At National Online Safety we believe in empowering parents, carers and trusted adults with the information they need to hold an informed conversation about online safety with their children, should they feel it is needed. This guide focuses on one platform of many which we believe trusted adults should be aware of. Please visit www.nationalonlinesafety.com for further guides, hints and tips for adults.

Facebook is an online social media platform that has over 2 billion users across the globe. It was initially for university students but soon expanded out and since 2006, anyone over the age of 13 is able to join the platform. It is available on all devices from your desktop and laptop computer to smartphones and tablets. Users can add photos and videos, update their status, interact with others and catch up with the latest news. Despite requiring users to be over 13, there are no age verification measures and children can easily create an account. It's therefore important that parents familiarise themselves with the main features of the platform to ensure their young ones remain safe if and when they use it.

AGE RESTRICTION
13+
If under 18, supervision of a parent or legal guardian required.

What parents need to know about FACEBOOK

ADDICTIVE NATURE

Facebook can be hugely addictive as it offers a physiological high and a quick reward cycle which comes from the likes and comments on shared posts. Communication is so instant now that teenagers are always checking, and it can sometimes feel like self-worth. This keeps children going back, encouraging them to post things and also increases the Fear Of Missing Out (FOMO) that is commonplace today. On the flip side, because of the way teenagers interact these days through Facebook and Facebook Messenger, they can seem addicted even when they're not.

CYBERBULLYING

Around a quarter of children have experienced online abuse, according to Ofcoms 2019 'Online Nation' report. Figures show that 23% have been cyberbullied, 39% subjected to abusive language and a fifth have been trolled. On Facebook, teenagers can receive communication in a number of ways, from private messages in Messenger to public comments on profiles, pages and posts to pages or groups set up just to torment a victim. Exclusion from pages or groups to cause the victim to feel left out has also been seen.

FUTURE IMPACT

Regardless of age, anything that's posted on Facebook, or other social media platforms, develops a personal brand and leaves a digital footprint that is there forever. It can be difficult to explain the consequences but many universities (and employers) look at Facebook before making a decision on accepting people. It is therefore wise to always think twice before posting anything online you wouldn't want people to hear or see offline.

STRANGERS/FAKE PROFILES

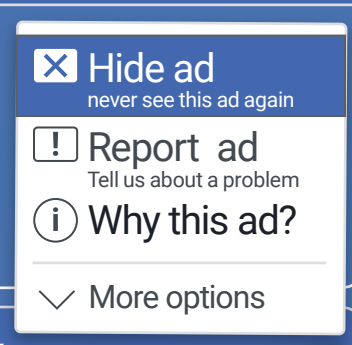
Generally, people are who they say they are online. That said, much like the real world, Facebook isn't free of malicious users and children have received friend requests from people they don't know, including individuals who may look to take advantage of young and impressionable children.

OVERSHARING

Facebook encourages you to share "what's on your mind" but children need to be aware of what they're revealing about themselves online. Facebook allows users to share their location, create live videos and much more. Some photos can be traced using file data, too, so it's important to keep a tight group and share only with people you know.

INAPPROPRIATE ADS

While Facebook is getting ever stricter on the content of ads and who they are targeted to, there is still the chance that children could be subject to ads during their experience on the platform. This could be innocuous but is worth bearing in mind when using the app.

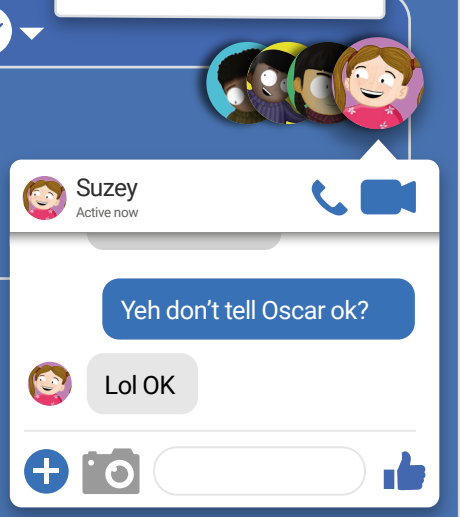


LIVE STREAMING

Facebook Live provides users with the ability to stream video live-time to their friends and followers or watch other people's broadcasts live. During the video, people can react and comment and it's difficult to moderate the content given everything happens in real-time. This could mean your child is exposed to inappropriate material or worse still, could be cajoled into doing something online by others which they wouldn't normally do.

PRIVATE MESSAGING

Facebook Messenger is closely linked to your Facebook profile and provides the ability to share private messages away from friends and family. It is therefore important that parents ask their children who they are communicating with and ensure that the only people they are exchanging messages with are people that they also know in real life.



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#WakeUpWednesday

Safety Tips For Parents

MAKE PROFILES PRIVATE

Within the settings of a Facebook account, you can choose whether a profile is public or private. Make sure that your child's setting is switched to private. This way they will only be able to interact with friends and people they know within the platform.

LEAD BY EXAMPLE

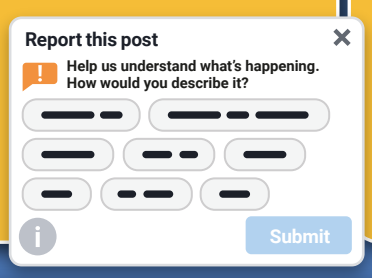
Show your children how and why you use Facebook. This will help to demonstrate that it can be used safely when used in an appropriate manner and help to reduce the risk of them encountering harmful content.

SHARE DEVICES

Depending on the age of your children, it's worth considering letting them use Facebook from a general family iPad or laptop. This allows them to use it without being constantly connected everywhere they go and may give you more reassurance around what they are doing on the app.

REPORT VIOLATIONS

On Facebook you're able to hide people or groups and report things that are harmful. Make sure you spend some time to show your children how this works and why it's important to do so before they start spending serious time on the platform.



RESPECT BOUNDARIES

As with anything, there are potential risks and dangers on Facebook but once you've talked about the ideas of safety on the platform, give children some space. Trust them to make smart choices but always be open to talking about social media.

CHECK-IN

Once they've had some time to use the platform, don't be afraid to check in and see if there's anything on Facebook they'd like to discuss. This isn't always easy but being open with your children is the best way to deal with any issues head on.

Meet our expert

Alex Wright is a former Facebook employee and social media expert with over 15 years' experience working in digital media. He has worked with some of the biggest organisations in the world and has a wealth of knowledge in understanding how social media platforms work and how they engage their audience.

SOURCES: http://facebook.com, https://www.independent.co.uk/life-style/social-media-addiction-young-children-under-five-youtube-instagram-a8953411.html, https://www.independent.co.uk/life-style/health-and-families/cyberbullying-social-media-children-online-abuse-facebook-research-ofcom-ico-a8936366.html, https://thriveglobal.com/stories/how-social-media-affects-our-ability-to-communicate/, https://www.care.com/c/en-gb/stories/4275/5-dangers-of-social-media-to-discuss-with-you/

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