

Parents Evening Presentation

CYBERBULLYING

[internet
matters.org](http://internetmatters.org)

Agenda

1

Introduction to Internet Matters

4

How to protect your child

2

The Digital World

5

Dealing with cyberbullying

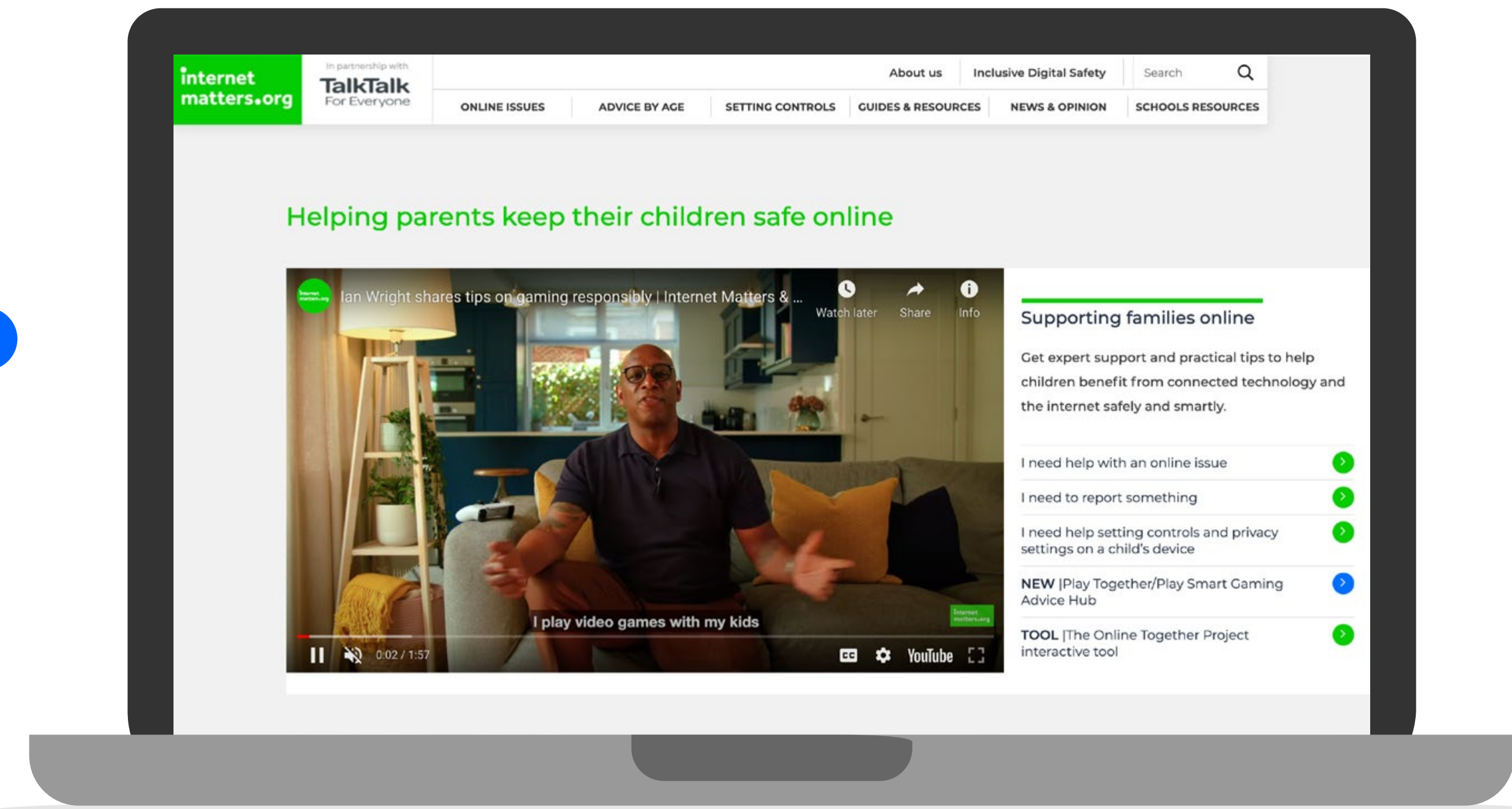
3

What is cyberbullying?

