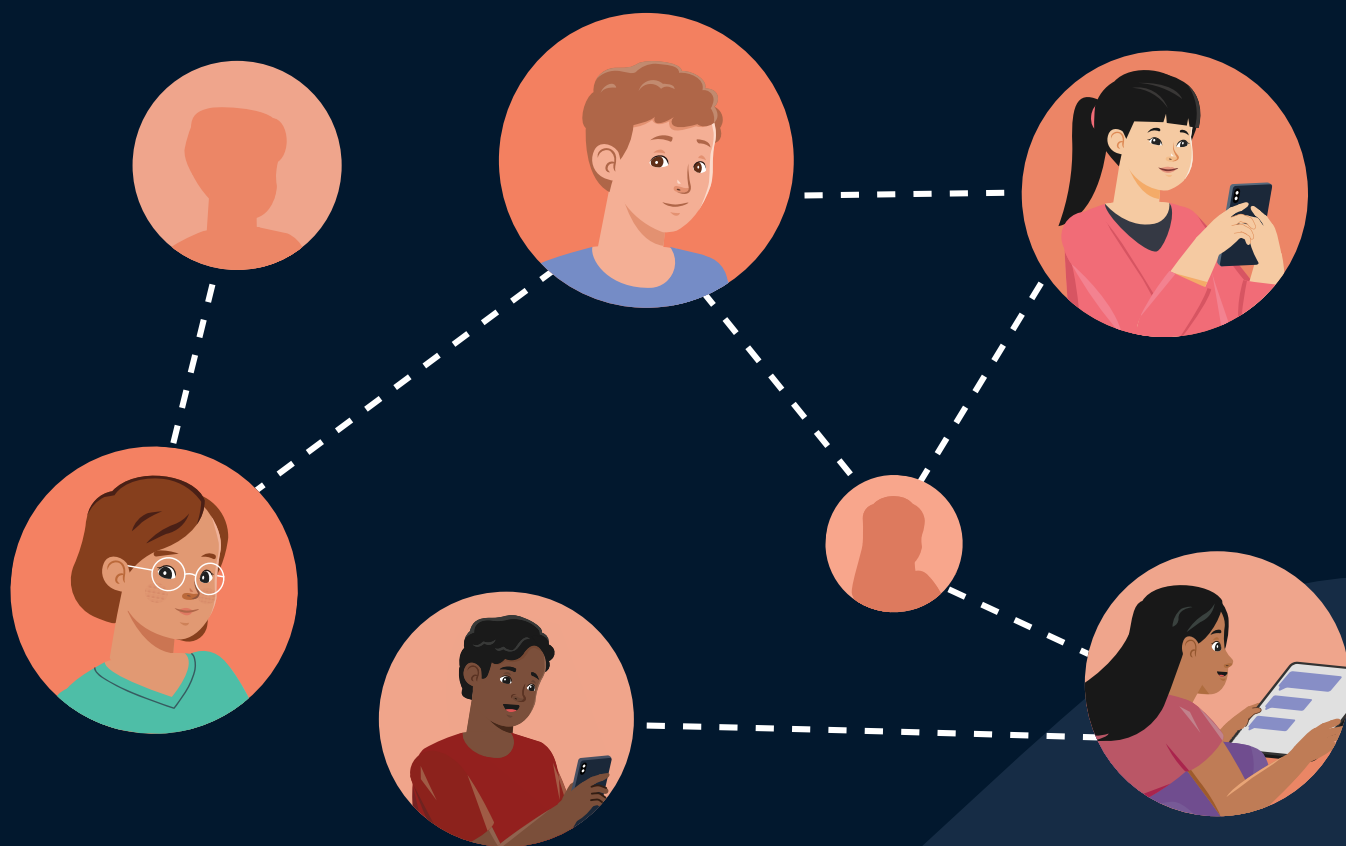# Working together to
promote online safety

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

Contents

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, as well as community 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 online safety resources you can share to promote online safety at any time. It includes:

• **Ready-to-use communications** you can adapt for your newsletters, intranet or social channels.

