

KEEPING KIDS SAFE ONLINE - an online abuse awareness campaign

BE CURIOUS ABOUT WHAT YOUR KIDS DO ONLINE

#KEEPINGKIDS SAFE ONLINE



Lockdown and long-lasting pandemic restrictions over the last year have resulted in many children and young people spending more time online than usual, increasing the risk that they might be targeted and exploited by online abusers.

In the month that Police Scotland reported a 13.4% increase in reports of online abuse and exploitation of young people, **Child Protection Committees Scotland** are launching a 10 day **Keeping Kids Safe Online** campaign to complement the Scottish Government's **#CSEthesigns** and Police Scotland's **#GetHelporGetCaught** campaigns.

Child Protection Committees Scotland's new **Keeping Kids Safe Online** campaign aims to encourage parents and carers to be curious and actively interested in what their children are doing online, and to learn how to help keep them safe from the dangers of online abuse or exploitation.

This Scotland-wide social media campaign launches on **Saturday 20 March at 1000** and will run for **10 days** on our public-facing **Child Protection Scotland** social media streams and website.

Themed around curiosity, the campaign urges parents and carers to be actively interested in what their children are doing online and who they are talking to. The campaign encourages parents to maintain that curiosity by talking to their children regularly about online activity. We suggest that they take the time to learn more about what platforms, apps and sites their children are using, and how to use

existing tools to help protect their children from potential harm. The tone of the campaign aims to be supportive, encouraging parents not to be afraid but to be curious, and to work alongside their children to learn how to protect them from online abuse.

- many children have been online for longer during the pandemic so more children have been at risk of online abuse
- parents and carers can play a big part by helping keep their kids safe from online abuse and exploitation
- be curious and chatty with your children about their online lives
- it's okay to ask about what your kids are doing online and who they are talking to
- don't ask just once, keep being interested and curious, keep asking questions
- learn more about your kids' online lives, ask them to show you how sites, apps and platforms work
- talk to your children who their online friends are, what they chat about and what information they share
- encourage your children to be careful about sharing too much information with someone they've never met
- face your own fears about the online world and find out more about how to keep your kids safe
- learn from the many existing toolkits and information sites about how to help protect your children from predatory people
- talk to your children about online risks as early as possible, even very young children can be targeted by online abusers
- just as you want to know where your children are going when they go out, you should ask them where they are going online and who they talking to
- if you are worried that your child is or has been a victim of online abuse or exploitation, take action immediately