6

Final thoughts

Introduction to Internet Matters



The digital world

The internet is great



Education



Social



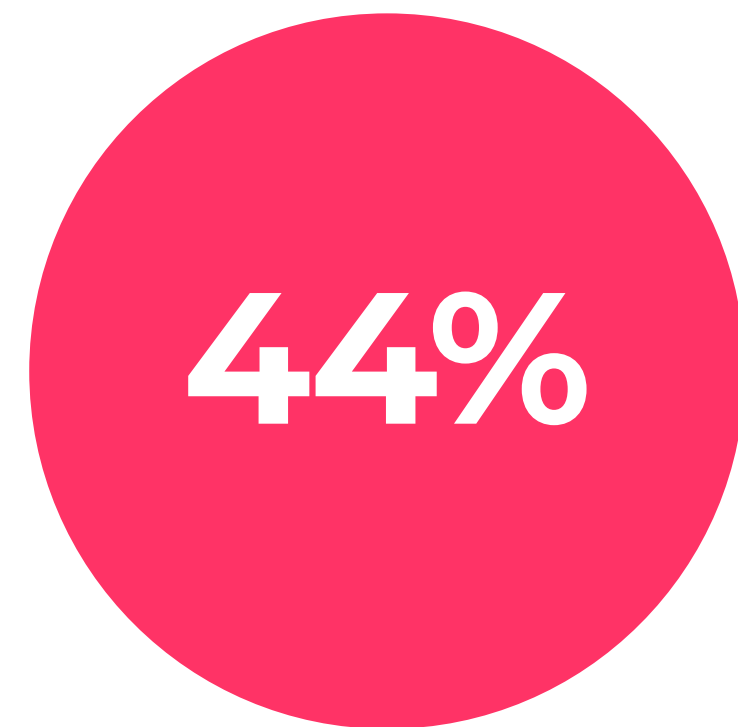
Express
individuality



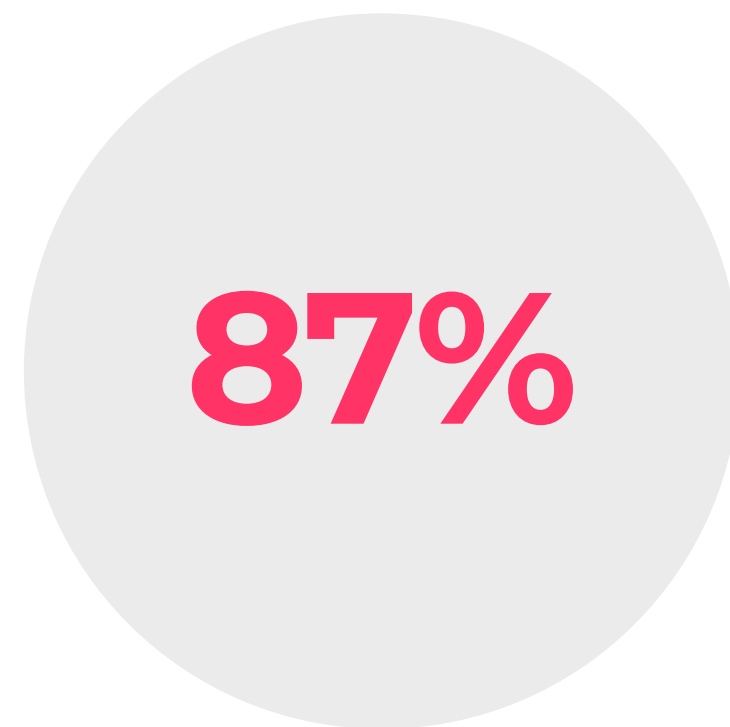
New skills

Social media is their online playground

Percentage of children using social media

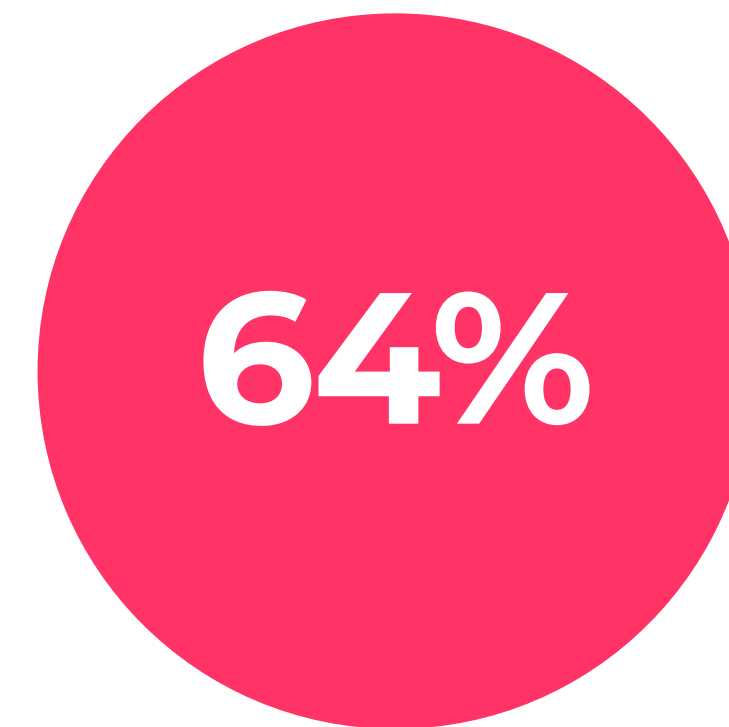


of 8-11 year olds



of 12-15 year olds

Percentage of children using chat/messaging apps/sites



of 8-11 year olds



of 12-15 year olds

How children aged 5-15 are using the internet



56%
live broadcast
TV



91%
video-on-demand
content



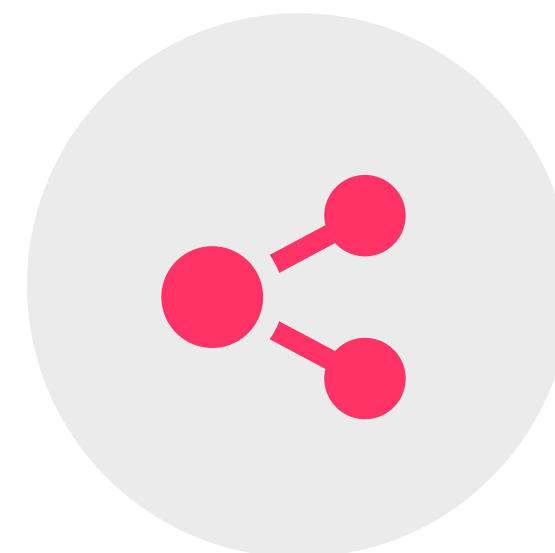
71%
gaming



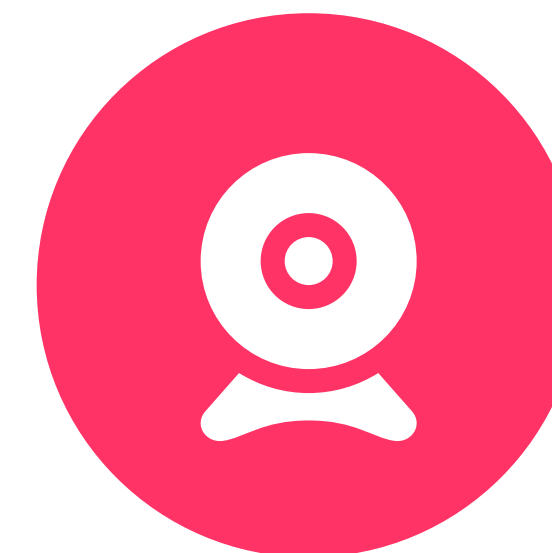
55%
social media



65%
messaging
apps/sites



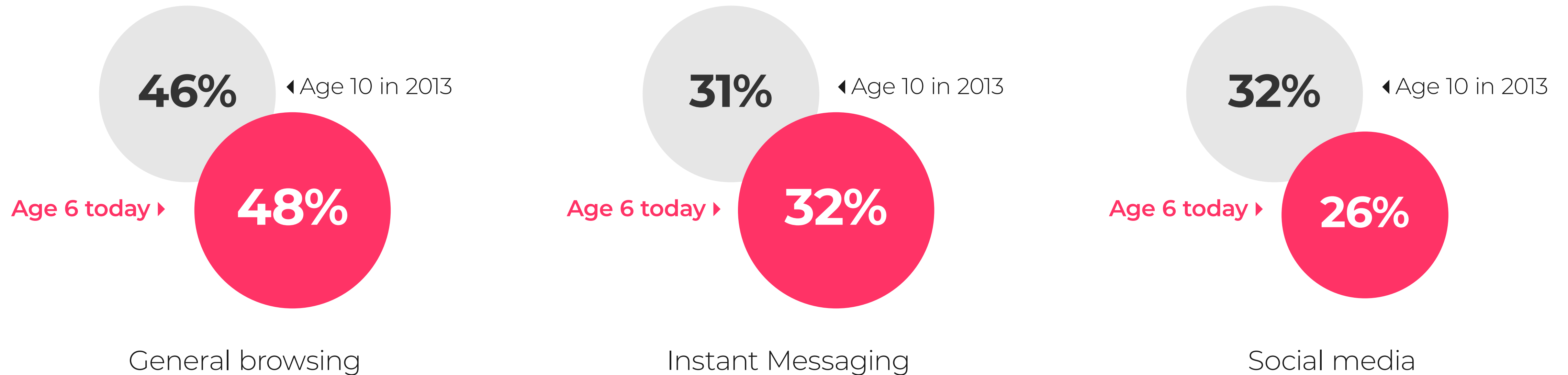
97%
video-sharing
platforms



45%
live streaming
apps/sites

Internet use by young children is increasing

6 is the new 10



New pressures for the digital age



Lauren Seager-Smith

CEO of Kidscape

FOMO – Fear of missing out

“The pull to be part of the ‘in’ crowd is strong and as a parent it can be easy to forget how that felt at 13 or 14 and some of the associated risks. In the online world that can include pressures to share personal images that a child might think will improve their social status.”



