



Safer
Internet
Day 2017



The Power of Image



#SID2017



There are now more ways than ever before to create, edit and share images and videos online.



Did you know...

Images and videos get 8,500 likes and 1,000 comments per second on Instagram

400 million snaps are sent on Snapchat each day

On Instagram, photos showing faces are 38% more likely to get 'likes' than photos without faces

The equivalent of 110 years of live video is watched on Periscope every day.

300 million photos are uploaded to Facebook every day

Why do people share images?



To share memories

To get noticed? (likes and followers)

To show people what you are up to

To raise awareness

To boost confidence?



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What's in a selfie?

A story?

Personal
information

A message?

An invitation
to contact or
comment?

A challenge?

Creates an
impression/a
ffects online
reputation

Geotagging data

Reality or fantasy?



Is seeing always believing?



Is seeing always believing?

Real selfie

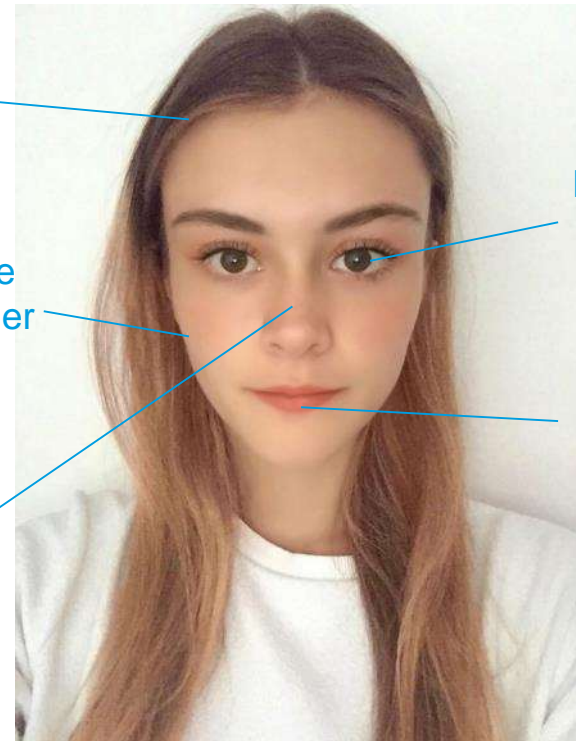


Edited selfie

Hair colour
changed

Face shape
made slimmer

Skin
smoothed
out



Eyes are
whiter

Makeup
added

Online Content

Advice

- Discuss online experiences
- Critical thinking is key
- How does what they see impact on how they feel?

Online Conduct

Advice

- Think before you post
- How do their photos affect others?
- Build an online reputation
- Use privacy settings on social media


Online Contact

Advice

- How many friends and followers?
- Look after personal information
- Why someone may make contact
- Report and block offensive images, messages or users
- Geotagging and geolocation settings



What can I do right now?

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- Open dialogue with your child
 - Family agreement
 - Consider filtering and blocking software
 - Think before you/they post
 - Understand the laws
 - Privacy settings and reporting
 - Save the evidence and report the incident
 - Know where to get help
 - Watch SID TV clips

Sign up to the UK
Safer Internet Centre
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saferinternet.org.uk

Want more information?



We are happy to answer questions!
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