



Ashbourne Hilltop Primary and Nursery School with Enhanced Resource Provision

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05.05.23

Online Safety and appropriate content

Dear Parents,

During recent discussions it has come to our attention that many of our pupils have access to a range of video streaming sites and apps, such as YouTube, YouTube kids, Twitch, Netflix and Amazon Prime. When used appropriately there is a range of valuable content on these streaming services and so it is important that our children can access them safely.

We also have a lot of our pupils from age 5 upwards accessing online games through a range of devices. This includes some inappropriate content and access to both text and voice chat features.

Because of this access to content designed for older age groups and to themes that they do not always understand, we are beginning to see some inappropriate actions and language in school.

This is a significant concern for us as a school and as part of our safeguarding responsibility we will be taking a range of actions in order to support our pupils' understanding and future choices.

How school will be supporting

- Since September we have delivered sessions with our children at an age appropriate level designed to give them an understanding of appropriate relationships and how to treat each other. We will continue to use these sessions.
- We will be using Purple Mash and our broader Cornerstones curriculum to support children in making good choices and keeping themselves safe online.
- There is lots of useful information for any parents wanting to know more about streaming services and online gaming at www.nationalonlinesafety.com. We have attached some useful examples to the end of this letter.
- There are also good resources produced by the [NSPCC](http://www.nspcc.org.uk) and [Childline](http://www.childline.gov.uk) that support parents in understanding online gaming and the risks involved. Links are embedded here but we will also post them on Class Dojo.
- Where children do discuss themes in school that are not appropriate for their understanding or age, we will support them in understanding this and communicate with parents.
- We have spent time supporting our children in understanding our school rules and the expectations that are linked to them. We have also clarified the rewards and sanctions

with all children again recently and will be implementing these consistently across all areas of school.

What we would like parents to do

We ask that parents take the time to look at the apps and websites that children are using and decide whether they think each is an appropriate tool for the age of child. There may be ways to make these apps safe such as using parent settings, child friendly versions or insisting that children only access certain apps when there is an adult in the room.

There are lots of apps and games freely available and used by a large proportion of our pupils that also offer a lot of opportunities to communicate with others online. It is always good to have greater knowledge of these games or apps and www.nationalonlinesafety.com have a wealth of resources for this purpose. They produce parent and carer guides for most popular apps and games, all available under the guides tab for free with a free registration.

If you have any concerns about how to support your child in accessing age appropriate content then please do get in touch with the school and we may be able to help.

Thank you

Darren Hooley

What Parents & Carers Need to Know about

YOUTUBE

YouTube is a video-sharing social media platform that allows billions of people around the world to watch, share and upload their own videos with a vast range of content – including sport, entertainment, education and lots more. It's a superb space for people to consume content that they're interested in. As a result, this astronomically popular platform has had a huge social impact: influencing online culture on a global scale and creating new celebrities.

INAPPROPRIATE CONTENT

YouTube is free and can be accessed via numerous devices, even without creating a YouTube account. Some content is flagged as 'age-restricted' (requiring the user to be logged into an account with a verified age of 18), but children can still view some mildly inappropriate material. This can include profanity and violence, which some young users may find upsetting.

CONNECT WITH STRANGERS

YouTube is a social media platform which allows people to interact with other (usually unknown) users. Account holders can leave comments on any video they have access to, as well as messaging other users directly. Connecting with strangers online, of course, can potentially lead to children being exposed to adult language, to cyberbullying and even to encountering online predators.

SUGGESTED CONTENT

YouTube recommends videos related to what the user has previously watched on their account, aiming to provide content that will interest them. This is intended to be helpful but can also lead to binge-watching and the risk of screen addiction, especially if 'auto-play' is activated. Users without an account are shown popular videos from the last 24 hours, which might not always be suitable for children.

HIGH VISIBILITY

Content creators can also be put at risk – especially young ones who try to make their online presence as visible as possible. Creating and uploading content exposes children to potential harassment and toxicity from the comments section, along with the possibility of direct messaging from strangers. Videos posted publicly can be watched by anyone in the world.

