ZEEKO

Internet Safety Guide

Empowering children to protect themselves online through education

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INTERNET

SAFETY

GUIDE

Empowering parents through education to protect their kids online

Claire O'Broin

Emma Kenny

Maria O'Loughlin

Joe Kenny

Aisling O'Hagan

ZEEKO *Internet Safety Guide*

❝ It was excellent - our pupils learned some very useful tips on safety, how to keep safe and where their responsibilities lay. Highly recommended ❞

Mary O'Leary, Principal, St. Helen's SNS, Portmarnock

❝ All parents should do this course so as they stay one step ahead of their kids ❞

Anne - Margaret attended a Parent Crash Course in July

❝ Claire and Aisling have educated me thoroughly this evening on the subject of Internet Safety. Having 2 young teenagers learning and being informed is a big help. Ignorance is not bliss when it comes to the internet. The girls did an excellent job ❞

Louise attended a Parent Crash Course in July

❝ The evidence based material and research ensured a thoroughly interesting dialogue between facilitator and audience. It takes the "mystery" out of social media. The rules were excellent and easily remembered ❞

James Tobin, Principal, Holy Trinity NS, Leopardstown

66 I found the course very informative. I definitely want to be a proactive parent - thankfully I have time on my side for a change 99

Elaine attended a Parent Crash Course in July

66 A must-attend for any parent 99

Marc attended a Parent Crash Course in July

66 Maria gave us a very thought - provoking presentation and our boys really responded to the Stop Block Tell and 5:1 rules 99

Maureen Fitzpatrick, Principal, St. Joseph's CBS, Fairview

66Superbly done - really engaged the children, brilliantly presented & a great presentation for parents.   The whole concept is exceptional. Should be mandatory in every school. Research bang up to date 99

Jerry Grogan, Principal, Holy Trinity NS, Donaghmede

FACES OF ZEEKO

Joe Kenny - CEO

My wife, Linda and I believe the internet is a fantastic resource for our son. Equally we believe that children should be safe online. We do not agree with all the hurt and negativity created in young peoples' lives due to the internet. We have committed two years of our lives and a substantial amount of our own money to bring about change through education.

Linda Kenny

Co-founder and CFO

- *Parent, committed to educating parents and children on the value of the internet*
- *Qualified ACCA Accountant*
- *Honors Business Studies Degree*
- *15 years systems implementation experience in multinational organisations*

Maria O'Loughlin

Development Manager

- *Parent of 2 children*
- *Degree in Psychology and MSc in Computers & Information Systems*
- *Over 20 years customer service and sales experience*

FACES OF ZEEKO

Claire O'Broin
Marketing Consultant

- *Diploma in Digital Marketing*
- *Member of the European Institute of Communications (MEIC)*
- *Background in social media management*
- *Currently studying for a Masters in Marketing in the UCD Michael Smurfit School of Business*

Emma Kenny
Lead Animator

- *Studied Game Development in Pulse College*
- *Previously lead animator for Irish online Educational Game and App, Savvybear*
- *Illustrator*

Aisling O Hagan
Marketing Consultant

- *Background in Marketing and Sales*
- *Holds a Masters in Marketing from UCD Michael Smurfit School of Business*
- *Fundraiser for children's charity in spare time*

Acknowledgements

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Introduction

As parents in the Digital Age, we are all concerned about our children's safety when using the Internet. With so many WiFi-enabled devices at our children's fingertips, from iPads and smart phones, to games consoles and iPods, we as parents need to be fully equipped to keep our children out of harm's way when using the Internet. Throughout our research and in the course of our work, education has constantly proven to be the most valuable asset to parents and children alike in online safety.

Because of this, we at Zeeko have put together this Internet Safety Guide to help all parents, regardless of digital proficiency, to get to grips with the online world facing our children. As parents ourselves, we know that time is scarce, so this Guide is intended to be a quick, easy and user-friendly read. From cyberbullying to all things social media, we have it covered!

