Safer Internet Day Presentation Notes: Prepare/Protect/Thrive Post Primary

Slide 1
Notes for speaker – brief introduction and welcome.
Explain how long the talk will take and the types of things you will be doing over that time.
For example:
'Today we are joining millions of people around the world in celebrating Safer Internet Day, a day for promoting a safer and better internet for all users, especially children. During this assembly we are going to talk about the role technology and the internet plays in our world and daily life. We will look at the role of influencers and algorithms on our lives.'

Slide 2
Notes: Safer Internet Day (SID) is an EU wide initiative to promote a safer internet for all users, especially young people. Safer Internet Day in Ireland is promoted and coordinated by Webwise, the Irish Internet Safety Education Awareness Programme. The Theme for Safer Internet Day is "Together for a Better Internet".

The aim of the day is a call on young people, parents, teachers, schools, government, businesses to join together to make the internet a safer and better place for all, and especially for children and young people.

Safer Internet Day is a day to promote safe and responsible use of the internet, a day for us to consider all the different ways we use the internet and how we can make the internet a safer and better place for all, and especially for children and young people.

Slide 3
Notes: Run through the learning outcomes for this talk:
On Safer Internet Day let's take time to:

- Reflect on the role and influence of social media influencers.
- Understand how algorithms shape our online experience.
- Develop strategies to manage your experience online and navigate the opportunities and challenges of these powerful influences.

Slide 4

Notes: Today we are going to talk about how to be safe online, we are going to reflect on the role of influencers and social media algorithms in our lives.

Using think-pair-share ask students to discuss the following:
- Who are some influencers you follow or know about?
- Why do you like to follow them?
- Do any of these people influence you in any way? E.g., influence how you act, feel or think?
- What are the positive impacts of this?

Slide 5

Notes: Use the following statements to reflect on the different ways that online content can influence people's ideas, emotions and behaviour both positively and negatively.

Agree/Unsure/Disagree Statements:
- I trust influencers' opinions on a product more than advertisements from companies.
- I follow influencers because they are relatable to me.
- Seeing influencers with perfect lives makes me feel pressured to be like them.

Slide 6

Notes: Show two examples of social media posts:
- A genuine post about their life.
- A paid partnership post promoting holidaying in Dubai with Visit Dubai. Look for the #gifted, SP (Sponsored Post) and Paid Promotion tags on the post.

Ask students if they can identify the differences between the posts.

Slide 7

Notes: Next, go through the rules for influencers when advertising from the Advertising Standards Authority Ireland:
- **Tell Followers:** Influencers need to tell their followers when they are advertising so they can tell the difference between regular posts and ads.
- **Use Clear labels**: Use labels like '#Ad' '#gifted' or 'Paid partnership' at the beginning of their post.
- **When to Label**: They must label a post as an ad if:
  - They get paid money.
  - They receive free products, discounts, or trips.
  - They promote their own products or a family member's or friend's brand.
- **Be Honest**: Make sure followers can easily see that it's an ad. Don't hide the label at the end or in a place where it's hard to find.

Slide 8
Notes: Using think-pair-share, ask students to brainstorm the positive influences and potential risks of influencers on social media.

Collate student's feedback on the board.

Slides 9 - 10
Notes: Go through the positive influences and potential risks with students.

Positive Influences:
- **Inspiration and Motivation:** Influencers can inspire you to try new hobbies and many share messages about self-confidence, kindness, or overcoming challenges.
- **Learning Opportunities:** Share tips and knowledge about topics and introduce you to new cultures, ideas, or perspectives.
- **Entertainment:** Provide fun, uplifting content.

Potential Risks:
- **Unrealistic Standards**: Influencers show only their best moments.
- **Hidden Advertising:** Some influencers promote products they're paid to advertise without making it clear. You might feel pressured to buy things you don't need.
- **False Information:**
  - **Misinformation** (accidental): When influencers accidentally share something false, like a fake health tip.
  - **Disinformation** (on purpose): When they knowingly share false information, like a hoax or conspiracy, to gain views or attention.
- **Over-Influence**: Influencers may shape your opinions too strongly, making you agree with them without thinking critically.