Dr. Linda Papadopoulos

Psychologist & Internet Matters Ambassador

Selfies and Mental health

“The selfie phenomenon is like having a mirror following you around 24 hours a day. And not just following you, but giving you a minute-by-minute account of friends, peers and celebrities.”



Katie Collett

The Diana Award

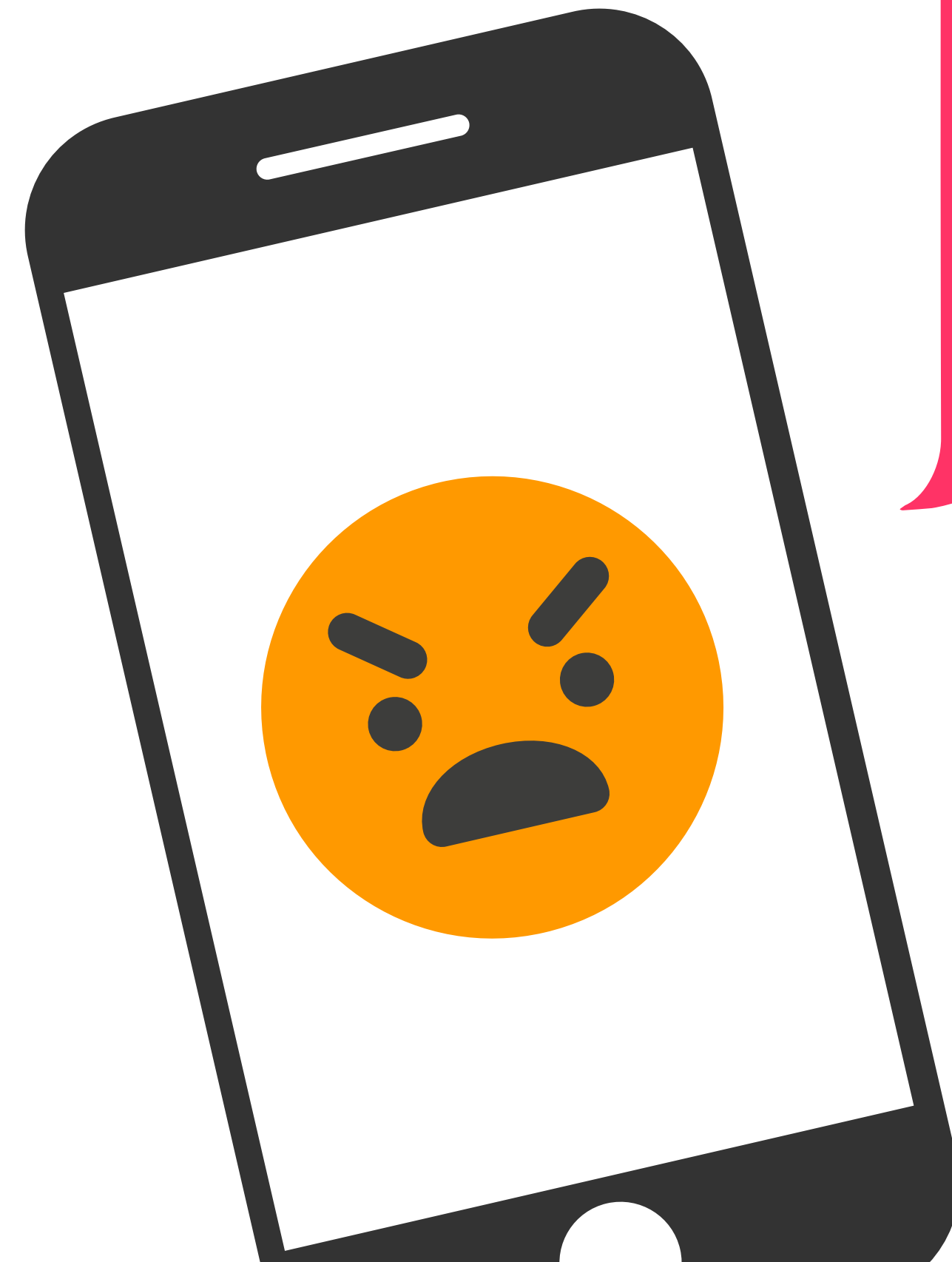
Social media and Self-Esteem

“Many young people revealed that they would delete a selfie they’ve posted if it didn’t get enough ‘likes’ and some told me that getting fewer than even 50 ‘likes’ would make them feel”

What is cyberbullying?

The Anti-bullying Alliance define bullying as:

