

Communications strategy and plan:

Holiday Gift Guide 2021

<p>Purpose of the Communication plan</p>	<ul style="list-style-type: none"> • The purpose of this communication strategy and plan is to provide communications support for the promotion of eSafety's Gift Guide • Release date is Thursday 25 November, which is the day before the Black Friday sales
<p>Link to eSafety strategy 2019-2022</p>	<ul style="list-style-type: none"> • eSafety provides education leadership, coordination and best practice guidance to help Australians have safer and more positive experiences online. • eSafety uses multiple channels to raise awareness about online safety and where to seek help.
<p>Background</p>	<ul style="list-style-type: none"> • eSafety has a resource in the form of an online Gift Guide which advises buyers on the top 12 tech gifts and the security and safety risks of each of those. • With the approach of the Christmas holiday period, and Black Friday sales held at the end of November, it is timely to promote this guide so people, particularly parents, are better informed about the gifts they're purchasing and the precautions they may need to take. • The Gift Guide is an online resource: https://www.esafety.gov.au/parents/gift-guide
<p>Objective(s) and measurables</p>	<ul style="list-style-type: none"> • To drive traffic to eSafety's gift guide webpage: [REDACTED] • To increase reach and engagement of the gift guide posts on social media: [REDACTED] • Increase general awareness of the resources eSafety has in keeping Australians safe online (ad-hoc, not measured)
<p>Target Audience(s)</p>	<ul style="list-style-type: none"> • Parents and carers • Media (including interested general community, through mainstream media) • Social media followers • Key stakeholders
<p>Key overarching proactive messages</p>	<ul style="list-style-type: none"> • Check the safety of tech gifts you plan to buy for your children • Gaming consoles and gaming memberships are hugely popular but parents need to do their research • eSafety's Gift Guide helps to inform parents and carers about what to look out for with tech gifts and provides practical advice on how to stay safe, including setting parental control and

Communications action plan

Target Audience/ Stakeholder Group	Aim	Communications collateral – items required	Who to action?	By When?
Media	Provision of embargoed news release	████████████████████ to run as listicle type article and use quotes from the Commissioner	████	To run November 25 (████ a few days earlier)
Media	Provision of media release to all other media outlets	Media release sent to all major metro and regional media	████	0600hrs Thursday 25 November
Social media community	Series of posts promoting the items in the Holiday Gift Guide with a 12 days of Xmas-inspired theme	Social media: Twitter, Facebook LinkedIn	████████████████ ████	From 0800hrs Thursday 25 November
Key stakeholders	Extend reach through stakeholder channels	Draft email copy encouraging key stakeholders to share the gift guide through their channels. E.g. ██████ blog to families.	Marketing	Morning of Thursday 25 November
eSafety EDM subscribers	Article detailing information from media release	eSafety EDM (December edition)	Marketing	Morning of Thursday 25 November
eSafety Staff	To announce release of the gift guide	Post in next edition of Yabber		Next edition

Media release - draft content

(from which other communications content can be created)

Don't play games with your child's safety this holiday season

Don't play games with your child's safety and check the online safety regulator's Gift Guide before placing the latest gaming product under the tree this holiday season.

Australia's eSafety Commissioner Julie Inman Grant said with the increasingly popular Black Friday sales starting tomorrow and Christmas just around the corner, many parents and carers may be rushing to grab the latest gaming console or gaming membership for their kids.

"There are some amazing gaming products on the market that can be both educational and entertaining for children and young people," Ms Inman Grant said.

"However, there can also be serious risks with online gaming, such as bullying, harassment and grooming on popular multiplayer and interactive games.

"It's also important to be aware of gaming subscriptions offered by consoles like Nintendo Switch and Xbox, and livestreaming platform Twitch, which may be ongoing and possibly not be age appropriate. Options for in-app purchases can also be problematic.

"Those looking to make a purchase should do their research including checking the product's classification, reading reviews and encouraging children to use the block and reports function if they come across harmful content, including abuse.

"Other factors to consider when buying online gaming-related gifts for young people include whether a platform or service allows for multiplayer functionality, like Fortnite, Steam or Minecraft or co-mingling capabilities which can be harmful. It's also important to consider whether the platform allows for livestreaming capabilities, like Twitch or Discord.

"Get to know all the options and consider what gaming product is right for your child."

Ms Inman Grant said parents and carers should also be aware that many gaming products do have safety features embedded in their products and parents should look out for these features before making their purchase.

"eSafety's Safety by Design initiative shifts responsibility for safety back onto technology organisations and puts user safety at the centre of the design of online products and services.

"eSafety has been working with the gaming sector to encourage further adoption of this approach, and we already are seeing gaming products on the market with some embedded safety features."

Some safety features embedded in today's popular games and platforms includes:

- Twitch, a popular livestreaming service geared towards gamers, has recently added a feature called 'phone verified chat'. This gives users on the platform greater control over who can participate in chat, by allowing them to require some or all users to verify a phone number before chatting.
- Roblox, an online game platform and game creation system, has recently introduced measures to support age verification for users.
- The LEGO Life app has a team of highly trained moderators who look through all images sent to LEGO Life before they go live – this ensures children do not accidentally share pictures of themselves. LEGO also recently introduced Verified Parental Consent, which enables parents to verify themselves and give consent for their child to play and share in the LEGO Life app.

Ms Inman Grant said parents should discuss with their child what to do if they get bullied, or if a stranger tries to start an inappropriate conversation with them while gaming.

“Children should know to speak to an adult immediately if they are being bullied or approached by a stranger online. When it comes to gaming I encourage parents and carers to get amongst the action, playing the game themselves, to get a feel for the product and stay engaged in your child’s online life,” Ms Inman Grant said.

More information about what to look out for and how to stay safe when using tech gifts at: www.esafety.gov.au/gift-guide

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About eSafety:

- eSafety is the first government agency in the world dedicated exclusively to online safety.
- We are committed to helping all Australians have safer experiences online by removing harmful content from the internet, as well as through a range of prevention, education and early intervention measures.
- We are continually developing evidence-based resources and tools to enhance the online safety of Australians. This includes content specifically tailored for parents, educators, young people, older Australians and women.
- We have the power to compel online platforms to remove image-based abuse, as well as cyberbullying that targets young people. We also provide support and advice for adult victims of cyber abuse and from January 2022 will have additional powers to further protect Australians.