# ONLINE SAFETY: ENGAGING WITH PARENTS

## How can schools help parents?

### EXPLAIN AND INFORM
MANY PARENTS RELY ON SCHOOLS TO HELP KEEP THEM UP TO SPEED AND HELP DEAL WITH ONLINE ISSUES, STAY ON TOP OF ONLINE SAFETY RELATED NEWS, INCLUDING SOCIAL MEDIA DEVELOPMENTS AND NEW APP RELEASES, AND SHARE IMPORTANT UPDATES WITH PARENTS.

### COMMUNICATE CLEARLY
EFFECTIVE COMMUNICATION IS ESSENTIAL FOR BUILDING SCHOOL-FAMILY PARTNERSHIPS. MAKE IT EASY FOR PARENTS TO ACCESS ONLINE SAFETY INFORMATION. PLAN YOUR COMMUNICATIONS TO PARENTS SO THAT YOU DON'T HAVE TOO MANY THINGS GOING OUT ON THE SAME DAY AND TRY DIFFERENT WAYS TO INVOLVE THEM.

### INVOLVE CHILDREN
INVITING PUPILS TO GET INVOLVED IN SHARING ONLINE SAFETY INFORMATION ENABLES PARENTS/CARERS TO HEAR FIRST-HAND HOW CHILDREN AND YOUNG PEOPLE FEEL ABOUT USING TECHNOLOGY, AND WHAT STEPS THEY TAKE TO STAY SAFE.

### MAKE IT ENGAGING
IT DOESN'T MATTER HOW MUCH EFFORT YOU PUT INTO AN ASSEMBLY, PRESENTATION OR NEWSLETTER ETC, IF THE CONTENT ISN'T ENGAGING, YOU'LL QUICKLY LOSE THEIR ATTENTION.

## 7 fun ways to share key messages

WHILE PARENTS' EVENINGS AND MEETINGS ARE A GREAT WAY OF INFORMING PARENTS AND CARERS ABOUT ONLINE SAFETY, IT CAN BE DIFFICULT TO GET ALL PARENTS PHYSICALLY INTO THE SCHOOL AT THE SAME TIME.




85% OF PARENTS SAY THEY PREFER TO LEARN ABOUT ONLINE SAFETY VIA DIGITAL RESOURCES.

National Online Safety

#WakeUpWednesday

## 1. Videos

VIDEO HAS BECOME AN ESSENTIAL PART OF THE ONLINE EXPERIENCE AND IS THE PERFECT MEDIUM FOR DELIVERING A MESSAGE QUICKLY AND EFFICIENTLY. OF 600 PARENTS ASKED, 85% TOLD US THAT THEY PREFER TO LEARN ABOUT ONLINE SAFETY VIA E-LEARNING VIDEOS THAT THEY CAN ACCESS IN THE COMFORT OF THEIR OWN HOME.

Source: National Online Safety Parent Survey - November 2018





## 2. Social Media

MOST PARENTS ARE ACTIVE ON SOCIAL MEDIA, EITHER DIRECTLY OR INDIRECTLY VIA FAMILY MEMBERS. USE SOCIAL MEDIA TOOLS TO ENGAGE WITH YOUR COMMUNITY ABOUT ONLINE SAFETY, WHETHER IT'S SHARING RELEVANT ARTICLES/INFORMATION, ASKING QUESTIONS OR SIMPLY SHARING BEST PRACTICE THAT YOUR SCHOOL IS UNDERTAKING - SOCIAL MEDIA IS GREAT (WHEN USED IN THE RIGHT WAY).

## 3. Closed groups / chat apps

CLOSED GROUPS ON PLATFORMS SUCH AS FACEBOOK AND WHATSAPP ARE IDEAL FOR SHARING MESSAGES AND UPDATES ON A REGULAR BASIS, AS WELL AS REMINDING PARENTS OF ONLINE SAFETY GUIDANCE AND ACTIVITIES. WHEN CREATING A GROUP, IT'S WORTH CONSIDERING RULES AND ETIQUETTE GUIDES ABOUT WHAT CAN BE POSTED, AND INTRODUCE PROCESSES FOR APPROVING OR RESTRICTING COMMENTS.






## 4. Posters and infographics

SHARING POSTERS AND INFOGRAPHICS TO PARENTS VIA YOUR WEBSITE OR SOCIAL CHANNELS CAN MAKE ESSENTIAL ONLINE SAFETY INFORMATION ENGAGING AND MEMORABLE. A WELL-DESIGNED INFOGRAPHIC CAN CATCH THE EYE, BREAK DOWN COMPLEX INFORMATION AND PRESENT IT IN A WAY THAT IS BOTH RELEVANT AND UNDERSTANDABLE TO YOUR COMMUNITY.

## 5. Email Newsletters

EMAIL COMMUNICATION IS GREAT FOR SHARING MORE IN-DEPTH INFORMATION FOR PARENTS TO LOOK AT IN ONE PLACE. IT'S ALSO A RELIABLE WAY OF KNOWING A MESSAGE HAS BEEN DELIVERED (AS YOU CAN TRACK IT). YOU CAN SEND MONTHLY NEWSLETTERS (OR MORE FREQUENT) UPDATES TO KEEP PARENTS CLUED UP ON THE LATEST EMERGING TRENDS AND NEWS RELATING TO THE ONLINE WORLD AND EVOLVING RISKS.




## 6. Blogs






A BLOG IS A GREAT WAY TO DEVELOP A WHOLE SCHOOL CULTURE OF COMMUNICATION AND ALLOWS PARENTS TO HEAR DIRECTLY FROM SCHOOL STAFF AND PUPILS ON TOPICS INCLUDING ONLINE SAFETY AND TECHNOLOGY TRENDS. WHY NOT CONSIDER HAVING A VARIETY OF AUTHORS, INCLUDING STAFF, PUPILS AND PARENTS TO FORM A BALANCED VIEW. IT MAY ALSO BE WORTH HAVING A DEDICATED AREA ON YOUR SCHOOL WEBSITE TO ONLINE SAFETY.

## 7. Online learning

WE TYPICALLY SEE AN ENGAGEMENT RATE OF 10% OR LESS FOR IN-PERSON ONLINE SAFETY SESSIONS BETWEEN SCHOOLS AND THEIR PARENTS. TIME IS PRECIOUS AND ACCESSIBILITY IS IMPORTANT - ONLINE TRAINING TICKS MOST BOXES WHEN IT COMES TO MAKING INFORMATION READILY AVAILABLE TO YOUR ENTIRE COMMUNITY IN A REALLY ENGAGING AND INTERACTIVE WAY.