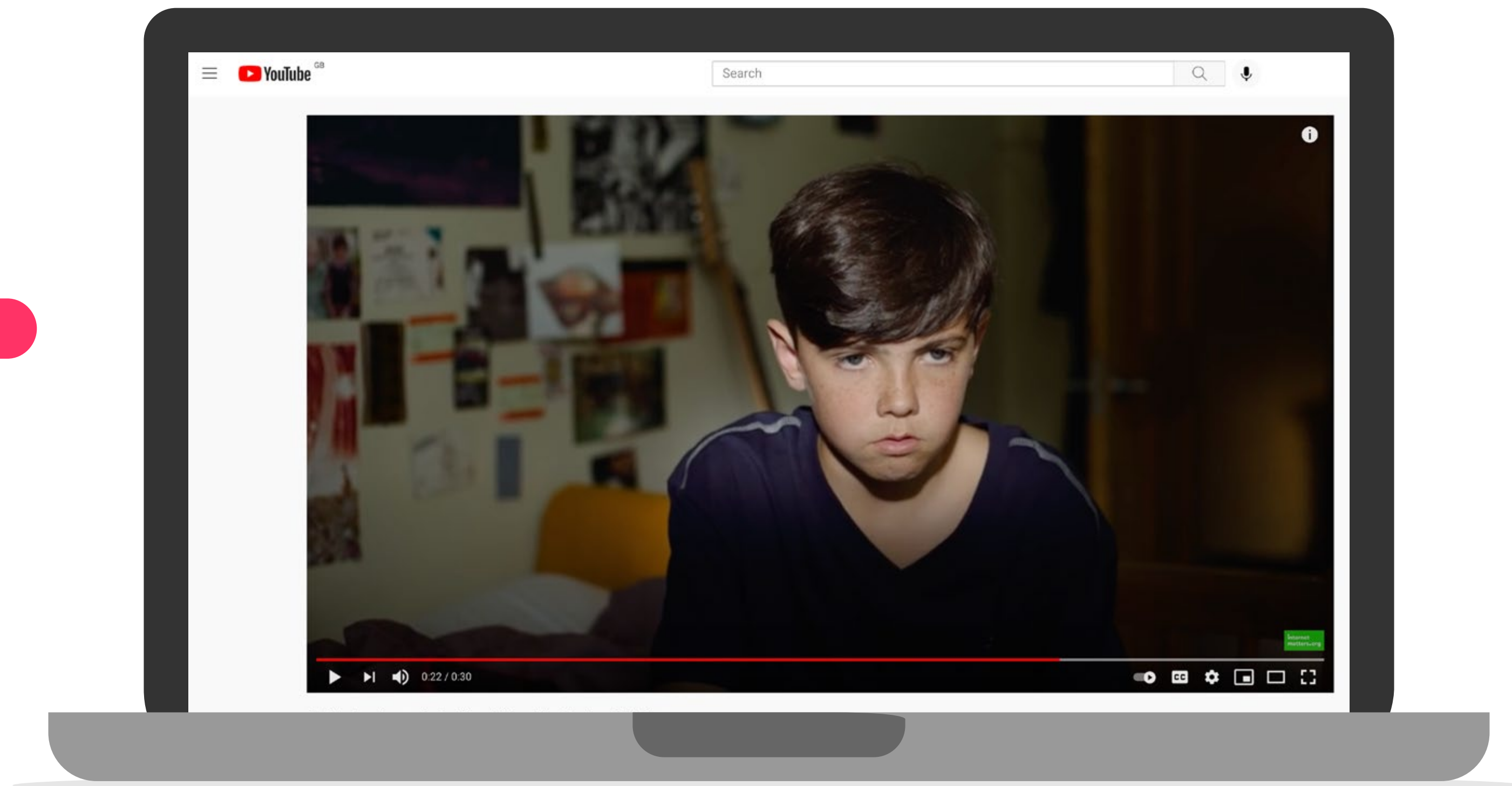
*The **repetitive, intentional** hurting of one person or group by another person or group, where the relationship involves an imbalance of **power**. Bullying can be **physical, verbal** or **psychological**.*



Bullying has
evolved

...**Cyberbullying**
is the new kid
on the block.

Watch “Sticks & Stones” by Internet Matters



Why is cyberbullying different?



Hard to
escape



Instantly reach
audience



Repetative



24 hour
access



Anonymity



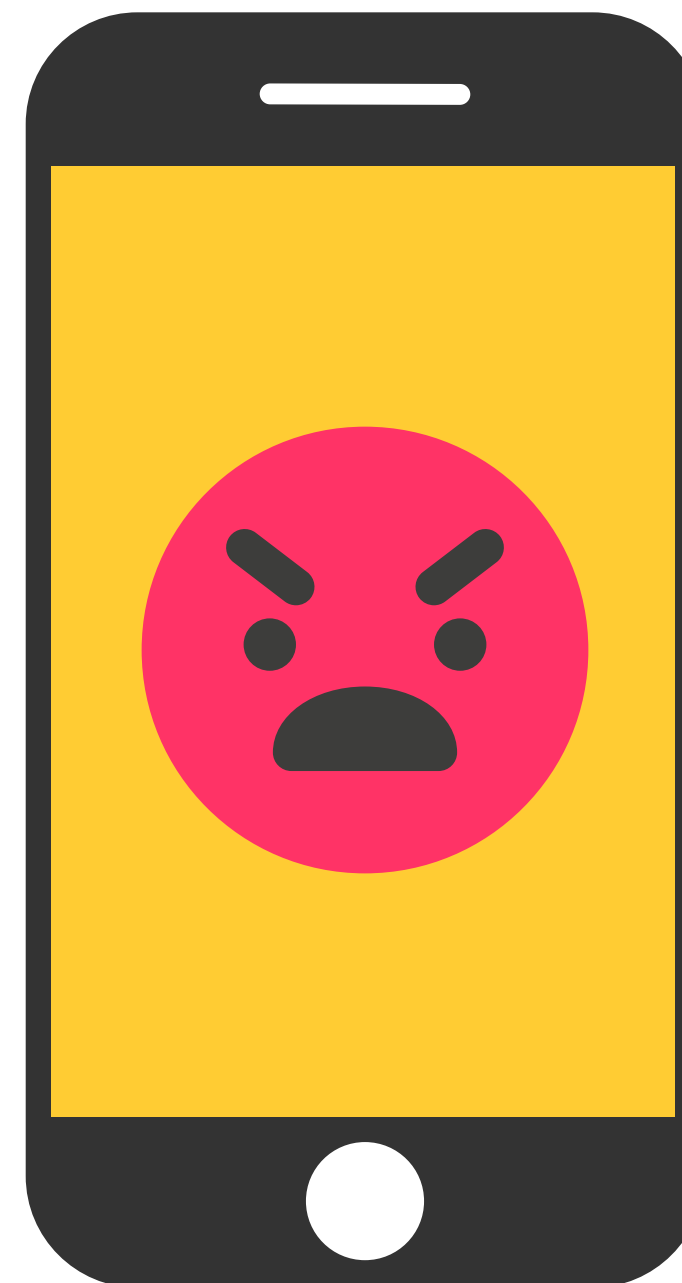
Hard to
police

Cyberbullying terms

Cyberstalking

Outing

Harassment



Dissing

Flaming

Griefing

Masquerading

Fraping

Roasting

Exclusion

Trolling

Catfishing

How to protect your child



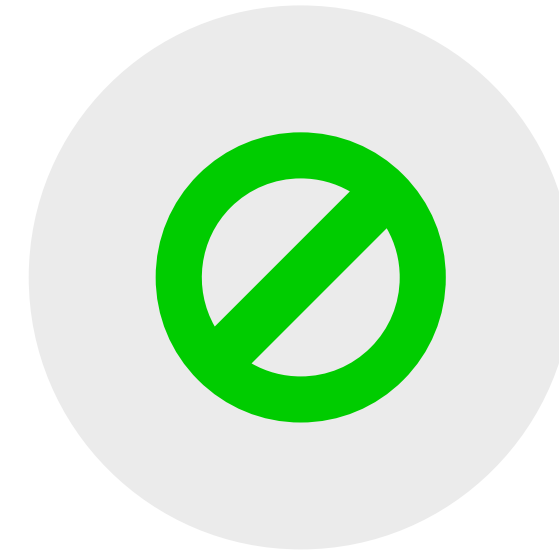
Guide your child to be safe online

- 1 Think before you post
- 2 Be share aware
- 3 Be a good role model
- 4 Time online
- 5 Get involved

