



Safer  
Internet  
Day 2017



UK Safer  
Internet  
Centre

# The Power of Image



#SID2017

Be the change: Unite for a better internet



Co-financed by the European Union  
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There are now more ways than ever before to create, edit and share images and videos online.



# Did you know...

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

# Why do people share images?

To share memories

To get noticed? (likes and followers)

To show people what you are up to

To raise awareness

To boost confidence?



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# What's in a selfie?

A story?

Personal  
information

A message?

An invitation  
to contact or  
comment?

A challenge?

Creates an  
impression/a  
ffects online  
reputation



Geotagging data

Reality or fantasy?

# Is seeing always believing?





# Is seeing always believing?

Real selfie

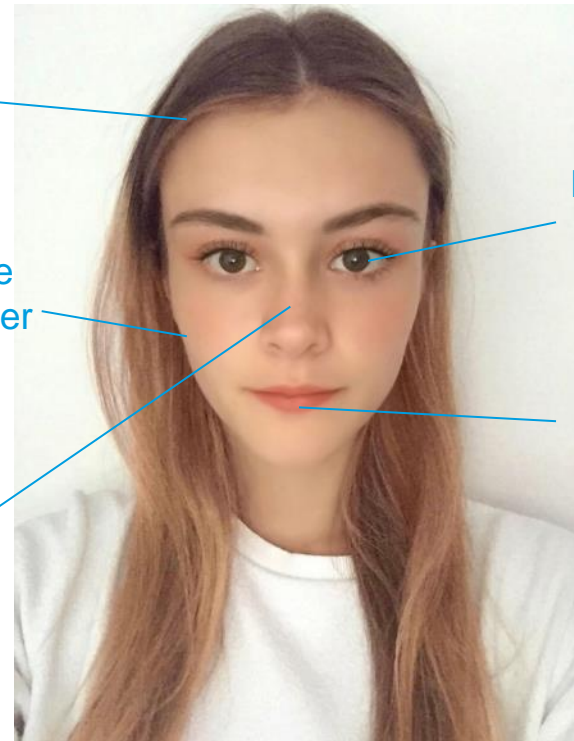


Edited selfie

Hair colour  
changed

Face shape  
made slimmer

Skin  
smoothed  
out



Eyes are  
whiter

Makeup  
added

# Online Content

## Advice

- Discuss online experiences
- Critical thinking is key
- How does what they see impact on how they feel?

# Online Conduct

## Advice

- Think before you post
- How do their photos affect others?
- Build an online reputation
- Use privacy settings on social media



# Online Contact

## Advice

- How many friends and followers?
- Look after personal information
- Why someone may make contact
- Report and block offensive images, messages or users
- Geotagging and geolocation settings



# Sexting

## Risks

- Creating, distributing or possessing an indecent image of a child – against the law
- UK Police position – first time offenders should not face prosecution
- Emotional and psychological damage
- Reputational damage
- Online manipulation/extortion

[www.saferinternet.org.uk/sexting](http://www.saferinternet.org.uk/sexting)



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# Sexting

## Advice

- Talk to your child about the risks
- Seek help from the school/Police
- ZIPIT app from Childline
- 'So You Got Naked Online' – advice for young people
- Report suspected grooming to Police/CEOP



# What can I do right now?

- 
- Open dialogue with your child
  - Family agreement
  - Consider filtering and blocking software
  - Think before you/they post
  - Understand the laws
  - Privacy settings and reporting
  - Save the evidence and report the incident
  - Know where to get help
  - Watch SID TV clips

Sign up to the UK  
Safer Internet Centre  
newsletter at:

[saferinternet.org.uk](https://saferinternet.org.uk)

# Want more information?



We are happy to answer questions!  
**education@childnet.com**



**www.saferinternet.org.uk**  
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## Follow us



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