TRENDS AND CHALLENGES

YouTube is teeming with trends, challenges and memes that are fun to watch and join in with. Children often find these immensely entertaining and might want to try them out. Most challenges tend to be safe, but many others may harm children through either watching or copying. The painful 'salt and ice challenge', which can cause injuries very quickly, is just one of many such examples.

SNEAKY SCAMMERS

Popular YouTube channels regularly have scammers posing as a well-known influencer in the comments section, attempting to lure users into clicking on their phishing links. Scammers impersonate YouTubers by adopting their names and profile images, and sometimes offer cash gifts or 'get rich quick' schemes. Children may not realise that these users are not who they claim to be.

Advice for Parents & Carers

APPLY RESTRICTED MODE

Restricted Mode is an optional setting that prevents YouTube from showing inappropriate content (such as drug and alcohol abuse, graphic violence and sexual situations) to underage viewers. To prevent your child from chancing across age-inappropriate content on the platform, we would recommend enabling Restricted Mode on each device that your child uses to access YouTube.



TRY GOOGLE FAMILY

Creating a Google Family account allows you to monitor what your child is watching, uploading and sharing with other users. It will also display their recently watched videos, searches and recommended videos. In general, a Google Family account gives you an oversight of how your child is using sites like YouTube and helps you ensure they are only accessing appropriate content.



CHECK PRIVACY SETTINGS

YouTube gives users the option of uploading videos as 'private' or 'unlisted' – so they could be shared exclusively with family and friends, for example. Comments on videos can also be disabled and channels that your child is subscribed to can be hidden. If your child is only uploading videos that are protected as 'private', they are far less likely to receive direct messages from strangers.



CHECK OTHER PLATFORMS

Influential content creators usually have other social media accounts which they encourage their fans to follow. Having an open discussion about this with your child makes it easier to find out how else they might be following a particular creator online. It also opens up avenues for you to check out that creator's other channels to see what type of content your child is being exposed to.



MONITOR ENGAGEMENT

YouTube is the online viewing platform of choice for billions of people, many of them children. Younger children will watch different content to older ones, of course, and react to content differently. You may want to keep an eye on how your child interacts with content on YouTube – and, if applicable, with content creators – to understand the types of videos they are interested in.



LIMIT SPENDING

Although YouTube is free, it does offer some in-app purchases: users can rent and buy TV shows and movies to watch, for example. If you're not comfortable with your child purchasing content online, limit their access to your bank cards and online payment methods. Many parents have discovered to their cost that a child happily devouring a paid-for series quickly leads to an unexpected bill!



Meet Our Expert

Clare Godwin (a.k.a. Lunawolf) has worked as an editor and journalist in the gaming industry since 2015, providing websites with event coverage, reviews and gaming guides. She is the owner of Lunawolf Gaming and is currently working on various gaming-related projects including game development and writing non-fiction books.



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What Parents & Carers Need to Know about YOUTUBE KIDS

YouTube Kids is a child-friendly version of YouTube which offers a colourful and easy-to-navigate environment that's suitable for young children. This app is easily accessible and available for mobile devices, which can be downloaded without needing the YouTube app on the device. Despite YouTube Kids seeming like a very child-friendly platform, it has raised concerns over its advertising and inappropriate content seeping through the curation process.

SETTING UP

1 Download the YouTube Kids app and connect your own YouTube channel.

2 Input your child's name, age and birth month.

3 Select the types of videos you want to include for your child based on their age and your own personal choice.

4 If you decide to approve the content yourself, the app will present you with sample videos for you to accept and reject.

5 Once you've made your choice, you're ready to use the app!

Advice for Parents & Carers

REMOVE ADVERTISEMENTS

Like YouTube, adverts on YouTube Kids are also quite pervasive. If you decide you don't want your child being exposed to adverts, you can subscribe to YouTube Premium which will remove adverts on YouTube Kids. However, it's worth remembering that this doesn't block adverts that content creators decide to make as part of their content, and children are still able to access channels from branded fast food or toy companies.