• **Printable and downloadable resources** like posters and advice sheets you can display or share.

• **Translated materials** available in languages other than English.

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.
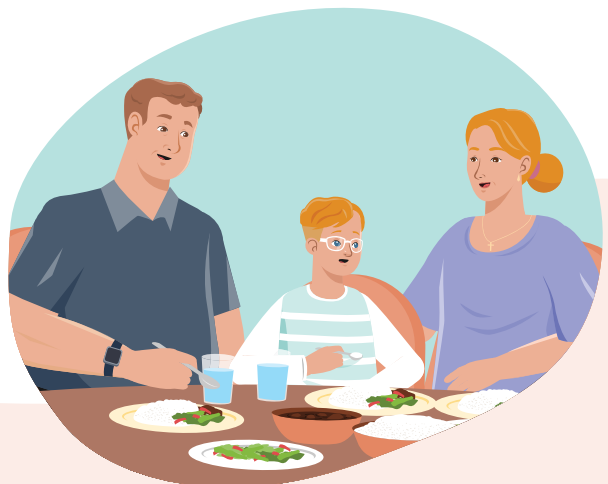
Share information on your intranet and in other internal communications

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

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 and your children 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

Keeping children safe online

Keeping children 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 webinars for parents and carers

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 blackmailers use fake profiles to trick people into sharing intimate images. [eSafety has resources](#) to help you talk with 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:

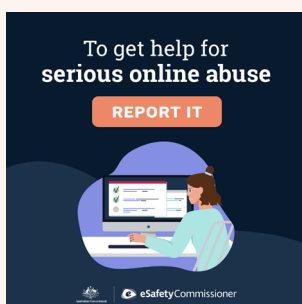**Facebook** @eSafetyOffice   **Instagram** @eSafetyOffice

LinkedIn @eSafetyOffice   **X** @eSafetyOffice

Suggested social media posts

Protecting children 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 one today: www.eSafety.gov.au/parents/webinars

REPORT

Child sexual exploitation and abuse material to eSafety

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

Sextortion: Look for the red flags

Be wary when meeting someone new online – especially when things turn sexual quickly. If a scammer is threatening to share a nude image or video of you, it's important to remember that you're never alone in this and there's always help available. If you're being blackmailed, do not respond, pay or give 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 @accceaus: www.accce.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

Help young people to deal with cyberbullying

Children and young people may not tell you they are experiencing cyberbullying or challenges with friendships online. @eSafetyOffice has an informative video that 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 this app **safe for my child?**

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

Printable and downloadable resources

eSafety provides a range of materials you can [order](#) or print yourself to display online safety messages in your organisation or distribute in your community. Many of these are available in Arabic, Simplified Chinese and Punjabi, and can be found in the [translated resources](#) section below.

Posters

For organisations, services and practices that support families

4 things you need to know about online abuse

We can talk about online child sexual abuse

6 things to prevent child sexual abuse online

Our commitment to keeping children safe online in our community

For families

We can always talk about being safe online

Translated resources

We believe online safety information should be accessible to everyone. That's why we've also developed ready-to-use communications in **Arabic**, **Simplified Chinese**, and **Punjabi** to ensure communities can access the tools and advice they need to stay safe.

Suggested translated social media posts

Arabic	English	Translation
	Protecting children 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	تبدأ حماية الأطفال عبر الإنترنت بالأدوات المناسبة. لدى @eSafetyOffice موارد مصممة لمساعدة الأسر على الشعور بالثقة في الحفاظ على سلامة الأطفال على: www.eSafety.gov.au/parents
	Report child sexual exploitation and abuse material to @eSafetyOffice. These images can be incredibly distressing 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	أبلغ عن مواد الاستغلال والاعتداء الجنسي على الأطفال إلى @eSafetyOffice. يمكن أن تكون هذه الصور مؤلمة للغاية بالنسبة للصغير الذي يظهر فيها، لذا فإن إزالة كل صورة تساعد. يمكن تقديم جميع البلاغات المتعلقة بالمحتوى غير القانوني عبر الإنترنت بشكل لا يكشف عن هوية المبلِّغ على: www.eSafety.gov.au/report