Have great internet manners



1. Treat others as you would like to be treated



2. If you wouldn't say it to someone in person don't say it online



3. People can't see your body language, facial expressions or hear the tone of your voice online – so don't over-use icons and punctuation to convey meaning



4. Don't make a situation worse by provoking people even more



5. Don't start rumours or spread gossip about someone online



6. Don't make fun of someone in an online chat

Have great internet manners



7. Post things that will inspire and motivate people in a positive way



8. Make sure you don't create a negative environment in an online world or game through name calling



9. Include people in online games and social forums, and don't intentionally leave people out



10. You can't retrieve material once it's sent or posted online so if it might embarrass you or someone, don't put it online



11. Respect other people's privacy



12. Respect other people's time and bandwidth by avoiding posting too much information

Safe social media profile



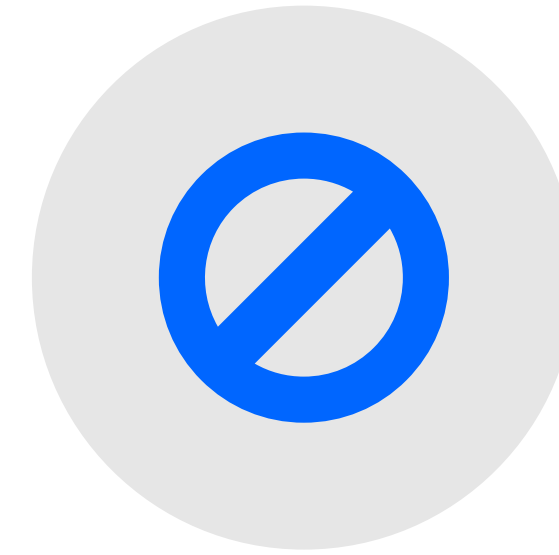
Use a strong password



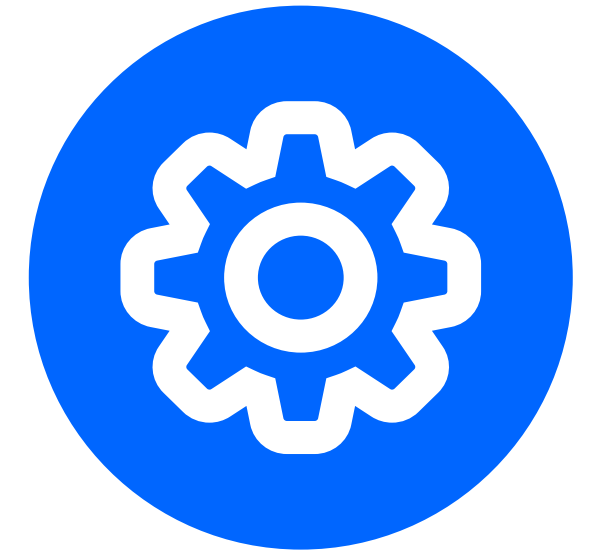
Use an alias and avoid personal pictures



