"BE SMART"

SOCIAL MEDIA CHARTER

Championed by North Lincolnshire Secondary Phase Schools and Colleges

DEVELOPED **FOR** YOUNG PEOPLE, SCHOOLS AND FAMILIES, **BY** YOUNG PEOPLE

NLYC
North Lincolnshire
Youth Council

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www.northlincs.gov.uk

Social media is part of young people's lives

It is a great way of communicating, getting information and keeping in touch, but it is important to remind and educate young people to be responsible users to make sure they get the best out of it and keep themselves safe.

More and more young people are on social media and while it can be a good thing, it can result in school staff and families becoming involved in the fallout.

As members of the Youth Council, we've led on the development of this charter as we wanted to have a 'go to' document that reminded young people of the positives of using social media, but also what can happen if it's used in the wrong way.

We also wanted to make some suggestions about how to 'BE SMART' on social media and to remind school staff and families that they also have an important role to play.

We are proud of this document. The content and format was developed by listening to young people's views and we have also listened to staff from schools and colleges too.

So, what do we mean by 'social media'?

Simply, social media means websites and apps that enable users to create and share content or to take part in social networking.

There's loads and loads of social media platforms out there, too many for this guide to mention, but we have pulled together some of the old favourites, some newbies and some you might not even be aware of.

Facebook

What is it?

Create a personal profile and add friends. Share photos, videos, and keep up to date with family and friends.

AGE RANGE: 13+

Twitter

What is it?

Tell everyone what you're up to in 140 characters or less. Upload photos, videos, and see what celebrities are up to.
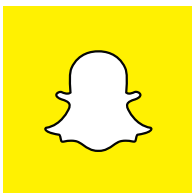
AGE RANGE: NONE

Instagram

What is it?

A photo sharing app that lets you edit photos with filters and effects. Follow and comment on friends photos.

AGE RANGE: 13+

Snapchat

What is it?

Share photos and videos for 1-10 seconds with friends. Add filters and effects for hilarious results.

AGE RANGE: 13+

YouTube

What is it?
Upload and share videos with the rest of world. Subscribe to different channels, from 'vloggers' to video gamers.

AGE RANGE: 13+ (some videos restricted to 18+)

Vine

What is it?
A media entertainment app where users can upload and watch 6 second videos. Produces a lot of viral videos.

AGE RANGE: 17+

Tumblr

What is it?
A blogging website with a friendly community. Share photos, videos, and stories. Popular with fan clubs.

AGE RANGE: 13+

WhatsApp

What is it?
Free instant messaging app. Chat with one or in a group of your friends or family.

AGE RANGE: 16+

Reddit

What is it?
An online bulletin board. Posts can be voted up or down, with the highest voted put at the top of the webpage.

AGE RANGE: 13+ TO OPEN ACCOUNT

Skype

What is it?
A video chat application. Use the internet to have face to face conversations with people anywhere in the world.

AGE RANGE: NONE

Flickr

What is it?
A photo uploading website. Share and view photos from around the world. 'Like' and comment on users work.

AGE RANGE: NONE

Google+

What is it?
An interest based website that allows you to share items with a specific circle of friends. Linked to YouTube.

AGE RANGE: 13+

Oovoo

What is it?
Video chat and text messenger app. Allows you to talk to up to 12 people at once.

AGE RANGE: 13+

ASKfm

What is it?
Ask questions and give answers anonymously.

AGE RANGE: 13+

Whisper

What is it?
A website and app that allows you to share secrets anonymously for all to see.

AGE RANGE: 17+

We know this list will change, if it hasn't already, and we're not recommending the use of any particular social media. We're just trying to say that there's loads out there, some of which are better than others. The thing we want to get across is that there are some huge positives and benefits of using social media, but there are also negatives which can sometimes lead to 'ugly' outcomes.

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So, what's good about social media, what's not so good and what could happen when you use it?

