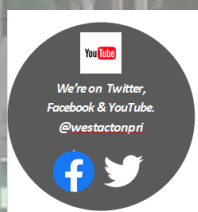


West Acton Primary School Newsletter



Friday 12th November 2021



I hope that you have enjoyed the food your child prepared at school this week during their cooking session as part of our Design Technology lessons. Please encourage and allow your child to show you their cooking skills at home too! Preparing fresh, healthy, vegetarian food at home will also help the fight against climate change.

Thank you for your feedback about our new attendance letters – I have included our weekly totals and also figures of what it means when your child misses school. If you are having difficulty getting your child to school, please let us know so we can work with you. The majority of our children have really excellent attendance.

I am including information about online safety and Protected Characteristics again— please make sure you join the online session with PC Pidding next week as it will help with that.

Miss Kondo

What have the pupils been learning in Spanish this term so far?

¿Cuántos años tienes? Tengo **diez** años.

How old are you? I am **10** years old.

And the colours:





Parent/Carer workshop with PC Andy Pidding

6.00pm on Thursday 18th November – online via Teams

Miss Kondo has asked me to hold a parents' information session at 6.00pm on Thursday 18th November - this will be online and an excellent opportunity for you to learn more about how you can support and prepare your child for life in modern Britain. Miss Kondo will send the teams link out nearer the time.

See here for information about our work with the Police this term:

<https://www.westactonprimaryschool.org/newsanddates/letters>

HOUSEPOINTS

For w/c 1st November

Chiswick	898
Osterley	1040
Pitzhanger	966
Syon	1127

This week's top tip from Mrs Ahmad- West Acton School Therapist

I am here at West Acton on Mondays, Tuesdays, Thursdays and Fridays this year.

Protecting your child from stress

Our children feel a lot more stressed than we are sometimes aware of. This is particularly important to remember because they are still at the stage where they are learning to understand their own thoughts and feelings.

Particularly through the pandemic, like us, children have also felt powerless, under a lot of pressure and have carried and are carrying big feelings.

How can parents help?

Firstly we need to think about our self-care always, slow down wherever you can. Take ten minutes to enjoy something for yourself. Then think about what your child's week looks like and what activities they are involved in. Add into their routine some of their time, for them to play and be creative.

Think about what your child does when they are at home, video games or consoles can actually increase children's stress levels - Reduce the amount of game time they have and take time to connect. Take them outside; Physical activity and walks in nature are particularly helpful in reducing stress so try to make sure they can move outside every day.

And remember to have fun and to laugh with your child.

Diary date:

***There is going to be another Parent Coffee Morning
on Thursday 25th November – It would lovely to see you all there.***

Our **Eco Committee** have created an Action Plan based on the Environmental Review. The three topics we are going to focus on are: **Waste, Marine and Energy**.

The children are excited to share their plans about how we can make small changes within the school, which will have a positive impact on improving our environment. Watch this space! We are also gathering pupil voice on COP26 – watch this space. <https://www.westactonprimaryschool.org/pupils/ecoschool>



This week's Book Review comes from Mrs Collins, Year 5 Elder class teacher.

Title: *Ticket to India*

Author: *N.H. Senzai*

Reviewed by: *Mrs. Collins*

- A map, two train tickets, and a mission. These are things twelve-year-old Maya and her big sister Zara have when they set off on their own from Delhi to their grandmother's childhood home of Aminpur, a small town in Northern India. Their goal is to find a chest of family treasures that their grandmother's family left behind when they fled from India to Pakistan during the Great Partition. But soon the sisters become separated, and Maya is alone.

