

INCLUSIVE

Digital Safety

**Making the internet safer
and more inclusive**

Supporters pack

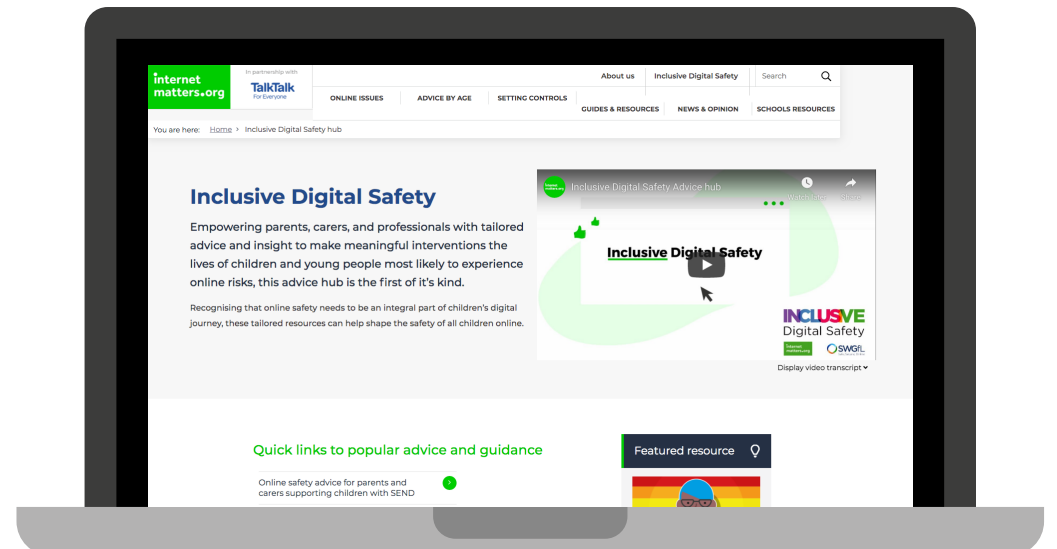
October 2020



www.internetmatters.org/inclusive-digital-safety

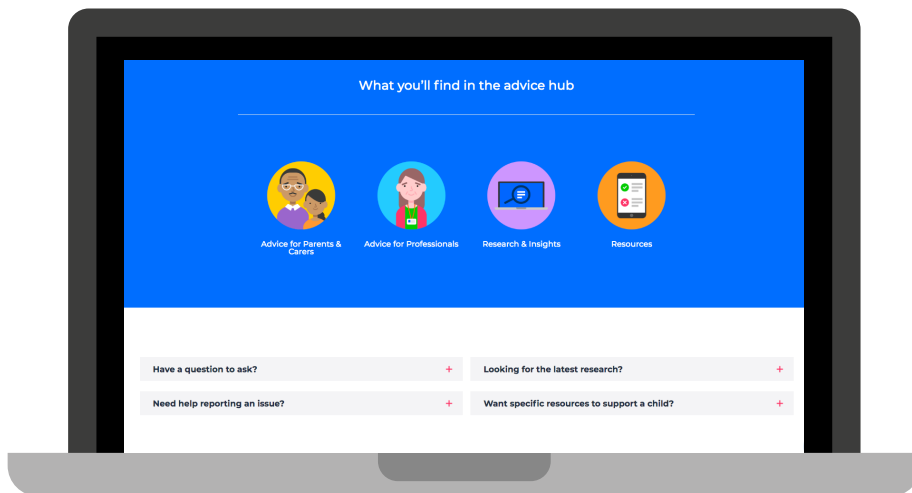
Contents

About the Inclusive Digital Safety hub	3
How you can raise awareness of our work	5
Resources available to share the advice hub	9
Why we need your support	7
Why it's important	9



About the Inclusive Digital Safety hub

The Inclusive Digital Safety (IDS) advice hub is a joint initiative between Internet Matters and SWGfL. It empowers parents, carers, and professionals with tailored advice and insight to make meaningful interventions in the lives of children and young people most likely to experience online risks. It's the first of its kind.



What was the problem we were trying to solve?

As an organisation our focus is to empower all UK parents and carers to help their children benefit from digital technology smartly and safely.

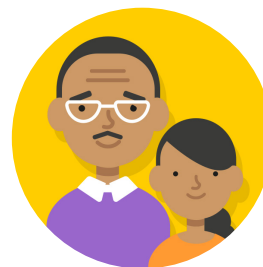
As research shows that children experiencing vulnerabilities offline are more likely to be exposed to online harms, we saw an opportunity to create a tailored online safety platform to support parents, carers, educators living or working with these children and young people.

