

Target audience

14-18 year olds

Background information on the Safer Internet Day 2017 theme 'Be the change: Unite for a better internet'

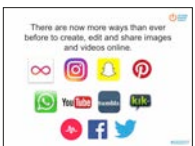
This theme has been chosen as the global Safer Internet Day theme by the Insafe network as it reflects the importance of all stakeholders of the internet to effect positive change. This change can come from individuals, schools/colleges, organisations, law enforcement and the internet industry itself. The theme encourages young people to work together to be positive, safe and respectful online. In the UK the campaign will particularly explore the ways that young people use images and videos to communicate online, and how this can impact on their views, wellbeing and reputation.



Slide 1

This assembly is for Safer Internet Day 2017.

Safer Internet Day in the UK is run by the UK Safer Internet Centre and this year's theme 'Be the change: Unite for a better internet' is an empowering message. During this assembly, we're going to be thinking about what you can do yourself and with those around you to change the internet for the better.



Slide 2

The internet is an amazing place where we can share lots of different content, including comments, pictures and videos.

- Which are your favourite apps to make, edit and share images?

Talk to the person next to you for 30 seconds and share as a group.

- Are there any which are not on the screen that you like to use?



Slide 3

Lots of apps allow you to take, upload and edit images and here are a few interesting statistics about some of the most popular sites and services:

- Images and videos get 8,500 likes and 1,000 comments per second on Instagram
- 400 million snaps are sent on Snapchat each day
- On Instagram, photos showing faces are 38% more likely to get 'likes' than photos without faces
- 1.8 million images are uploaded to the internet every day
- 300 million photos are uploaded to Facebook every day



Slide 4

The internet is a fantastic way to share images quickly and to a wide audience.

- Why do you think people share images?

(You may wish to receive answers at this point or just read through the list.)



Slide 5

Images and videos shared online contain a lot of information that can affect young people in a number of ways. Sharing photos online can be an extremely positive and empowering experience but it is important that they are aware of the potential risks that come with sharing images online; particularly images of themselves such as selfies.

What information could you find out from a selfie?

Sharing a photo online can present the following risks:

- **The story** – The phrase 'A picture paints a thousand words' is very true of photos shared online. You should be aware that while we know the stories behind the images we share online, not everyone else does. This can lead to things being misunderstood or misinterpreted.

- **The message** – Images are a very powerful way of conveying messages, ideas and thoughts. Again, these can be misunderstood or challenged online by others. An image or meme that shares a joke might be very funny to the person who created or shared it, but might not be appreciated by others who see it and could even be considered offensive. Photos can be edited or altered to change their meaning; which could lead to funny photo becoming an offensive photo.

Photos can also be used to advertise a product or service, promote or endorse a particular behaviour or lifestyle choice.

- **Online reputation** – The behaviour shown in the photos you take and share online, and the comments you post about others' photos on social media, can be seen by others, sometimes even publicly to everyone who uses the internet. What you do could be perceived as positive or negative depending on the image and the context. Positive images can help build a reputation; negative impressions can destroy one. Always think about how other people might read your picture and try to always show yourself in the best light.
- **Pressure** – Images can be used to pressure others into behaving a certain way or to glamorise risk taking. This pressure could come from your peers or others and can be difficult to manage. It is important to remember that images showing risky behaviour could potentially be seen by anyone and have negative consequences for you.
- **Personal information** – A photo of a young person in their school uniform can convey a huge amount of personal information such as their school address, their appearance, gender and possible age. Backgrounds in photos can also give away other clues as to where you are or where you might often go.
- **Location data** – Photos taken on most smartphones, tablets and newer digital cameras can also capture information about where and when a photo was taken. This information is stored within the image and is known as geotagging. Using software, the location details can be extracted from a photo and give a user the exact coordinates of where the photo was taken.

Locations can also be revealed when posting an image online if the site/service allows you to include a location with the photo.

Both of these can provide additional information about a young person's movements offline and provide enough detail for someone to track them down to make contact with them offline too.

- **Contact from others** – Posting a photo or image encourages other people to give feedback. This could be by ‘liking’ the photo, sharing it on, posting a comment or by sending a message. Depending on the image posted, the comments received can vary. Some images are posted to provoke a reaction (positive or negative) and some are posted without thinking about the possible consequences. An image could be shared with a small group of trusted friends online or publicly to a large online community. This may invite comments and unwanted contact from strangers.
- **Reality or fantasy** – It is very easy to crop, edit and alter images online before sharing them so that the final image shows something different to the original. These could be subtle differences or very large changes that also alter the meaning of the image. Some photos may have been staged to capture an event that didn’t really happen, or edited to portray something that would be impossible in real life...

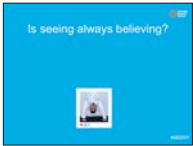


Slide 6

Online conduct

It is important to think about our behaviour and the choices we make when sharing images online.

- **Think before you post** – It is almost too late to think about the choices you have made after you have shared an image. Images can be very easily saved, screen shotted or shared with others, sometimes privately without us knowing.
- **Think about how your photos affect others** – Sometimes we may think that something we are sharing is funny however it may upset, worry or offend others. Always consider if everyone would understand the joke and if it is appropriate to share this online where it could be viewed by a much wider audience than you were intending.
- **Build a positive online reputation** – it is important to remember that people will make judgements on you based on what you are sharing and these judgements could impact on future university applications or job offers. Use the internet as a platform for showcasing your skills and qualities. Images provide a fantastic opportunity to publicly demonstrate artistic and creative talents, photography skills, sporting achievements, and other hobbies, interests or experiences.
- **Privacy settings** – A good way to control who can see what you post and share online is to make use of the privacy tools and settings on social networks. Checklist guides for using these settings on Facebook, Twitter, Instagram and Snapchat can be found on the UK Safer Internet Centre website.