Simplified Chinese	English	Translation
eSafety 提供海量资源，为儿童安全上网保驾护航	Protecting children 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	保障儿童上网安全，从选对工具开始。@eSafetyOffice 提供了丰富的资源，使家长有信心保护孩子安全上网：www.eSafety.gov.au/parents
举报 向 eSafety 举报儿童性剥削和性虐待内容	Report child sexual exploitation and abuse material to @eSafetyOffice. These images can be incredibly distressing 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	如果发现儿童性剥削或性虐待内容，请立即向 @eSafetyOffice 举报。这些图片可能会给当事儿童造成极大的心理压力。所以每移除一张此类图片，就能减少一份伤害。所有对非法网络内容的举报都可通过以下链接匿名提交：www.eSafety.gov.au/report

Punjabi	English	Translation
eSafety ਕੋਲ ਤੁਹਾਡੇ ਬੱਚਿਆਂ ਨੂੰ ਔਨਲਾਈਨ ਸੁਰੱਖਿਅਤ ਰੱਖਣ ਲਈ ਸਰੋਤ ਹਨ	Protecting children 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	ਬੱਚਿਆਂ ਨੂੰ ਔਨਲਾਈਨ ਸੁਰੱਖਿਅਤ ਰੱਖਣਾ ਸਹੀ ਸਾਧਨਾਂ ਨਾਲ ਸ਼ੁਰੂ ਹੁੰਦਾ ਹੈ। @eSafetyOffice ਕੋਲ ਪਰਿਵਾਰਾਂ ਨੂੰ ਬੱਚਿਆਂ ਨੂੰ ਸੁਰੱਖਿਅਤ ਰੱਖਣ ਬਾਰੇ ਭਰੋਸਾ ਮਹਿਸੂਸ ਕਰਨ ਵਿੱਚ ਮੱਦਦ ਕਰਨ ਲਈ ਤਿਆਰ ਕੀਤੇ ਗਏ ਸਰੋਤ ਹਨ: www.eSafety.gov.au/parents
eSafety ਕੋਲ ਬਾਲ ਜਿਨਸੀ ਸ਼ੋਸ਼ਣ ਅਤੇ ਦੁਰਵਿਹਾਰ ਸਮੱਗਰੀ ਦੀ ਰਿਪੋਰਟ ਕਰੋ	Report child sexual exploitation and abuse material to @eSafetyOffice. These images can be incredibly distressing 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	ਬਾਲ ਜਿਨਸੀ ਸ਼ੋਸ਼ਣ ਅਤੇ ਦੁਰਵਿਹਾਰ ਵਾਲੀ ਸਮੱਗਰੀ ਦੀ ਰਿਪੋਰਟ @eSafetyOffice ਨੂੰ ਕਰੋ। ਇਹ ਤਸਵੀਰਾਂ ਦਿਖਾਏ ਗਏ ਨੌਜਵਾਨ ਲਈ ਬਹੁਤ ਹੀ ਪ੍ਰੇਸ਼ਾਨ ਕਰਨ ਵਾਲੀਆਂ ਹੋ ਸਕਦੀਆਂ ਹਨ, ਇਸ ਲਈ ਹਟਾਈ ਗਈ ਹਰ ਤਸਵੀਰ ਮਦਦਗਾਰ ਹੁੰਦੀ ਹੈ। ਗੈਰ-ਕਾਨੂੰਨੀ ਔਨਲਾਈਨ ਸਮੱਗਰੀ ਬਾਰੇ ਸਾਰੀਆਂ ਰਿਪੋਰਟਾਂ ਗੁੰਮਨਾਮ ਤੌਰ 'ਤੇ ਇੱਥੇ ਕੀਤੀਆਂ ਜਾ ਸਕਦੀਆਂ ਹਨ: www.eSafety.gov.au/report

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 as well as the latest information in your inbox.

Contact us

If you have any questions, contact our team – childrenyouthfamilies@eSafety.gov.au.