The GOOD

Can help you to see different perspectives

Makes it easy to keep in touch with friends and family — especially if they live far away

It can really help to generate ideas and promote positive causes and campaigns

It's fun — you can learn new things for free 24/7

You can share information, interests, jokes and opinions

There are opportunities to make new friends

It can be used to help with learning and education

It's a great way of accessing information, help and support

You can get creative

The **BAD**

It can have a negative effect on friendships and relationships

It might result in you having less meaningful friendships

It could have an impact on your literacy skills, learning and education

It's social media, but does it really help with developing social skills?

It could be used for political or religious indoctrination

It can affect your sleeping habits if you're on it all the time

It's addictive — you can lose hours, even days on it — when you could be doing other things

The **UGLY**

It could affect your emotional health and well-being

↩ ⇄ ❤

People sometimes hide behind social media — and either say things they wouldn't say face to face or actually become someone they are not

↩ ⇄ ❤

It can be used as a way of GROOMING and exploiting young people i.e. sexually, to radicalise or for financial gain (CYBER EXTORTION)

↩ ⇄ ❤

Your social media life could influence future employers, and not in a good way

↩ ⇄ ❤

Really bad, unsafe or unsociable social media behaviour could lead to you having a criminal record

↩ ⇄ ❤

These are potential worse case scenarios – but they are real issues.

"BE SMART"

Hopefully, this isn't a list of do's and don'ts. It's more about giving young people some ideas and a reminder about how to "BE SMART" online...

B	Behaviours
E	Educate
S	Safe
M	Manage
A	Actions
R	Report
T	Think

B Behaviours

- Behave responsibly and remember that virtual lives are about real people
- It's great to have an opinion but don't be cruel
- Try not to be offended by everything you see — it is an open platform after all
- Respect people's opinions and differences — all people are unique
- It's good to have fun and BANTER, but be careful that BANTER doesn't turn into CYBERBULLYING
- Healthy debates are a great way of airing opinions and having discussions — TROLLS tend not to want to debate, just cause mischief or worse — don't be a TROLL and avoid retaliating against people who are TROLLS

E Educate

- If you're open to using social media, be open to learning about the 'good', the 'bad' and the 'ugly' i.e. how your behaviours can affect you and others
- The way you behave online can influence how others behave — be a positive role model and educate others on how to behave online
- Be mindful that not all the information on social media platforms is reliable
- It's easy to give your life away online — don't get caught out by PHISHING

S Safe

- Keep yourself safe on social media
- Privacy settings tend to be set to 'public' as default — consider whether this is what you actually want
- Check your security settings are private and be careful about what you post
- Don't give out personal information unless you know they are a trusted source and be careful about befriending new friends — not everyone is what they seem.
- Meeting someone you've only met online can be dangerous — be careful and if you do, it might be an idea to take someone with you or at least tell someone else you are going

M Manage

- Manage your social media presence so you get the best out of it and make sure you use it positively — it has huge potential, but can be misused and misunderstood
- If you don't like something you've posted, you can edit your posts, although it's difficult to completely remove things once they are 'out there' — manage your virtual lives in a positive way

A   Actions

- Don't SEXT — only share appropriate images and content about yourself and other people — (if you're under 18 and distribute an indecent image, you are committing an offence, even if you're the child in question)

- Ask yourself — would I do this in real life? If the answer is no, why would you do it online?

- Not everyone should hear (or wants to hear) all about your personal life — try to use the personal message options to talk to your friends if you don't really want people to comment

- It's good to have a spring clean — refresh your friends list every so often — not everyone is a friend for life

- Leave your social media life online — try to avoid taking it into school or letting it affect your real friendships and relationships or even your learning and education

- Be yourself — don't lie, don't become someone different — don't CATFISH

R   Report

- If you feel that you or someone else is a victim of CYBERBULLYING or CHILD SEXUAL EXPLOITATION, if you're concerned or worried about anything — report it — either through the social media platform or to someone in particular or through the CEOP website

- If in doubt, talk to someone — perhaps parents, teachers, the police or you can access information and support via CHILDLINE

T Think

- Think before you post — can you stand by your comments and would you be okay for people to comment back on it?