BE WARY OF UNSUITABLE CONTENT

YouTube Kids has a far lower chance of showing unsuitable material than YouTube, but there are still reports of malicious users deliberately uploading inappropriate content. It's important that your child feels able to talk to you if they were ever exposed to upsetting content in the future. It's also safest to report inappropriate videos: tap the three dots in the corner of the video and select 'Report'.

DISABLE SEARCH OPTION

YouTube Kids allows you to disable the search feature, which you may find useful in preventing your child from unintentionally finding age-inappropriate content. Doing this will also give you more control over what your child is watching. It's also worth noting that setting an age limit will ensure that your child is only exposed to recommended videos that are deemed suitable for their age group.

RESTRICT VIEWING TIME

The YouTube Kids app provides you with the option of setting up a timer to monitor and limit your child's daily usage, which automatically stops the video when it reaches the set time. It may be best to make use of this feature to prevent screen addiction - which can potentially lead to children staying up too late, affecting their mood and concentration the following day.

MONITOR WATCH HISTORY

YouTube Kids has also made it possible for parents and carers to see what their children are watching on the app by clicking on the 'Recommended' icon on the top right of the home screen. It may also be worth having a look at what your child has recently watched by clicking on their history tab. The red bar on the video shows how much of the video has been watched.

WATCH TOGETHER

It's important to make YouTube Kids a fun and positive experience for your child. This may require spending time finding channels and content that you and your child will enjoy and benefit from. Try introducing family sessions where you can share the most enjoyable videos that you and your child have recently watched. This can be a great way of giving you and your child many new things to talk about with each other.

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What you need to know about...

VIDEO STREAMING APPS & SITES

What are they?

'Video Streaming' Apps & Sites

Video streaming apps and sites can allow people to share activities and hobbies with others in real time or watch their favourite films and TV shows online. There are different types of video streaming services. Twitch is used for watching others play video games in real time; you can watch YouTube live and watch Netflix, Amazon Prime or Apple TV with friends and family. Video streaming has gained popularity in the last few years because there is a sense of community when watching with others and people can comment on videos and ask questions in real-time.

Know the Risks

Inappropriate videos

When watching on video streaming apps, it is difficult to filter the content that is out there. For instance, when a child is watching a YouTube video, they will get recommendations for other similar videos. The risk is even higher with videos which are live, as children could be watching inappropriate content in real time.

Chatting with strangers

Video streaming apps or sites increase the risk of children communicating with strangers online. For example, most YouTube videos allow users to comment on the video. Whilst children could be watching something innocent, the comments section can be used by groomers to try and direct them towards private messaging.

Binge-watching

Children can easily fall into 'binge-watching' on video streaming apps which can impact on sleep, mood and their ability to concentrate on other things. The autoplay function can make it difficult to find time for a break and often the recommended content is similar to what children are already watching based on the algorithms used.

Screen addiction

In addition to binge-watching, most video streaming apps are available across all devices with an internet connection which can mean increased screen time. Popular apps, such as Netflix and Amazon Prime, have huge libraries of content which can mean hours of viewing time and potentially less time spent on learning, playing outside or interaction with friends and family.

Safety Tips

Check age-ratings

13+

Ensure that children are at the right age to use the app. Most video streaming apps require users to be at least 13 years old. Be clear on what apps and sites children can use. Encourage them to never participate in online discussions that are offensive and never interact with strangers or people they don't trust.

Change privacy settings

Check the privacy setting of children's app. Ensure that for whichever app they are using, the settings are set to private and disable comments if applicable. Furthermore, set screen time restrictions via the app or the device to limit children's use.

Implement parental controls

Activate parental controls your child's devices and apps. This will prevent them from accessing content they shouldn't. For instance, on Netflix, create a kids profile. This way they will only be able to view videos appropriate for their age group. Likewise, use YouTube Kids over YouTube or apply restrictions and turn off features such as autoplay.

Spend time on the app

Before allowing children to access a video streaming app, spend some time browsing through its content. Familiarise yourself with how it works, what content is available and what your child wants to watch. Check-in regularly and ask what they enjoy watching and how it makes them feel.

Action & Support

Report inappropriate content

If a child comes across inappropriate content or something that makes them feel uncomfortable on an app such as YouTube, you can report the content and the person who has uploaded the content to the platform. If a stranger is looking to engage with your child, block them and report them.

