



Safeguarding Newsletter

Issue 4 – 9.6.23

Nothing is more important to us than the safety and welfare of our pupils.

We are fully committed to safeguarding and promoting the welfare of our children and young people within our school. We work closely with families and a range of professional external agencies to secure this and follow Dudley Safeguarding policies and procedures within our school.

We hope you find this Safeguarding Newsletter useful and aim to send at least one each half term.

Influencers



In today's digital age, social media influencers play an increasingly significant role in shaping the opinions, beliefs and interests of our young people. While many can have a positive effect, influence culture can also present certain risks – such as encouraging consumerism, affecting self-esteem and blurring trustworthiness. To help ensure a safe online environment for young people, it's vital to maintain open communication and set sensible boundaries.

What are the risks?

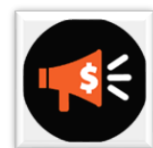
Heightened consumerism

A major way that influencers make money is through brand partnerships and sponsored content. As a result, children who follow them may be exposed to a steady stream of advertising. This can lead to materialistic attitudes, unrealistic attitudes and an increased desire to have the latest products.



The Soft Sell

Some influencers aren't always transparent about their motivation behind their posts, blurring the lines between genuine recommendations and paid for promotions and young people sometimes find it difficult to distinguish authentic content from advertising. Many major social platforms are taking steps to make ads easier to identify, but it remains an area of concern.



Privacy Concerns

Inspired by their favourite influencers, children may start sharing more of their own lives online, which could reveal personal information or details about their daily routine. This openness can put them at risk of cyberbullying or even predatory behaviour. This is exacerbated by live streaming, which gives young people no time to consider the potential consequences of saying too much.



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Undermining Self esteem

Many influencers share images and videos of themselves and their activities, which are painstakingly curated and edited to present an idealised version of their lives. Children who follow these influencers may develop distorted expectations about body image and the concept of beauty, which can potentially lead to negative self-esteem and even mental health issues.



What can we do?

Keep Talking:

Chat to your child about the content they consume on social media and the influencers they like. Encourage them to think critically about what they see and hear online and listen to their concerns. Maintaining open and honest communication can help your child make informed decisions about which individuals they follow.

Set some boundaries:

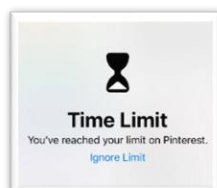
Agree age-appropriate boundaries for your child social media use, including time limits and privacy settings. Try to keep an eye on your child's online activity.

Support a Healthy Self Image:

Reinforce your child's awareness that real life isn't usually as picture perfect as it may appear on social media and how some content is often staged and edited to make things look more glamorous. Highlight examples of other influencers who share more authentic, relatable material which acknowledges their imperfections and struggles as well.

Promote Media Literacy:

Talk to your child about the concept of sponsors and advertising. Discuss potential influencer bias and to consider why that influencer is posting what they do. This can help your child develop independent skills when making decisions about who to follow online.



Stay Safe Guides



Every Wednesday we retweet the latest Stay Safe guide from the people at National Online Safety.

Follow Peters Hill and National Online Safety on twitter to receive these or check out previous guides on our school website, under the Useful Info tab, then select E-Safety.

This Weeks Guide is about the OMETV app:



Staffing update – Mrs Bridgwater will not be in school for the remainder of the academic year, but if you have a safeguarding concern Mr Duncan, Mrs Curnin, Mrs Owen or Mrs Foxall will be happy to help. We look forward to Mrs Bridgwater returning to us in the new academic year.

Meet our Safeguarding Team

Tracy Curnin



DSL

Simon Duncan



Deputy DSL

Hayley Owen



Deputy DSL

Ellen Foxall



Deputy DSL

Karen Bridgwater



Safeguarding Officer

Peters Hill Primary School

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