- Think long term — did you realise that your posts are there in cyber space forever?

- Think before accepting friend requests — do you actually want them as friends?

- Think before you FRAPE — it might be funny, but have you thought about whether it will have negative implications?

Remember:

Social media can be fun, it can be informative, it can be a creative way to spend your time... BUT take control.

Social media can be tailored by **YOU**. **YOU** can ignore it. **YOU** can unfollow. **YOU** can unfriend. **YOU** can report. **YOU** don't have to use it.

Don't feel helpless, be positive and "BE SMART" online.

Five P's for adults

Whether it's school staff, governors, parents, carers or someone else, adults also have a role to play in relation to social media.

POSITIVE

Be positive about the benefits and impacts but try to strike a balance and remind and educate young people about the good, the bad and the ugly and the importance of positive behaviours.

PRIVACY

Help young people to understand the value of privacy and encourage them to learn and use the privacy settings.

PHOTOS

Social media is a great way of sharing pictures and images, but remind young people to think about what they upload before they do. They might not be aware of the implications of posting pictures.

POSTINGS

Don't assume that all young people are aware of the impact of bad behaviours. Encourage them to think about what they post and the implication of their social media behaviours.

POLICE

Encourage and support young people to report inappropriate or illegal behaviours. If they feel harassed by another user or they see other people being harassed, they need to keep the evidence and report it through the social media platforms. If there are concerns about young people being the subject of inappropriate sexual contact or being approached by another person, they need to keep evidence and report it to the police via the CEOP website.

Here's an extra couple of P's for adults... PRACTICE what you PREACH — you're in a great position to model behaviours so you should also "BE SMART" online.
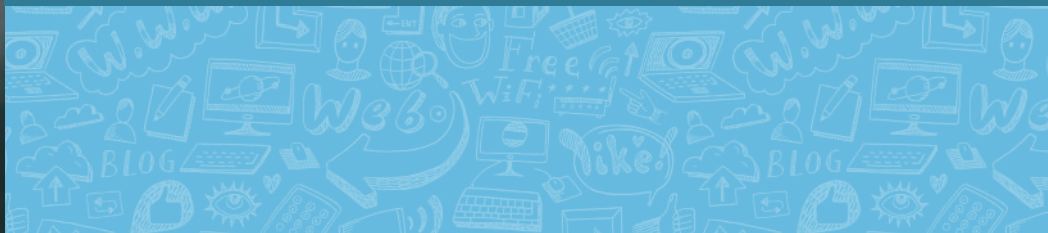
Glossary

Banter
Describes the teasing that occurs between mates, usually harmless.

Block
Adjust your permissions so that only certain people can access your profile(s).

Catfish
Adopting a fake or fictional online persona.

Child Sexual Exploitation
When someone makes a child or young person take part in sexual activities against their will or when they are too powerless to give proper consent. The internet is used as a way of individuals or groups developing relationships in order to exploit children and young people.

Cyber Bullying
A form of online harassment or bullying carried out against an individual in a deliberately hostile manner.

Cyber Extortion
Where an individual or group uses the internet as a way of demanding money, goods or behaviour from someone else, often in a forceful way.

Frape
When someone messes with your profile if you forget to log out and/or if you get hacked.

Grooming
When someone builds an emotional connection with a child or young person to gain their trust for the purpose of abuse or exploitation.

Phishing
The attempt to acquire sensitive information e.g. user names, passwords and mobile phone numbers.

Sexting
To send some sexually explicit photographs or messages via mobile phones (or social media).

Troll
A person who uses anonymity to cause frustration, anger, impatience or to generally be disruptive for no seemingly good reason except to be a nuisance.

Pledge

Representative young people, schools, governors, parents and carers have pledged their commitment to the principles identified in this social media charter.

Will you? Why wouldn't you?

Contacts

For more info or contacts to help you "BE SMART" online, go to:

CEOP Website

Child Exploitation Online
Protection centre website: www.ceop.gov.uk/reportabuse

Childline

www.childline.org.uk