

Digital Safety Parental Engagement Online Safety Hub

The Education Alliance Trust
Primary Schools

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Introduction

This document provides you with all the information you need to easily maintain an annual Parental Engagement Programme. The purpose of the plan is to educate and support your parents in navigating their children's digital safety and well-being and encourage uptake of both the Online Safety Hub and the Qustodio online safety parent app.

We suggest sending out four follow-up communications to parents, in order to help promote and encourage up-take of both the Online Safety Hub and the Qustodio app.

The communications include an email, social media posts and text messages to parents.

Additionally, we recommend sharing Online Safety Hub articles with parents throughout the school year, across all relevant communication channels. These channels may include for example, weekly emails, newsletters, social media pages, or text messages.

To help you drive engagement with parents, please see below ready-to-go written material for these four communications.

1. Email to Parents

Dear Parent,

Find out how to keep your child safe online.

Don't forget, that the Online Safety Hub is now live! You can access it for free here:

<https://theeducationalliance.onlinesafetyhub.uk/>



The Online Safety Hub is a brand-new online resource with lots of expert advice and guidance to help you manage your child's safety online as a parent.

It includes information on the latest hot topics when it comes to keeping children safe, such as how to manage your child's screen time, understand the latest gaming platforms, what they mean for your child's safety and lots more.

We're also offering you as a parent, a free Qustodio account facilitating parental controls on any individual device and free premium access for 30 days. Gain more visibility on what's going on in your child's online world. Block dangerous content, introduce screen-free schedules, receive alerts for inappropriate content, keep tabs on their location and more. Follow the link to create your free account

https://www.qustodio.com/en/30-days-school-special/?utm_source=internal&utm_medium=OSHub&utm_campaign=theeducationalliance-uk



If you have any questions on any of the above, please get in touch.

2. Social Media Posts

- Social Media Post 1 - Online Safety Hub

You can now access the Online Safety Hub FOR FREE. Head to the Online Safety Hub for lots of expert advice and guidance to help you manage your child's safety online. It includes information on the latest hot topics when it comes to keeping your child safe, such as how to manage your child's screen time, understanding the latest gaming platforms, what they mean for your child's safety and lots more. Simply follow the link to access The Online Safety Hub:

<https://theeducationalliance.onlinesafetyhub.uk/>



- Social Media Post 2 - Qustodio Online Safety Parent App

Don't forget to sign up for your FREE Qustodio. Gain more visibility on what's going on in your child's online world and make sure they are kept safe. Block dangerous content, introduce screen-free schedules, receive alerts for inappropriate content and more.

Follow the link to create your free account:

https://www.qustodio.com/en/30-days-school-special/?utm_source=internal&utm_medium=OSHUB&utm_campaign=theeducationalliance-uk



3. Text Messages

- Text Message 1 - Online Safety Hub

Parent, you can now access the Online Safety Hub FOR FREE. It helps you discover what your child may be looking at online, and how to keep them safe with useful guides and online safety updates. Simply follow the link to access the Online Safety Hub:

<https://theeducationalliance.onlinesafetyhub.uk/>



- Text Message 2 - Qustodio Premium Online Safety Parent App

Parent, create your FREE Qustodio account to protect your children's devices:

https://www.qustodio.com/en/30-days-school-special/?utm_source=internal&utm_medium=OSHUB&utm_campaign=theeducationalliance-uk



Get more visibility on what's going on in your child's online world and make sure they are kept safe online. Block dangerous content, introduce screen-free schedules, receive alerts for inappropriate content and more.

4. Links to Online Safety Hub Articles

Please see below links to articles that feature on the Online Safety Hub.

Simply find your topic of interest (there are 30+) in the table below, copy the resource link we've already pulled from the Online Safety Hub, and share it via SMS, email, social media, or any other channel you use to communicate with your parents and carers.

Share this with other relevant members of your community or school staff, particularly those involved in parent communication. To make collaboration easier, feel free to utilise the "Date to be distributed" column.

