



Our ref: EWA/wda

27th January 2017

Dear Parent/Carer

Safer Internet Day 2017

Helenswood is joining the global Safer Internet Day campaign to promote the safe and responsible use of technology. Coordinated in the UK by the UK Safer Internet Centre, Safer Internet Day will take place on Tuesday 7th February 2017 with the theme 'Be the change: Unite for a better internet'. Celebrated in over 100 countries, Safer Internet Day will see the academy join hundreds of organisations across the UK and globally to 'be the change' and help create a better internet.

To celebrate the day, Ark Helenswood will be discussing the choices that young people make about how they represent themselves. We will also be thinking about the use of emojis. We will be holding assemblies at both sites and using emojis to represent how we feel. Students and staff will be using emojis throughout the day and discussing the following:

- Why do we use emojis?
- Will people always understand what we mean when we include an emoji?

Images are a very popular way of communicating online. So much so that there are roughly 400 million Snaps sent on Snapchat every day! These images also tend to generate a lot of comments and reactions, for example there are 8,500 likes and 1,000 comments every second on Instagram images.

It can be tricky to know how to deal with friends posting upsetting or inappropriate images online. Emojis have become an important part of how we communicate online and for many they are a way of conveying different emotions through pictures. The Academy will be part of a nationwide day of action involving the #SID2017 social media campaign and youth events where young people will have the opportunity to have their say about the digital issues that affect them.

Will Gardner, Director of the UK Safer Internet Centre and CEO of Childnet, said:

"Safer Internet Day is an opportunity for everyone across the UK and globally to unite for a better internet. Whether you are a young person, parent, carer, school or organisation, we can all 'be the change' and take positive actions to make the internet a better place. Hundreds of schools and organisations have pledged their support for Safer Internet Day and it is this collaboration that helps



PRINCIPAL: Tracy Dohel

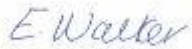
ensure Safer Internet Day has such a positive impact, reaching 40% of UK children in 2016 and growing year on year."

Tracy Dohel, Principal of Ark Helenswood Academy said:

"We fully understand how important social media is to our students but we need to ensure they use it responsibly. Ark Helenswood Academy embeds e-safety into the curriculum, assemblies and workshops. We work closely with parents and we have dedicated members of staff who deal with mobile technology. This provides the best possible environment to keep students safe and teach them to be respectful of others, think before they post content online and to manage their responsibilities as digital citizens."

Find out more and get involved at www.saferinternetday.org.uk.

Yours faithfully

A handwritten signature in blue ink that reads "E. Walker".

Mrs L Walker
Head of Year 11