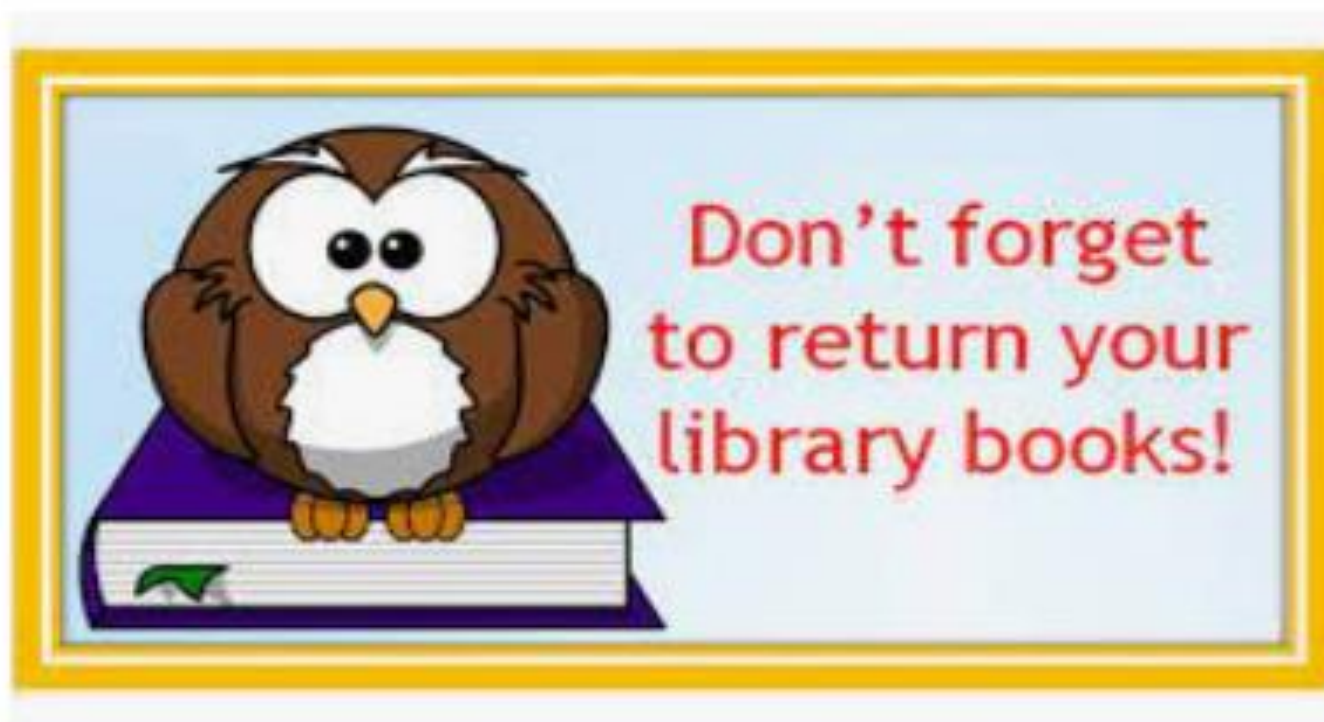
- This book starts off slowly but becomes a thrilling read as we follow Maya on her adventure. In this book, you'll find: a medical emergency, a theft, a kidnapping, imprisonment, a mob of protesters, and several chases through the streets of India! Maya make some questionable decisions and ends up in some really frightening situations, and you'll find yourself shouting at her to run! You'll also learn a lot about the history of Pakistan and India, specifically the 1947 Partition, which happened after the British left India.

- I would recommend this book to children in Year 5 & 6, especially those who are fans of adventure, history, and books about other places in the world.



Monday 15th and Tuesday 16th November the School Photographers will be in to take individual photographs (There will not be sibling photos this year). Please make sure your child is in smart and correct uniform. The provisional schedule is this:

Monday 15 th	Tuesday 16 th
Nursery AM Year 4 Year 6 Reception Year 5	Woodlands ARP Year 3 PM Nursery Year 2 Year 1



Our system shows 200 books have not been returned.
Please check everywhere in your home and send them
back in with your child.

Ready, Steady Cook at West Acton!

This week all pupils, from Nursery to Year 5, have had a special cooking session with Kiddy Cook West London or their teachers.

Pupils were very excited and even asked me for more lessons – I told them they should ask at home to help cook with you! The children learnt so many techniques and handy hints for making healthy dishes. Cooking is a life skill and one we want all our pupils to have.

Due to COVID-19 we haven't been able to teach this as would have liked to over the past two years so we gave it a fabulous relaunch this week. Thank you Mrs McKenna, our DT Lead, for organising this. Year 6 will be making a two course meal in the Summer!

What will your child cook this weekend with you?



Did you know Cooking is part of our Design Technology Curriculum? Full details of which can be seen here:

<https://www.westactonprimaryschool.org/curriculum/subjects/dt>

In assembly this week we looked, again, at the Equality Act of 2010
and the *Protected Characteristics*.

Please ask your child about this and what they remember.

Equality Act 2010

Protected Characteristics

It is against the law to discriminate against someone because of their:



AGE



DISABILITY



SEX



MARRIAGE AND
CIVIL PARTNERSHIP



RACE



PREGNANCY
AND MATERNITY



SEXUAL
ORIENTATION



RELIGION OR
BELIEF



GENDER
REASSIGNMENT

West Acton Primary School Weekly Attendance & Punctuality				
W/E:	12th November 2021			
Attendance	96.00%		Punctuality	139
School Target:	96.30%		Class Targets:	0
Class	Attendance	Attendance Winner	Class	No.Lates
		EYFS		
Acorn	91.20%	Olive	Acorn	10
Reception			Reception	
Olive	98.30%	Punctuality Winner	Olive	7
Banyan	86.70%	Fir	Banyan	9
Fir	91.90%		Fir	3
Key Stage 1		Year 1, 2, 3 & ELM	Key Stage 1	
Katsura	97.90%	Attendance Winner:	Katsura	5
Ash	92.00%	Ivy	Ash	5
Guava	97.00%		Guava	14
Damson	97.90%	Punctuality Winner	Damson	4
Chestnut	96.70%	Holly	Chestnut	5
Juniper	96.20%		Juniper	6
Key Stage 2			Key Stage 2	
Holly	98.10%		Holly	1
Rowan	96.40%	Year 4, 5, 6 & BIRCH	Rowan	2
Ivy	98.50%	Attendance Winner:	Ivy	3
Mulberry	96.80%	Elder	Mulberry	3
Pine	96.40%		Pine	2
Sycamore	97.90%	Punctuality Winner	Sycamore	1
Willow	98.8%	Sycamore	Willow	16
Elder	100.00%		Elder	3
Quince	97.60%		Quince	4
Lime	97.70%		Lime	3
Tamarind	98.60%		Tamarind	12
Zaytouna	98.00%		Zaytouna	12
Woodlands			Woodlands	
Elm	86.70%		Elm	5
Birch	89.10%		Birch	4