Don't include date of birth and other personal information



Show your child how to block and report



Change settings to private



Consider the minimum age



Don't accept friend requests from strangers

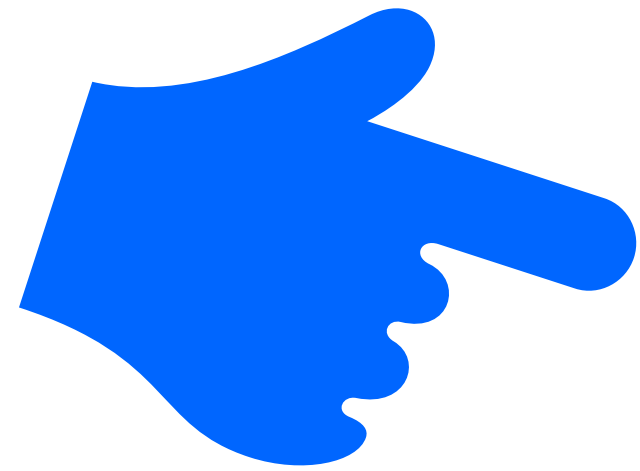


Switch off location services



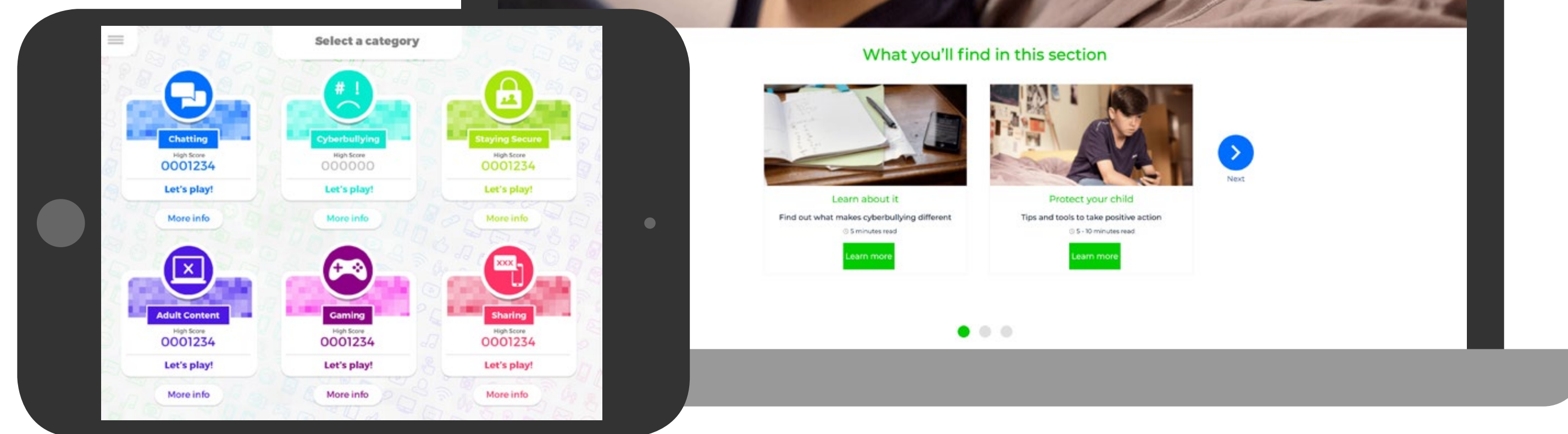
Tell them to think before they post

Resources from Internet Matters



The cyberbullying advice hub

The Internet Matters app



Safety leaflets and resources



Spotting the signs

Spotting the signs

1 in 10

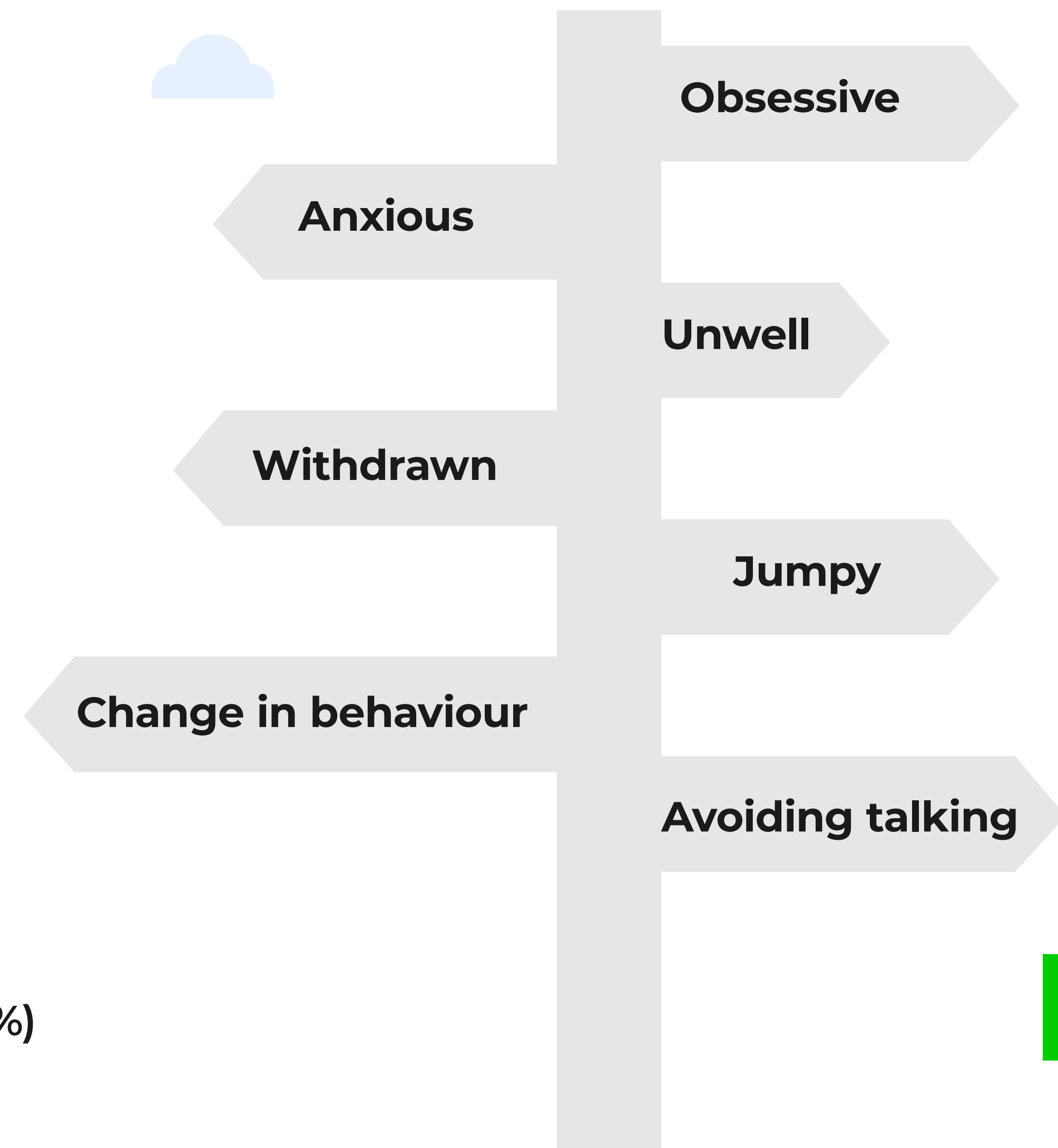
parents are unaware
their child has
been bullied

54%

of parents
worry about
Cyberbullying

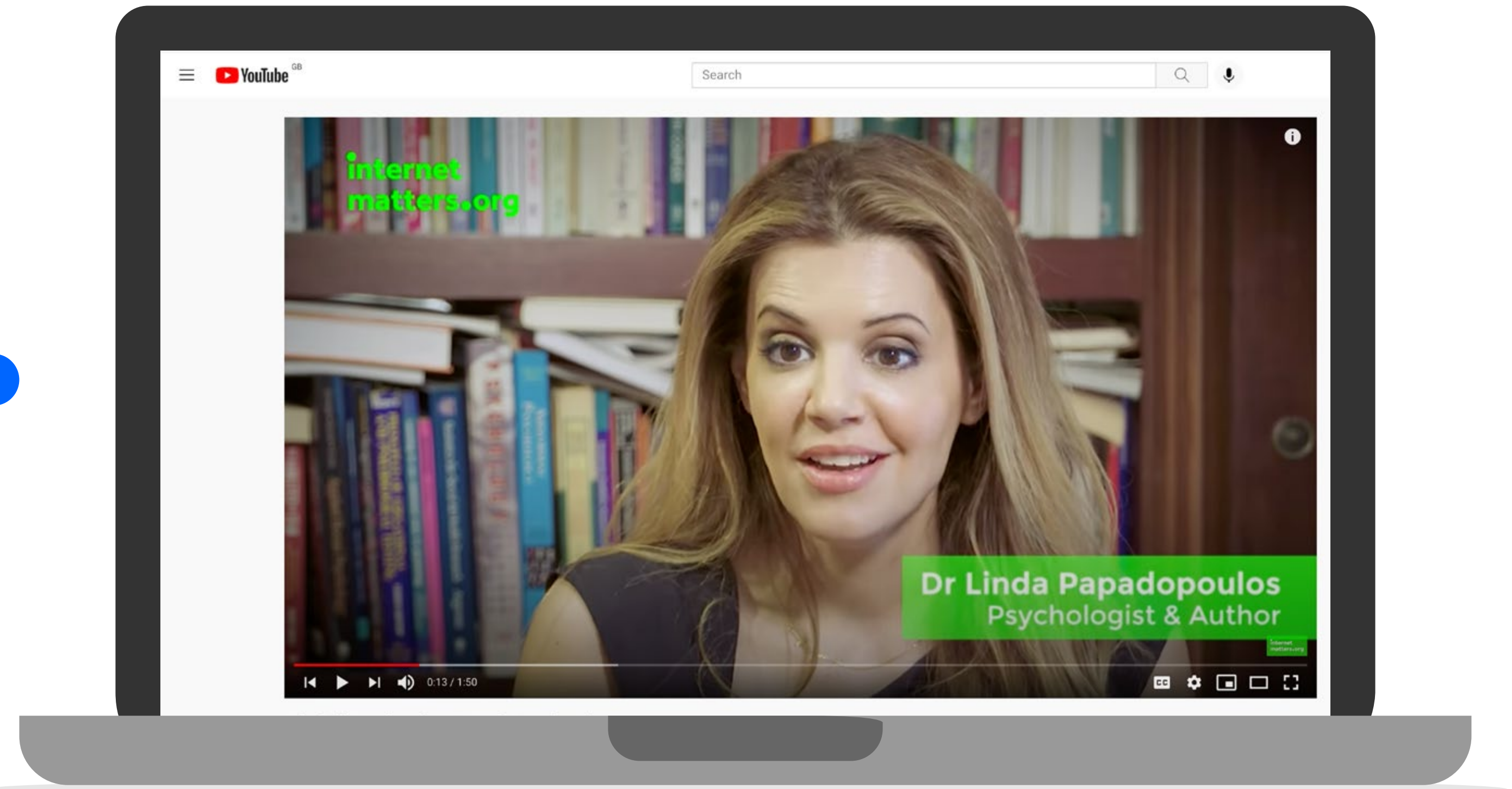
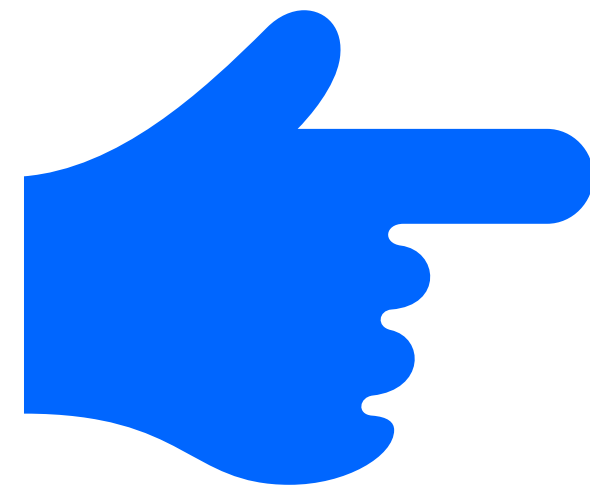
Why children might not report being bullied:

