**BRITISH COUNCIL**

THINK U KNOW

# BE SOCIAL, STAY SAFE

The British Council worldwide has millions of parents as digital customers and for **Social Media Day 2013**, we have prepared these
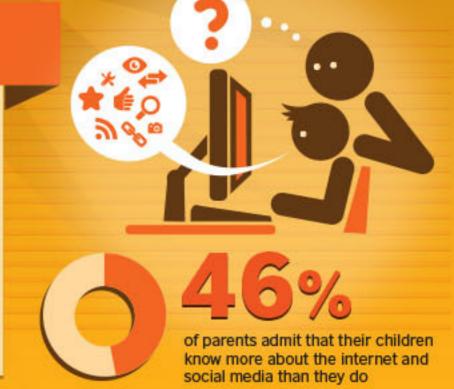
# 5 GOLDEN RULES,

designed to enable parents and carers to help their children enjoy social media but stay safe.

## 1. Show me

### Ask your child to show you the sites they use

Show an interest, take note of the sites your children visit and re-visit them later when you are alone.

Find out how to set the safety features and how to report any issues directly to the site.

**46%**
of parents admit that their children know more about the internet and social media than they do
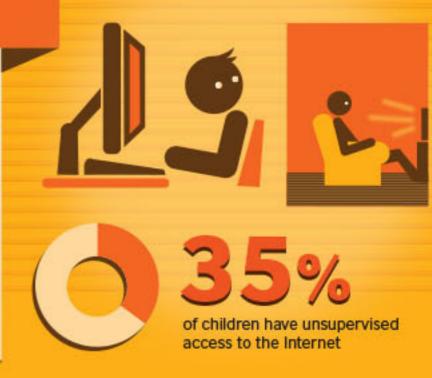
## 2. Low profile

### Ask your child to set profile settings to private

Since children use social media sites to share just about everything they do, setting their profile to private can help protect them against photos, personal information or even location in the real world ending up in the wrong hands.

**80%**
of 12-15 year olds in the UK have an active social networking site profile

## 3. Just ask

### Ask your child about their online friends

Help your children understand that people can create fake identities online and lie about who they are. They should only give out personal information and be "friends" with people they know and trust in the real world.

**35%**
of children have unsupervised access to the internet

## 4. Photo Check

### Ask your child to only share photos that they wouldn't mind showing you first!

Talk to your child about the images they send, the sites and apps they use to share them and who they are sending them to.

**Children aged 12-15** are spending more time online

## 5. Don't Worry

### Ask your child to tell you if they are worried about something online

By talking to your child about the internet, their favourite sites and the risks they may encounter, they are more likely to turn to you if they get into situations online where they don't feel comfortable or see something they don't want to see.

**Children aged 8 - 11** are more likely than they were in 2011 to watch and download user-generated content*

You can find further Internet safety tips on the **British Council's LearnEnglish Kids site:**
http://learnenglishkids.britishcouncil.org/en/parents/articles/using-the-internet-and-computers-safely

This infographic has been put together with the kind participation of the UK's Child Exploitation and Online Protection Centre. If you have more questions and would like further advice please visit their Thinkuknow website at www.thinkuknow.co.uk/parents.

"The British Council believes that all children have potential and that every child matters - everywhere in the world. The British Council affirms the position that all children have the right to be protected from all forms of abuse as set out in article 19, UNCRC, 1989"

*Ofcom report in the UK (April 2013)