Slide 7

**This slide transitions to show the full image when the slide is advanced.*

Is seeing always believing online? What do you think is happening in this photo?

(Advance slide)

As we can see, sometimes there is more going on than we get to see online! It is important to think critically about what you see online and recognise when something is misleading or may be trying to alter your views.



Slide 8

Filters and apps that can edit photos are very easy to use and can dramatically alter images. On the left you can see the original photo, and on the right is the edited version.

What changes can you see?

(Answers may include:

- *Application of make up*
- *Filter*
- *Shape of eyebrows*
- *Shape of face, cheekbones and chin*
- *Size and colour of eyes*
- *Complexion and smoother skin)*

It is important for you to consider not only how photos may be altered, but also the effect these photos can have on your wellbeing and self-esteem. Social media provides the opportunity for many people (including celebrities) to portray themselves in an unrealistic light.

For young people who see a lot of carefully crafted and edited images online, there is the potential for them to feel less happy or satisfied with their own appearance or experiences, or to lose confidence in themselves.

The Girls' Attitudes Survey 2016 by Girlguiding found that 37% of girls aged 11-21 compared themselves to celebrities most of the time or often. The same survey found 15% of 7-10 year olds and over half (54%) of 11-16 year olds often felt that they are not pretty enough

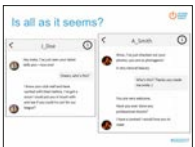


Slide 9

Online content

It is important to think the images we see online and how they can make us feel.

- **Critical thinking is key** – It is important to be a critical thinker and learner online. You should not take any images or information at face value and should consider who shared the image and the message they were trying to share.
- **Question what you are seeing online** – Talk to others about what you are seeing and any potential alterations or edits which have been made. It is important to remember not all the images you see online are reality.
- **Thinking about feelings** – It is okay to have an opinion and feel things about what you see online. However, if you are seeing things that are making you feel worse rather than better then you should talk to someone (ideally a trusted adult) about how it made you feel.



Slide 10

Posting images online can often result in online reactions or contact. This could be likes, shares, comments or direct messages. Here are two examples of direct messages received after sharing images online.

Do you think this person is genuine?

What could their ulterior motive be?

Offers like this online are rarely genuine and often have an ulterior motive. If you are ever concerned about a message you receive then you can block that person, report them, tell a trusted adult and report them to CEOP via www.thinkuknow.co.uk.



Slide 11

Online contact

It is important to think about the messages and comments we could receive after sharing images online.

- **Personal information** – Images can contain a lot of personal information, eg certificates with names on, locations, gender, ages etc. It is important to be aware of the personal information which could be seen in your pictures and always lock down your privacy settings.
- **Geotagging/geolocation** – tagging the location of an image or post if your choice and can be turned off within the settings of the app.
- **Think about the motive behind the message** – It isn't always clear what someone may want when they message you. Always remember that if something sounds too good to be true then it probably is.
- **Report and block offensive images, messages or users** – Always look out for the tools on social networking sites and gaming networks which are there to help you if anything or anyone is worrying you or upsetting you online.
- **Report unwanted adult contact to CEOP** – CEOP are part of the National Crime Agency and are specialist police officers whose mandate is grooming. If you are ever worried about contact you are receiving online which suggests meeting up, asks for too much personal information or wants you to send images or videos of yourself then report this to CEOP via the Think U Know website (www.thinkuknow.co.uk) by clicking on the 'Report Abuse' button.



Slide 12

Next time you post an image online ...



Slide 13

Ask yourself the following ...

1. Who will see this post when I post it and who could see it in the future?
2. Will everyone understand the image or could it be misleading?
3. If it was about someone, would you say it to their face?
4. If your post went viral would you be happy?
5. Are you happy for this to be part of your digital footprint?



Slide 14

Although there are lots of positive images and videos we see, share and enjoy online, there are also things that we don't want to see. This could be something that makes you worried, confused, upset or even scared. It could be something directed at others online that you feel is offensive, hurtful or even hateful.

- What can we do if we see something online that worries or upsets us?

Look out for the report buttons on different services and apps that give you the power to let the service know this content is unacceptable.

As we saw from the statistics earlier, a huge number of pictures and videos are created on social networks every second and it is hard for those networks to spot everything that might be unacceptable or break their rules. That's why it's important for us to play our part and take positive action by reporting things so they can be removed more quickly; not just for ourselves but for anyone else using that service.

NB – Once something is reported it will be looked at by the network, eg Facebook, along with the report. If it breaks the law or their terms and conditions then action will be taken. The action itself will depend upon the content. It could be removed or the offending account could be removed or given a 'time out' of the service.



Slide 15

Images can be extremely powerful. They can tell a story, send a message, provoke emotion or create a memory. Every time we post an image online we need to think about its power, what it says and how it will make people feel ... use them wisely.



Slide 16

We can all make a difference online but can we do this alone? No, today is all about working together to make a change.



Slide 17

Be the change and unite for a better internet. Together we can make a difference to how the internet is used and how it makes others feel.