

## The Facts

- You will only ever hear the “dark side” of e-safety in the media.
- **Facebook can be as safe as we, the users, make it.**
- Just having the button visible on your homepage will be enough to deter many people.
- **Everyone in your social networking circle should have this application.**
- You are empowering yourself and your family to make good choices.
- **CEOP do get many spurious “alerts”, however, they don’t mind in the least. They would rather you reported something you were not sure about than that you kept it to yourself.**
- It all adds to the knowledge base and helps to keep young people, indeed everyone, safer.
- **Social networking is about connecting people, in this case it is also about a connected response to cyberbullying, grooming and other online abuses**
- Help is a click away.
- **Together, we can make everyone in East Sussex E-Safe.**

## Further information

You may find these sites useful.

### The UK Council for Child Internet Safety. (UKCCIS)

<http://www.dcsf.gov.uk/ukccis/>

### Microsoft Windows Parental Controls

<http://windows.microsoft.com/en-GB/windows-vista/Kids-online-A-parents-guide-to-monitoring-computer-use>

### The Child Exploitation and Online Protection website (CEOP)

<http://www.ceop.gov.uk/>

### Schools Applications Support Service. sas@eastsussex.gov.uk

**Parent’s centre** ( A government resource for parents who want to know more about e-safety.)

<http://www.parentscentre.gov.uk/usingcomputersandtheinternet/>

# Facebook CEOP

New free  
application for  
making young  
people safer in  
Facebook.

**CEOP and Facebook** have developed a new free application or 'app' that will make young people safer within Facebook.



**'ClickCEOP'** is a new 'app' which links the young user and parent directly from their Facebook home page to help, advice and reporting facilities of the Child Exploitation and Online Protection (CEOP) Centre

The 'ClickCEOP' app is a three stage application that asks young people to: -

- \* **Add the app** - and the ClickCEOP tab will appear at the top of your profile page
- \* **Share the badge** - and you can share the app with your friends via their newsfeeds
- \* **Bookmark the app** - and an icon will appear on your profile page making it easy for you to access the help and advice from the ClickCEOP app.

**By adding the app**, young people and parents can get support from CEOP on a

range of issues - viruses, hacking, dealing with bullying online and they can report someone who is acting inappropriately towards them online.

The 'app' is the outcome of collaboration between CEOP and Facebook who have combined Facebook's expertise in connecting and communicating online with CEOP's expertise in helping young people stay safe.

#### **Why should I add it?**

Once added to their profiles, young users will receive regular messages from CEOP and its partner organisations who operate 'behind the button' to make children safer. CEOP's new Facebook page ([www.facebook.com/ClickCEOP](http://www.facebook.com/ClickCEOP) <<http://www.facebook.com/ClickCEOP>>) will also contain polls, news alerts and status updates. The page will look at topics that teenagers care about, such as celebrities, music and exams and will link these subjects to questions about online safety. The move is also being supported by an advertising campaign on Facebook that will encourage take up. This will include an automatic advert appearing on every profile of users aged between 13-18 years inviting them to add the app.

We would like to ask you that if you have a Facebook profile, app, share and bookmark the app. If children in your care are on Facebook, get them to search 'ClickCEOP' in Facebook and give them to chance to be one click away from help - if they should ever need it [www.facebook.com/clickceop](http://www.facebook.com/clickceop) <<http://www.facebook.com/clickceop>>

#### **It's about making good choices**

Research is becoming clearer on this subject. Children and young people will find their way around blocks and filters. If they can't view a site at your home, they will view it somewhere else. They are also becoming highly knowledgeable about sites that allow filters to be bypassed. **Even quite young children are acquiring this knowledge.**

#### **But isn't this just another gimmick?**

No. Far from it. This is about a connected response. Even seeing the FacebookCEOP button on a Facebook site will be enough to put may potential abusers off, because it sends a clear message out. "We are dedicated to using this safely and both myself, my child and CEOP are working collaboratively on this."