

Suggested social media posts 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.

Suggested posts for social media

The following sample posts are designed to be shared with your school community using (but not limited to) social media applications such as Facebook and Twitter. They can be adapted and modified to suit the needs of your school community to help inform parents and carers of the role they can play in helping their children be safe online.

We recommend using these posts in conjunction with one of the suggested images included in this kit, to amplify communication to parents, carers and the community. See the table on the last page of this document to identify the recommended images to accompany the posts.



Education and prevention

1. Parents and carers play an important role in keeping young people safe online. Visit the @eSafetyOffice website to learn about how you can help build your child's online safety awareness and skills. <https://www.esafety.gov.au/parents/issues-and-advice/good-habits-start-young>
2. Helping your child to navigate their online lives is a great way to build their confidence to make good decisions online. Visit the @eSafetyOffice website to learn about some key strategies you can use to help them grow and thrive online. <https://www.esafety.gov.au/parents/issues-and-advice/online-safety-basics>
3. Sometimes it can be tricky talking about online safety with your children and knowing where to start. The @eSafetyOffice offers a great range of short videos and easy-to-read sheets (in a range of languages) for families to start the chat. <https://www.esafety.gov.au/parents/resources/online-safety-for-every-family>
4. Are you interested in learning more about what you can do to help keep your children safe online, while building your knowledge and skills? Visit the @eSafetyOffice website and register for a parent/carer webinar. <https://www.esafety.gov.au/parents/webinars>
5. Do you find yourself asking whether your child is old enough for a smartphone or social media? The @eSafetyOffice website has helpful advice for parents and carers on how to best support them in their online journey. <https://www.esafety.gov.au/parents/issues-and-advice/are-they-old-enough>

Cyberbullying

6. Cyberbullying can happen to anyone, including children. The @eSafetyOffice has a range of resources to help parents and carers deal with difficult online safety issues, including how to report serious cyberbullying behaviour. <https://www.esafety.gov.au/parents/issues-and-advice/cyberbullying>
7. Children and young people may not tell you they are experiencing cyberbullying or challenges with friendships online. The @eSafetyOffice has an informative video which provides tools for parents and carers to help young people have safe and respectful online relationships. <https://www.esafety.gov.au/parents/issues-and-advice/cyberbullying>

Image-based abuse

8. Young people deal with a range of issues online, including the pressure to send 'nudes' or online sexual harassment. The @eSafetyOffice has developed an informative video for parents and carers to help support young people and how to get help. <https://www.esafety.gov.au/parents/issues-and-advice/sending-nudes-sexting#videos>
9. Sexual extortion is when someone is threatening to share a nude or sexual image/video of you unless you give into their demands. Sexual extortion reports to the @eSafetyOffice almost tripled in 2023. For more information and how to get support, please visit eSafety. <https://www.esafety.gov.au/key-topics/image-based-abuse/deal-with-sexortion>

Unwanted contact and grooming

10. Socialising online can be a great way for children to build friendships, but it can also put them at risk. The @eSafetyOffice website provides helpful information on how to deal with unwanted contact online and protecting your child. <https://www.esafety.gov.au/parents/issues-and-advice/grooming-or-unwanted-contact>

Illegal or restricted content

11. Young people can encounter disturbing material online that can make them feel upset or uncomfortable. The @eSafetyOffice website has helpful advice if young people come across disturbing content. <https://www.esafety.gov.au/young-people/disturbing-content>
12. Young people may discover online pornography unintentionally, or they may go looking for it. The @eSafetyOffice website has helpful advice for parents and carers on how to support and protect your child. <https://www.esafety.gov.au/parents/issues-and-advice/online-porn>

Online gaming

13. Did you know that playing online games alongside your child can help you understand how they share personal information and who they communicate with? For more tips on online gaming visit the @eSafetyOffice. <https://www.esafety.gov.au/parents/issues-and-advice/gaming#how-to-create-a-safer-gaming-environment-for-your-child>
14. You can help make gaming a safe and enjoyable part of family life by learning about safety settings and how to report issues in games. Advice in English, Simplified Chinese, Arabic, Burmese, Dari, Hindi, Nepali, Punjabi, Sinhalese, Swahili, Tamil, Tigrinya, Uyghur and Vietnamese is available at @eSafetyOffice. <https://www.esafety.gov.au/parents/resources/online-safety-for-every-family>
15. Get involved and help your children find a balance between gaming and other activities. Setting up routines and building healthy habits early on can help promote better balance and safe experiences. Find useful information to develop family tech agreements at @eSafetyOffice. <https://www.esafety.gov.au/parents/resources/family-tech-agreement>

Time online

16. Talk to your children about online safety and set up rules for your family. @eSafetyOffice has useful information to develop family tech agreements. <https://www.esafety.gov.au/parents/resources/family-tech-agreement>
17. It can be easy to spend lots of time online. Being aware of how often and why your children go online can help you work out a healthy balance with other activities. @eSafetyOffice has helpful advice on how to get started. <https://www.esafety.gov.au/young-people/balancing-your-time-online>

Explicit content

18. Many parents/carers underestimate children's negative online experiences and may not be aware of their children's exposure to disturbing content or sexual material online. @eSafetyOffice provides helpful advice for young people on how to respond to disturbing content online. <https://www.esafety.gov.au/young-people/disturbing-content>

