# Child Online Safety Partner Toolkit

Version 1.0 – 08-02-2022

1

# Contents

# What is Parent Club?

Parent Club was set up to help the Scottish Government communicate with parents. Parent Club speaks to parents and carers in a supportive, non-judgemental way and creates a genuine sense of community through peer-to-peer content.
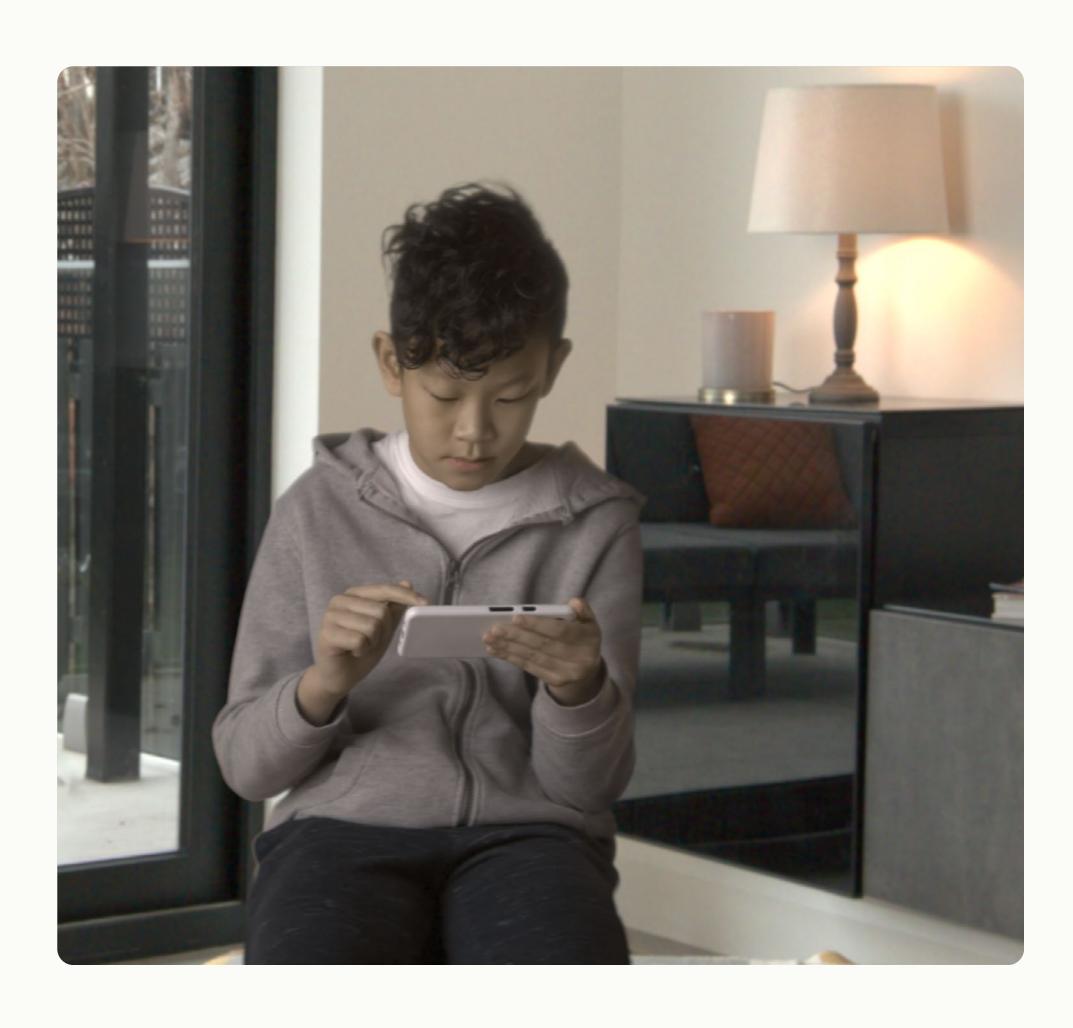
**ParentClub.scot** is an invaluable resource for parents.

It features hundreds of helpful articles across dozens of topics, from tips on dealing with challenging behaviour, to advice on how to interact with their kids.

It also offers support and reassurance for parents, helping them navigate all challenges of parenting.

# Campaign Overview

**The online world is a major part of all of our lives, and children of a younger age are now spending more and more time online, particularly due to the pandemic. 66% of 8-11 year olds have their own tablet and 49% have their own smartphone.**

It is important that we help children to stay safe when online. Parent Club recognises that this may be new territory for many parents and carers. The new 'Child Online Safety' campaign seeks to make parents aware of the online dangers for children, while supporting them to help keep their children stay safe online.

