



Tips for parent/carer education and engagement

Creating safer online environments



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This guide provides eSafety’s 10 tips for engaging parents and carers in online safety education. Use this guide to support families and your whole school community to build safer and more positive online experiences for everyone.

Tip 1: Share content from eSafety

eSafety’s dedicated section for [parents and carers](#) offers guidance and support, with a wealth of information to help families deal with online safety issues. For example,

- [Screen time](#)
- [Parental controls](#)
- [Good habits start young](#)
- [The hard-to-have conversations](#)
- [Gaming](#)
- [Social media age restrictions and your family](#)
- [Privacy and your child](#)
- [Are they old enough?](#)
- [Cyberbullying](#)
- [Protecting children from sexual abuse online](#)
- [Child grooming](#)
- [Sending nudes and sexting](#)
- [Online porn](#)

Before sharing eSafety resources with parents/carers, schools are encouraged to consider the following:

Timing and frequency	Plan the best timing and frequency for sharing content with parents/carers. Time the release of messages with key dates (for example, start of school year, end of year, Safer Internet Day, Open Days and parent/teacher interviews). It’s important to keep your audience engaged through targeted and/or topical messages sent at regular intervals.
Sensitivities	Consider critical online safety incidents that have occurred at the school before sharing key messages or content about those specific issues. How can you share the messages with parents/carers in a way that is sensitive to the students involved in the incident, while also protecting their identities?
Channels	Choose a combination of channels to share content with parents/carers (for example, your school or class newsletter, school intranet landing page, app, parent/carer focused social media channels, and in parent-teacher meetings, open days and award nights).
Evaluation	Consider how you will assess whether the communication has been effective. You can use eSafety’s Engage – Student voice surveys , Engage – Parents and carers online survey , and Engage – Educators and school support staff surveys at the beginning and end of the school year or to designated year groups where online safety incidents are more prevalent to provide these insights.

Tip 2: Promote sign up to eSafety's parent newsletter

Encourage parents and carers to sign up for eSafety's free parent newsletter, delivered direct to their inbox. It's an easy way for them to receive online safety tips, updates, and resources. Educators can also subscribe and re-share newsletter gems with parents/carers too.

[Subscribe to eSafety news | eSafety Commissioner](#)

Tip 3: Order hard copies of eSafety resources to share with parents and carers

eSafety offers hard copy resources for the following:

- [Online safety: A guide for parents and carers](#)
- [Online safety for grandparents and carers](#)
- [Online safety for under 5s](#)
- [Being safe online easy read](#)

Explore eSafety's downloadable [Parent Resources](#), with a wide range of downloadable videos, books, information sheets, audio files, activities, family tech agreements and advice in more languages.

Tip 4: Subscribe to Education News – for school staff

It's also free and delivered to Educators' email inboxes – eight times per year. eSafety's Education news helps school staff keep up to date with the latest tips, trends, and classroom resources including ideas for engaging and educating parents and carers. It provides you with handy links directly to eSafety guidance and advice and links straight to parent/carer webinars for your convenience.

[Subscribe to eSafety news | eSafety Commissioner](#)

Tip 5: Feature online safety messages for parents/carers on electronic school noticeboards

eSafety has prepared ready-made files to upload to your school's smartboard system and school devices to display online safety messages. These messages can reach parents/carers if featured on noticeboards in drop-off and pick-up zones, and assembly halls.

Digital signage for [primary schools](#) and [secondary schools](#)

Tip 6: Use eSafety's social media and newsletter content to engage with parents and carers

eSafety has prepared content kits to help you talk to your school community about online safety including preventative strategies and advice on where to get help when things go wrong.

[Social media and newsletter content](#) for schools

[Ready to use communications toolkit](#) for different types of organisations including schools.

Tip 7: Support parent/carer education by promoting eSafety's parent/carer webinars

These live webinars give parents and carers the knowledge, skills and tools to support their children to have safer online experiences. The webinars are free, 30-45 minutes long and held at convenient times for busy parents/carers. A fresh webinar schedule is published on the eSafety website each term.

[Webinars for parents and carers | eSafety Commissioner](#)

Tip 8: Enlist parent/carer networks

Parent committees, councils, organisations, and networks and parent representatives on school boards can be important allies in online safety education. When parents/carers learn alongside their children and young people, they can support program delivery, reinforce online safety messages at home, discuss online safety issues with their children and young people, and help them to find help when things go wrong.

Enlist parent committee leadership support for parent-focused education about online safety education, share information in this resource with them, and encourage P&C networks to share eSafety content through their newsletters, meetings and community channels to broaden the reach of key messages.

Parent/carer networks can also display posters in their lounge or meeting rooms:

- Downloadable [PDFs and posters](#) for children in the early years (these are also useful for Foundation to Year 3)
- Downloadable [posters and conversation starters](#)
- [Mighty Heroes posters](#) (can reinforce key messages to parents/carers too)

Tip 9: Engage a Trusted eSafety Provider

[Trusted eSafety Providers](#) are endorsed after demonstrating that they meet eSafety's requirements for online safety education. As part of a whole-school approach, some providers deliver parent education sessions and work with parents/carers and other community members to help schools create a culture of online safety.

Tip 10: Make sure parents and carers know about reporting to eSafety

When things go wrong online, there is help available. eSafety's '[report abuse](#)' portal provides key information for anyone who needs to report child cyberbullying, image-based abuse, or harmful material online.

Image-based abuse

We can help to get the intimate images or video removed and, in some cases, take action against the person who shared it. We can also help with sextortion, or where someone is blackmailing you over your intimate images.

Illegal and harmful content

We investigate complaints from Australian residents and law enforcement agencies about offensive and illegal online content.

Cyberbullying

Cyberbullying is online behaviour that is seriously threatening, intimidating, harassing or humiliating. We can take action to get serious cyberbullying material removed, and provide advice, support and assistance.

Adult cyber abuse

Adult cyber abuse is online communication to or about a person who is 18 years or over, which is intended to cause them serious harm. We can help get the serious adult cyber abuse material removed, and provide advice, support and assistance.

Report content to eSafety at [eSafety's website](#).