

# PREPARING FOR EXPOSURE TO A LARGER AUDIENCE



Sometimes programs, topics and discussions on the ABC can be controversial. On occasion guests, talent and contributors may receive negative comments online and feedback which has the potential to escalate to harassment, threats and other unwanted and/or unwarranted negative attention from members of the online community. In extreme cases, this could include fixated persons or grooming young people in a number of inappropriate ways.

The ABC is committed to protecting children and young people from any harm to health, safety and welfare and to eliminating the risk of harm that may arise from their involvement in the creation and delivery of ABC content and services. This commitment includes preparing our young talent for their exposure to an online audience and reducing risks for young people to be fully identified through the content they have participated in.

This document aims to help you prepare for exposure to a larger audience. It is important to note, not all these steps may be necessary for all talent, but we like to think of it as a good opportunity for online spring cleaning.

While most contributors to ABC content do not experience online harm, we want to ensure all contributors are prepared for increased exposure and know the range of supports available to them.

## Step 1: Bolster privacy

### **Consider what information is available online:**

- The eSafety Office has a number of useful resources for parents and kids including:
  - Guidelines for parents that includes online safety basics and privacy advice
  - Advice for kids including unwanted contact and being safe online
- Sometimes, the information we enter on websites can remain on view to others. These can be things like our full name, our mobile number, or our address. With your family's help, Google yourself to see what information is available. If you see information about yourself that is publicly available, you may want to delete those accounts from those websites or request the information to be pulled down.

### **On social media:**

- Are your social media accounts public? Do you want them to be? Consider switching your accounts to private for at least 3 days following publication or duration of the broadcast.

- Step through [The eSafety Office](#) safety and privacy advice for any social media platforms you use
- Each social media platform also has guidelines for parents and some have specific content controls, screentime and privacy settings for young users and parental controls
- Utilise strong passwords and enable two-factor authentication across all accounts
- You may wish to check posts on social media accounts (including tagged posts) and consider what they share about you, including where you live and go to school.

## Step 2: Limit exposure to unwanted interactions

### Avoid reading comments on ABC social media posts

- We would recommend avoiding the comments section of ABC social media posts, and avoiding replying to audience members, as you may identify both yourself and your family in doing so.
- If you see negative comments, get your parents or guardian to reach out to your ABC contact instead of replying.

### On personal social media platforms:

Across all accounts:

- Consider how you want to be contacted on these accounts, including tags, direct messages, comments and replies. You may like to limit these in the days following publication.
- Consider who is on your friend's lists. The eSafety Office recommends only accepting people you know and setting profiles to private
- Consider what type of content you would like to be notified about across all accounts. For example, Instagram has hide offensive comments and message filters which may be useful

## Step 3: Know the support available to you

Know the support options available to you, including:

### Steps to take following online abuse:

- Your ABC contact can provide tips for what to do if you experience online abuse
- [eSafety](#) provides online safety education for young people and a complaints service for youth who experience serious cyberbullying

### Safety and security:

- Please contact the police on 000 if you feel in danger

### Emotional support:

- Kids Helpline (1800 55 1800) is a free, private and confidential 24/7 phone and online counselling service for young people aged 5 to 25.
- eheadspace (1800 650 890) is a confidential, free, and secure space where young people and/or their families can chat, email, or speak on the phone with a qualified professional

## Advice for parents and guardians

For any child or young person online, there is the risk of online bullying and inappropriate contact from strangers.

If your child has a personal social media account, it is advisable to prepare them for their exposure to a wider online audience than they may have previously experienced by reading and discussing this document with them and accessing some of the resources listed.

Following your child's participation in ABC's content, it may be advisable for you to manage your child's social media account for a short period and/or establish regular and effective communication with your child about their online experiences.

By equipping our young people and children with the tools they need, increasing cyber safety awareness and encouraging open communication with parents and guardians – children feel better supported and more equipped to identify and disengage from negative and harmful experiences.

### **Communicate often and effectively:**

Ask your child about what they experience online, who they are talking to, and whether they have any issues. Reassure your child that you are there for them, no matter what. Let them know that they will not be punished if they feel uncomfortable or unsafe online ie: or have their internet access cut off.

### **Support by setting boundaries**

Set age-appropriate rules for online devices and access. Get your child's input on these rules, helping them understand risk. Follow the rules as adults. Model behaviour around online devices you would like to see from your children.

### **Utilise parental controls**

Utilise the parental controls and safety guidelines for devices and social media platforms. You can find these by searching for (platform) + (parental controls)

### **Avoid engaging**

As a parent, it can be a natural reaction to want to respond if you see something unkind about your child online. It is rarely advisable to engage