Ranging from practical advice on how to implement safety measures to guidance on how parents can talk openly to their children about online safety and negotiate boundaries, this campaign aims to reassure parents that they can apply the same skills and instincts that they would apply in the physical world.

With Parent Club's new 'Child Online Safety' digital hub launching 8 February to coincide with Safer Internet Day, the integrated campaign also features an advert running on multiple channels including TV VOD and digital platforms. This is further supported by an engaging PR and digital campaign, as well as a partnership outreach strategy running throughout February.

This is an important campaign, and we need your help to reach as many parents as we can. We invite you to have a look at our toolkit, which provides easy to use assets that you can use to reach the families you already support.

# Key Messages

**Now, more than ever, children are living in a digital world. This Child Online Safety campaign aims to guide parents and carers through this new territory, providing practical advice on how they can help protect their children, alongside helpful ideas on how to start family conversations about online safety. Our key messages include:**

- **Opening up about online safety**

Children of younger ages are now spending more time online and finding online independence. It is important for parents to begin talking to their children about online safety, agreeing boundaries, and setting rules so that they can develop good habits and online behaviours as they get older.

- **Protecting your child online**

Despite many parents believing that they have safety measures in place, many children have still engaged in risky behaviour online. It's important for parents to be aware of practical ways they can help keep their children safe, such as adding safety measures to devices, streaming platforms, search engines, and mobile and broadband providers.

- **Being aware of online dangers**

Online activity has many benefits for children, but it is important to make parents aware of the online dangers their children may face and how to help prevent them from exposure to inappropriate content, messaging strangers, grooming, unauthorised spending, and online bullying.

- **Making your child feel safe**

By taking an interest in their child's online activities, finding ways to have fun as a family online, and talking about online safety, parents can help build trust and confidence with their child. This makes it easier, if something does go wrong, for children to feel comfortable and safe about telling a parent or a trusted adult.

# Parent Club

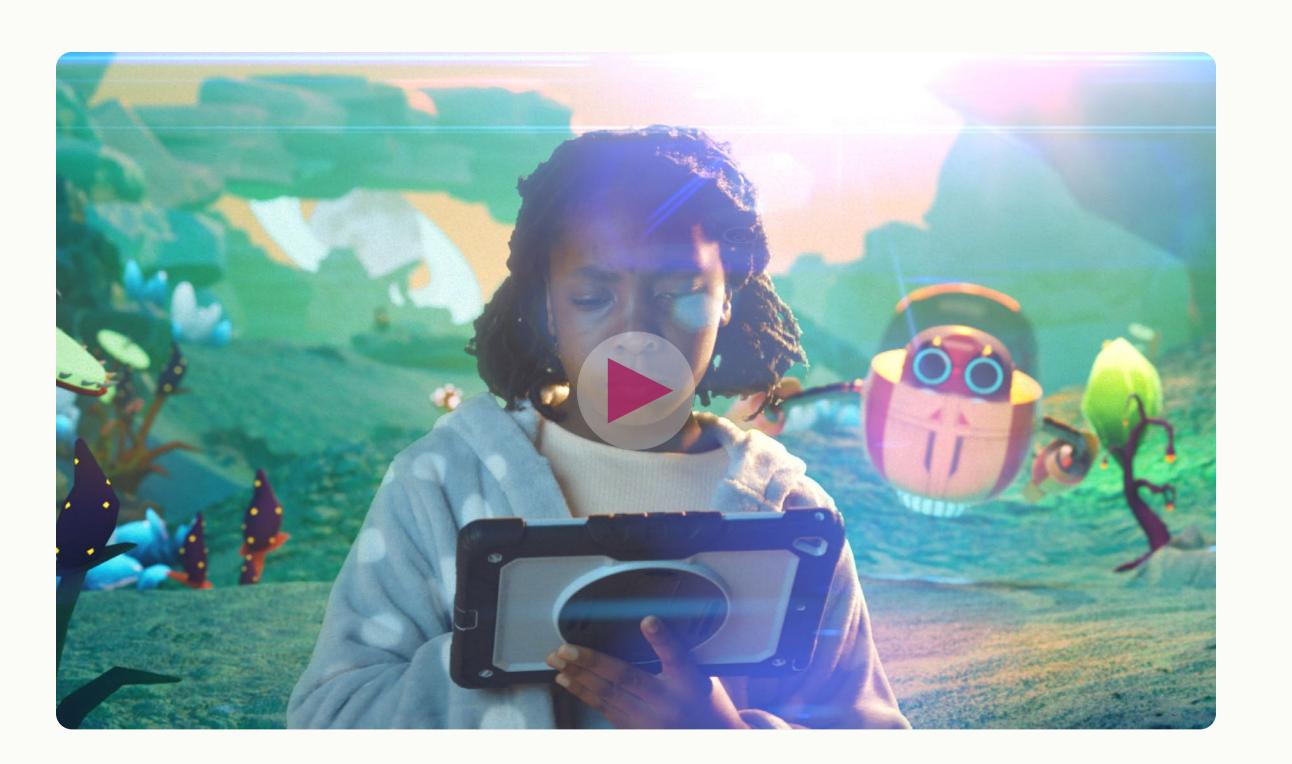Scottish Government
Riaghaltas na h-Alba
gov.scot

