



HEART OF ENGLAND
Creating Futures

SAFEGUARDING AT HEART OF ENGLAND



WHAT DOES SAFEGUARDING MEAN?

The term 'safeguarding children' describes a preventative approach to keeping children safe from suffering or being likely to suffer from significant harm. Safeguarding is everyone's responsibility.



**Safeguarding is
Everyone's
Responsibility**



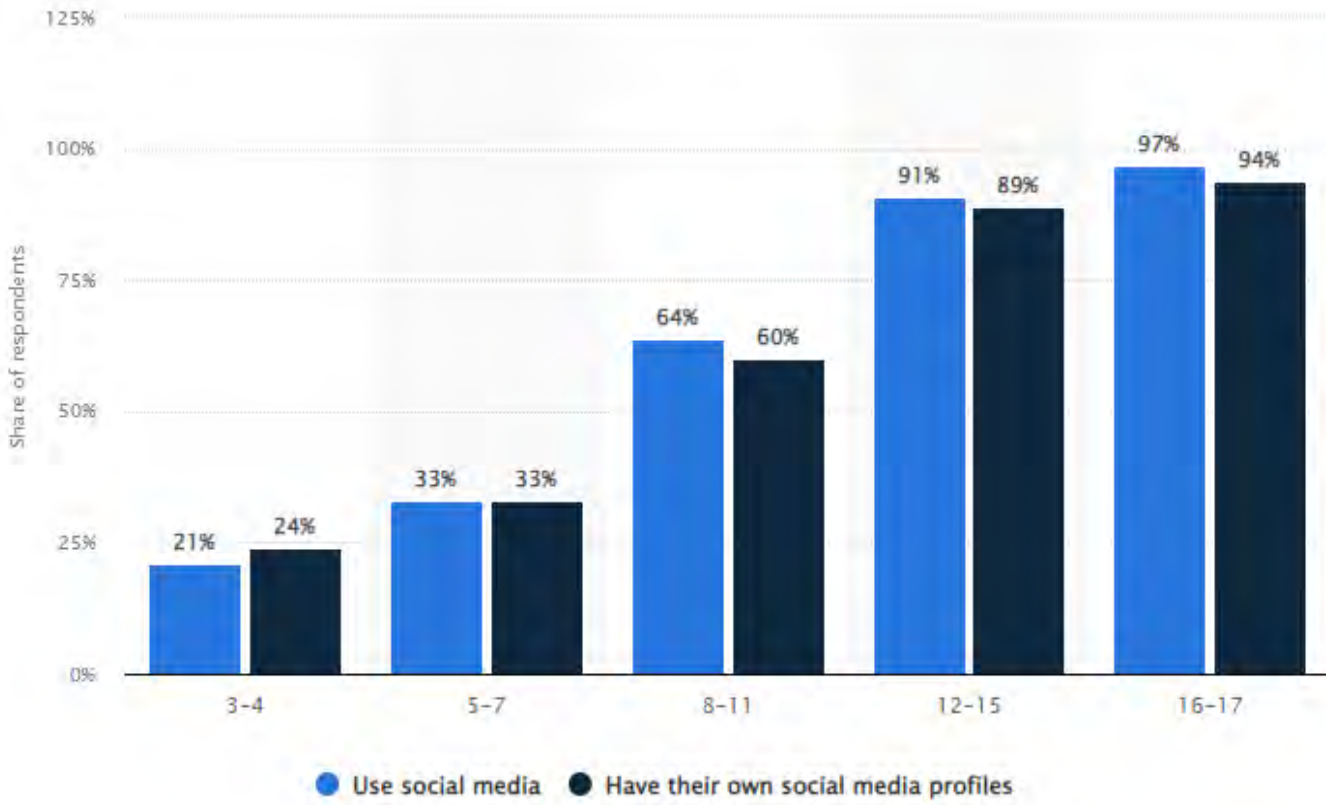
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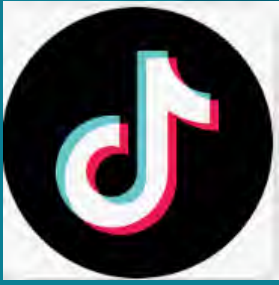
SOCIAL MEDIA

**DO THE POSITIVES OUTWEIGH
THE RISKS?**

Year 9 Assembly







Age Limit: 13
Restriction on Private
messaging: 16+



Age Limit: 13+



Age Limit: 13+



Age limit:
13+



Age Limit:
13+



Age limit:
13+

POSITIVE IMPACTS OF SOCIAL MEDIA

- Access to information and resources
- A sense of belonging and community
- Positive inspiration and motivation
- An outlet for self-expression
- Access to services delivered remotely
- Learning about world events and current affairs.
- Make new friends
- Feel less isolated
- Offer Support to others
- Improved Communication
- Have fun



NEGATIVE IMPACTS OF SOCIAL MEDIA

- **Decreased time outdoors** as a result of increased screen time- reducing the mental health benefits of exercise and nature
- Increased **social comparison** against peers and celebrities
- Poor **body image** as a consequence of social comparison
- Possible **addiction** to social media, because of the brains response to digital interaction
- Lack of face-to-face interaction, leading to poor social skills and less satisfying real-life relationships
- Reduced **sleep** due to use of social media.



