



The WWW Approach - do you know **WHO** your child is talking to online, **WHAT** they are doing online and **WHERE** they are going online ?

Parenting in the Digital Age doesn't need to be overwhelming. It isn't so different to parenting in the offline world. Use the **WWW approach** and make sure you know:

WHO your child is talking to online
WHAT they are doing online, and
WHERE they are going online

WHO

In the offline world, you want to know who your children are talking to and who they might be contacted by. It's even more important online where people may not always be who they seem, and advice received online can seem persuasive even when it's bad advice. There are plenty of things you can do to help your children manage **WHO** they interact with online:



Ask your children if they have online friends that they don't know offline
Have a look to see how many friends they have on any social media sites they may be using
Create an avatar so you can play with them on sites like Moshi and Club Penguin

In response to online commercial activity you can:

- Discuss and make some rules about things like in-app purchases
- Report adverts that worry you or your children
- Encourage your children to use their correct date of birth, so any advertising they receive is age-appropriate. Many sites advise that the site should only be used by children over a certain age – there is a reason for this
- Text STOP to services that are sending unsolicited texts to your child

Make some rules. Here are some suggestions:

WHAT

As parents we all know that children push the boundaries in the real world. Online is just the same. They can be led into doing things 'for a laugh' or because of peer pressure – so you'll want to keep yourself informed



Find out **WHAT** your child is doing online – are they sharing pictures of themselves, are they always kind to other people online, do they 'hack' their friends' accounts or post comments on YouTube?
Children shop online, just like adults, but they may find it harder to spot a scam. They might not know that it's illegal to download some things, like films and music from pirate sites. They might buy things that would be age-restricted in the offline world, like alcohol or knives.

You can set some rules about **WHAT** happens online. Here are some to think about:

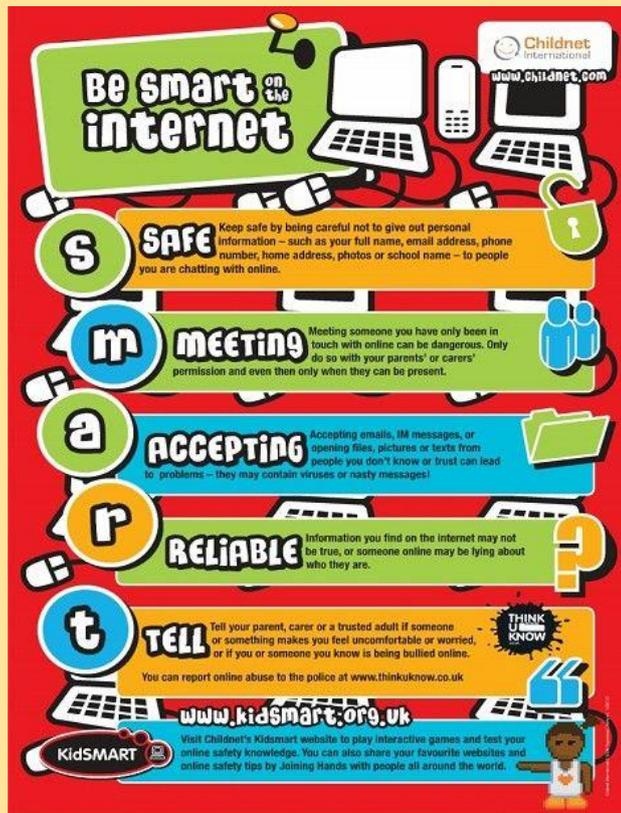
- You can (or can't) shop online. Decide about movies, games, apps and think about setting a monthly limit or getting receipts sent to you
- Tell your child never to share a naked image of themselves or someone else
- Encourage your child not to have an argument online – if they have something to say, tell them to say it face to face
- Explain about illegal content and make a family rule



- Understand that people you 'friend' online are real people
- You can (or can't) play online games with strangers
- You can't meet an online friend offline for the first time without an adult present
- You can (or can't) sign up for alerts, game cheats, newsletters
- NO naked photos, EVER

If your child experiences aggressive behaviour as a result of their online activities:

- Reassure your child that you have heard and understood their worries and will take appropriate action
- Talk to the academy's safeguarding team for support and advice
- Know when to step in and take action yourself



Unfortunately some of our children will be exposed to inappropriate sexual content online too, so:

- Talk to your children about issues like flirting online and sharing photos
- Ask about their online friends, just as you would offline – where did they meet and what do they talk about?
- Agree family rules about meeting people online
- Make sure your children know what to do if they have a worrying experience. It is important that children feel that they can talk to an adult if they have an upsetting online incident

Here are some other things you can do and discuss with your children:

- Talk to your children about what they are doing online and try to be as clear and consistent as you can about what's acceptable and what isn't
- Make sure your child understands how to manage friendships online
- Ask about the content of messages your child sees and messages they post. Could these be hurtful to others? Think about how you would feel if the messages were about your child or someone you know
- Set clear boundaries for what is and isn't acceptable
- Learn about 'trolling' and other bad online behaviour



- Talk to your children about the sites they use, especially those that encourage public comment and discussion. Would you be happy if the comments were about your child?
- Make sure your children understand the possible consequences of sharing inappropriate images – however innocent their intentions
- Make sure they know they can talk to you or a member of the academy's safeguarding team if they find themselves pressured into behaviour they feel uncomfortable with
- Think about whether placing restrictions on your child's devices is appropriate in view of their age and maturity
- Make sure your children know that sharing sexual images of children is illegal

For any queries please email us at generalenquiries@darlinghurst.co.uk

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WHERE

There are places you wouldn't like your children to go in the offline world. The betting shop, an 'adult' cinema or nightclub. There are similar risks online. As well as talking to your children about where they go online, you need to think about some rules and make some decisions:

- Think about whether you're going to use monitoring software
- Tell your children what the house rule is about pornography
- A 'whitelist' (allowed websites) or 'blacklist' (blocked websites) may be appropriate at different ages. Many sites set an age limit for a reason!
- Make some decisions about age-appropriate filtering and blocking tools



There are also some things you should be aware of, discuss and find out about:

- Find out which sites your children are visiting – sit down with them and go through their browsing history together
- Recognise that parental controls on a device are not a complete solution
- Check terms and conditions and privacy info on websites

Darlinghurst Designated Safeguarding Team



Mrs Grant
Inclusion Leader



Mrs Dutton
Assistant Principal

WHERE (contd)

- Try to stay on top of who is collecting your child's personal data and be aware of what they can do with it
- Talk to your child about the sorts of things they may see online and encourage them to talk about anything they see that upsets them
- Encourage them to report content that is hateful or violent
- Reassure them if they have been upset or affected by anything they have seen
- Be prepared to have open and frank conversations with your children about sex. Not all websites, even the age appropriate ones, are able to stop their sites being "hacked" and inappropriate content being displayed
- Talk with other parents about the rules and boundaries they set
- Recognise that children are curious about sex and may search for information and images
- Some sexual content that your children see may be disturbing - reassure them that what they've seen doesn't necessarily reflect real life sexual experiences
- Encourage them to report things that are harmful or potentially illegal



Who to contact

If you would like to contact outside agencies for advice, help or guidance, please contact one of the numbers below:

First Contact Team (Social Care): 01702 215007
(Mon-Fri)

Out of Hours Team (Social Care): 0845 6061212
(365 days)

NSPCC Helpline: 0808 800 5000

Childline: 0800 1111

Police: 999 (Emergency) or 101 (Non-Emergency)