## Campaign film

The 30-second campaign video will be broadcast across a range of VoD and social channels. This will also be supported by a series of three shorter 15-second videos created for social media.

You can view the main campaign film below, or by visiting:

**parentclub.scot/online-safety**

# Campaign Partnership and Support

**Our partners play a vital role in helping the Scottish Government reach its priority parental audiences. As a trusted voice and resource for your service-users, you can help build awareness of Parent Club and the support it can offer.**

The campaign hub at **Parentclub.scot/online-safety** is packed with practical ideas and advice for parents to feel more confident and informed on the steps they can take to help keep their children safe online.

Please help us get our important messages to families throughout Scotland by simply downloading the following resources relevant to your organisation and sharing them across your communications channels.
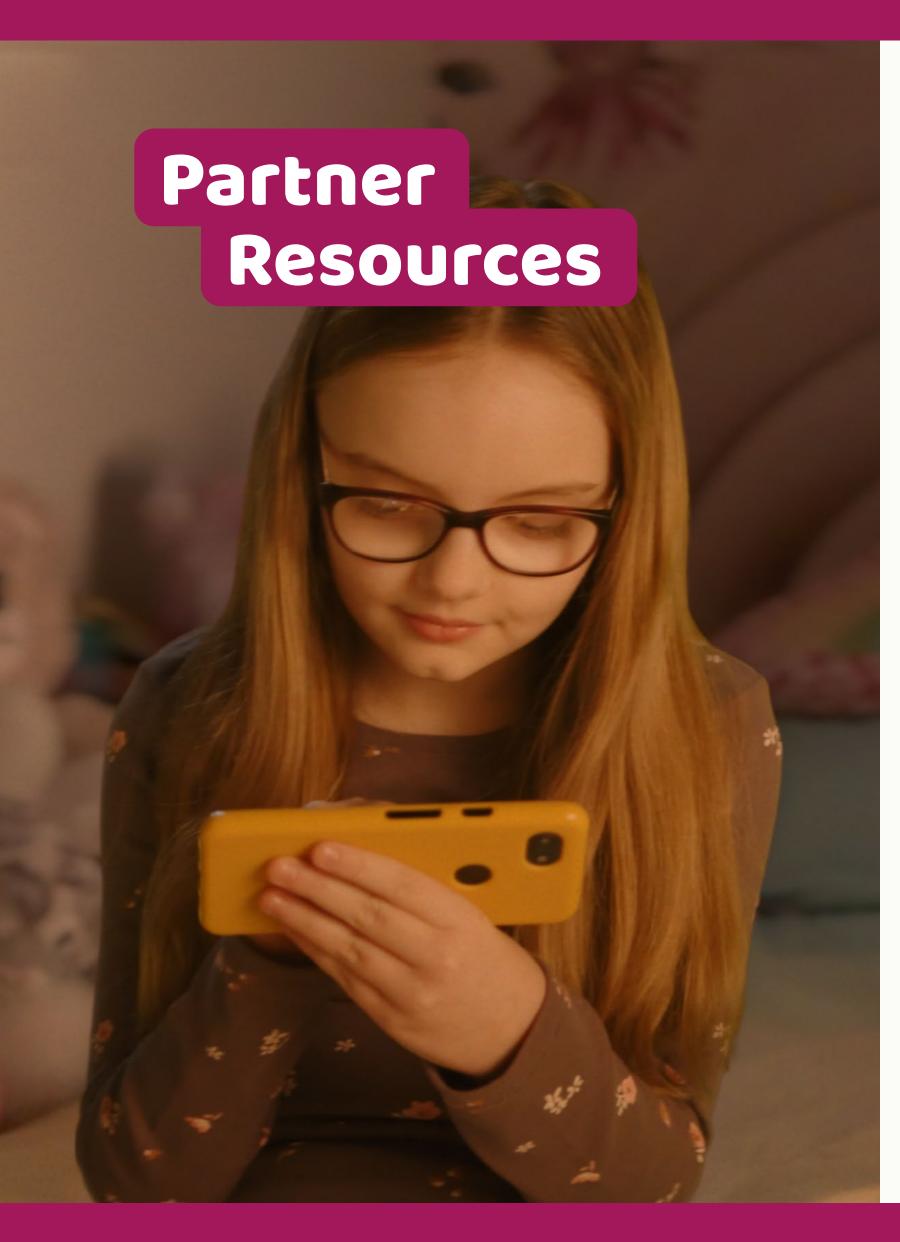
If there are any additional resources not included in this toolkit that would like to see in future campaigns, please let us know by contacting: **ParentClubPartnerships@union.co.uk**.