RISKS OF SOCIAL MEDIA USE:

- Cyberbullying
- Exposure to inappropriate content
- Online Grooming
- Damaging online reputation
- Sexting
- Identity theft
(This list is not exhaustive but will be our focus for this assembly)



CYBERBULLYING

Cyberbullying is bullying that takes place online through social networks, online games and websites. The cyber bully does not need to know their victim personally in order to do this.

- Sending threatening or abusive messages
- Shaming someone online
- Encouraging people to self-harm
- Creating and/or sharing embarrassing images and videos
- Excluding others from online games and groups
- Setting up hate sites about someone
- Posting abusive comments on social media
- Stealing someone's identity



CYBERBULLYING IS A CRIME!

1 in 8 12–15-year-olds say they have experienced cyberbullying via social media

If you experience cyberbullying, report this to the platform it happens on, do not retaliate and keep the evidence in case its needed for a Police Investigation

PC Andy Blythe

Police Intervention and Prevention Officer

West Midlands
POLICE



INAPPROPRIATE CONTENT

Whilst using Social Media, you may come across content that is upsetting. This can include:

- Online pornographic material
- Encouragement of vandalism, crime, terrorism or racism
- Pictures, videos or games that depict violence or cruelty to humans or animals
- Gambling websites or apps
- Unmoderated chat rooms
- Websites encouraging self-harm or suicide
- Pro-anorexia or eating disorder content



REPORT ANY INAPPROPRIATE CONTENT TO THE PLATFORM IT IS ON IMMEDIATELY.

- Do not reshare it
- Speak to an adult about what you have seen if it has upset you or you are concerned

PC Andy Blythe

Police Intervention and Prevention Officer

West Midlands
POLICE



GROOMING & EXPLOITATION

Grooming is when someone builds a relationship, trust and emotional connection with a child so they can manipulate, exploit or abuse them. Anybody can be a groomer, no matter their age, gender or race.

The groomer will build a relationship with the child in order to abuse or exploit them. To build the relationship, they may:

- Buy gifts
- Pretend to be younger than they are by using a fake profiles
- Give lots of attention
- Give advice
- Show they understand you
- Blackmail
- Threaten



WHAT SHOULD YOU DO IF YOU BELIEVE YOU HAVE BEEN GROOMED OR EXPLOITED?

- Report it to a trusted adult immediately
- Stop communication
- Keep any messages, gifts or other evidence to give to the Police

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Police Intervention and Prevention Officer

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BAD ONLINE REPUTATION

The effects on future life from bad online reputation can be huge. The digital record can be hard to erase. A bad online reputation can affect:

- **Future education and career goals-** An estimated 35% (and growing) employers will search for information on potential candidates using social media
- **Friendships and relationships-** comments made in private can very easily become public. This can have an impact on friendships, especially if the information that comes out is upsetting or inappropriate
- **Future credit rating-** If too much information is shared and not securely, your identity may be stolen. This may not be noticed for a number of years, in which time your credit rating has already been affected

Sexting

Sexting is the exchange of sexually explicit messages, photos or videos via the internet.

There are a number of reasons young people may start sexting:

- They are pressured by a partner
- They believe it is harmless
- To express feelings for someone
- They may not realise the content could be made public
- To experiment with their sexuality



Once a message, image or video has been shared, there is no control over how it is used next.

Sexting can have long lasting impact on young people because:

- **It is illegal**- Creating an indecent image or video of a child (under the age of 18) is illegal, even if you have taken it yourself. Distributing an indecent image of a child is also illegal (sending the image once it has been created by the person themselves or someone else). Sexting can give you a criminal record!
- **It can affect online reputation**- images, messages and videos can be spread very quickly once sent. These are hard to fully remove, and so future online reputation may be impacted.
- **It can cause distress**- once they have shared sexually explicit content, young people may receive negative comments or be victims of bullying. The content could also be used for blackmail

Identity theft

Identity theft can happen to children as well as adults. Children's personal information can be used to commit fraud. These details could be used to:

- Open bank accounts
- Obtain credit cards and loans
- Order goods online
- Take out mobile phone contracts



HOW TO PROTECT YOURSELF FROM IDENTITY THEFT

- **Do not share personal information** such as home address, school, full name or date of birth online
- **Stay anonymous** in forums that have people you do not personally know
- **Clean up your apps-** delete any apps or profiles you no longer use
- Make sure your **passwords are secure**
- Do a frequent review of your social media **privacy settings** and friends list

SUPPORT IS ALWAYS AVAILABLE

- Home – Parents/Carers
- Family and Friends
- School – Form Tutor, Pastoral Manager, Academic Manager, Subject Teachers, Support Staff, School Nurse DSL's.
- concerns@heart-england.co.uk
- Community – Youth workers, Social Services, PCSO Police.
- Online support – Kooth, Child Line.



KEY MESSAGE TODAY

How we work together to keep everyone safe.

- Reminder – What is safeguarding.
- The positive and negative aspects of social media.
- Identifying the following risks
- Cyber Bullying, Inappropriate Content, Grooming & Exploitation, Online Reputation and Sexting.
- Where to get ongoing support if needed.