For additional support, please contact:

Katherine Howard, Head of Education and Wellbeing

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Resource	Link	What is the resource about?	Date to be distributed (WC)
Qustodio			
Qustodio - Parental Controls	https://theeducationalliance.onlinesafetyhub.uk/parent/articles/qustodio-parent-app	Qustodio world learning online safety tool that helps parents manage and supervise their children's online activities	
Managing Youtube with Qustodio	https://theeducationalliance.onlinesafetyhub.uk/parent/articles/how-to-manage-youtube-with-qustodio	Information to support families using Qustodio	
Using Qustodio to block inappropriate content	https://theeducationalliance.onlinesafetyhub.uk/parent/videos/blocking-inappropriate-content-with-qustodio	Blocking inappropriate content with Qustodio - Video	
Parental controls			
Parental controls - Navigating the need	https://theeducationalliance.onlinesafetyhub.uk/parent/articles/navigating-the-need-for-parental-controls	Navigating the needs for parental controls	
Social Media			
Navigating social media and gaming safely	https://theeducationalliance.onlinesafetyhub.uk/parent/articles/navigating-social-media-and-gaming-apps-safely	Supporting families to discuss how to keep their children safe online using our ABC model.	
Safe Chat : The best messaging	https://theeducationalliance.onlinesafetyhub.uk/parent/articles/safe-chat-the-best-	A good place to start for messaging apps.	

apps for children	messaging-apps-for-children-1		
Snapchat	https://theeducationalliance.onlinesafetyhub.uk/parent/reviews/snapchat	Review of the snapchat platform Information, advice and guidance for parents	
Tiktok	https://theeducationalliance.onlinesafetyhub.uk/parent/reviews/tiktok	Review of Tiktok Information, advice and guidance for parents	
Instagram	https://theeducationalliance.onlinesafetyhub.uk/parent/reviews/instagram	Review of instagram - Information, advice and guidance for parents	
Discord	https://theeducationalliance.onlinesafetyhub.uk/parent/reviews/discord	Review of Discord - Information, advice and guidance for parents	
The prevent duty - advice and support for parents	https://theeducationalliance.onlinesafetyhub.uk/parent/articles/the-prevent-duty-advice-and-support-for-parents	Information and advice relating to the prevent duty.	
Gaming and Apps			
Unlocking the lid on loot boxes	https://theeducationalliance.onlinesafetyhub.uk/parent/articles/unlocking-the-lid-on-loot-boxes-1	Information, advice and guidance for parents relating to loot boxes.	
Location-tracking apps : Spying or good parenting?	https://theeducationalliance.onlinesafetyhub.uk/parent/articles/location-tracking-apps-spying-or-good-parenting-	Information, advice and guidance for parents relating to location tracking app and things to consider.	
Digital wellbeing			
The ABC model for digital safety and wellbeing	https://theeducationalliance.onlinesafetyhub.uk/parent/articles/the-abc-model-for-digital-safety-and-wellbeing	The ABC model for creating a safe environment includes 3 key steps. Access, Boundaries and Communication.	

Parenting advice			
How sharenting influences your child's online identity.	https://theeducationalliance.onlinesafetyhub.uk/parent/articles/how-sharenting-influences-your-child-s-online-identity	Supporting families to explore their understanding of sharenting.	
Modelling healthy digital habits to your children	https://theeducationalliance.onlinesafetyhub.uk/parent/articles/modelling-healthy-digital-habits-to-your-children	Supporting families to explore their understanding of healthy digital habits and the importance of modelling their behaviours.	
Online Bullying FAQ	https://theeducationalliance.onlinesafetyhub.uk/parent/articles/online-bullying-faqs	Support for families to support with this challenge	
Managing online safety in co parent families	https://theeducationalliance.onlinesafetyhub.uk/parent/articles/managing-online-safety-in-co-parent-families	Information and support to manage online safety in co parent families	
Predators			
How predators persuade children to send explicit images	https://theeducationalliance.onlinesafetyhub.uk/parent/articles/how-predators-persuade-children-to-send-explicit-images-1	Support for families relating to predators on the internet.	
Online Grooming : The red flags to watch for	https://theeducationalliance.onlinesafetyhub.uk/parent/articles/online-grooming-the-red-flags-to-watch-for	Support for families relating to predators on the internet.	
Bullying			
Three steps to navigating online nastiness	https://theeducationalliance.onlinesafetyhub.uk/parent/articles/three-steps-to-navigate-online-nastiness-1	Support for families relating to predators on the internet.	
How to report incidents on messaging apps	https://theeducationalliance.onlinesafetyhub.uk/parent/articles/how-to-report-idents-on-messaging-apps-1	If you ever find your child facing abuse or unwanted contact online, there are useful tools at your	

