# Social Media and Applications for Professionals & Parents

## Top tips for staff (Own Safety):

- Ensure you are aware of setting's 'acceptable use/social media policy'
- Don't leave devices logged in.
- Use passcodes/passwords and keep privacy settings high.
- Check your online presence.
- Consider your conduct and friends/family online.
- Do not accept friend requests from children or parents.
- Do not give out personal contact details.
- Do not use personal equipment or email to show videos etc.
- Do not engage in online activity with parents/carers and consider your behaviour in any area where parents/students may be, either living locally or 'friends of friends' online.
- Share information prior to taking on a job role that may impact on your new role, e.g. any previous online activity/indiscretion from previous roles.

## Top tips for staff (supporting children):

- Actively listen to children and support discussions about online behaviours.
- Seek opportunities through the curriculum about the online world, including talking about friendships and the difference between fantasy and reality.

## Top tips for parents:

- Supervise children whilst online
- Parental Controls
- Talk to children about staying safe online
- Help children understand the difference between reality and the online world.
- Have agreed timings for access
- Monitor activity of children online
- Work together with the education setting to ensure consistent messages are applied.

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# Social Networks

**Facebook**

**Facebook** is a popular free social networking website that allows registered users to create profiles, upload photos and videos, send messages and keep in touch with friends, family and colleagues. The site, which is available in 37 different languages, includes features such as:

- Marketplace - allows members to post, read and respond to classified ads.
- Groups - allows members who have common interests to find each other and interact.
- Events - allows members to publicise an event, invite guests and track who plans to attend.
- Pages - allows members to create and promote a public page built around a specific topic.
- Presence technology - allows members to see which contacts are online and chat

Users have a 'wall' that friends of users can post to instantly and users have a 'status update' where they can comment about something, post an image or a video that their friends can see. Privacy settings can be accessed as part of the network. The site was founded in 2004 and currently has over 1 billion users.

**Twitter**

**Twitter**: Twitter is an online social networking site that enables registered users to send and read short 140 character messages called 'tweets'. Registered users can read and post tweets. Unregistered users can only read them.

Features: Involves posting videos and images.

Twitter was founded in 2006 and has 284 million users a month. Twitter is favoured by celebrities and politicians as a way to access their fans/followers. Tweets are often used to provoke and cause controversy with the barrier of 140 characters to 'tweet'.

**Instagram**

**Instagram** is seen as a fun and quirky way to share your life with friends through a series of pictures. Photos taken on mobile phones can be filtered to transform the image into a memory to keep forever.

Features: Posting and editing of photos to black and white or additional settings.

Instagram was founded in 2010 and had around 150 million active users in 2013. Instagram is a favourite site of teenagers.

**Tumblr**

**Tumblr** is a microblogging platform and social networking website. The service allows users to post multimedia and other content to a short-form blog. Users can follow other users' blogs, as well as make their blogs private.

Features: are accessed from the "dashboard" interface, where the option to post content and posts of followed blogs appear.

Tumbler was founded in 2007 and has around 30-50 million users.



**Flickr**

**Flickr** is an image hosting and video hosting website, and web services suite. In addition to being a popular website for users to share and embed personal photographs, and effectively an online community, the service is widely used by photo researchers and by bloggers to host images that they embed in blogs and social media.

Features: Sharing of images and blogging.

Flickr was founded in 2004 and has 92 million users.

# Apps



**Whatsapp**

**Whatsapp** is a mobile messaging app that allows you to exchange messages without having to pay SMS. Features: Whatsapp users can create groups and send images and videos.

Whatspp was founded in 2009 and has 450 million users.



**Snapchat**

**Snapchat** is a photo messaging application. Using the application, users can take photos, record videos, add text and drawings, and send them to a controlled list of recipients. These sent photographs and videos are known as "Snaps". Users set a time limit for how long recipients can view their Snaps (as of April 2014, the range is from 1 to 10 seconds) after which they will be hidden from the recipient's device and deleted from Snapchat's servers.

Features: Sending of images to users and groups.

Snap Chat was founded in 2011 and has at least 30 million users.

## Kindr

**Kindr** is an app used to send visual messages to brighten someone's day. They are usually thoughtful, or funny (and sometimes both). Kindr's have two parts -- an image or condensed video and a compliment.

Features: Sending of images and messages.

Kindr was founded in 2013 and it is unknown how many users there are.

## Vine

**Vine** is a short-form video sharing service. It was acquired by microblogging website Twitter in October 2012, just before its official launch. The service allows users to record and edit five- to six-second-long looping video clips, and to "revine", or share others' posts with followers. Some Vines are revined automatically based on what is popular. The videos can then be published through Vine's social network and shared on other services such as Facebook and Twitter. Vine's app can also be used to browse through videos posted by other users, along with groups of videos by theme, and trending, or popular, videos.

Features: Sharing of short form videos.

Vine was founded in 2012 and has 40 million users.

# Other Sites

## YouTube

**YouTube** is a video-sharing website. YouTube now operates as a Google subsidiary. The site allows users to upload, view, and share videos, and it makes use of the most up to date technology to display a wide variety of user-generated and corporate media video. Available content includes video clips, TV clips, music videos, and other content such as video blogging, short original videos, and educational videos.

## ask.fm

**Ask Fm** is a social networking site where users can invite questions from other users on the site or from anonymous users. The site was launched in 2010. In mid 2013 it underwent severe criticism because of the links to users being exposed to cyber bullying and committing self harm and suicide.

ooVoo-Is a FREE video chat and instant messaging for any device and Facebook. Many concerns have been raised about the regulation of this particular site.