Have an open and honest conversation

Adults can review the TV shows and films that have been watched many video streaming apps. If a child seems upset or shocked by something they have seen or if you are concerned about anything they've viewed, try to talk to them about it and have an open and honest conversation to help understand any concerns.

Encourage other activities

If you think a child is spending too much time on a video streaming app, try to foster their interest in other activities or hobbies away from their device. Encourage them to get outdoors, play with friends, play board games or just simply spend more time together with you.

Our Expert

Parven Kaur



Parven Kaur is social media expert and digital media consultant who is passionate about improving digital literacy for parents and children. She has extensive experience in the social media arena and is the founder of Kids N Clicks; a web resource that helps parents and children thrive in a digital world.

Part of our Gaming & Gambling Series



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What you need to know about... GAMING STREAMERS & INFLUENCERS



What are they?

'Gaming Streamers & Influencers'

Streamers are people who stream themselves gaming, drawing, making things etc. for people to watch on the internet. Usually this will be done live, and others are able to chat with them in real time while they do so. Influencers are social media stars who hold influence over the people that follow them, like a kind of trend-setter or taste-maker, who companies often pay to promote their products. A streamer could also be considered an influencer in their chosen area.

JADAGAMING

LIVE



Know the Risks

Adult Content

Many streamers use platforms such as Twitch or YouTube to broadcast themselves. YouTube for example, is only for ages 13+. (YouTube Kids is for under 13s) and may contain a lot of their adult content. Streamers themselves, may be unsuitable for younger audiences with the kind of content they make, and with many opting to stream live, anything can – and does – happen.

Authenticity Risk

A lot of streamers will have some kind of sponsorship deal in place with a company trying to sell their products to an audience. When the audience is mostly younger viewers, they may not realise that streamers are getting paid to promote a product and may not necessarily have their best interests in mind.

Bullying and hate

While some streamers do employ moderators to try and combat hateful comments or bullying in their comments sections, they can still be very hectic. Hateful language is quite common, and people looking to groom children or engage in online bullying behaviour, could frequent the live chats.

Subscriptions

Streamers also make money through subscriptions on websites like Twitch, where fans will donate them a small amount as little or as often as they like. Called 'bits', they can be bought in bundles of varying prices which can be gifted to streamers via 'cheers'. Children could buy these 'bits' in large amounts without realising what they're doing, leaving a big bill behind.

Safety Tips

Discuss what's real online

Be sure to teach kids the difference between what's real and honest, or fake and untrustworthy online. Photoshopping fake images and videos and bragging about themselves online is unfortunately quite commonplace so it is difficult to tell what is real or fake. People with large followings can be promoting unhealthy or unattainable lifestyles to children to boost their own online influence.

Use filters

There are filters that can be put in place to block out a lot of adult content on streaming sites. Just make sure you have access to children's accounts so you can set the parameters and keep track of what they're seeing yourself. Usually, parental controls will be located in the settings portion of an account's menu.

Check age settings

Both YouTube and Twitch state that they are not suitable for children under 13 years old, but other sites might be different. YouTube Kids, for example, is for ages 13 and under, and offers much of the same kid-friendly content that YouTube does without the risk of running into something improper.

Affiliate links

Keep an eye out for affiliate links in social media posts and tags like #ad. UK influencers have to follow the CAP Code for advertising standards, but many don't. It can be hard to tell who is working through legitimate channels because it's almost impossible to regulate. Many streamers encourage fans to buy merchandise through online shops and stores.

Action & Support

Name check streamers

If your child has begun showing an interest in a streamer or influencer, check their names on Google. Some popular streamers have been discovered flouting industry regulations and using their young audiences to enhance their personal wealth through scams whilst others may swear on streams or promote drinking, substance abuse or links to gambling sites they operate to their young audiences.

Talk to your child

Initiate an open dialogue with your child about the kind of content they're consuming online. Ask about their favourite streamers and whether they like their personalities or the games they play and the community they have. Also remind them about what they should and shouldn't be sharing about themselves online and that just because social media stars do it, it can also be damaging.

