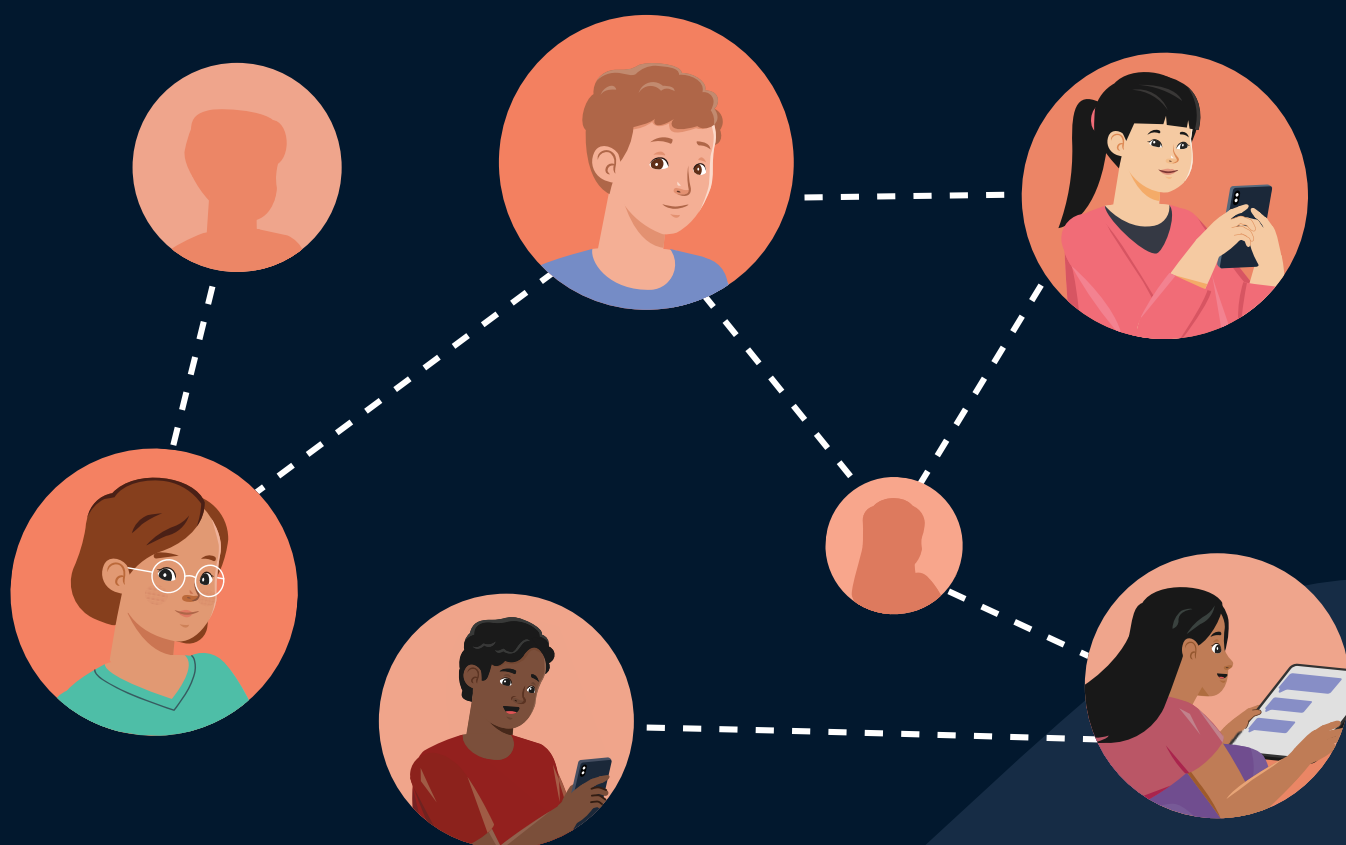


Working together to **promote online safety**

Ready-to-use communications for community organisations, services and practices that work with children and families.



About the eSafety Commissioner

The [eSafety Commissioner](#) (eSafety) is Australia's independent regulator for online safety. We educate Australians about [online safety risks](#) and [help remove harmful content](#) such as cyberbullying of children and young people, adult cyber abuse, 'revenge porn' or image-based abuse, and illegal and restricted content.

Working together to keep children safer online

We're passionate about making the online world a safer, more positive place for everyone – especially for children. But we can't do it alone.

That's why your role is crucial.

Our research shows that stronger support systems – like those offered by parents and carers, communities and, organisations, services and practices that work with families – are key to preventing online harms from happening in the first place.

Through direct action, advocacy, or community engagement, you can help families recognise and respond to online risks. By embedding online safety into your organisation's daily practices – through robust policies, training and in your service delivery – you're prioritising online safety and setting the foundation to protect children online.

As your partner in online safety, we're here to support you every step of the way with trusted resources and practical advice to help you make a real impact in your community.