The effect of absence on progress					
A whole year has 365 days; a school year has 190 days. That leaves 175 days to spend on family time, visits, holidays, shopping and other appointments.					
No Absence	10 days absence	12 days absence	19 days absence	29 days absence	38 days absence
190 days of education	180 days of education	178 days of education	171 days of education	161 days of education	152 days of education
100%	95%	94%	90%	85%	80.00%
Very Good		Worrying		Serious Concern	

What Parents & Carers Need to Know about

TIKTOK

AGE RESTRICTION
13+

TikTok is a video-sharing social media app which lets people create, view and download looping 15-second clips. Typically, these are videos of users lip-syncing and dancing to popular songs or soundbites (often for comic purposes), enhanced with filters, effects and text. Designed with young people in mind, TikTok skyrocketed in popularity in 2019 and has featured near the top of download charts ever since. It now has around a billion users worldwide.

AGE-INAPPROPRIATE CONTENT

Most videos appearing on a child's feed are light-hearted and amusing. However, some clips have been reported for featuring drug and alcohol abuse, themes of suicide and self-harm, or young teens acting in a sexually suggestive way. The sheer volume of uploads is impossible to moderate entirely – and since TikTok Jump's introduction in mid-2021, users can view third-party content outside the app.

18

CENSORED

EXPLICIT SONGS

TikTok primarily revolves around videos of users lip-syncing and dancing to music. Inevitably, some featured songs will contain explicit or suggestive lyrics. Given the app's young user-base, there is a risk that children may view older users' videos and then be inclined to imitate any explicit language or suggestive actions.

W&#*!

TIKTOK FAME

The app has created its own celebrities: Charli D'Amelio and Lil Nas X, for example, were catapulted to fame by exposure on TikTok – leading to many more teens attempting to go viral and become 'TikTok famous'. While most aspiring stars hoping to be 'the next big thing' will find it difficult, setbacks may in turn prompt them to go to even more drastic lengths to get noticed.



HAZARDOUS VISIBILITY

Connecting with others is simple on TikTok – including commenting on and reacting to users' videos, following their profile and downloading their content. The majority of these interactions are harmless, but – because of its abundance of teen users – TikTok has experienced problems with predators contacting young people.

ADDICTIVE NATURE

Like all social media, TikTok is designed to be addictive. It can be hugely entertaining – but that also makes it hard to put down. As well as the punchy nature of the short video format, the app's ability to keep users intrigued about what's coming next means it's easy for a 5-minute visit to turn into a 45-minute stay.

IN-APP SPENDING

There's an in-app option to purchase 'TikTok coins', which are then converted into digital rewards for sending to content creators that a user likes. Prices range from 99p to an eye-watering £99 bundle. TikTok is also connected with Shopify, which allows users to buy products through the app.

Advice for Parents & Carers

TALK ABOUT ONLINE CONTENT

Assuming your child is above TikTok's age limit, talk to them about what they've viewed on the app. Ask their opinion on what's appropriate and what isn't. Explain why they shouldn't give out personal details or upload videos which reveal information like their school or home address. In the long run, teaching them to think critically about what they see on TikTok could help them to become social-media savvy.

MAINTAIN PRIVACY SETTINGS

The default setting for all under 18s' accounts to 'private'. Keeping it that way is the safest solution: it means only users who your child approves can watch their videos. The 'Stitch' (which lets users splice clips from other people's videos into their own) and 'Duet' (where you build on another user's content by recording your own video alongside their original) features are now only available to over 18s. This might clash with your child's ambitions of social media stardom, but it will fortify their account against predators.

LEARN ABOUT REPORTING AND BLOCKING

With the correct privacy settings applied, TikTok is a relatively safe space. However, in case something does slip through, make sure your child knows how to recognise and report inappropriate content and get them to come to you about anything upsetting that they've seen. TikTok allows users to report anyone breaching its guidelines, while you can also block individual users through their profile.

ENABLE FAMILY PAIRING

'Family Pairing' lets parents and carers link their own TikTok account to their child's. Through your mobile, you can control your child's safety settings remotely – including limiting screen time, managing their ability to exchange messages (and with whom) and blocking a lot of age-inappropriate content. TikTok's Safety Centre also provides resources for parents and carers to support online safety among families. These resources can be found on their website.