Slide 11
Notes: Go through the critical thinking tips for navigating influencers and content:
- **Understand Influencer Tactics**: Influencers use storytelling, polished lifestyles, and product placements to drive engagement. Ask how their content might be shaping your choices.
- **Spot What's Real:** Remember, influencers show the highlights, not reality. Don't compare your life to their curated feeds.
- **Check Sponsored Content:** Look for #ad, #gifted, paid promotion, etc. tags. Research products or advice before following recommendations to see if they align with your needs and values.
- **Beware of Misinformation**: Be cautious of influencers giving medical, financial, or health advice without credentials. Verify with reliable sources.
- **Curate Your Feed**: Follow accounts that inspire and educate you. Unfollow those that pressure you or make you feel inadequate. Balance influencers with credible experts and diverse perspectives.

Slide 12
Notes: Ask students to reflect on a recent social media post. Think about a recent post you made and shared. Analyse the content using these questions:
- Why did I share this?
- Who might see it?
- Could it be misunderstood or misused?
- How do you think your posts and shares influence your friends?

Reflect: When you post something online, do you think about who will see it and how it might affect them?

Remember: You have the power to shape the online world! Think critically about how you're influenced online and always check the credibility of information before sharing it.

Slide 13
Notes: Explain to students, an algorithm is a series of code that provides step-by-step instructions to tell a computer system what to do.
For example:
- When you type in a search term on Google, an algorithm decides which websites to show you first.
- When you scroll on TikTok or Instagram, an algorithm picks which posts or videos you'll see based on what it thinks you'll like.

Ask student if they can think of any other examples?

Important: Algorithms can play a big role in the content you see online particularly from influencers and creators.

Slide 14
Notes: Explain to students:
How do algorithms work on social media?
- **Prioritise Content:** They show you posts or videos from people you engage with most, or content similar to things you've liked, shared, or commented on before.
- **Recommend Content**: They also suggest new accounts, videos, and topics based on your previous activity.

How do algorithms know what you like?

- **Content Engagement:** Likes, comments, and shares, watch time on videos, search history and clicks.
- **Patterns**: E.g., how often you're on the app, what time of day, and the types of content you keep coming back to.

Slides 15 - 16
Notes: Go through the benefits and challenges of algorithms with students. Ask for student feedback before going through the benefits and challenges with them.

Benefits:
- **Find What You Like:** Can help you find things you're interested in faster.
- **Discover New Interests**: Can suggest new hobbies, music or ideas you might enjoy.
- **See Reliable Sources**: Boost posts from trusted accounts if you follow them.

Challenges:
- **Amplify False Information:** Algorithms highlight content that gets lots of likes and views even if it is not true or accurate.
- **Create Filter Bubbles**: Algorithms tend to show more of the same type of content which can mean you miss out on other views or perspectives.
- **Time Trap**: Algorithms are designed to keep us on platforms for longer by using tricks like auto-play and showing you more content you might like.
- **Personal Information:** Algorithms are building a picture of you based on your activity online (your likes, searches, views, clicks and shares).

Slide 17
Notes: Next, go through the top tips and takeaways from today's lesson for how students can make the most of the content they explore online:
- **Question Content: Stop, think, Check Before You Share:**
  - Who posted this?
  - Why? (Is it an ad, a joke, or a real story?)
  - Is it true?
  - Watch out for dramatic headlines or strange links.
- **Follow Wisely:** Choose accounts that make you feel positive and inspired.
- **Don't Compare Yourself:** Remember, most photos and videos are edited or only show the best moments.
- **Do a Digital Reset:** Keep personal info private, unfollow accounts, set time limits, and check your settings.
- **Break Out of your Filter Bubble**: Look for new views and check alternative sources of information.

Slide 18
Notes: Ask students to reflect on what they have learned in today's lesson using the following reflection prompt:
- List 3 key takeaways you will use for navigating algorithms and influencers in your online world.

Slide 19
Notes: Recap with students what they have discussed and learned during today's talk. On Safer Internet Day you have learned:
- The role and influence of social media influencers.
- How algorithms shape our online experience.
- Tips/strategies to manage your experience online and navigate the influences you may encounter online.

Slide 20
Notes: Highlight the Webwise.ie/Parents Hub and resources to parents/guardians by disseminating copies of the Parents Guide to a Better Internet. You can access the book digitally or order hard copies via webwise.ie