SID 2012: Using The Parents' and Carers' Guide to the Internet

Safer Internet Day 2012—7th February

Safer Internet Day (SID) is an annual event to promote the safe and responsible use of technology among children and young people. The focus of SID 2012 is '**connecting generations**'. It aims to encourage families to explore online technologies together. SID 2012 will be taking place on **Tuesday 7th February** with activities across the UK and beyond which we would like you to be a part of.

As the national centre for protecting children, the Child Exploitation and Online Protection Centre (CEOP) have launched a series of materials to assist with motivating parents and carers in to taking an active role in their child's online life.

CEOP would like to encourage you to use SID 2012 as a day of action, to run an event and engage with families using this fresh approach. CEOP are using SID to launch these materials; however they will be available from this date forward, so please use them throughout the year!

SID 2012—How can you get involved?

There are a number of ways that you can engage the families that you work with using 'The Parents' and Carers' Guide to the Internet' and its accompanying resources:

- **Share 'Keeping up with the Joneses'** – this short 50s style trailer highlights the importance of being a good digital parent and promotes CEOP's brand new website for parents and carers www.thinkuknow.co.uk/parents where 'The Parents' and Carers' Guide to the Internet' can be viewed.

- **Run an event** – prepare and promote your own session using the guidance, template poster, lesson plans, supporting presentation and script provided in this pack. '**The Parents' and Carers' Guide to the Internet'** will be available to stream live on www.thinkuknow.co.uk/parents from **7th February**. It is also available to download from www.thinkuknow.co.uk/teachers.

SID 2012—How can you get involved? Continued...

- **Signpost the website** – www.thinkuknow.co.uk/parents direct parents and carers here for further information and advice. Those who are unable to attend a local event will also be able to view 'CEOP's Parents' and Carers' Guide to the Internet' here.

- **Get young people involved** – use our 'Back to the Future' activities (provided in this pack) with the children and young people you work with to encourage them to talk about their online activities with their family.

- **Interact with the CEOP team** – the CEOP team will be available to interact with live on 7th February from 6 - 9pm. View the Guide with your audience and then encourage them to tell us about the challenges families face as their children grow up online by posting on the **ClickCEOP** Facebook fan page, contacting us on Twitter **@CEOPUK** or by tweeting **#parentsguide**.

Further information and direction on the use of the suite of resources provided as part of 'The Parents' and Carer's Guide to the Internet' is available in our guidance notes '**The Parents' and Carers' Guide to the Internet: Guidance for Practitioners**'.