ProtectUrRep

a CYBERSAFETY resource for members

ProtectUrRep 101 | What happens when I turn 18? | What can go wrong? | Sexting—the low down | Sexting and the law | Social media safety crash course | Know your brand | Cyberbullying 101 | Cyberbullying 911 | Before you post | Need more info or want help? | References | Acknowledgments

Who should read ProtectUrRep?

This resource is targeted at older Cadets (e.g. 15–17), young adult members (18–26) and adults working with Cadets, who are navigating the complex world of online communication.

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St John Ambulance Australia

ProtectUrRep 101

Your reputation follows you throughout your life — so ProtectUrRep!

Things *all* members should know

All St John members have a role in keeping children and young people safe (even other children and young people!). The St John Ambulance Australia National Code of Conduct and National Child and Vulnerable Persons' Safety Rules, Standards and Guidelines apply in all circumstances and forums, including online and when using mobile devices (check these out at the St John Member Connect website at **members.stjohn.org.au/**). Your state or territory policies and procedures apply too.

As a St John member, whatever your age, you need to make sure that any of your communications are OK for all members to see. Content must not contain anything that is inappropriate, threatening, discriminatory or harassing. St John takes complaints about member conduct seriously and will investigate any report or complaint. Serious matters may be referred to the police.

Social media sites (like Facebook, Twitter, Snapchat, YouTube and many, many more!) and mobile devices are great! They help you stay connected, meet new people and share important information fast.

Sometimes though, these sites are not used in a safe or positive way.

Everyone has responsibilities when using social media and mobile devices. We all need to take some simple steps to keep ourselves and others safe.

One of the most important things to remember when using social media and mobile devices is that everything you say or do is permanent (even if you think it cannot be saved or has been deleted), and certain information can reflect on how people see you—now and in the future.
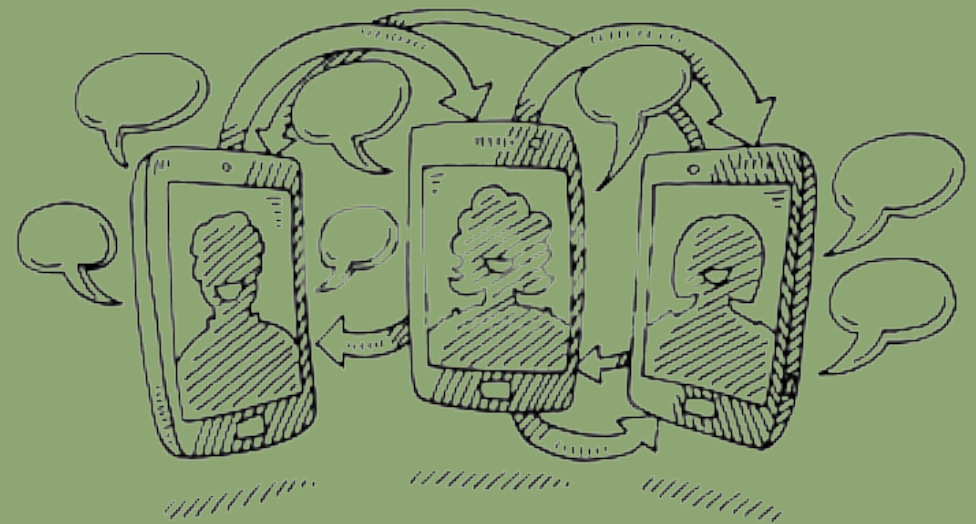
What happens when i turn *eighteen*?

If you've recently turned 18 (or will soon) and have friends under the age of 18, the boundaries and how you communicate can become a little blurry.

On turning 18, you have the same responsibilities as any other adult member in St John, even if you stay on as a member of a Cadet division. When using social media/mobile devices, you have a role in making sure the content you post or send is safe and appropriate for members under 18 to look at. Your content will be seen by others and can be shared.

