

Target audience

11-14 year olds

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

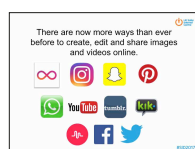
This theme has been chosen as the global Safer Internet Day theme by the Insafe network as it reflects the importance of all stakeholders of the internet to effect positive change. This change can come from individuals, schools/colleges, organisations, law enforcement and the internet industry itself. 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.

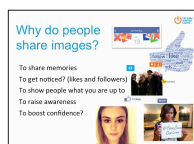
- Which apps are your favourite to make, edit and share images?
- Talk to the person next to you for 30 seconds and share as a group.
- Are there any which are not on the board that you like to use?



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
- The equivalent of 110 years of live video is watched on Periscope every day
- 300 million photos are uploaded to Facebook every day

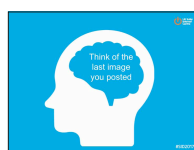


Slide 4

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

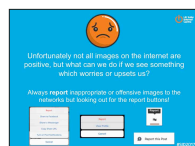
I am sure that most of you have uploaded images to the internet before and now I would like you to think of the last image you posted or shared online. This might have been a photo on Snapchat or Instagram, or perhaps a meme on WhatsApp. Just think of this image in your head whilst I ask you the following questions.



Slide 6

1. Who saw this post at the time and who could see it now?
2. Would everyone understand the image or could it be misleading?
3. If it was about someone, would you have said 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?

If you thought the answer to any of these was 'no' or 'I'm not sure' then next time before you post that image, stop and consider who you are sending it to, how it might make others feel and how it reflects on you.



Slide 7

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.

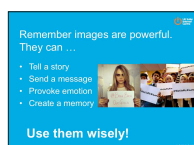
NB – Once something is reported it will be looked at by the network, eg Facebook, along with the report. If it breaks the law or their terms and conditions then action will be taken. The action itself will depend upon the content. It could be removed or the offending account could be removed or given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



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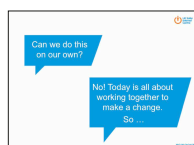
We want to make sure that images we post online show us off in a positive light – so what can we do?

Allow time for the pupils to give suggestions before clicking through and revealing some suggested answers.



Slide 9

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 10

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

So ...



Slide 11

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.