USE RESTRICTED MODE

In the app's 'Digital Wellbeing' section, you can filter out inappropriate content (specific content creators or hashtags, for instance) using 'Restricted Mode'. This can then be locked with a PIN. You should note, though, that the algorithm moderating content isn't totally dependable – so it's wise to stay aware of what your child is watching.

MODERATE SCREEN TIME

As entertaining as TikTok is, you can help your child to manage their time on it in the 'Digital Wellbeing' section. Under 'Screen Time Management', you can limit the daily permitted time on the app (in increments ranging from 40 minutes to two hours). This preference can also be locked behind a PIN. That way, your child can get their regular dose of TikTok without wasting the whole day.

What Parents & Carers Need to Know about

NETFLIX

Netflix is a subscription-based streaming service that allows users to watch TV shows and movies on any internet-enabled device that supports the software, such as smart TVs, phones and tablets. The pandemic saw a surge in children consuming on-demand content as many families relaxed their screen-time rules. Netflix's diverse range of programming caters for all age groups – so it's important for parents to recognise the potential risks of children using the service and the measures to help their child enjoy a safe streaming experience.

INAPPROPRIATE CONTENT

Netflix produces and curates an extensive catalogue of content that can provide hours of entertainment. If they share the same user account as an adult, this can potentially lead to children accidentally viewing all manner of inappropriate content, including nudity, profanity and extreme violence. This can happen easily on shared accounts, as Netflix cannot establish who's watching.

BINGE-WATCHING

Netflix allows users to view shows and movies quickly and easily without adverts or interruptions, making excessive screen time a concern. Binge-watching has become more common during the pandemic, due to Netflix's regularly updated content and algorithms which recommend content very similar to what's previously been enjoyed. Marathon viewing sessions can lead to children staying up too late, affecting their mood and concentration the next day.

SCREEN ADDICTION

From TVs and phones to consoles and tablets, Netflix is available on almost any device with an internet connection – making it extremely difficult to manage children's screen time. The service is now adding games to its mobile app, tempting users to spend even more time on the platform. Screen addiction can distract children from important activities like schoolwork and socialising, and can impact their health by reducing their exercise and sleep.

HACKING ATTEMPTS

With millions of users worldwide, Netflix is often targeted by hackers who try to steal usernames and passwords to gain access to people's accounts. If successful, they can then steal payment details or try to sell stolen personal data on the dark web, providing other criminals with a profitable opportunity. Netflix also doesn't provide two-factor authentication, making the hackers' task that little bit easier.

CONTACT FROM STRANGERS

Netflix's Teleparty feature became popular during lockdown periods as it allows users from different households (friends and relatives, for example) to synchronise when they watch content. It requires an access link to be sent to the people you wish to invite; the link, however, can also be distributed to people you don't know. A text chat feature enables interaction with the other users in real-time; this represents a risk to children if a stranger gains access to the Teleparty.

Advice for Parents & Carers

KEEP ACCOUNTS SECURE

Netflix doesn't use two-factor authentication, so a strong password is vital. Your child's Netflix password should be unique (not one they've used elsewhere) and a minimum of eight characters with a mix of letters, numbers and symbols. Emphasise not to share their login details with anyone and remind them to always log out after using the app – so their account remains inaccessible, even if their device is lost or stolen.

CHECK MATURITY RATING

Netflix warns about content that includes violence, sex, profanity and nudity. These warnings form part of the show or movie's 'maturity rating'. Users can restrict age ratings to avoid children viewing age-inappropriate content. On their profile, open the Profile and Parental Control settings and choose the maturity level for the shows and movies you want to allow.



CREATE A KIDS' PROFILE

Setting up a Netflix Kids experience profile means your child can only access content which is suitable for children aged up to 12 years. All other content is automatically blocked. This rating can be further restricted via the child's profile settings. Setting up a Netflix Kids experience profile will help to prevent your child from viewing age-inappropriate content.



SET UP PROFILE PINS

Netflix account holders can lock profiles using a four-digit PIN. Doing this can prevent your child from accessing the wrong account and viewing content that isn't appropriate for their age. Try setting a PIN for each account on your Netflix app – ideally avoiding numbers that would be easily guessed, such as dates of birth. Remember not to share these PINs with anyone, including family.

SWITCH OFF AUTO-PLAY

When a show or movie concludes, Netflix's algorithms select content with similar themes that it thinks your child will enjoy next. This new content starts automatically after a 10-second countdown. Disabling this auto-play feature reduces the possibility of your child being shown something inappropriate and provides a natural break to help prevent them becoming too immersed in Netflix.

CHECK VIEWING HABITS

Netflix has tools which enable parents and carers to monitor what their child has been watching. Selecting 'Viewing Activity' in each profile's account settings displays a list of what content has been viewed (and when). This can reassure parents that their child is watching age-appropriate content and can open avenues for discussing your child's favourite shows and movies, and why they like them.