- embarrassment **(39%)**
- being labelled a snitch **(38%)**
- fear it will get worse **(38%)**
- worry they won't be taken seriously **(30%)**
- nothing was done about reported bullying in the past **(23%)**



Talk about it

- Find the right time to have a conversation
- Stay calm
- Ask open questions
- Reassure them that you are on their side



The do's



Block



Report



Keep the
evidence



Know when to
take it further

The dont's



Retaliate



Stop them
going online

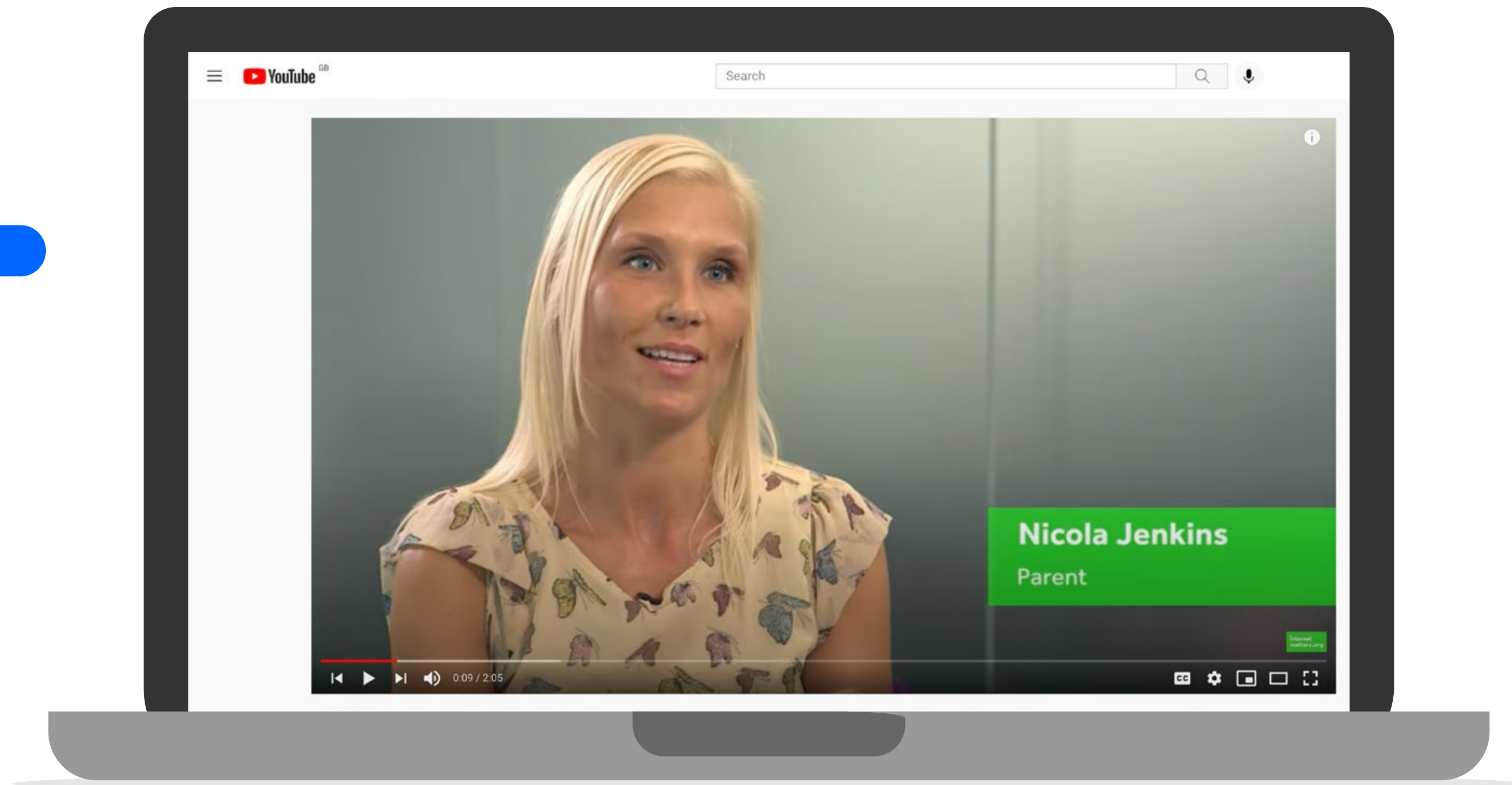


Deal with
it alone



Stop when the
bullying stops

What if my child is the bully...



