TAKE THE FIRST STEP IN COMBATING ONLINE RISKS TO YOUR CHILD

ProtectaChild

Dear Parent,

Welcome to ProtectaChild… The first step in combating online risks to your child

The problem
We are at a unique point in history. Never before has the risk of the online world been so present. Unfortunately this risk is focussed squarely at the door to your family. ProtectaChild's main aim is to limit cyber bullying, online predators and other risks associated with today's social networking. Parents and guardians can now monitor their children's online social activity through Facebook, Twitter, YouTube, MySpace and Bebo.

What we already know
Make no mistake; the risks to your children are increasing exponentially. Fortunately there is an increasing awareness of this risk by parents but they need some high level help. Some parents feel they are in control of the situation by sharing usernames or being 'friends' of children. While this strategy was initially encouraged, the children of today have quickly worked out ways to get around these and hence they are not as effective as they once were.

The solution – ProtectaChild
ProtectaChild has been designed by the education market for the education market. We hand-selected people who work in education to identify the top risks they have seen in relation to children accessing the Internet, and designed a product to tackle these key areas. The ProtectaChild product and this 'ProtectaPak' containing guidelines for using technology in the home is what they have come up with.

What does it do?
ProtectaChild monitors and tracks the content being created by your child and other children on social networking sites using keywords and tracks for inappropriate content. When these keywords are detected, an email or SMS is sent to the parent or guardian for them to review the highlighted content and deal with it appropriately and in a timely fashion. Hence, ProtectaChild is designed to make it easier for parents or guardians to keep an eye on their children's online social life without sacrificing their privacy and/or safety or being too invasive.

What to do next
Firstly, you have made a great start in downloading this ProtectaPak. It is now very important to read both the points for parents and the Protectarules for young adults. We recommend getting your child to agree to the Rules by signing it, then place it in a prominent place within the home – such as on the fridge or family room wall.

If you have any queries, please email us at admin@protectachild.com.au

Yours faithfully,

Jason Edwards
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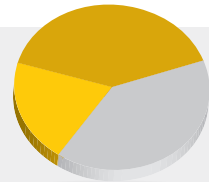**www.protectachild.com.au**

ProtectaChild

PROTECTAPAK

PROTECTACHILD'S PROTECTAPAK IS DESIGNED TO HELP YOU TAKE APPROPRIATE STEPS TO KEEP YOUR CHILDREN SAFE ONLINE.

ProtectaPak is a 40/40/20 solution which gives you the tools to help your children make the right decisions online, while giving you peace-of-mind. All in three easy steps:

STEP 1. 40% Education
Download this ProtectaPak, review and implement the Family Managed Environment.

STEP 2. 40% Implementation
Subscribe to the ProtectaChild Family Management application at **www.protectachild.com.au** and enrol your children into each social media product they are using (such as facebook, twitter, myspace).

STEP 3. 20% Co-operation
Work with your ProtectaChild community to validate your childs friends using the Community Crowd Protection tool available from the Friends tab when you are logged in.

It's that easy! Start protecting your family now by reading on...

IMPORTANT POINTS FOR PARENTS

ProtectaChild

IS SOCIAL MEDIA CHANGING OUR FAMILY VALUES?
WHO ARE WE LETTING INTO OUR HOME?

Risk 1:

The internet, social media and websites can be accessed generally from a multitude of modern devices such as PCs, Laptops, iPads, iPhones, iPods, Games Consoles, SmartTV's and Smartphones.

⊘ ProtectaChild recommends:

1. **Implement Family Managed Rules** – insist that technology is used in the family room or study and not in bedrooms or unmonitored spaces.

2. **Teenagers need to learn good utilisation of their time** and we can help teach them these skills by designating 'time periods' for certain tasks, including 'free time'. If this is not done, teenagers can develop what's called 'continuous partial attention', a habit that is formed when a person is doing multi-tasks (including chatting online) without the full attention that a task may require.

3. **The average time a child should be accessing social media sites** has been said to be a maximum of 30 minutes per day.

Risk 2:

Resistance to the handover of passwords, login information or devices that children are used to having free 'unmonitored' access to.

⊘ ProtectaChild recommends:

1. **Start as early as possible** – implement the Family Managed Rules and stick to them. They are much harder to implement later.

2. **Moving from a 'trust' based model to a 'family managed' environment** will likely cause issues within the family household. It is very common for young adults to see this as a restriction on their rights – hence a large number of them will be unwilling to be compliant.

3. **For teenagers who are already active users of Social Media,** we recommend discussing the reasons behind your decision to take a positive step in building a family managed approach. This may also include limiting their access by removing devices (Smartphones, iPods etc.) or disconnecting internet access within the household until such times as your child complies with your request.

4. **It is important to remember that you pay the bills,** and you own the responsibility that comes with these access devices – especially while your child is living within the family unit. If your child wants to have a private conversation with somebody, then tell them to go and speak to them directly.

Risk 3:

Safeguard your child's digital imprint.

⊘ ProtectaChild recommends:

1. **A digital imprint is a record of every comment, post, photo or discussion** your family has had on an electronic medium such as Facebook, Twitter or YouTube. This information, in most cases, is readily available decades afterwards to anyone who is searching for it.

2. **Many future employers will employ the use of search engines and/or search companies** to check that your digital reputation is 'clean' and not going to ruin the reputation of their business.

3. **The best way of ensuring your family's social values and digital records remain in line with your expectations** is to actively engage a family managed approach. This is where ProtectaChild can help to identify risks and isolate or remove them before they become a potential future employment or reputation problem.

PROTECTARULES FOR YOUNG ADULTS

P revent your personal details being published electronically, such as phone number, age or name

R eport or remove questionable posts immediately

O bserve the family rules when using the Internet, especially social media

T ell your friends you don't want to be tagged

E ncourage your friends to act responsibly online

C ommunicate with your parents if you see something that worries you

T reat people online as you would wish to be treated

5 HOUSEHOLD RULES FOR TECHNOLOGY USE WHILE I AM LIVING AT HOME:

1. **No technology is allowed in the bedroom**
   Any device that has internet connectivity such as Laptops, Slates, SmartPhones and iPods are to be used in the living room only.

2. **My rights as a child in the online world**
   The risk of exposure to inappropriate material has grown substantially in the last two years; hence I will always be open about what I am doing in the online world and promise never to hide anything from my parents.

3. **Monitoring software**
   My parents will be an active part of my life in the digital world; they may elect to use some protection software – such as ProtectaChild. If they see the need for this software, I will always enable full access to this for my parents.

4. **Timing**
   My parents decide and have the final say on what technology I am allowed to use and what times I can use them.

5. **Personal information**
   I will never ever put any personally identifiable information onto the internet such as my address, mobile or name. I also will never do anything that I wouldn't be happy for my parents to see.

This declaration is made by _____ on ____/____/____