

Dear colleague

Scottish Government National Child Online Safety Campaign

The Scottish Government recently launched its national Child Online Safety campaign.

The campaign aims to increase awareness of the importance of online safety to parents and carers of children aged 8–11-year-olds and reassure and inform them that the skills they apply offline to help keep their children safe can be used to protect them online too.

The campaign provides practical advice for parents and guardians on how to check and monitor their child's online activity by speaking regularly about online safety and taking an interest in what they do online; discussing and agreeing boundaries; setting safety measures. The campaign also provides clear signposting for parents and children towards additional support.

The campaign includes Digital TV and radio coverage, social media activity, website advertising, and press coverage. A supporting hub at parentclub.scot/online-safety is packed with practical ideas and advice for parents to feel more confident and informed on the steps they can take to keep their children safer online.

A stakeholder toolkit can be found here - <https://www.parentclub.scot/online-safety/partner-resources>. It sets out simple ways in which partner organisations can further support the campaign. This includes suggested social media posts, newsletter copy, a parental safety sheet and a parent/child conversation tool.

Scottish Government are asking for our support to help get these important messages to families throughout Scotland by simply downloading the resources relevant to your organisation and sharing them across your communications channels.

Frank Martin and Jenny Stenton have led this work for the Scottish Government and are happy to answer any questions you may have. Contact Jenny at Jennifer.Stenton@gov.scot

Best wishes

Debra Lindsay
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