SNAPCHAT

AGE RESTRICTION
13+

Snapchat is a photo- and video-sharing app which also allows users to chat with friends via text or audio. Users can share images and videos with specific friends, or through a 'story' (documenting the previous 24 hours) visible to their entire friend list. Snapchat usage rose during the pandemic, with many young people utilising it to connect with their peers. The app continues to develop features to engage an even larger audience and emulate current trends, rivaling platforms such as TikTok and Instagram.

CONNECTING WITH STRANGERS

Even if your child only connects on the app with people they know, they may still receive friend requests from strangers. Snapchat's links with apps such as Wink and Hoop have increased this possibility. Accepting a request means that children are then disclosing personal information through the Story, SnapMap and Spotlight features. This could allow predators to gain their trust for sinister purposes.

EXCESSIVE USE

There are many features that are attractive to users and keep them excited about the app. Snap streaks encourage users to send snaps daily, Spotlight Challenges give users to the chance to obtain money and online fame, and the Spotlight feature's scroll of videos makes it easy for children to spend hours watching content.

INAPPROPRIATE CONTENT

Some videos and posts on Snapchat are not suitable for children. The hashtags used to group content are determined by the poster, so an innocent search term could still yield age-inappropriate results. The app's Discover function lets users swipe through snippets of news stories and trending articles that often include adult content. There is currently no way to turn off this feature.

SEXTING

Sexting continues to be a risk associated with Snapchat. The app's 'disappearing messages' feature makes it easy for young people (teens in particular) to share explicit images on impulse. While these pictures do disappear – and the sender is notified if it has been screenshot first – users have found alternative methods to save images, such as taking pictures with a separate device.

DAMAGE TO CONFIDENCE

Snapchat's filters and lenses are a popular way for users to enhance their 'selfie game'. Although many are designed to entertain or amuse, the 'beauty' filters on photos can set unrealistic body image expectations and create feelings of inadequacy. Comparing themselves unfavourably against other Snapchat users could threaten a child's confidence or sense of self-worth.

VISIBLE LOCATION

My Places lets users check in and search for popular spots nearby – such as restaurants, parks or shopping centres – and recommend them to their friends. The potential issue with a young person consistently checking into locations on Snapchat is that it allows other users in their friends list (even people they have only ever met online) to see where they currently are and where they regularly go.

Advice for Parents & Carers

TURN OFF QUICK ADD

The Quick Add function helps people find each other on the app. This function works based on mutual friends or whether someone's number is in your child's contacts list. Explain to your child that this feature could potentially make their profile visible to strangers. We recommend that your child turns off Quick Add, which can be done in the settings (accessed via the cog icon).

CHAT ABOUT CONTENT

Talk to your child about what is and isn't wise to share on Snapchat (e.g. don't post explicit images or videos, or display identifiable details like their school uniform). Remind them that once something is online, the creator loses control over where it might end up – and who with. Additionally, Snapchat's 'Spotlight' feature has a #challenge like TikTok's: it's vital that your child understands the potentially harmful consequences of taking part in these challenges.

CHOOSE GOOD CONNECTIONS

Snapchat has recently announced that it is rolling out a new safety feature: users will receive notifications reminding them of the importance of maintaining connections with people they actually know well, as opposed to strangers. This 'Friend Check Up' encourages users to delete connections with users they rarely communicate with, to maintain their online safety and privacy.

KEEP ACCOUNTS PRIVATE

Profiles are private by default, but children may make them public to gain more followers. Your child can send Snaps directly to friends, but Stories are visible to everyone they have added, unless they change the settings. If they use SnapMaps, their location is visible unless 'Ghost Mode' is enabled (again via settings). It's prudent to emphasise the importance of not adding people they don't know in real life. This is particularly important with the addition of My Places, which allows other Snapchatters to see the places your child regularly visits and checks in: strangers, bullies and groomers could use this information to engage in conversation and arrange to meet in person.

TALK ABOUT SEXTING

It may feel like an awkward conversation (and one that young people can be reluctant to have) but it is important to talk openly and non-judgementally about sexting. Discuss the legal implications of sending, receiving or sharing explicit images, as well as the possible emotional impact. Emphasise that your child should never feel pressured into sexting – and that if they receive unwanted explicit images, they should tell a trusted adult straight away.

BE READY TO BLOCK AND REPORT

If a stranger does connect with your child on Snapchat and begins to make them feel uncomfortable through bullying, pressure to send explicit images or by sending explicit images to them, your child can select the three dots on that person's profile and choose report or block. There are options to state why they are reporting that user (annoying or malicious messages, spam, or masquerading as someone else, for example).

What Parents Need to Know about SQUID GAME

AGE RESTRICTION

15+

Suitable only for 15 years and over.

With themes of horror and violence, it's important for parents and carers to understand the potential risks posed to young audiences by the nine-episode Netflix-exclusive TV show, *Squid Game*. The series, rated 15+, is about a world where contestants who are deeply in debt play children's games in order to win cash prizes. The losers, however, are violently killed. The show's popularity has meant it has spread in various guises across online platforms, with a heightened risk of children and young people potentially viewing unsuitable content. That's why we've created this guide to help parents and carers understand exactly what *Squid Game* is all about.

