



SOCIAL MEDIA ADVICE FOR PARENTS, CARERS & STUDENTS

WHAT IS SOCIAL MEDIA?

Social Networking sites are websites where you can create a profile all about yourself and contact other people. You can also upload photos, music and videos to share with other people, and on some sites, chat to other people on forums. Popular social networking websites include; MySpace, Facebook, Instagram Snapchat and Twitter, but there are many others. They are used by people of all ages and some people will have profiles on multiple platforms.

Facts:

- 70% of internet use is for social media
- 30% of users have not met 1 in 3 of their social networking friends
- 70% of users access social media from a mobile device
- There are now over 1.15 billion Facebook users
- 23% of teens consider Instagram as their favourite social networking site

POPULAR SOCIAL MEDIA

Twitter is an online social networking and microblogging service that enables users to send and read short text messages, called "tweets". Registered users can read and post tweets, but unregistered users can only read them. Twitter is a public broadcast and therefore all tweets are open for everyone to see. Any malicious tweets can / and will be investigated by the police.

Facebook is an online social networking service that connects people with friends and others who work, study and live around them. By signing up to a Facebook account you have agreed to allow Facebook to own all of your content / pictures on your home page. Therefore, it is possible to access this content at any time. To be eligible to sign up for Facebook, you must be at least 13 years old.

Snapchat is a mobile app you can download to your iPhone or Android smartphone, which you can then use to "chat" with friends through photos, videos and captions. One feature of Snapchat is the "self-destructing" feature for photos a few seconds after photos have been viewed. When you chat with a friend by sending them a photo, the photo is instantly deleted seconds after it's been opened by the recipient. However, photos remain on the Snapchat server for up to 28 days.

Well known sites: Unfamiliar sites:

- Facebook • Social Com
- Twitter • Mobbly
- Snapchat • Tango
- Myspace • Tinder
- Tumblr • Blender
- Grinder
- Hornet

YouTube allows billions of people to discover, watch and share originally-created videos. YouTube provides a forum for people to connect, inform, and inspire others across the globe and acts as a distribution platform for original content creators and advertisers large and small.

A digital footprint is the trail of data that is left behind by users on digital services. There are two main classifications for digital footprints:

1. Passive, which refers to old information such as an old social networking site that is no longer in use
2. Active, which refers to ALL current activity online. Many people are not aware that pictures they post, profiles they create cannot be permanently deleted. The vast majority of employers, colleges and universities will search your digital footprint.

PARENTAL RESPONSIBILITY

Whether or not you're tweeting or sharing your daily thoughts on Facebook, you have to acknowledge that interacting with friends online is a fact of life for your children. When your child is online, they are talking, sharing and engaging with friends, family and strangers. As a parent you need to be aware of what your child is doing online, who they are talking to and who are they sharing information with. You are responsible for your child's internet use. When you buy computers, laptops, mobile phones and iPads you need to know what online access they have. It is not the school's responsibility to monitor students' online behaviour unless there are incidents during the school day.

Many incidents occur out of school hours and it is therefore recommended that parents respond to this immediately and report to the police if necessary. Facebook, Instagram and Twitter all require children to be at least 13 years old to join. That's because of the "Children's Online Privacy Protection Act" which limits companies from collecting personal information about children under 13. Some children younger than 13 dodge these age limits by faking their birth date and setting up an account, whether their parents know about it or not.

TOP TIPS

- Keep your privacy settings as high as possible
- Monitor your child's internet use regularly
- Do not allow them to have internet use in their bedroom
- Make sure mobile phones have privacy settings and internet blocks in place
- If you or your child sees something online that makes you feel uncomfortable, unsafe or worried, leave the website, and if necessary report to the police and use the report button on the internet site.

GDPR

Since the introduction of the General Data Protection Regulations, social media sites such as Facebook, LinkedIn, Whatsapp and Twitter, will have privacy notices built into them.

Social media websites will have to educate audiences on their rights, and ensure that they are transparent with how they collect data is and how they use it. This will form an easy-to-understand contract between the social media company and audiences.

Social media firms will have to work hard to drive this education, making sure that users are aware of their new rights and requirements to grant consent, while keeping as seamless experience as possible.