

Roger Murfin

From: Yvonne Spencer <YSpencer@VWV.CO.UK>
Sent: 27 April 2012 09:36
To: Roger Murfin
Subject: Re I am not scared project portal.
Attachments: company_logo_200.gif

Good morning Roger,

I have included details of your project website within our Ten Top Tips on Cyberbullying in Schools. This will be disseminated to 70 schools today.

with kind regards,

Yvonne

Yvonne Spencer
Partner



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Cyber bullying top tips from VVV

1. Monitor

Continuous monitoring across all social media and online channels is easy to set up. A range of (mostly free) monitoring tools can be downloaded for Google and key social networking sites such as Twitter and Facebook.

2. Keep up to date

A member of staff can be allocated responsibility for keeping up to date with new platforms, software and technology. This person can then feed back to the Senior Management Team and Governors and provide regular updates for other staff members.

3. Remove abusive content

If abusive material does appear online (for example www.littlegossip.com) find out who submitted it online and request that it is removed.

4. Maintain an online presence

Schools can set up 'owned' channels on Twitter, Facebook and YouTube enabling both monitoring and the ability to respond quickly if inappropriate or hostile material is detected. These owned sites are also useful for spreading positive messages across online communities.

5. Consider the guidance and training

As offered by ChildNet and Beatbullying as advised by DfE guidance "Preventing and Tackling Bullying" - for example would it be helpful to introduce "cybermentors" in line with the scheme put forward by Beatbullying?" Another useful website is the "I am not scared" Lifelong Learning Programme, funded with support from the European Commission, see Project Portal <http://iamnotscared.pixel-online.org>.

6. School policies

Ensure that the school's policies on anti-bullying are up to date and published clearly on the School's website so that any online searches show accurate information. A robust policy will demonstrate that the School treats these matters seriously.

7. Criminal offences

Always be mindful that published offensive comments and images may constitute criminal offences. Always consider if the matter should be referred to the statutory agencies.

8. Use online media to the School's advantage

Social networking sites can be an excellent way to get a positive message out to the world at large. Social media and new forms of technology in accessing this can amplify other marketing activities.

9. Talk to pupils

Ensure that pupils are aware that cyber bullying and the abuse of technology in this way are unacceptable and will not be tolerated by the School. It is also useful to talk with pupils and their parents in order to gain an understanding of the types of online social media that they currently use.

10. Be prepared

Pre-prepared statements on the pupils' use of online social media and the School's stance on cyber bullying can be useful if an incident occurs or if the School is asked for a statement. The best guidance however is to always confront the issue with the parents of any affected child before it is reported by the mainstream media.

For more information, please contact Yvonne Spencer on 0117 314 5202 or email yspencer@vwv.co.uk.

Schools have a duty to protect staff and pupils from all forms of bullying, both inside and outside of school hours. To help schools deal with these new challenges, VWV has developed a **cyber bullying toolkit** consisting of practical tips and guidance. Please contact Yvonne for further details.