The aims of IDS were bring together the best expert advice and resources to support children and young people with special educational needs and disabilities (SEND), those that are care-experienced, and those part of the LGBTQ+ community to thrive in their digital world.

What you'll find in the advice hub:



[An online forum for professionals](#) to seek peer support and share experiences and best practice.



[Resources for parents and carers](#) to support children with additional needs, disabilities, or certain lifestyles whilst browsing, socialising and gaming online.



An [Index of Online Harms](#) for professionals offering advice based on the Education for a Connected World framework, updated to recognise additional attributes for children in more vulnerable groups.



A [research hub](#) that contains the most recent insights into the digital lives of children experiencing offline vulnerabilities.



[So you got naked online \(SEND version\)](#) guide for children and young people with additional learning needs and disabilities who have shared sexual images online.

How you can raise awareness of our work

The aims of this pack are to provide ideas and tools to assist you in promoting the Inclusive Digital Safety hub:

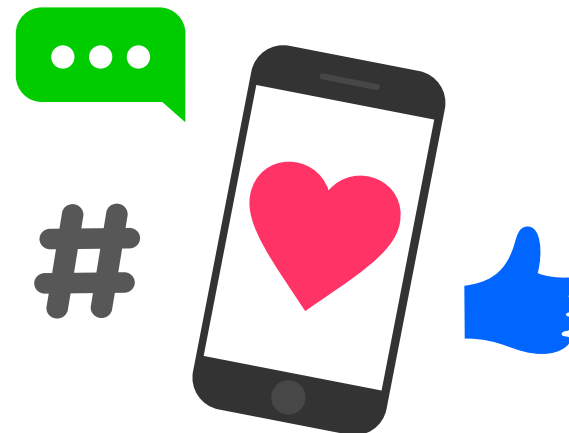
Having an event that could benefit from us attending?

Contact us at info@internetmatters.org. We will review your request and attend the event to share details of our research and resources.

Regularly tweet and post online, using hashtag

#InclusiveDigitalSafety

- Share through existing newsletters
- Consider including the resource on your website. [Click here](#)
- You can feature our IDS blog on your site to help raise awareness. [Click to see blog](#)



Suggested social media posts:

(These can be used across Twitter, Facebook and LinkedIn)

1.

Online safety is important for all children and young people, especially for those experiencing vulnerabilities. This is why the **#InclusiveDigitalSafety** hub was created: www.internetmatters.org/IDS

2.

If you are a parent, carer or professional who is looking for online safety advice to support a child with SEND, care-experienced or who identifies as LGBTQ+ visit **#InclusiveDigitalSafety** advice hub: internetmatters.org/IDS

3.

The **#InclusiveDigitalSafety** hub is packed full of resources, guides, research and a forum to provide tailored advice for parents, carers and professionals to help children most at risk to thrive online. Visit www.internetmatters.org/IDS to learn more

Resources available to share the advice hub

Download our images and guides and content to support IDS.

Hashtags

#InclusiveDigitalSafety

Find us on social media:



Twitter:
[@IM_org](https://twitter.com/IM_org)



Twitter:
[@swgfl_official](https://twitter.com/swgfl_official)



Facebook:
[InternetMatters](https://www.facebook.com/InternetMatters)



Facebook:
[swgflofficia](https://www.facebook.com/swgflofficia)



LinkedIn:
[internet-matters-ltd](https://www.linkedin.com/company/internet-matters-ltd)



Instagram:
[swgfl_official](https://www.instagram.com/swgfl_official)



Youtube:
[internetmatters](https://www.youtube.com/internetmatters)

Full download link here:



[Download all social media posts and other assets here.](#)