This means *you might need to change the way you behave online;* like avoiding creating or sharing offensive or rude content, using inappropriate language, changing the tone of your messages or avoiding 'liking' offensive content, pages or sites.
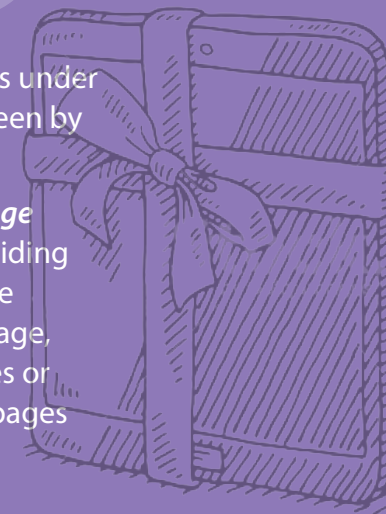
I'd just turned 18 a few months ago and was messaging a Cadet friend on Facebook— she's 14 and we're good mates. I thought we were just being silly and having fun and didn't think twice about what I said, but her parents saw it and thought that I was flirting with her. I wasn't, and I wasn't interested in her in that way, but her parents didn't see it like that and made a complaint about me being inappropriate. It was a really embarrassing situation.

Member, 18.

What can go wrong?

◊ posting things you wish you hadn't

◊ people sharing stuff you wish they hadn't, like selfies or personal info

◊ seeing things you wish you hadn't

◊ talking to strangers

◊ cyberbullying

◊ feeling pressured

◊ being hacked

◊ identity theft.

There are ways to avoid these things happening. Read on to learn more.

Always think carefully before posting & endeavour to be a positive role model.

SEXTING

the low down

One really damaging and increasingly common form of communicating is 'sexting'. Sexting is sexually explicit content, such as photographs, videos or texts that are shared over mobile devices or the internet.

Sexting can have some big consequences when things go wrong. If shared with others, this type of content can be very damaging to a person's reputation, relationships and self-esteem. It's important to know that this content can:

- be shared with people that aren't meant to see
- be used as payback or revenge (e.g. when a relationship ends)
- lead to off-line confrontation
- be against the law.

fact …studies from overseas indicate that approximately one in ten teenagers have sent a sexually explicit text message or image. More worryingly, one in five teenagers have seen these sorts of images. This indicates that the images are rarely seen by only the intended recipient.

HTTP://WWW.THINKUKNOW.ORG.AU/SITE/SEXTING.ASP

& *the* law

If a person represented in an image is under 18, sexually explicit content can be considered child pornography under current Commonwealth laws (Criminal Code Act 1995 [Cth]). There are also state/territory specific laws that apply for the sharing of sexually explicit content. Under Commonwealth laws, a person can still be charged if they are under 18. If someone is convicted of possession of child pornography, they may be placed on a sex offender register. A conviction like this **will follow you around for your whole life.**

I'd been in a relationship with him for a few months. When he asked me for a naked photo, I did it. I thought it would be OK; I trusted him. But he shared it with all his mates at school, and then everyone saw it. My parents, teachers, the principal and counsellors all got involved. It was horrible and I ended up changing schools and leaving all my friends behind.

Student, 15

Before posting, know that:

- Images can be easily copied.

- You can't control how others share or forward your content.

- People can save your content and use it later.

- Sites like Google, Yahoo and Bing cache information. 'Caching' means the sites archive content on a web page at a particular point in time and this content is searchable. This means that anyone can find stuff that you've deleted in the past any time they want to.

- Sharing certain information is against the law.

Pause & *think* before you post!
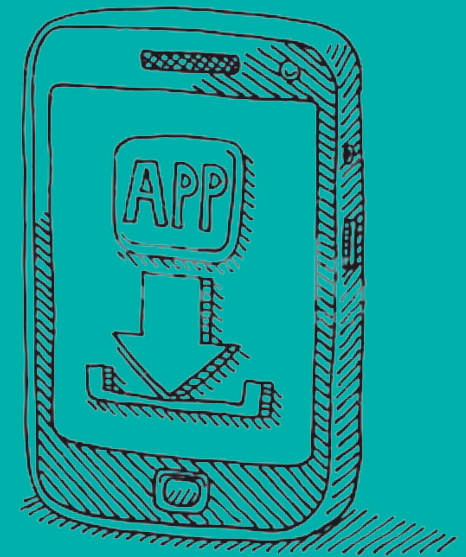
fact

There are now applications available for all mobile devices in apps stores that allow people to save photos received (like Snapchats) without the user ever knowing the photo was saved.