INAPPROPRIATE CONTENT

Some might argue that *Squid Game* contains content that might not even be suitable for older teens, let alone young children. Characters are brutally tortured and killed through stabbings or getting shot as a result of rules developed and enforced by a masked game master. The show also features sexual content and threats of sexual violence, as well as a strong theme of gambling that runs throughout the whole show.

APPEAL TO YOUNG PEOPLE

Whilst the content is very much adult-themed, some features of the show seem to appeal to young children at face-value. The name "*Squid Game*" may be interpreted as a programme aimed at children rather than adults. The content itself, such as the bright and childish aesthetics, may also appeal to young children, particularly as there's a focus on playground games to go with it.

SIMILAR CONTENT SUGGESTIONS

When using social media and streaming sites, content is recommended based on what the user has consumed i.e. what they have watched or searched for. Therefore, there is a greater chance of your child being exposed to similar violent or horror-themed content on social media after watching a show like *Squid Game*.

VIRAL SPIN-OFFS

As well as Netflix, *Squid Game* has grown in notoriety and prevalence on other platforms, like TikTok and YouTube, with clips of the show going viral. On YouTube Kids, a number of successful channels have taken advantage of the *Squid Game* trend, creating content such as "How to Draw *Squid Game* Characters" videos. Its popularity has also led to the creation of app games that put the player in the role of a contestant who is killed if they lose a game.

SCENE RE-ENACTMENTS

Squid Game's pervasive presence on social media has encouraged many content creators to re-enact scenes from the show, which has led to reports of children wanting to also imitate those scenes displayed on social media at home and in school. Much of this content stems from the "Red Light, Green Light" game from the first episode, where contestants attempt to make it past a giant animatronic girl before she shoots them.

Advice for Parents & Carers

USE PARENTAL CONTROLS

Netflix has easily accessible built-in parental controls that allow you to set up a profile for your child with a specific age rating, block them from watching certain shows and even lock their account so it can't be accessed by anyone else. Netflix also allows you to access your child's viewing history to make sure they're not watching anything inappropriate for their age.

CHECK AGE RATINGS

Age ratings on TV shows and films are a way to gauge what is suitable for audiences of different ages. If you are unsure about the content your child is watching, check the age rating to see if the TV show or film is deemed suitable for their age group. If not, try watching the show yourself or talking to other parents who have seen it before to get a better understanding of why it's been rated a certain way.

MONITOR ONLINE ACTIVITY

Squid Game has become a social media craze and it's possible your child will see some content related to the show on various platforms. Therefore, it's important to be aware of which websites your child has visited on their smartphone, tablet or laptop, and to also keep an eye out for which accounts they are following on social media platforms, such as Instagram and TikTok.

HAVE OPEN CONVERSATIONS

Making sure your child is comfortable telling you about what they see online can go a long way to ensuring you are kept in the loop about their online use. Showing an interest in what your child is doing online gives you the opportunity to discuss what is and is not appropriate for their age group, and how they might recognise their own feelings towards content they see.

MONITOR BEHAVIOUR

Due to the viral nature of the show, even if your child has not seen *Squid Game*, it's important to keep an eye on their behaviour. There have been reports from schools of children "playing *Squid Game*" in the playground and acting aggressively towards the losers as a way to replicate the consequences of losing in the TV show. Viewing content that makes your child feel uncomfortable could also cause them to feel distressed or distracted, so it's important you can easily spot the signs.

WATCH THE SHOW

If you're trying to figure out whether you should let your child watch *Squid Game*, it might be a good idea to watch the show yourself first. Doing so will allow you to get a better understanding of the show's content and themes, as well as help you decide if this is something you'd feel comfortable with your child being exposed to.



What parents need to know about INSTAGRAM

AGE RESTRICTION
13+
Anyone over the age of 13 can create an account

LOCATION

#HASHTAG

Instagram is a hugely popular social networking app with over 1 billion users worldwide. The app, which is accessible on iOS and Android devices, allows users to upload images and videos to their feed, create interactive 'stories', exchange private messages or search, explore and follow other accounts they like. Images and videos can be transformed with an array of filters to edit the shot before sharing and anyone with an account can see others' online 'galleries' if their account is not private. To make posts easier to find, users can include searchable hashtags and captions to their uploads. That's why we've created this guide to help parents and carers understand exactly what Instagram is about.

HOOKED ON SCROLLING

Many social media platforms, Instagram included, have been designed in a way to keep us engaged on them for as long as possible. Behavioural economist, Nir Eyal, calls this the 'Hook Model' and the Instagram feed is a great example of this. Children and adults may find themselves scrolling to try and get a 'dopamine release'. Scrolling may become addictive and it can be difficult to stop until children find that 'something' they are looking for, quickly losing track of time as they get deeper into their Instagram feed.

SLIDING INTO DMS

Direct messages (or DMs) on Instagram allow users to share posts, images, videos, voice messages and calls between each other privately (or in a private group). Even if your child's account is set to private, anybody has the option to message them and send them content. If the person is not on your child's friends list, the message will still be sent to their inbox but the user has to accept their request to see the message.