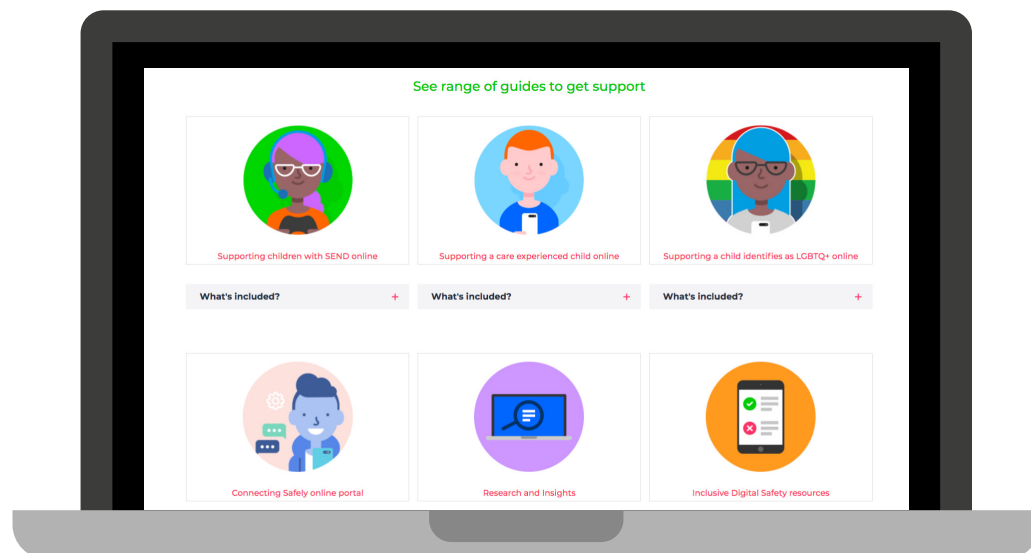
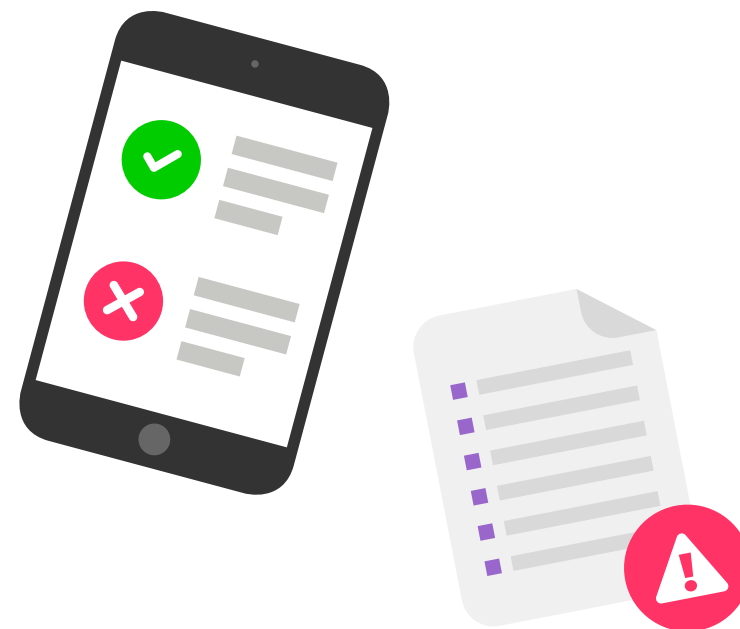
Why we need your support

Together you can help us reach the people who may benefit most from the resource

- The more ways you can help us to showcase the resources, the more opportunities we'll have for them to make a material difference in children and young people's lives.

Preventing online harms for all children is something that we all have a part to play in to affect change

- Our main aim is preventing online harms through education for all individuals working with young people who we've identified through research are more likely to experience online risks.



Why it's important

Evidence from the Cybersurvey¹ suggests that young people with offline vulnerabilities are more likely to encounter risks online.

Our Vulnerable Children in a Digital World report² which draws from the Cybersurvey suggests that knowing the offline vulnerability that a child or young person is experiencing allows us to predict the type of risks they may face online. If we can predict, we can do more to prevent the risk from becoming harmful. But to do this successfully the adults supporting the child must have the skills and confidence to engage meaningfully with them about their online life.

Research and insights for:

- **Children and young people with SEND**
 - More than **one in five** of those with learning difficulties has often seen comments or messages containing violence, hatred or racist views
 - **27%** view sites promoting self-harm compared to **17%** of their non-vulnerable peers
 - **One third more likely** to say they were not taught how to stay safe online
- **Children and young people with care-experience:**
 - **48%** said they had been cyberbullied compared to **25%** of those that are not care-experienced
 - **21%** had experienced an incident of seeing inappropriate content online
 - are particularly susceptible to cyber scams
- **LGBTQ+ children and young people**
 - **3 in 10** have been bullied with comments, messages, videos, or pictures that were mean, untrue, secret, or embarrassing
 - **2 in 5 (40%)** have been the target of homophobic, biphobia and transphobic abuse online
 - **40%** have also received unwanted sexual contact in an online game

1. The Cybersurvey is an annual survey of young people's views and online experiences run by Youthworks since 2008. Over the last 10 years, 38,000 young people have participated. A research partnership has been established between Youthworks and Dr Aiman El Asam of the Department of Psychology at the University of Kingston to study samples of this data further. Evidence for the research paper is drawn from Cybersurvey data and reports by Adrienne Katz and research papers by this partnership Dr Aiman El Asam and Adrienne Katz.

2. [Vulnerable Children in a Digital World](#)

INCLUSIVE

Digital Safety



www.internetmatters.org/inclusive-digital-safety