet for a wide variety of purposes, from completing school work, communicating with friends and peers to watching video clips and playing games.

Social networking sites have played a huge role in changing the way young people interact with other people online and they use social media as a platform to learn, share their views, or to demonstrate their creativity.

However being online can make them vulnerable to many risks and it exposes them to experiences which they may find upsetting. These risks could be:

- Bullying online (cyberbullying)
- Sharing too much information
- Vulnerability to predatory adults
- Sharing photos or video that they later regret
- Exposure to age inappropriate material
- Risk of identity theft or being 'fraped'

In a recent survey carried out by the NSPCC they found that 28% of 11-16 year olds had experienced upsetting encounters on social networking sites:

- 37% Being targeted by trolls
- 22% Excluded from social group/friendship
- 18% Aggressive or violent language
- 14% Pressured into looking a certain way
- 12% Cyberstalking
- 12% Received unwanted sexual messages
- 10% Racism
- 7% Homophobia
- 3% Encouraged to self harm

## What role does your child play online?

If your child has been actively socialising online, it is probable that he or she has been involved in cyberbullying in one or more of the following roles:

**Bullies.** "Put-downers" who harass and demean others, especially those they think are different or inferior, or "get-backers," who have been bullied by others and are using the Internet to retaliate or vent their anger.

**Targets.** The targets of the cyberbully, who in some cases may be the bullies at school and in other cases, the targets.

**Harmful Bystanders.** Those who encourage and support the bully or watch the bullying from the sidelines, but do nothing to intervene or help the target.

**Helpful Bystanders.** Those who seek to stop the bullying, protest against it, provide support to the target, or tell an adult.

## What can you do to prevent your child being a cyberbully?

Help your child develop self-awareness, empathy, and effective decision making by asking these questions:

- Am I being kind and showing respect for others and myself?
- How would I feel if someone did the same thing to me, my family or to my best friend?
- What would a trusted adult, someone who is important in my life, think?
- Is this action in violation of any agreements, rules, school policies or laws?
- How would I feel if others found out it was me?
- How does this action reflect on me?

Warn against online retaliation. Some teens who engage in cyberbullying are retaliating against teens who are bullying them face-to-face. Help your child understand that retaliating is not smart because when targets lose their cool, it allows the bullies to justify their behaviour.

## Social media and the school

As a student your child should follow these guiding principles:

- If they identify themselves as a pupil of their school, they should act responsibly at all times and uphold the reputation of the school. Even if they do not identify themselves, be aware that their conduct online could still result in disciplinary action if it impacts on the school reputation.
- In no circumstances should students post anything offensive, sensitive, disrespectful or inappropriate about the school, its employees, its pupils, parents, Governors and former staff and pupils, on any school-sanctioned social media or any personal sites.
- Students should always pause and give careful thought before posting and replying to comments. Responses should not be rushed but dealt with in a timely and appropriate manner to avoid mistakes.
- Students need to be aware that whatever behaviour is deemed to be inappropriate or illegal offline will also be deemed inappropriate and illegal online.
- Remember that everything they post online is public, even with the strictest privacy settings. Once something is online, it can be copied, reposted and redistributed. Presume that everything they post online will be permanent and will be shared.
- Users of the school email and internet services should have no expectation of privacy in anything they create, store, send or receive using the school's ICT system.
- Students should only use official school sites for communicating with staff by social media.
- Students are strongly encouraged to report to a trusted adult any worries they have about cyberbullying or improper conduct. The school has a duty of care to investigate and work with children and families where there are reports of cyberbullying or misuse of social media during out of school hours.