Chapter 1 looks at Digital Footprints – what they are, and how you can keep your child's digital footprint positive and harmless. Speaking the 'cyber language' that is so familiar to many of our kids is one of the top challenges for many parents – knowing your 'story' (Snapchat) from your 'favourite' (Instagram) can be a minefield, but Chapter 2 condenses all of this down and helps you grasp your child's digital lingo.

Cyberbullying is by far one of the biggest concerns for parents and schools alike, and whether your child is the victim or the bully, we address this issue in Chapter 3 – from the different types of cyberbully, to equipping your child with our simple rule to combat cyberbullying (Stop, Block, Tell!).

Many parents are extremely concerned about the potentially negative repercussions of their child being active on social media, and the range and functionality of various platforms can be mindboggling, so Chapter 4 helps you get to grips with social media and how to manage it effectively in your home.

Digital Stranger Danger is a topic often sensationalised in the media, and the prospect of your child interacting with a potentially sinister stranger online can be terrifying. However, in compiling our Trend Report research with children aged 7-13, we have learned that quite a large proportion are interacting with strangers online (playing against them, friending or following them on social media or even chatting to them on games or sites with a chat function). Chapter 5 offers you some simple steps to help you equip your child with the knowledge and tools to keep safe from this digital threat.

Chapter 6 explores the popularity of online gaming amongst children (big and small!), the potential risks associated with online gaming and how to avoid these. We also discuss 2 of the most popular games

among this age group (7-13 years old), their suitability and content, and suggest a fantastic resource to check the appropriateness of a game before you purchase or allow your child to play, as well as offering some child-friendly alternatives.

Excessive internet use is considered a relatively new issue, but having recently been added to the Diagnostic and Statistical Manual of Mental Disorders (DSM-5). We look at this issue in depth in Chapter 7, from the signs that your child may be developing excessive internet use to their time online, to our easy-to-remember prevention tool; the 5:1 Rule.

While they are not a substitute for education about online safety, safety settings are very useful in helping to protect our kids. In Chapter 8 we review the tools available to you from Internet providers, mobile phone operators, various websites and search engines, and some of the apps and software programmes specifically designed to safeguard against cyber threats. Then in Chapter 9, we turn our attentions to devices themselves; iOS devices (iPhone, iPad, iPod), Android devices (phones and tablets), Windows and Mac.

Finally, in Chapter 10, we tackle the issue of inappropriate content. Although what that term covers can vary from parent to parent (depending on the age and maturity of their children), the underlying principles remain the same when it comes to dealing with this cyber

threat in your home and we offer some simple, yet effective, steps that any parent can implement.

All in all, this Guide aims to provide simple advice and easy-to-implement steps, to equip parents and teachers with the knowledge they need to empower their children to stay safe online.

Your Child's

Digital Footprint

An Introduction to Online Safety

As parents today, it is likely that you made your first mark on the Internet roughly 15 years ago.

When your name is typed into an online search bar, there is a good chance that a social media profile will pop up; your latest tweets, perhaps your Facebook profile picture and maybe your LinkedIn account. Imagine if your digital footprint had started as a child, and imagine how different this search would look today. Your children's digital footprint can start before they begin to walk and follow them around for life. As a parent, you are responsible for what has become known as your child's 'digital footprint', or 'digital shadow'.

Today's technology means children can have a social media presence before they are old enough in the eyes of the law to have a say on whether or not they want one.

> *"As a parent, you are responsible for what has become known as your child's digital shadow"*

For many parents, knowing how to protect their child's digital footprint is a minefield. We have conducted considerable research with parents and teachers to listen to your concerns. We have visited schools across Dublin, meeting pupils to find out more about current online trends. We have drawn upon our own backgrounds in social media, digital technology and psychology, and combined all of this to bring you the 'Zeeko Parent's Internet Safety Guide'. Throughout this book, we will be giving you full insights into your child's online world and advice on how to protect them in cyberspace.