A rule of thumb is to assume that all photos have been saved, so share wisely!

social media
safety crash course

The good news is that you can take steps to keep safe. You just need to be proactive!

do:

- Make sure your posts are OK for others to see (not just the person you send it to).

- Know there's no such thing as privacy online–content is public and lots of people can see it.

- Report concerns about inappropriate member content/conduct to a supervisor, manager or child protection officer.

- Check your own behaviours online. Always act in a way that reflects the values of St John.

- Set your own limits around what you will and won't do online or using a mobile device.

- Adjust your 'privacy settings'. Default privacy settings allow anyone to see anything in your profile. Help pages on social media sites tell you how to change these.

- Identify views as being your own and not those of St John. It's important people do not 'misunderstand' your personal comments and think you're representing St John.

- Identify and report fake profiles. You can search your name, usernames and email addresses in search engines like google to see if someone has created a profile in your name.

- Delete unused accounts.

fact

61% of 16 to 17-year-olds accept online 'friend requests' from people they do not know offline.

BULLYINGNOWAY.GOV.AU/TEACHERS/FACTS/DID-YOU-KNOW.HTML

I accepted a friend request from someone I didn't know that well; I'd met her at a concert. We chatted for a bit initially, but she kept messaging me all the time. It got crazy. So I asked her to not message me so often and she became really abusive. I defriended her but found out through common friends she was writing horrible things about me and lies about our relationship on her account. I told the site administrator and they deactivated her account.

Member, 19

- Remove content that may damage your reputation, including old posts.

- Ask friends to remove content that you aren't happy for them to share. If they don't remove it, you have the right to report the matter to the social media site, or in serious cases, the police.

- Remove 'friends' who don't have your best interests at heart.

- Block offensive users.

- Turn location settings off on certain apps. You might not want people to know exactly where you are or it might not be safe.

- Know you're personally responsible for what you post.

Put yrself in their shoes—U wouldn't be happy if someone did this to U, *so don't do it yrself!*

avoid:

- Participating in bullying (even where others are the main bullies).

- Keeping secrets for a child or young person about things that affect their safety or wellbeing.

- Making or liking content that reflects on St John negatively

- Making or liking comments that reflect poorly on St John's partners like saying negative things about event organisers, sponsors and clients that St John works with.

- 'liking' other people's offensive content.

- Joining or liking offensive groups. Groups you belong to can often be seen by others.

- Sharing or saying things that might damage someone else's reputation.

- Posting photos and videos of yourself or others in compromising situations.

- Using offensive or rude language.

A friend posted a photo of me in my St John uniform making an inappropriate gesture. We both got in trouble for it after it got back to other members who reported it.
Member, 21

know *your* brand

ThinkUKnow Australia says that your personal brand is what you display to others online. It's all about your reputation and how you want others to see you.

q&a If you were asked to select **4 words that best describe you**, what would they be?

loyal
trustworthy
ambitious
friendly
bubbly
outgoing
caring

Whatever these 4 words are, they make up your 'personal brand'.

Now that you have your 4 words, **does your personal brand 'fit' with the image you want to portray** to others? If someone else looked at your profile, would they see things that don't fit with this image?

Yes? You might need to change the way you interact online to **make sure your image fits with your personal brand**. This might include deleting past posts or content or changing the things you say.

cyberbullying

The online world is not always a safe place for everybody. Because there is little control over how social media and mobile devices are used, people can and do misuse them, including to bully others.

fact

Almost 50,000 Australian children experience cyberbullying that can lead to humiliation and depression … one in five young Australians aged eight to 17 experience cyberbullying each year.

NEWSROOM.UNSW.EDU.AU/NEWS/ONLINE-BULLYING-RAPIDLY-INCREASING-AUSTRALIA

BULLYING is the deliberate and repeated behaviour by an individual or a group. It involves the misuse of power and aims to cause harm to others. Bullying includes things like:

• being threatened or intimidated

• being physically hurt

• teasing, embarrassing and putting-down others

• social or psychological abuse.