**Partner Name**
Today at 19:33 · 🌐

Int laborem et, eatur aut volore nonse con pra eliqui sumqui vent illatin re quis qui alitamus reptat fuga. Cestrup tatatem faceatur?Nam que vel impor aliqui qui dolectusam sitiuri

Parent Club

👍 Like          💬 Comment          ↪ Share

👍❤️😮 1.035

Write something...

**Partner Name** ✓
@PartnerHandle

Int laborem et, eatur aut volore nonse con pra eliqui sumqui vent illatin re quis qui alitamus reptat fuga.

Parent Club

**133** RETWEETS   **1,170** LIKES

# Parent Club

## Partner Resources

**Please find below various partner resources that you can download and share with your audiences.**

### Campaign Overview Document

In addition to providing a concise overview of the campaign and its key messages, this document includes further information and advice for parents, such as warning signs to look out for.

- Translated into 8 languages (Arabic, French, Gaelic, Polish, Punjabi, Urdu, Romanian, Simplified Chinese)
- Accessible versions: BSL, Audio English, and Easy Read

### Newsletter Copy

Download the newsletter text, copying and pasting it into your newsletters or online notice boards where relevant.

### Parent/Child Questionnaire and Conversation Tool

Designed as a discussion aid for parents to chat through with their children, this questionnaire aims to help instigate a conversation between parent and child, while providing advice to parents on navigating topics and agreeing to online boundaries.

### Parental Safety Sheet

Designed to help support community leaders, particularly working directly with parents from Seldom Heard Groups or audiences not fully aware of potential risks, this document is designed for adult-to-adult discussion, to help educate them on potential online dangers and how to shape conversations with their children.

**Download**

### Social handles

**Facebook: @ParentClubScotland**

**Instagram: @ParentClubScotland**

**Twitter: @ParentClubScot**

08

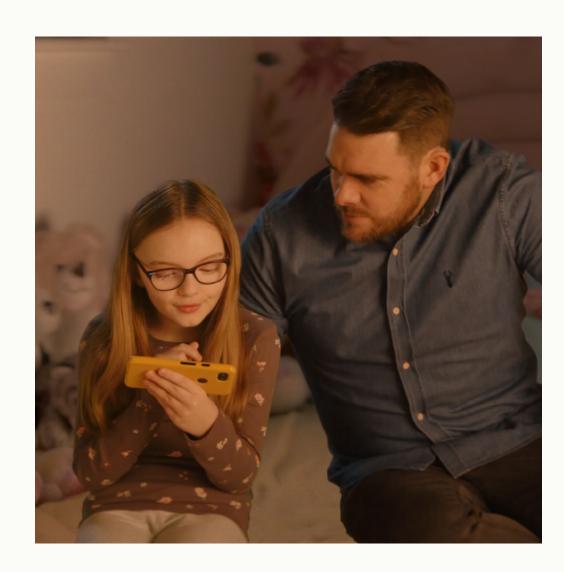Scottish Government
Riaghaltas na h-Alba
gov.scot

# Social Media Assets

**We really appreciate our partners sharing the campaign messages across their social channels. For ease, you can download the below assets and their corresponding copy from our partner resource page. Please feel free to adapt the copy to fit your audience and organisation.**



**Social Media Images and film**

**Social Media Copy**

## Thank you

Thank you so much for your support of Parent Club and our important campaign.

Parent Club can also share posts from our partners and stakeholders. If you would like us to reshare any content from your channels, please do get in touch.

We want to be sure these resources and communications are working for you and would welcome any thoughts, suggestions or requests regarding our campaigns.

Please contact: **ParentClubPartnerships@union.co.uk** with any feedback.

Useful contacts

**For more information and support, please contact:**

Ali Liddy
Account Director
Union Connect
0131 625 6000

**Ali.Liddy@union.co.uk**

**For more further campaign information, please contact:**

Rachael Vassallo-Watson
Parental Audience Marketing Team
Scottish Government

**Rachael.Vassallo-Watson@gov.scot**