One important trend we at Zeeko have observed is that when children go online they are increasingly *going mobile*. Smartphones are the most commonly used devices amongst 9-16 year olds, with 35% reporting that they are their go-to devices for daily Internet use and tablets used by 27% (O'Neill & Dinh, 2015). The danger with this trend is that children can be accessed by strangers or bullies anytime, anywhere. This is coupled with the ever-increasing popularity of Wi-Fi enabled devices, e.g. iPods, iPads and Xbox consoles. Wi-Fi enabled devices allow children to access online games with chat functions, social networking sites and chat apps.

Children no longer need a phone to engage with friends as they can simply use a chat app or visit their social media profile on a Wi-Fi enabled device, such as an iPod.

The age children engage with the internet today is getting much younger. Children up to 3rd class enjoy a variety of online activities,

"Perhaps the most overlooked benefit of a child using the Internet is that it helps them to develop their digital literacy"

including watching videos, playing games, searching for information, doing their homework and socialising within virtual worlds. Entertainment remains the most popular online activity amongst all age categories, although the range of activities increases with age. As children reach 4th, 5th and 6th classes, they begin to interact with social media sites, chat apps and online games. Examples of these include Snapchat, Instagram and FIFA.

Although the majority of activity is relatively innocent and innocuous, there are some associated threats attached to even the most seemingly innocent sites, which when ignored, can put your child in danger. The key threats to children when using age appropriate virtual worlds are the exposure and contact from strangers through fake profiles. Exposure to inappropriate content is a primary concern for many parents. When surfing the net for homework or games or looking for something on YouTube, children can be exposed to inappropriate content, which comes in many forms (from inappropriate advertising to drugs and violence). As kids progress to use

social media, chat apps and online gaming, the risk of contact from strangers increases. In addition, the threat of cyber bullying is constantly increasing as more of their peers move online.

Your child will have a number of positive reasons for using the Internet; education, entertainment and socialising with friends. Cyberspace offers a vast range of positive elements for our children. It lets them communicate with friends and family. It can even support children in accomplishing new goals such as coding, designing a poster or creating a video to share with friends and family. Perhaps the most overlooked benefit of a child using the Internet is that it helps them to develop their digital literacy, which has become a vital life skill in itself. With so many day-to-day tasks moving online (banking, shopping, travel, research etc.), the Internet has integrated itself into our personal, academic and professional lives. Despite the threats, there is no doubt that the Internet has become an essential part of a child's upbringing, and their subsequent development, and so, mitigating the risks in order to protect our children is our ultimate goal.

At Zeeko we advise parents to practice active mediation when it comes to digital parenting. Give your child the tools and education that they need to protect themselves against threats on the internet. Allow them to reap the benefits of the internet for education, entertainment and safe communication. Empower them to be a responsible Internet user, to be comfortable talking about their online endeavours and perhaps most importantly, to speak up if they are confronted with any issues or challenges without fear of severe punishment. Our 'Internet Safety Guide' will give you step-by step-advice across a range of topics, on how to protect your child online and have peace of mind that they are safe.

The Zeeko Mantra

"Treat the Internet like a noticeboard"

Generally speaking, the content you post on the Internet cannot be easily removed or deleted. This is true for social networks, chat apps and photo sharing sites. Before you or your child post content online, ask yourself, "Would I post this on a public noticeboard?"

KEY TAKEAWAYS

- ☑ **As a parent, you are responsible for your child's 'digital shadow'**

- ☑ **The Internet can help kids develop their digital literacy, which has become a vital life skill**

- ☑ **Treat the Internet like a noticeboard**

Devices

The important thing to note when it comes to devices is that safety settings vary quite widely by device, and often, between different versions of the same device. This book is looking at the most popular devices, but we run through these in far more detail and across a wider range of devices in a workshop setting during our Parent's Crash Course (see **www.zeeko.ie** for more information on these courses). Firstly, we will look at **iOS**. The second section deals with **Android**. The third section addresses **Windows**, and the fourth sections looks at the **Apple Mac**.