CYBERBULLYING is bullying that happens online or via mobile devices (e.g. through social media sites like Facebook, instant messenger services or text messages). Examples include:

• spreading nasty rumours

• repeated abusive hang up calls

• sending threatening or unwanted messages

• posting or sharing someone's embarrassing information or images

• excluding someone from a group or starting exclusion campaigns

• creating hate pages or sites

• creating fake profiles or impersonating someone.

Cyberbullying can have long-term negative effects on peoples' self-esteem, confidence and mental wellbeing. It is considered a very harmful form of bullying because:

- Information can reach a lot of people quickly, including people outside of your usual friendship group (like a boss, family members, peers and other St John members).

- Information posted can be easily saved and shared.

- It can be really hard to have information removed.

- The online world is 24/7 and cyberbullying can affect you at home—a place that should be safe.

I was having trouble with a group at school and I found out they had created a page about me that had lots of horrible stuff on it, including photos that they'd taken from my profile and changed. I went to the site admin and asked them to take it down. It took a while but the group was shut down.

Member, 16

Cyberbullying *skill up*

Keeping yourself and others safe online involves taking a proactive approach. Check out what you can do to skill up.

Cyberbullying 911

- If you suspect someone is being bullied, ask them if they're OK.

- If someone tells you they are being bullied, take it seriously—they told you because they trust you.

- Reassure them it was right to tell you about it.

- Encourage them to not retaliate and avoid responding while angry or upset. This can encourage the bully to continue their harassment because they're getting a reaction.

- Encourage them to speak to a parent, teacher, supervisor, counsellor or someone else who can help.

- Encourage them to save the evidence (like threats, posts or images). This might be needed for an investigation.

- Ask them to contact their service provider or site administrator—they may be able to block the content or delete the bully's account.

- Suggest taking a break from social media and log-off for a while.

- Serious cases of cyberbullying should be reported to the police.

hot tips

- Keep personal details to yourself. Don't share things like passwords, phone numbers, your name, school or where you live—especially with people you don't know.

- Think twice before sharing photos of yourself (and others). Ask yourself 'Am I OK with others seeing this?'

- Don't be the bully—put yourself in the other person's shoes and think what it would be like if it happened to you.

- If someone posts something embarrassing or hurtful about you, ask them to remove it. If they don't, you have the right to report it to the social media site it happened on, or in serious cases, the police.

- Unfriend the person or block them.

hot tips

- Don't add strangers as friends.

- Don't engage in conversations with people you don't know.

- Don't participate in inappropriate or rude conversations.

- Always treat others with respect, even if you don't always agree with what they say or do.

- Take a stand against cyberbullying. If someone isn't being respectful towards you or others, don't be a bystander, and let them know it's not on.

- If you are being bullied, talk to someone about it— you never have to deal with bullying alone.

Stop! before you post ...

use the following acronym as a reminder to avoid falling into a **T.R.A.P.**

t r a p

THINK	Who will see this?
RETHINK	Is there anyone I don't want seeing this?
ANALYSE	Who will this affect and in what way?
POST	Post only when you are sure your content is OK.

A friend looked really down at Div. one night. I'd seen some stuff on Facebook about him, it was pretty nasty. I asked him if he was alright and he said he was. So I told him I'd seen the posts and they weren't cool, and I let him know he could always talk to me or someone else. He ended up talking to our Div. Super. about it, which was good.

Member, 15

need more info or want help?

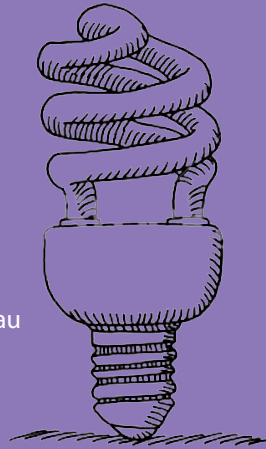|	
ThinkUKnow	www.thinkuknow.org.au
Kids Helpline	www.kidshelp.com.au
Lifeline	www.lifeline.org.au
Bullying No Way	www.bullyingnoway.gov.au
Reach Out	www.reachout.com
Australian Human Rights Commission	1300 656 419

Bullying is
NEVER
okay.
Say 'no' 2
bullying!

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