

Suggested social media posts 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 to be safe and thrive 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.

Suggested posts for social media

The following sample posts are designed to be shared with your school community using (but not limited to) social media applications. They can be adapted and modified to suit the needs of your school community to help inform parents and carers of the role they can play in helping their children be safe online.

We recommend using these posts in conjunction with one of the suggested images included in this kit. See the table on the final page of this document to identify the recommended images to accompany the posts.



Education and prevention

1. Parents and carers play an important role in keeping young people safe online. Learn about how you can help [build your child's online safety awareness and skills](#).
2. Helping your child to navigate their online lives is a great way to build their confidence to make good decisions online. Learn about some [key strategies you can use to help them grow and thrive online](#).
3. Sometimes it can be tricky talking about online safety with your children and knowing where to start. Try these short [videos and easy-to-read sheets](#) (in a range of languages) for families to start the chat.
4. Are you interested in learning more about what you can do to help keep your children stay safer online, while building your knowledge and skills? Register for a [parent/carers webinar](#).

Cyberbullying

5. Cyberbullying can happen to anyone, including children. These eSafety resources may help parents and carers deal with difficult online safety issues, including how to report serious [cyberbullying](#) behaviour.
6. Children and young people may not tell you they are experiencing [cyberbullying](#) or challenges with friendships online. eSafety provides tools for parents and carers to help young people have safe and respectful online relationships.

Image-based abuse

7. Young people deal with a range of issues online, including the [pressure to send 'nudes' or online sexual harassment](#). eSafety has developed resources for parents and carers to help support young people and to get help.
8. Sexual extortion is when someone is threatening to share a nude or sexual image/video of you unless you give into their demands. For more information and how to get support, please [visit eSafety](#).

Unwanted contact and grooming

9. Being online can be a fun, but it can also put children and young people at risk. eSafety provides helpful information on how to deal with [unwanted contact online and protecting your child](#).

Illegal or restricted content

10. Young people can encounter disturbing material online that can make them feel upset or uncomfortable. [Explore eSafety's advice](#) for young people together.
11. Young people may discover online pornography unintentionally, or they may go looking for it. eSafety has [helpful advice for parents and carers](#) on how to support and protect your child.

Online gaming

12. Did you know that playing online games alongside your child can help you understand how they share personal information and who they communicate with? For more tips explore eSafety's [gaming guide](#).
13. You can help make gaming a safe and enjoyable part of family life by [learning about safety settings and how to report issues in games](#). Advice in English, Simplified Chinese, Arabic, Burmese, Dari, Hindi, Nepali, Punjabi, Sinhalese, Swahili, Tamil, Tigrinya, Uyghur and Vietnamese is available eSafety.
14. Get involved and help your children find a balance between gaming and other activities. Setting up routines and building healthy habits early on can help promote better balance and safe experiences. Find useful information to develop [family tech agreements](#) at eSafety.

Time online

15. Talk to your children about online safety and set up rules for your family. eSafety has useful information to develop [family tech agreements](#).
16. Being aware of how often and why your children go online can help you work out a healthy balance with other activities. eSafety has helpful advice on [how to get started](#).

Explicit content

17. Many parents/carers underestimate children's negative online experiences and may not be aware of their children's exposure to disturbing content or sexual material online. eSafety has advice for young people on how to respond to [disturbing content](#) online.

Viral challenges

18. Encouraging users to copy a stunt or behaviour can be creative and inspiring. But some can be dangerous, and young people can feel pressured to participate. eSafety has [tips for parents and carers](#) to talk to their children about viral online trends.

Parental controls

19. If you need help understanding the different types of [parental controls](#) available, this information from eSafety is a great place to start.

Sharing photos and videos online

20. Top three things you can teach your children when sharing a photo or video of someone:

- Consent should be sought before taking and/or sharing a photo/video.
- Consent must be informed and freely given.
- Consent needs to be ongoing. If someone asks you to remove a photo/video, you should do it.

More online safety tips for young people can be found at [eSafety](#).

General online safety

21. If you or your child have issues online, you're not alone. [eSafety offers a range of advice and support for parents and carers](#), available in English, Simplified Chinese, Arabic, Burmese, Dari, Hindi, Nepali, Punjabi, Sinhalese, Swahili, Tamil, Tigrinya, Uyghur and Vietnamese.





22. Is your child wanting to download a new app? Use [The eSafety Guide](#) to help you work out whether an app is suitable for them.









23. Is your child using an app or playing a game you've never heard about? [The eSafety Guide](#) covers the latest platforms, games and apps – including recommended ages, how they work and how to report harmful content.




24. 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 [I need help: Something has happened online](#)



Recommended images for social media

Sample posts for your social media	Recommended image(s)
<p>Posts 1-4 Education and prevention</p>	
<p>Posts 5-6 Cyberbullying</p>	
<p>Posts 7-8 Image-based abuse</p>	
<p>Post 9 Unwanted contact and grooming</p>	

Sample posts for your social media	Recommended image(s)
Post 10-11 Illegal or restricted content	
Posts 12-14 Online gaming	   
Posts 15-16 Time online	 
Post 17 Explicit content	

Sample posts for your social media	Recommended image(s)	
Post 18 Viral challenges		
Post 19 Parental controls		
Post 20 Sharing photos and videos online		
Posts 21-24 General online safety	