iOS

The first devices we will explore are the **iOS** devices; **iPhone**; **iPad** and **iPod Touch**. The safety settings for all of these devices are set-up the exact same way, so follow the steps below.
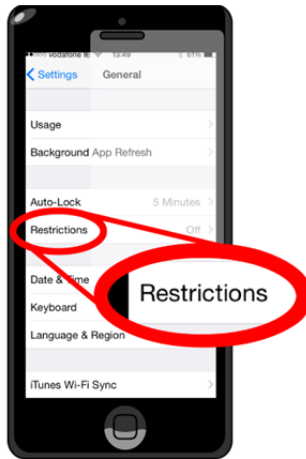
Restriction Set-Up

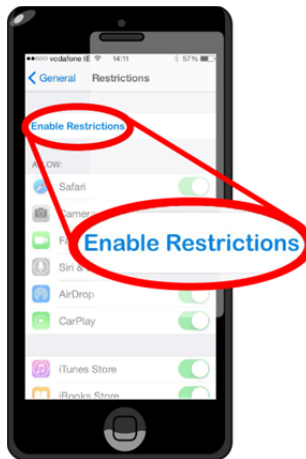1) From the Home screen, select **'Settings'**, then **'General'** from the menu that appears
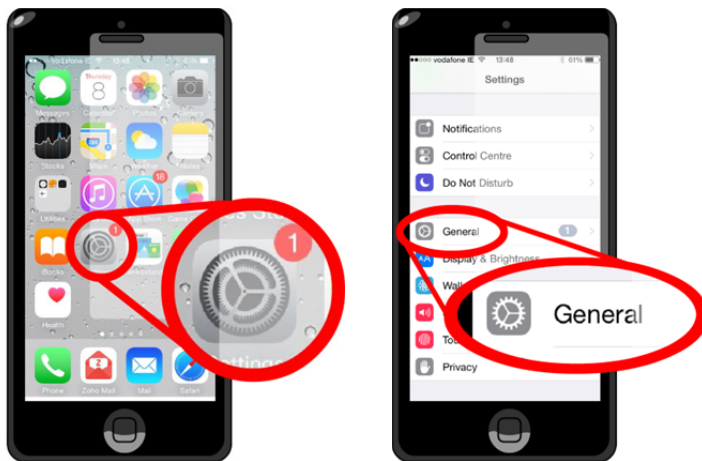
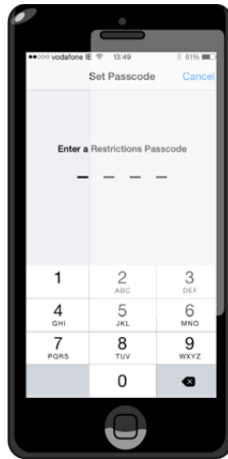2) Select **'Restrictions'**

3) Click **'Enable Restrictions'**

4) Set a password, which you will use to change your settings or turn off **'Restrictions'** in the future

Features and Apps Set-Up

Now you can customise safety settings for (1) Features and Apps (2) Content (3) Privacy (4) Allow Changes, and (5) Game Centre. We offer our recommendations on these settings below. There are a total of 37 items you can customise in **'Restrictions'**. The numbered items in the list correspond to the numbered items in the pictures.

1) Disallow **'Safari'** if you are uncomfortable with your child accessing the Internet

2) Many kids like taking photos, so it is ok to leave the **'Camera'** on, once you have given your child some guidelines around sharing images

3) If your child communicates with faraway family or friends, you may wish to leave **'FaceTime'** on for video calling

4) **'Siri'** is essentially voice control, or an **'interactive assistant'** on the device. Some kids like to use it for the novelty factor. You can change the settings later in the menu to disable **Siri** using explicit language or accessing web content as part of the search

5) **'AirDrop'** is a means of transferring files wirelessly between devices, but is seldom used and could be switched off

6) **'CarPlay'** allows the device to interact with in-car displays and systems, so for most children, this should be turned off

7) You can remove **'iTunes Store'**, **'iBooks Store'**, **'Podcasts'** from the Home screen

8) You can choose to disable **'Installing Apps'**

9) You can choose to disable **'Deleting Apps'** and **'In-App Purchases'**