

## Online Safety and Child Exploitation Awareness Campaign Social Media Pack 5-12 December 2021

[Campaign webpage](#)

[Campaign images](#)

[Facebook event](#)

Partners: Please share the ESCB or Southend and Thurrock social media posts. If you post from your own organisation's social media channels please share any figures you get for reach/impressions/engagement with [stephanie.rosser@essex.gov.uk](mailto:stephanie.rosser@essex.gov.uk) so we can measure impact.

Those with Instagram please feel free to use the posts aimed at young people to increase our reach to them. (The ESCB do not have Instagram.)

### **SUNDAY 5 DECEMBER**

Kicking off our online safety week we've partnered with @The2Johns who will be hosting a Live Q&A on their Facebook page discussing the emerging online trends found in their recent discussions with students in schools. Tune in tonight at 6pm and come armed with your questions about online safety

### **MONDAY 6 DECEMBER - GENERAL OVERVIEW OF INTERNET**

Take a listen to @The2johns podcast where they explore what the internet means to individuals, explaining the fine balance between encouraging healthy exploration of the internet with being open about the dangers it can pose.

<https://escb.podbean.com/e/general-overview-of-the-internet/>

Working with children & families? Information and resources including new guide from @TheMarieCollinsFoundation <https://www.escb.co.uk/working-with-children/child-exploitation/online-exploitation/>

### **TUESDAY 7 DECEMBER - YOUNGER CHILDREN**

@The2johns talk about how pre-schoolers and young children view the world through the lens of the internet and how to develop a healthy curiosity in children about what they see and do online. It's never too early to begin discussions about

healthy internet use. <https://escb.podbean.com/e/online-safety-for-parents-of-young-children/>

Did you know an average parent posts nearly 1,500 photos of their child by their fifth birthday? Growing up in a digital world can normalise image sharing, which is why it's so important to have conversations about safe internet use early on. The NSPCC have some really useful videos for younger children <https://www.youtube.com/watch?v=z1n9Jly3CQ8>

You don't need to talk to your pre-schooler about online safety yet, right? Wrong. If you treat online safety just as you would treat road safety, then talking about safe internet use becomes the norm and not something that children feel needs to be hidden as they get older. <https://youtu.be/cXvjNpYzsSA>

## **WEDNESDAY 8 DECEMBER - PRE-TEENS 8-12**

#DidYouKnow the number of children exploited online doubles between the ages of 11 and 12 years old. This means those at the end of primary school, about to enter secondary school are particularly at risk, especially as it's a time when some children begin to enter the world of social media <https://www.escb.co.uk/onlineexploitation>

Podcast by @barnardos and @childrenssociety (part of the CARE service) encourages parents of pre-teens to think more widely about all the places their youngster may have access to the internet (not just at home) and to prepare their children for owning their first smartphone. <https://escb.podbean.com/e/online-safety-parents-of-pre-teens/>

If something bad is happening to you, please don't feel you are alone. There is ALWAYS someone to listen to you. You may feel able to tell an adult you trust, or you might prefer to speak to someone who doesn't know you <https://www.escb.co.uk/childrenyoung-people/im-worried-about-exploitation/>

## **THURSDAY 9 DECEMBER - TEENS**

Any young person could send a nude pic. Even your child. Make sure they understand that it is illegal to send nudes, even of themselves. And if it happens, try to understand whether there is peer pressure or grooming involved <https://www.escb.co.uk/parentcarer/online-exploitation/>

Think your livestream with your boyfriend/girlfriend is private? Think again. Livestreams can be recorded and then sent on to others.

<https://www.saferinternet.org.uk/blog/livestreaming-top-tips-young-people>

Some great advice from the Essex Child and Family Wellbeing Service. How to have conversations with your child about online activity, setting boundaries and how to manage emotions and reactions to content seen online

<https://youtu.be/JQUfZwKPs5A>

Consent means agreeing to do something. Whether that's sex or sharing images online, consent is consent. @EssexBrook have released a podcast aimed at young people which covers some important topics including the importance of talking about consent, myths around consent and where to go for help.

<https://escb.podbean.com/e/consent-podcast-for-young-people-by-brook-essex/>

## **FRIDAY 10 DECEMBER – ONLINE GAMING**

#DidYouKnow your child's online chat can filter out of the game and onto other, less secure platforms? Find out how to make your child's new tech safe with this video from the Essex Violence and Vulnerability Unit <https://youtu.be/Rum7wfxZfc4>

Is your child into online gaming? #DidYouKnow strangers can contact your child especially on public or large servers and send inappropriate, mean or sexual content. Find out more about Discord and how to keep your child safe

<https://www.escb.co.uk/online-exploitation/>

## **SATURDAY 11 DECEMBER - YOUTH INVOLVED SEXUAL IMAGES**

#DidYouKnow people can screenshot and share your child's snaps? Keep your child safe online and find out more about privacy settings <https://www.escb.co.uk/online-exploitation/>

@The2johns discuss why and how young people are drawn into taking and sharing inappropriate images. They discuss how both parents and young people may be feeling and how to have an empathetic conversation with your child, as well as practical advice on getting photos removed <https://escb.podbean.com/e/online-safety-youth-involved-sexual-images/>

Sharing nudes is breaking the law, even of yourself. Keeping nudes on your phone sent by others is also breaking the law. If you're worried you can talk to a teacher,

school nurse, doctor, social worker (if you have one), police officer, youth worker or an anonymous helpline <https://www.escb.co.uk/childrenyoung-people/i-need-some-help/>

## **SUNDAY 12 DECEMBER – ONLINE BULLYING**

Today's podcast focuses on issues around online bullying, the pressure from social media and the impact this has on young people. @The2Johns talk about how parents can create a relationship with their child that encourages them to tell them about these issues and the support available. <https://escb.podbean.com/e/online-safety-bullying/>

#DidYouKnow just under half of those being investigated for exploiting others online are children and most are the same age as the victim. If you're worried your child might have been a victim our website has information about who to contact <https://www.escb.co.uk/parentcarer/bullying/>

If you've been bullied online, received abusive messages or been asked to do something you don't want to do, don't suffer in silence. There is help out there <https://www.escb.co.uk/childrenyoung-people/i-need-some-help/>