

Sample newsletter and website articles for schools

This resource provides ready-to-use communication material that you can share with your community as part of a whole-school approach to online safety.

It provides key online safety messaging, including knowledge, tips and links to eSafety resources and tools to help young people to be safe and thrive online.

To support your school community, we recommend sharing smaller amounts of information on a regular basis, using a range of communications tools, as opposed to a lot of information all at once. The material below has been developed to support this approach.

Sample articles for your school newsletter or website

The following content is designed to be shared with your school community through your newsletter, website or other communication channels. They can be adapted and modified to meet the needs of your school and context, as part of regular and ongoing communication to help inform parents and carers of the role they can play in helping their children be safe online.

Initial communication

[school name] is committed to helping students develop the knowledge, skills and attitudes to be safe and respectful users of technology. We are working towards this by **[insert relevant actions]**.

We are also aware that students' online experiences often move seamlessly between school and home, and are therefore aiming to develop, with your support, a whole-of-community approach to keeping our students safe online.

We will be sharing a range of information, tips and resources for parents and carers from the eSafety Commissioner ([eSafety.gov.au](https://www.esafety.gov.au)) that you can use with your family to help create positive experiences for your children online. We encourage all parents and carers to keep an eye on our school newsletter, website and social media channels for information you can use to build your knowledge, skills and understanding of online safety.



Reporting when something goes wrong online

If your child experiences something harmful online such as [cyberbullying](#), [image-based abuse](#) or [illegal and restricted content](#), you can report it directly to the social media service, game, app or website where the incident occurred.

Often young people will need the support of an adult to report. The eSafety Commissioner ([eSafety.gov.au](#)) advises taking the following steps:

1. **Collect evidence** before reporting to the platform or taking other action. If the issue is ongoing, make sure you collect screenshots showing what has been happening and for how long.
2. **Report to the platform** where it happened. Use [The eSafety Guide](#) to help you. After you report, the service may remove the content straight away. They may also block those responsible or delete their account. If the post involves something illegal like [grooming](#), they may refer it to law enforcement or another agency to take further action.
3. **If the platform does not take action, you or your child can [report it to eSafety](#).** eSafety will ask you to complete an online reporting form and include evidence.

Online safety for every family

The eSafety Commissioner ([eSafety.gov.au](#)) has released resources to help parents and carers from all backgrounds protect their families online.

The [Online Safety for Every Family resources](#) cover how to:

- get started with social media
- enjoy safer online gaming
- help your child if they are bullied online.

And to make sure more families can start a conversation with their children about online safety, the resources are available in English, Simplified Chinese, Arabic, Burmese, Dari, Hindi, Nepali, Punjabi, Sinhalese, Swahili, Tamil, Tigrinya, Uyghur and Vietnamese.

Back-to-school messaging

With the **[insert year]** school year upon us, now is the perfect time to have conversations with your children about online safety. The eSafety Commissioner ([eSafety.gov.au](#)) has practical resources to help with [hard-to-have conversations](#), information for [children under 5](#) and [cyberbullying](#).

To learn more, visit eSafety [parents](#) and share this with your friends and family!

School holidays

With the holidays just around the corner, your children might be spending more time online for entertainment and to connect with their friends. As a parent or carer, you can help them have safe and positive experiences online. Have a conversation with your child today about how to stay safe online and to deal with online safety issues like cyberbullying, inappropriate content or unwanted contact.

The eSafety Commissioner ([eSafety.gov.au](#)) has lots of great advice and resources for parents and carers to help keep young people safe online.

Online gaming

Online gaming provides children with lots of opportunities for skill development, beneficial play, creativity, self-expression, belonging, and social connection. To make sure they get the most out of gaming, parents and carers also need to help them build skills to navigate risks and put in safeguards. Are you familiar with the benefits or the risks your child might be experiencing whilst playing online games? Regardless of the console or device they use, what type of game they play, if they play alone or with others, or how often they play, it is important to understand your child's unique gaming experience.

Playing online games with your children is a great way to learn more about their interests, while also developing a greater understanding of how they interact and communicate with others online. When adults get involved in positive ways it can also strengthen family relationships and enable families to manage conflict about gaming in more productive ways.

For more information on gaming and simple tips for how you can make this a safer and more positive experience, go to the [parent's](#) page of eSafety Commissioner's website. The eSafety Commissioner also has an [eSafety Guide](https://www.esafety.gov.au/esafety-guide) (eSafety.gov.au/esafety-guide) which includes the latest games, apps and social media, with information on how to apply safety and privacy settings, whether there are any risky digital features, and how to report abuse or other harmful behaviour.

Online challenges

Young people are spending more time online than ever before. And while it keeps them connected and allows them to work and play, it's important to be aware of the risks.

For example, online challenges encouraging dangerous behaviours can quickly gain traction. What makes these challenges even more dangerous is that videos are live-streamed or posted on popular apps, spreading to a large and impressionable audience.

Read the eSafety Commissioner's (eSafety.gov.au) [advice](#) on why it's crucial to provide your child with early guidance and develop their critical reasoning skills as a protective strategy.

Apps and games

For many parents and carers, the clock is TikToking for when you might get asked by your child if they can go on social media or play games online.

These are tough calls for parents and carers, and especially those of our generation who don't necessarily understand the increasingly important role digital environments play in the social lives and identity development of our children.

The eSafety Commissioner (eSafety.gov.au) [website](#) provides a range of advice to navigate this often-challenging area for families.

- Learn more about apps and games by viewing [The eSafety Guide](#).
- Understand your child's gaming experience by having conversations, watching or playing together.
- Talk with other parents and carers from school. This could be a good opportunity to learn more about how their children use an app or game and strategies to manage the technology.

Recommended images for newsletter and website articles

Sample articles for your newsletter or website	Recommended image(s)
Initial communication	
Reporting when something goes wrong online	
Online safety for every family	
Back-to-school messaging	
School holidays	
Online gaming	
Online challenges	
Apps and games	
	