For more information about preventing online harms in your community visit the ['Keeping children safe online in communities' hub](#).

How can this toolkit help me?

This toolkit provides ready-to-use communications you can easily adapt and share through your public-facing and internal channels to promote online safety at any time and empower the families you connect with to do the same.

We're stronger together.

We believe all children and young people have a right to be safe online and protected from abuse. Working together, we can make this a reality. Let's ensure every family in Australia feels supported and confident in keeping their children safe online, while creating safer spaces where children feel empowered to seek help.

**Thank you,
Children, Youth & Families Team**

Ready-to-use communications

When it comes to online safety, everyone has a role to play. Help your community access online safety resources with these ready-to-use messages for your website, newsletter and social media. Feel free to tailor them to suit your audience.

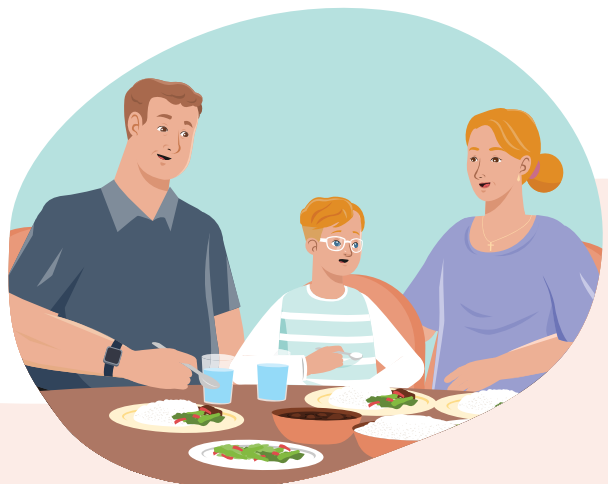
Share information on your intranet and in other internal communications

Suggested copy

Empower your community with eSafety's resources

Keeping children safe online requires a whole-of-community approach. That's why eSafety has developed the ['Keeping children safe online in communities' hub](#) which includes a suite of resources specifically for organisations, services and practices that work with families. The resources are designed to help you to:

- [recognise](#) and [respond](#) to online harm in your community
- [protect children from online harm](#) in your organisation, service or practice
- [help families to keep children safer online](#) (including videos in languages other than English and orderable resources)
- [reflect on and plan for a safer community](#).



Share information on your website

Suggested copy

About eSafety Commissioner

The [eSafety Commissioner](#) (eSafety) is Australia's independent regulator for online safety. It educates Australians about online safety risks and helps to remove harmful content such as cyberbullying of children and young people, [adult cyber abuse](#), [revenge porn or image-based abuse](#) and [illegal and restricted content](#).

- **For parents and carers** - You can access free webinars and resources for [parents and carers](#) to help keep children safe online. Find help and information on issues including [cyberbullying](#), [parental controls](#), [child grooming](#), [sexting](#), [doxing](#), [trolling](#) and [privacy](#).
- **For young people** - You can find practical advice for young people about staying safe online. Find help and information on issues including [cyberbullying](#), [online dating](#), [doxing](#), [trolling](#), [grooming](#), [consent](#), [sexting](#), [sextortion gaming](#), [social media pressures](#), [catfishing](#), [digital footprints](#) and [online hate](#).
- **Domestic and family violence** - If you are experiencing abuse as part of [domestic and family violence](#), you can find advice and information to help you stay safe online and while using tech.

Visit [eSafety.gov.au](#) to find out more on how to stay safe online and [report online abuse](#).



Provide information in your newsletter and emails

Suggested copy

Keeping children safe online

Keeping kids safe online starts with the right tools. Think of it like teaching a child to ride a bike. You wouldn't send them off without practice or a helmet. The same goes for the online world – we need to ensure children are prepared and protected before they start navigating it on their own. Here are some quick links from eSafety to help:

- **Set up** a [family tech agreement](#) and [parental controls](#)
- **Explore ways to stay safe online** for [parents](#), [kids](#) and [young people](#)
- **Learn digital skills for staying safe** in games and apps using [The eSafety Guide](#)
- **Get help for serious online issues** by [reporting to eSafety](#)
- **Join an eSafety webinar** to help your children have positive online experiences
- **Have conversations with your child** - the translated [Online Safety for Every Family resources](#) help parents and carers from all backgrounds talk with their children about online safety.
- **Stay informed** of the latest online safety blogs, news, resources, and advice by [signing up](#) to the eSafety Newsletter.

Report online abuse

While prevention is key, it's important to know how to help children and young people make a report if something goes wrong online. There are different pathways and agencies involved, depending on the type of abuse - [find the information you need in one simple summary](#).

Online safety parent and carer webinars

Feeling overwhelmed by how to keep your child safe online and short on time? [eSafety](#) has [30-minute webinars for parents and carers](#) that provide practical tools and strategies to help you feel more confident in supporting your child's safety online.