Block and report

If you suspect a streamer might be taking advantage of their audience, or worse grooming children in any way, and have irrefutable evidence, do not hesitate to block and report them. First, block your child from being able to view their content and alert other parents to your concerns. Go immediately to the police or local authorities with the evidence of what you've seen.

Our Expert

Mark Foster



Mark Foster has worked in the gaming industry for 5 years as a writer, editor and presenter. He is the current gaming editor of two of the biggest gaming news sites in the world, UNILAD Gaming and GAMINGbible. Starting gaming from a young age with his siblings, he has a passion for understanding how games and tech work, but more importantly, how to make them safe and fun.

What Parents & Carers Need to Know about

ROBLOX

PEGI RATING
7+

Roblox is one of the most popular video games on the market. By 2020, the game's makers were claiming that more than half of children in the USA play it. As a 'sandbox' title, Roblox offers a huge amount of creative freedom: it lets players create their own gaming experiences with the Roblox Studio to build custom levels and games, which can then be shared with other players online. Roblox fosters creative thinking and enjoys a robust online community of fans.

WHAT ARE THE RISKS?

CONTACT WITH STRANGERS

Roblox encourages players to communicate online (including a group chat facility). This could expose children to risks such as scammers, online predators, harassment, griefers and more. The in-game chat has some filters, but isn't perfect: players can still send harmful messages to others – such as general hostility – while predators can reach out to children directly.

ONLINE DATERS

These are also called 'ODers' and are quite common in Roblox. An ODER is an individual who joins a game with the intention of finding someone to date online – and eventually meet in person. Such online dating is against the Roblox community guidelines, but this usually doesn't deter ODERs. Some player-built Roblox game worlds have even been designed with online dating specifically in mind.

PUBLIC SERVERS

Roblox has private or VIP servers which allow people to play exclusively with their friends, but this costs money. Most Roblox players will instead be on public servers that anyone can join. Servers can host games which focus on all kinds of aspects, including direct player interaction. Some games and servers, therefore, will put children more at risk of contact from strangers than others.

IN-APP PURCHASES

Roblox is actually free to download and play, but bear in mind that there are some hidden costs. Players are encouraged to make purchases in the game, for example, using real money. People can also buy extra Robux (the in-game currency) to spend on cosmetic items in the game, and some private or VIP servers also have a cost.

Advice for Parents & Carers

SET PARENTAL CONTROLS

Roblox comes with several parental control options, which are explained well on the game's official website. It's essential to enter the correct date of birth for your child, as that allows Roblox to automatically apply the appropriate chat filters. The game also allows parents and carers to set monthly spending restrictions and monitor their child's account.

DISABLE PRIVATE MESSAGING

Roblox's private messaging function raises the risk of children being contacted by people they may not want to speak with – potentially leading to bullying, harassment, toxicity and scam attempts. The game allows you to disable messages from anyone who hasn't been added as a friend on your child's account.

PRIVATE SERVERS

If your child has some genuine friends to play Roblox online with, paying for a private or VIP server decreases the risk of contact from strangers. Even then, however, some players could invite other people – who might not necessarily be child friendly – into the private server. If your child is a Roblox fan, it's important to talk with them regularly about who they are playing the game with.

MONITOR SPENDING

If they don't understand they're using real money, it's easy for children to accidentally spend a sizeable amount in the game. Using parental controls to place limits on their spending will help avoid any nasty financial surprises. Ensuring that you have two-factor authentication on your payment accounts also makes it harder for your child to spend money inadvertently.

DEALING WITH STRANGERS

At some point in their development, your child will need to learn how to deal with strangers online. Show them how to block and report any users who are upsetting them or asking uncomfortable questions. Talking to them about what's OK to discuss – and what they should never tell a stranger online – will help them understand how to communicate with other people online safely.

Meet Our Expert

Clare Godwin (a.k.a. Lunawolf) has worked as an editor and journalist in the gaming industry since 2015, providing websites with event coverage, reviews and gaming guides. She is the owner of Lunawolf Gaming and is currently working on various gaming-related projects including game development and writing non-fiction books.



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