The do's



Find out
why



Talk it
through



Stay
calm



Teach by
example

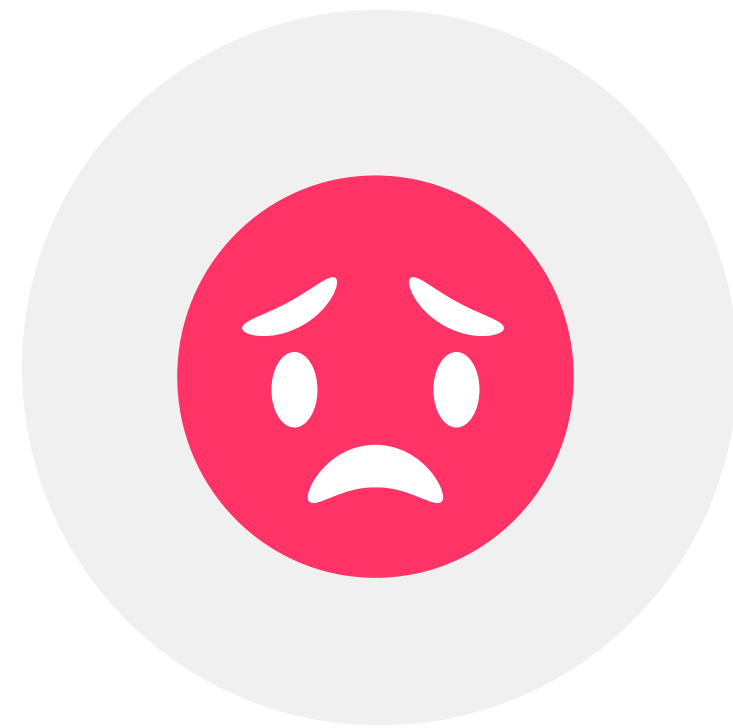


Learn
from it

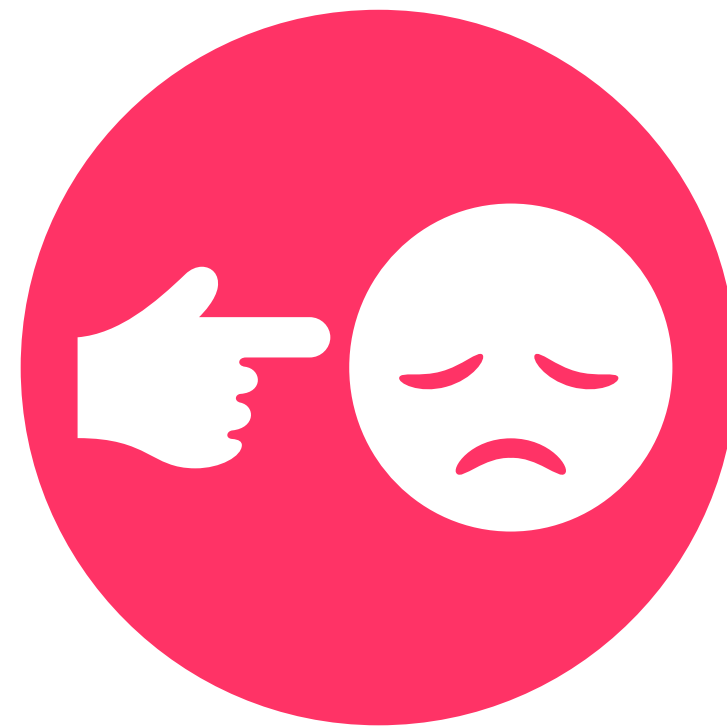
The dont's



Ignore it



Get upset



Be judgmental



Condone it



Take away
their devices

Our schools approach to cyberbullying



A chance for you to put some of your **statistics relating to bullying** levels in your school. Do you monitor levels of bullying?

Also a chance to explain that you take cyberbullying seriously, that you want to work closely with parents to help tackle **bullying in school**.

You could also include your school's **anti-bullying policy**.

How can you help?



Remember this is an emotionally-charged problem



Encourage them not to treat bullying as a secret – they can use you as release for their emotions; importantly keep the dialogue open



Stay calm, patient, and ask how you can help



Praise them for being brave enough to share with you



Believe them, refrain from judging or belittling and acknowledge their feelings



Think very carefully about approaching other parents

Always report cyberbullying to the school



Face to face



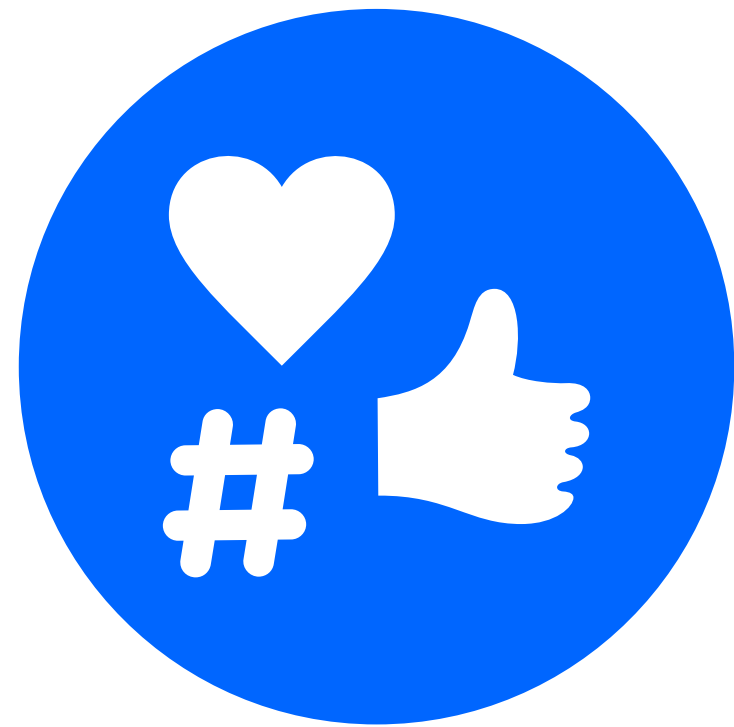
Call us



Email/Letter

Final thoughts

Remember:

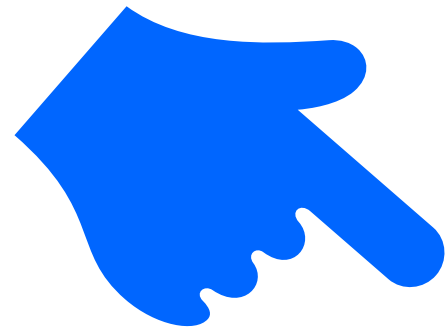


Get engaged with
their digital life



Visit Internet Matters
for more support

More resources to explore



internet
matters.org

NSPCC

 ANTI-BULLYING
ALLIANCE

 Childnet
International