INFLUENCER CULTURE

Influencers are sometimes paid thousands of pounds to promote a product, service, app and much more on social media. When celebrities or influencers post such an advert, they should add a disclaimer somewhere in the post which states that they have been paid for it. Commonly, this is well-hidden in the hashtags or in the comments of their post, making it unclear that their photo/video is actually an advert. This can be very misleading to young people who may be influenced into buying/wearing something promoted by somebody they admire, creating a false sense of reality and potentially affecting their mental health and wellbeing.

IMPACT ON WELLBEING

In a report by the RSPH, Instagram was ranked the worst for young people's mental health. Using filters on photos on Instagram can set unrealistic expectations and create feelings of inadequacy. Children may strive for more 'likes' by using realistically edited photos. Judging themselves against other users on the app might threaten their confidence or self-worth. In early 2019, Instagram banned images of self-harm and suicide, following the suicide of 14-year-old Molly Russell, who had reportedly been looking at such material on the platform. They since extended the ban to include drawings, cartoons and memes.

LIVE STREAMING TO STRANGERS

Live streaming on Instagram allows users to connect with friends and followers in real-time and comment on videos during broadcast. If your child's account is private, only their approved followers can see their story. It's important to note they may have accepted a friend request from someone they don't know, which means they could be live streaming to strangers. Children also risk sharing content they later regret, which could be re-shared online for years to come. Public accounts allow anybody to view, so we suggest your child blocks followers they don't know. In early 2019, data gathered by the NSPCC found that sex offenders were grooming children on Instagram more than on any other online platform.

IN-APP PAYMENTS

Instagram allows payments for products directly through the app. It operates under the same rules as Facebook Payments, which state that if you are under the age of 18, you can only use this feature with the involvement of a parent or guardian.

EXPOSING LOCATION

Public locations can be added to a user's photos/videos and also to their stories. While this may seem like a good idea at the time, it can expose the location of your child. This is particularly more of a risk if it is on their story, as it is real time. A photo which includes landmarks in the area, their school uniform, street name, house and even tagging in the location of the photo uploaded to Instagram can expose the child's location, making it easy to locate them, if their account is public, anyone can access their account and see their location.

HUACKED HASHTAGS

Hashtags are an integral part of how Instagram works, but they can come with risks. One person may use a seemingly innocent hashtag with one particular thing in mind, and before you know it hundreds of people could be using the same hashtag for something inappropriate or dangerous that your child shouldn't be exposed to.

IGTV

Instagram TV (IGTV) works similar to YouTube. Users can watch videos from favourite accounts on the platform or create their own channel and post their own videos. It's important to note anyone can create an Instagram TV channel and doesn't have to be friends with a person to follow an account and watch their videos. In 2018 Instagram apologised and removed some of its TV content which featured sexually suggestive imagery of children. As the feature may encourage spending more time using the app, it's important to set time limits to avoid children's sleep or education being disturbed.

@MENTION

Top Tips for Parents & Carers

RESTRICT DIRECT MESSAGES

If your child receives a message from somebody they do not know, encourage them not to accept their message request and 'block' this person; this is the only way to stop them messaging your child again. Children can also 'tap and hold' the individual message or report it directly to Instagram as well as reporting the account itself.

LOOK OUT FOR #ADS

In 2019, the UK's Competition and Markets Authority launched an investigation into celebrities who were posting adverts on social media and not declaring that they were paid for. Influencers must clearly state that they have been paid for their posts, for example using a hashtag like #ad or #sponsored. Teach your child to look out for the signs of a paid post/advert and discuss with them that not everything they see from celebrities is their personal choice and opinion.

MANAGE NEGATIVE INTERACTIONS

If your child is receiving unwanted or negative comments, they can block that account so that they can't interact with them. This stops them seeing and commenting on their posts, stories and live broadcasts. In addition, your child can instantly delete unwanted comments from their posts, turn them off completely and control who can tag and mention them in comments, captions or stories, from everyone, only people they follow, or no one at all.

MANAGE DIGITAL WELLBEING

Instagram now has an in-built activity dashboard that allows users to monitor and control how much time they spend on the app. Users can add a 'daily reminder' to set a limit on how much time they want to spend on Instagram, prompting them to consider if it's been too long. In addition, once users have caught up with all the previous posts since they last logged on, they'll receive a 'You've completely caught up' message. Both features can help you have a conversation with your child about how much time they are spending on the app and to set healthy time limits.

PROTECT PERSONAL INFORMATION

Your child may unknowingly give away personal information on their profile or in their live streams. Talk to them about what their personal information is and make sure that they do not disclose anything, including their location, to anyone during a livestream, comment, direct message or any other tool for communication on the platform, even to their friends.

USE A PRIVATE ACCOUNT

By default, any image or video your child uploads to Instagram is visible to anyone. A private account means that you have to approve a request if somebody wants to follow you and only people you approve will see your posts and videos. Children should also use a secure password and enable a two-factor authentication to add an extra layer of security to their account.