Viral challenges

19. Popular challenges for kids on social media come and go, some are harmless but others can be dangerous. @eSafetyOffice provides guidance to help start the chat with your child about how to stay safe online, and seek help if needed. <https://www.esafety.gov.au/newsroom/blogs/dangerous-or-damaging-online-challenges-are-never-funny>
20. Online challenges can be creative and inspiring and help build a sense of belonging. But some dares can be dangerous, and young people can feel pressured to participate. @eSafetyOffice has tips for parents and carers to talk to their children about this topic. <https://www.esafety.gov.au/newsroom/blogs/dangerous-or-damaging-online-challenges-are-never-funny>

Parental controls

21. If you need help understanding the different types of parental controls available, this information from @eSafetyOffice is a great place to start. <https://www.esafety.gov.au/parents/issues-and-advice/parental-controls>

Sharing photos and videos online

22. Top three things you can teach your children when sharing a photo or video of someone:
- Consent should be sought before taking and/or sharing a photo/video.
 - Consent must be informed and freely given.
 - Consent needs to be ongoing. If someone asks you to remove a photo/video, you should do it.

More online safety tips for young people can be found on the @eSafetyOffice website. <https://www.esafety.gov.au/young-people/consent-sharing-photos-videos>



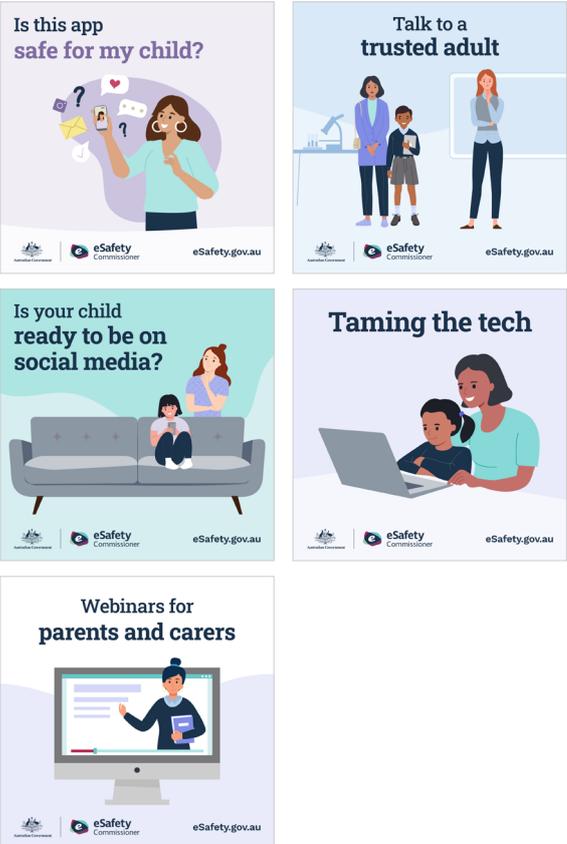
Social media

23. Social media can be a good way for teenagers to have fun and socialise, but there can also be risks. Learn about the benefits, challenges and how to empower your child to be safe online at @eSafetyOffice. <https://www.esafety.gov.au/parents/issues-and-advice/are-they-old-enough>
24. Talk to your children about social media and how they can use it safely. @eSafetyOffice has advice about how to have meaningful conversations about staying safe online in a range of languages. <https://www.esafety.gov.au/parents/resources/online-safety-for-every-family>
25. 5 things young people can do to handle the pressures of social media:
- Ask yourself, why are you posting this?
 - Remember, not everything you see on social media is real or true.
 - Unfollow accounts that don't support your wellbeing.
 - Turn off your notifications and have a phone-free day.
 - Talk to someone.
- For more information visit the @eSafetyOffice website. <https://www.esafety.gov.au/young-people/pressures-from-social-media>
26. Social media can help your child develop relationships with their friends, but sometimes it can get too much to deal with. @eSafetyOffice has helpful advice that you can share with your child if they are feeling the pressures of social media. <https://www.esafety.gov.au/young-people/pressures-from-social-media>

General online safety

27. If you or your child are having issues online, you're not alone. The @eSafetyOffice offers a range of advice and support for parents and carers, available in English, Simplified Chinese, Arabic, Burmese, Dari, Hindi, Nepali, Punjabi, Sinhalese, Swahili, Tamil, Tigrinya, Uyghur and Vietnamese. <https://www.esafety.gov.au/parents/resources/online-safety-for-every-family>
28. Is your child wanting to download a new app? The @eSafetyOffice app checklist will help you assess whether an app is suitable for them. eSafety has information for parents and carers covering a range of online safety topics in easy-to-read formats. <https://www.esafety.gov.au/parents/resources#information-sheets>
29. Is your child using an app or playing a game you've never heard about? The eSafety Guide covers the latest games, apps and social media platforms – including recommended ages, how they work and how to report harmful content. <https://www.esafety.gov.au/key-issues/esafety-guide>

Recommended images for social media

Sample posts for your social media	Recommended image(s)
<p>Posts 1-5 Education and prevention</p>	
<p>Posts 6-7 Cyberbullying</p>	
<p>Posts 8-9 Image-based abuse</p>	

Sample posts for your social media

Recommended image(s)

Post 10 Unwanted contact and grooming



Posts 11-12 Illegal or restricted content



Posts 13-15 Online gaming



Posts 16-17 Time online



Post 18 Explicit content



Sample posts for your social media

Recommended image(s)

Posts 19-20 Viral challenges



Post 21 Parental controls



Post 22 Sharing photos and videos online



Posts 23-26 Social media



Sample posts for your social media

Recommended image(s)

Posts 27-29 General online safety

