



**\*\*\*EMBARGO: this content is embargoed until 1000 on SATURDAY 20 MARCH\*\*\***

## **KEEPING KIDS SAFE ONLINE - an online abuse awareness campaign**

Lockdown and long-lasting pandemic restrictions over the last year have resulted in many children and young people spending more time online than usual, increasing the risk that they might be targeted and exploited by online abusers.

In the month that Police Scotland reported a 13.4% increase in reports of online abuse and exploitation of young people, **Child Protection Committees Scotland** are launching a 10 day **Keeping Kids Safe Online** campaign to complement the Scottish Government's **#CSEthesigns** and Police Scotland's **#GetHelporGetCaught** campaigns.

**Child Protection Committees Scotland's** new **Keeping Kids Safe Online** campaign aims to encourage parents and carers to be curious and actively interested in what their children are doing online, and to learn how to help keep them safe from the dangers of online abuse or exploitation.

This Scotland-wide social media campaign launches on **Saturday 20 March at 1000** and will run for **10 days** on our public-facing **Child Protection Scotland** social media streams and website.

Themed around curiosity, the campaign urges parents and carers to be actively interested in what their children are doing online and who they are talking to. The campaign encourages parents to maintain that curiosity by talking to their children regularly about online activity. We suggest that they take the time to learn more about what platforms, apps and sites their children are using, and how to use existing tools to help protect their children from potential harm. The tone of the campaign aims to be supportive, encouraging parents not to be afraid but to be curious, and to work alongside their children to learn how to protect them from online abuse.

As a further opportunity to consolidate Child Protection Committees Scotland's key message that ***it's always better to say something than do nothing*** this new campaign also urges parents and carers to take action immediately if they're worried that their child has been or is a victim of online abuse or exploitation.

Content will be posted throughout the campaign via our social media streams - Facebook, Twitter and Instagram - using our **@childprotectscot** handle. Featuring a range of new illustrations and part-animated vectors, new online safety messages for parents and carers, and the campaign hashtag **#KeepingKidsSafeOnline**. Each post will feature a link to a new Keeping Kids Safe Online campaign page on the Child Protection Scotland

website where parents and carers can find further information about how to help keep their children safe.

**Child Protection Committees Scotland**  
18 March 2021

**cont'd/...**

**Campaign hashtag**  
#KeepingKidsSafeOnline

**Campaign webpage<sup>1</sup>**

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<sup>1</sup>Please note that the campaign webpage will not go live until launch at 10am on Saturday 20 March

<https://www.childprotection.scot/stay-safe-online/>

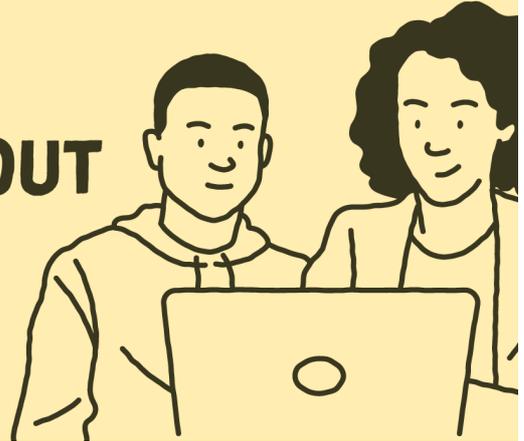
**Campaign images**

Feel free to use any of the campaign images crediting Child Protection Scotland



# TALK TO YOUR CHILDREN ABOUT ONLINE RISKS

#KEEPINGKIDS SAFE ONLINE



# BE CURIOUS ABOUT YOUR KIDS' ONLINE ACTIVITY

#KEEPINGKIDS SAFE ONLINE



# ASK WHAT YOUR KIDS ARE DOING ONLINE

#KEEPINGKIDS SAFE ONLINE