FILTER INAPPROPRIATE COMMENTS

Instagram has an 'anti-bullying' filter, which hides comments relating to a person's appearance or character, as well as threats to a person's wellbeing or health. The filter will also alert Instagram to repeated problems so that they can take action against the user if necessary. This is an automatic filter, which should always be enabled. Children can also report abusive behaviour or inappropriate/offensive material directly to Instagram from the app. This includes posts, comments and accounts.

TURN OFF SHARING

Even though this feature will not stop people from taking screenshots, it will stop others being able to directly share photos and videos from a story as a message to another user. This feature can be turned off in the settings. We also recommend turning off the feature which automatically shares photos and videos from a story to a Facebook account.

REMOVE PAYMENT METHODS

If you are happy for your child to have a card associated with their Instagram account, we suggest adding a PIN which needs to be entered before making a payment; this will also help prevent unauthorised purchases. This can be added in the payment settings tab.

DON'T FORGET TO BE VIGILANT & TALK TO YOUR CHILD ABOUT THEIR ONLINE ACTIVITIES!

Meet our expert

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



NEW FOR 2020 INSTAGRAM REELS

Instagram Reels is the latest update from Instagram that gives users the ability to record and edit 15-second multi-clip videos with audio, effects, and new creative tools. It is the app's answer to TikTok and can be accessed via the Stories feature. Reels can be shared with friends and family, however, if your child has a public account, it could be shared wider via 'Explore' and viewed by millions of strangers online.



National
Online
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With over 14 million daily users, Discord is one of the most popular communication tools for gamers. It allows you to create or join what are known as 'servers', where different users can talk in groups via text message or voice call. There is also the option to send direct messages and make video calls.

AGE RESTRICTION
13+



What parents need to know about **DISCORD**



INAPPROPRIATE CONTENT

Your child can access almost any chat server on Discord. This means they can easily be exposed to content and conversations that are inappropriate, upsetting or potentially harmful.



SEXUAL IMAGERY

Despite there being guidelines in place to prevent it, users are able to circulate adult content. This can include sexualised images, pornographic videos and provocative discussions. It's important to stay alert and know the risks that your child could be exposed to.



RISK OF CYBERBULLYING

Interactions on the platform are largely unregulated. This means other users can easily say and show things to your child that might be offensive and upsetting. The competitive nature of gaming can lead users to make abusive and harmful remarks about your child.



HIDDEN CHARGES

Though the basic platform is free, your child will be encouraged to sign up to premium subscriptions, which give extra perks, such as animated emojis and free games. The two options are known as 'Nitro Classic' (which costs \$4.99 a month) and Nitro (which costs \$9.99 a month). Prices are only converted to pound sterling during the payment process.



RISK OF CYBERCRIME

Cybercriminal groups have been linked to the platform due to reports of hackers sharing stolen data. It's also possible that your child may be encouraged to share the data of their friends, either through peer pressure, or 'for fun', without realising the consequences.



STRANGER DANGER

To create an account, you only need to display a username and profile image. This makes it easy for someone to hide his or her real identity. Predators from anywhere in the world can join a chat server, message your child and quickly leave to avoid detection. Forbes reports groomers have been targeting children susceptible to online coercion on the platform.



National Online Safety
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Top Tips to Protect Your Child



1 BEWARE OF WHAT'S SHARED

Whatever your child says or shares on the platform can be seen, heard and shared with a much larger audience. Be careful to make sure your child understands this and does not say or share anything that could be deemed offensive, harmful or put themselves or others at risk.

You can find Discord's own guide for parents here: <https://blog.discordapp.com/parents-guide-to-discord-c77d91793e9c>



2 IMPROVE SECURITY SETTINGS

To help protect your child, make sure they set strong passwords. You should consider using the 'two-factor authentication' function for extra protection. It's also important to remind your child to never to share their personal information, or the details of another user.



3 CHECK THEIR FRIEND LIST

You can restrict who is able to make 'friend requests' to your child in the 'Friends' tab. It's a good idea to deselect the default option that allows anyone to connect. Of course, you should also talk to your child about why it's a risk to allow strangers to connect with them through such platforms.



4 REPORT & BLOCK SUSPICIOUS USERS

Make sure your child knows how to report and block abusive or suspicious users. If you do find your child suffering repeated abuse, contact the platform directly using the email: abuse@discordapp.com. It's a good idea to teach your child how to screenshot any negative interactions too.



5 BEWARE OF NSFW CONTENT

Public forums on the platform are a potential venue for inappropriate content that you should be wary of. There is a Discord mascot known as 'Wumpus', which is supposed to represent anyone under 18. Anyone who posts content unsuitable for under-18s, should mark it NSFW (Not Suitable For Wumpus).



6 SHOW RESPECT TO OTHERS

It's important you actively teach your child to treat other users with respect and behave online the same way as they would offline.

Take the time to read through Discord's Community Guidelines with your child. Find them at: www.discordapp.com/guidelines