Child sexual abuse online

Whether your child is starting to explore the internet or is already a tech-savvy teen, it's important to be aware of the risks of child sexual abuse online. [eSafety provides resources](#) to help you understand the risks and have important conversations to prevent harms.

'Sextortion': What you need to know

Sexual extortion ('sextortion') is when criminals use fake profiles to blackmail people into sharing intimate images. [eSafety has resources](#) to help you talk to your child about the issue, spot warning signs, and know what to do if they're targeted.

Helping your child with cyberbullying

The internet has given children and young people new opportunities to learn, play and socialise. However, this increased online presence also exposes them to harms like cyberbullying. Parents and carers can help children by listening to what they say about their online experiences and how they are feeling. You can make a huge difference by just being there for them. [eSafety's resources](#) help you guide your child and take action if they experience cyberbullying.

Keeping gaming safe and fun for your child

Online gaming can be a great way for young people to unwind, learn new skills and connect with friends. But it's also important to understand what can go wrong and how to keep your child safe. [eSafety has advice on online gaming](#), including how to talk with your child about gaming, protecting them from online risks like in-game bullying, and unwanted contact.

Spread the word on social media

We share online safety updates, new resources and the latest research on our channels – we encourage you to follow us **@eSafetyOffice** and share, comment or create your posts using the following templates.

Remember to:

- Tag **@eSafetyOffice**
- Link to **www.eSafety.gov.au** in the text

Follow us:



Facebook [@eSafetyOffice](https://www.facebook.com/eSafetyOffice)



Instagram [@eSafetyOffice](https://www.instagram.com/eSafetyOffice)



LinkedIn [@eSafetyOffice](https://www.linkedin.com/company/eSafetyOffice)

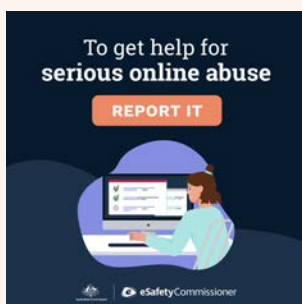


X [@eSafetyOffice](https://twitter.com/eSafetyOffice)

Suggested social media posts



Protecting kids online starts with the right tools. @eSafetyOffice has resources designed to help families feel confident about keeping children safe online at: www.eSafety.gov.au/parents



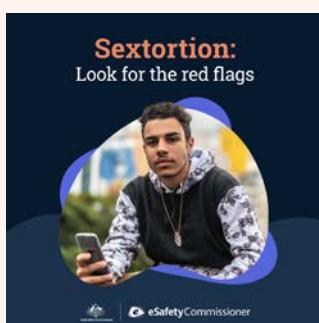
Children and young people want easy and confidential ways to get help for serious online abuse. @eSafetyOffice provides non-judgemental and sensitive support. To learn what to do, visit: www.eSafety.gov.au/report



Short on time and feeling overwhelmed by how to keep your child safe online? @eSafetyOffice has 30-minute webinars for parents and carers that provide practical tools and strategies to help you feel more confident in supporting your child's safety online. Register for a one today: www.eSafety.gov.au/parents/webinars



Report child sexual exploitation and abuse material to @eSafetyOffice. These images can be distressing and harmful to the young person shown, so every image removed helps. All reports about illegal online content can be made anonymously at: www.eSafety.gov.au/report



Be wary when meeting someone new online – especially when things turn sexual quickly. If a scammer is threatening to share nude images or video of you, it's important to remember that you're never alone in this and there's always help available. If you've been blackmailed, do not respond, pay or give money or more sexual content. Reach out to someone you trust, like a family member or friend for support. You can also contact @Lifeline or @Kidshelplineau for immediate assistance. Then, collect evidence, report it and boost your privacy settings. If you're under 18, report it to the @acceaus: www.acce.gov.au/report. For adults, report it to the platforms where the blackmailer contacted you. If your intimate image or video is shared, or the platform doesn't help, you can report it to @eSafetyOffice. Visit: www.eSafety.gov.au/report



Children and young people may not tell you they are experiencing cyberbullying or challenges with friendships online. @eSafetyOffice has an informative video which provides tools for parents and carers to help young people have safe and respectful online relationships. Visit: www.eSafety.gov.au/parents/issues-and-advice/cyberbullying



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 how to protect your personal information and report harmful content. Visit the @eSafetyOffice website: www.eSafety.gov.au/key-issues/esafety-guide

Receive the latest online safety news in your inbox

Want to stay up to date with online safety, including new eSafety resources, advice and research to help you support families in your community? [Sign up](#) to receive our child and family sector professionals newsletter and receive the latest information in your inbox.

Contact us

If you have any questions, contact our team – childrenyouthfamilies@eSafety.gov.au. You can also order free online safety materials to distribute in your community.