

## Keeping Children Safe Online

We don't encourage children to speak to strangers in the real world – so it shouldn't be any different online.

As a parent or carer, the thought of what your child could potentially be exposed to on the internet can be overwhelming - particularly if you have little interest in or understanding of the online world yourself.

According to recent statistics a quarter of 14-year-old UK children have arranged to meet an online contact face-to-face. So, a new campaign from Strathclyde Police – Keep Social Networks Real - aims to educate parents, carers and young people about the risks associated with social networking, while providing them with the information they need to help children keep safe online.

Nowadays most youngsters have their own smart phones from which they can access the internet and it can be difficult to keep an eye on what your child views online. It's easy for criminals or groomers to set up false profiles and then target and try to build friendships with young people on social networking sites.

Our short campaign film raises awareness of the fact that in the online world, people can easily fool others into thinking they're something they're not. It's therefore vital that young people think before they post content online - exactly who are they sharing their information/pictures with? Are they giving too much information away? Without realising, their content could end up in the wrong hands and they could make themselves a target for online groomers.

View our campaign film online at <http://tiny.cc/ga4kow>

You can also follow the campaign on Facebook [www.facebook.com/StrathclydePolice](http://www.facebook.com/StrathclydePolice) and Twitter @keeppeoplesafe

We're also working with CEOP (Child Exploitation Online Protection) to ensure you have the information and the resources you need to keep safe online. Check out some great resources and information on its website: [www.thinkuknow.co.uk](http://www.thinkuknow.co.uk)

Follow the CEOP Facebook page at [www.facebook.com/clickceop](http://www.facebook.com/clickceop)