		fingertips to help manage the situation.	
Safety			
How to spot fake online accounts	https://theeducationalliance.onlinesafetyhub.uk/parent/articles/how-to-spot-fake-online-accounts	Support for families in identifying fake accounts.	
Money Management apps for children	https://theeducationalliance.onlinesafetyhub.uk/parent/articles/dollars-sense-money-management-apps-for-children-1	Support for families relating to money management	
Generative AI			
AI safety tips with Qustodio	https://theeducationalliance.onlinesafetyhub.uk/parent/videos/ai-safety-tips-with-qustodio	AI offers exciting opportunities however it also poses potential risks that parents need to be aware of.	
Apps reviews			
Minecraft	https://theeducationalliance.onlinesafetyhub.uk/parent/reviews/minecraft	Support for families relating to Minecraft	
Pixel Wars - Minecraft vs Roblox	https://theeducationalliance.onlinesafetyhub.uk/parent/articles/pixel-wars-minecraft-vs-roblox	Information for families relating to minecraft and roblox and things to consider	
Online Gaming FAQs	https://theeducationalliance.onlinesafetyhub.uk/parent/articles/online-gaming-faqs	Information relating to gaming and the common questions families have relating to gaming	
Roblox	https://theeducationalliance.onlinesafetyhub.uk/parent/reviews/roblox	Support for families relating to Roblox	

Among Us	https://theeducationalliance.onlinesafetyhub.uk/parent/reviews/among-us	Support for families relating to Among Us	
Steam	https://theeducationalliance.onlinesafetyhub.uk/parent/reviews/steam	Support for families relating to Steam	
YouTube	https://theeducationalliance.onlinesafetyhub.uk/parent/reviews/youtube	Support for families relating to YouTube	
Whatsapp	https://theeducationalliance.onlinesafetyhub.uk/parent/reviews/whatsapp-messenger	Support for families relating to Whatsapp	
Messenger	https://theeducationalliance.onlinesafetyhub.uk/parent/reviews/messenger	Support for families relating to Messenger	
Discord	https://theeducationalliance.onlinesafetyhub.uk/parent/reviews/discord	Support for families relating to Discord	
Amazon	https://theeducationalliance.onlinesafetyhub.uk/parent/reviews/amazon	Support for families relating to Amazon	
Netflix	https://theeducationalliance.onlinesafetyhub.uk/parent/reviews/netflix	Support for families relating to Netflix	
Privacy			
Unmasking the world of digital disguise	https://theeducationalliance.onlinesafetyhub.uk/parent/articles/unmasking-the-world-of-digital-disguise	Support for families on fake accounts and catfishing	
Location tracking apps - Good or bad?	https://theeducationalliance.onlinesafetyhub.uk/parent/articles/location-tracking-a	Information relating to location tracking apps and their use.	

	pps-spying-or-good-parenting-		
Tops tips to protect your child's digital privacy	https://theeducationalliance.onlinesafetyhub.uk/parent/articles/top-tips-to-protect-your-child-s-digital-privacy	Top tips to protect your child's digital privacy	
Screentime			
The power of the internet filtering for online safety	https://theeducationalliance.onlinesafetyhub.uk/parent/articles/the-power-of-internet-filtering-for-online-safety-1	Information for families about the importance of internet filtering for online safety.	