**Chatroulette** is an online chat website that pairs random people from across the world together for web-cam based conversations or any online connectivity. At any point users may end the conversation and initiate another random conversation with another user.

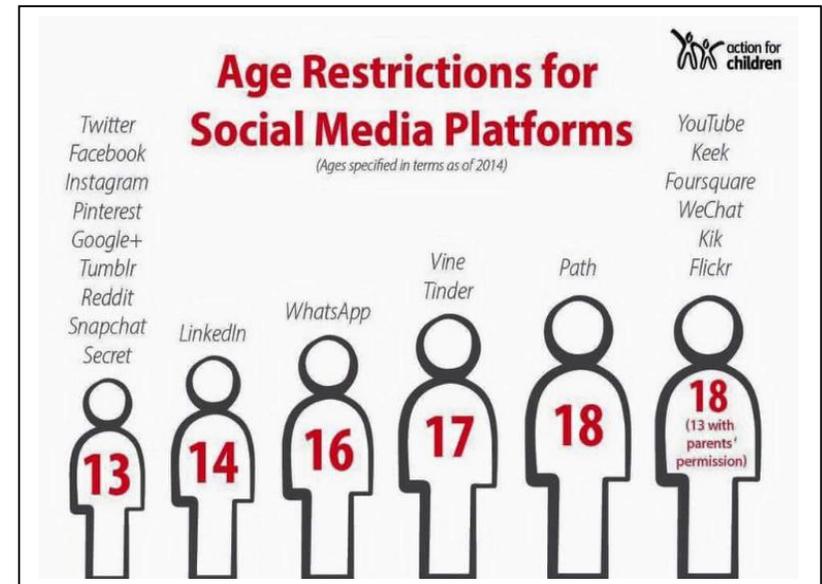**Chatrandom** is an online chat website alternative to chatroulette specifically for online chat via webcam only.

Skype is a telecommunications application software that specialises in providing video chat and voice calls from computers, tablets and mobile devices via the Internet to other devices or telephones/smartphones. Users can also send instant messages, exchange files and images and send video messages and create conference calls.

**What is a 'blog'?**
A blog is a regularly updated website or web page, typically one run by an individual or small group that is written in an informal or conversational style.

**Age Restrictions for Social Media Platforms**
(Ages specified in terms as of 2014)

action for children

Twitter
Facebook
Instagram
Pinterest
Google+
Tumblr
Reddit
Snapchat
Secret

LinkedIn — 13

WhatsApp — 14

Vine
Tinder — 16

Path — 17

YouTube
Keek
Foursquare
WeChat
Kik
Flickr — 18

18 (13 with parents' permission)

**How can we make apps safe?**

- Talk through safety and privacy features on each app.
- Disable the location and tagging functions so that children can't be tracked.
- Show children how to report any issues using the app.
- Encourage children to talk to you about anything that is worrying them online.

# Social Networking & Social Media, the Pro's & Con's

**The Pro's:**

- Good way of communicating
- Ability to keep in contact with people all over the world
- Good way of arranging event & raising profiles
- Encourages exploring & learning
- Good way for children to learn about the news

**The Con's:**

- Cyberbullying
- The need to have 'likes/comments' to posts and the impact on self esteem
- Parents become involved in issues
- Can be used to 'sound off' and be critical of others
- Increased risk of grooming/sexual exploitation

**Did you know?**

- 7 in 10 children 5-15's now have access to a tablet computer at home (from 51% to 71% since 2013).
- Children are almost twice as likely to go online using a tablet (4 in 10 (5-15's) (from 23-42% since 2013) and 2 in 10 (3-4year olds) (from 12-20% since 2013).
- 4 in 10 children 5-15's own a mobile phone.

**What does the law say?**

The existing law is clear in that communications online can be just as harmful in person. Therefore the current laws that are in place to protect civilians in day to day life, are applied in the same way to online communication.

Communications which are considered as grossly offensive, indecent, obscene or false would be investigated under the Malicious Communications Act 1988, where evidence is provided that there is an intention to cause distress or anxiety to the victim. Under the Communications Act, 2003, where evidence is provided that communication is offensive, obscene, menacing, false or for the purpose of causing annoyance, inconvenience or needless anxiety, action will be taken.

The Protection from Harassment Act 1997 also provides for civil remedies in the form of injunctions and damages, on application to the High Court, to protect a person from harassment.

The Government and the Police are considering some of the loopholes that have been caused from social media. The specific internet issues that have created these loopholes are:

**'trolling'** (intentional disruption of an online forum to cause offence)

**'virtual mobbing'** (where a number of individuals use social media to make comments to or about another individual usually because they are opposed to their views)

From April 2015 '**Revenge porn'** (sharing of sexual images following the end of a relationship) can result in up to 2 years imprisonment.

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E-safety advice and support changes regularly. Here are some useful websites that may support you in keeping up to date and continuing to support young people.

www.thinkuknow.co.uk

www.nspcc.org.uk/preventing-abuse/keeping-children-safe/online-safety

www.childnet.com

www.saferinternet.org.uk

www.getsafeonline.org

www.ceop.police.uk

### Useful Publications

What's the problem? A guide for parents of children and young people who have got in trouble online.

www.lucyfaithfull.org.uk, www.stopitnow.org.uk, www.parentsprotect.co.uk

### Child safety online

https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/490001/Social_Media_Guidance_UKCCIS_Final_18122015.pdf.pdf

### Child safety for internet providers

https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/487973/ukccis_guide-final__3_.pdf