

Sample newsletter and website articles for schools

This resource provides ready-to-use communication material that you can share with your community as part of a whole-school approach to online safety.

It provides key online safety messaging, including knowledge, tips and links to eSafety resources and tools to help young people be safer online.

To support your school community, we recommend sharing smaller amounts of information on a regular basis, using a range of communications tools, as opposed to a lot of information all at once. The material below has been developed to support this approach.

Sample articles for your school newsletter or website

The following content is designed to be shared with your school community through your newsletter, website or other communication channels. They can be adapted and modified to meet the needs of your school and context, as part of regular and ongoing communication to help inform parents and carers of the role they can play in helping their children be safer online.

Initial communication

[School name] is committed to helping students develop the knowledge, skills and attitudes to be safe and respectful users of technology. We are working towards this by **[insert relevant actions]**.

We are also aware that students' online experiences often move seamlessly between school and home, and are therefore aiming to develop, with your support, a whole-of-community approach to keeping our students safer online.

We will be sharing a range of information, tips and resources for parents and carers that you can use with your family to help create positive experiences for your children online. We encourage all parents and carers to keep an eye on our school newsletter, website and other communication channels for information you can use to build your knowledge, skills and understanding of online safety.



Building young people's digital literacy skills

Online spaces can pose risks for children and young people. Talking together about how to stay safer and where to get help if something goes wrong is a great strategy to build children's digital literacy and online safety skills in the lead up to age 16. See eSafety's page for [social media restrictions and your family](#).

Reporting when something goes wrong online

If your child experiences something harmful online such as [cyberbullying](#), [image-based abuse](#) or [illegal and restricted content](#), you can report it directly to the platform, game, app or website where the incident occurred.

Often young people will need the support of an adult to report. eSafety advises taking the following steps:

- 1. Collect evidence** before reporting to the platform or taking other action. If the issue is ongoing, make sure you collect web page address (URL), user profile names, screenshots showing what has been happening and for how long. Learn more about [how to collect evidence](#).
- 2. Report to the platform**
 - **Harmful posts, comments, messages and profiles** should be reported to the online platform or service first – many of these links are listed in [The eSafety Guide](#). If the service doesn't help, and the abuse is very serious, [report it to eSafety](#).
 - **Sharing or threatening to share an intimate image or video** of a person without their consent is [image-based abuse](#) – it can be reported to eSafety immediately unless they're being blackmailed.
 - If they're under 18 and being blackmailed, the best way to get help is to report it to the [Australian Centre to Counter Child Exploitation \(ACCCE\)](#).
 - If they are 18 or older and being blackmailed, they should report it to any platforms or services where the blackmailer contacted them. If their intimate image or video is shared, it can be [reported to eSafety](#) for removal. See more advice on our page about [how to deal with sexual extortion](#).
 - **Illegal and restricted online content** (such as material that shows or encourages child sexual abuse, terrorism or other extreme violence) can be reported to eSafety immediately.

Stop contact: Let your child know they can mute the other account, tighten their security settings and prevent content from being shared further.

Get support: Explore eSafety's [advice pages for parents and carers](#) about how to help your child if they are dealing with issues such as [cyberbullying](#), [unsafe contact and grooming](#), and [online child sexual abuse](#).

You may find it useful to share with them strategies for managing the impacts of [cyberbullying](#), [image-based abuse](#), or if they have been exposed to [illegal and restricted online content](#). You can also find [counselling and support](#) that is right for your child.

Online safety for every family

eSafety has resources to help parents and carers from all backgrounds protect their families online.

The [Online Safety for Every Family resources](#) cover topics including how to:

- enjoy safer online gaming
- help your child if they are bullied online.

And to make sure more families can start a conversation with their children about online safety, the resources are available in other languages.

Back-to-school messaging

With the **[insert year]** school year upon us, now is the perfect time to have conversations with your children about online safety. eSafety has practical resources to help with [hard-to-have conversations](#), information for [children under 5](#) and [cyberbullying](#).

To learn more, visit eSafety [parents](#) and share this with your friends and family!

School holidays

With the holidays just around the corner, your children might be spending more time online for entertainment and to connect with their friends. As a parent or carer, you can help them have safe and positive experiences online. Have a conversation with your child today about how to stay safe online and to deal with online safety issues like cyberbullying, inappropriate content or unwanted contact. [eSafety](#) has lots of great advice and resources for parents and carers to help keep young people safe online.

Online gaming

Online gaming provides children with lots of opportunities for skill development, beneficial play, creativity, self-expression, belonging, and social connection. To make sure they get the most out of gaming, parents and carers also need to help them build skills to navigate risks and put in safeguards. Are you familiar with the benefits or the risks your child might be experiencing whilst playing online games? Regardless of the console or device they use, what type of game they play, if they play alone or with others, or how often they play, it is important to understand your child's unique gaming experience.

Playing online games with your children is a great way to learn more about their interests, while also developing a greater understanding of how they interact and communicate with others online. When adults get involved in positive ways it can also strengthen family relationships and enable families to manage conflict about gaming in more productive ways.

For more information on gaming and simple tips for how you can make this a safer and more positive experience, go to eSafety's [gaming guide for families](#). [The eSafety Guide](#) includes the latest platforms, games, and apps, with information on how to apply safety and privacy settings, and how to report abuse or other harmful behaviours.

Viral trends

Viral trends can be motivational and fun (for example, dance challenges) annoying (the ‘6-7’ meme) or harmful when they lean towards incitement to violence or self-harm.

For more information, you can read: [Dangerous or damaging online challenges are never funny.](#)








Apps and games

eSafety provides a range of advice to navigate the often-challenging area of apps and games for families.

- Learn more about apps and games by viewing [The eSafety Guide](#).
- Understand your child’s gaming experience by having conversations, watching or playing together and find [more advice](#).
- Talk with other parents and carers from school. This could be a good opportunity to learn more about how their children use an app or game and strategies to manage money and features.



Recommended images for newsletter and website articles

Sample articles for your newsletter or website	Recommended image(s)
Initial communication	
Reporting when something goes wrong online	
Online safety for every family	
Back-to-school messaging	
School holidays	
Online gaming	
Online challenges	
Apps and games	