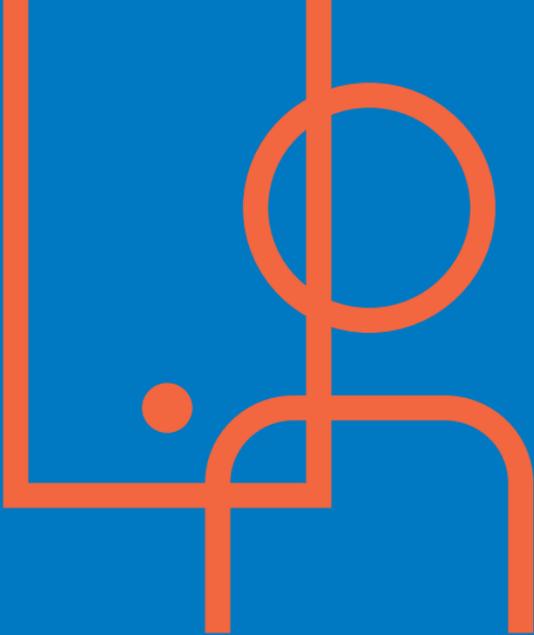


What to do ...

My child on social media – what you need to know





What should you consider, know and talk about with your children before they start using social media?

This guide will provide you with some advice along the way.

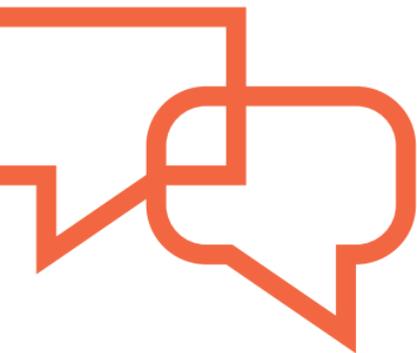
Social media

Nine out of ten Norwegian children from ages 9 to 18 use social media. The percentage increases with age, but there are also many younger users. In the 9 to 12 age group, 79 per cent of girls and 69 per cent of boys use social media. Snapchat is most frequently used, but Instagram is also popular (source: Children and media 2018, Norwegian Media Authority).



9 out of 10

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Not all social media are the same. Some are games, others are about sharing photos or videos. All social media allow users to share, like, follow and comment on content.

Age restrictions

There are two types of age restrictions for social media. New data protection rules were introduced in Norway in 2018 (the Personal Data Act). The new law means that most social media now require users to be 13 years old in order to establish a profile. Social media, apps and games also have specific age recommendations that relate to the content or the service's target audience.

Age limit for collection of personal data

The age 13 criteria for social media was established to protect children's personal data. This means that children who are not yet 13 must have approval from their parents in order to establish a profile and share personal data. In other words, it is not illegal to establish an account on social media before age 13 if the parents have granted their consent. The service provider is responsible for providing a solution that will allow you as a parent to grant consent.

Age restrictions for content

Social media, apps and games also have specific age recommendations based on the content of the service and the target audience. It can be difficult to navigate this landscape, as the various "online stores" (such as App Store and Windows Store) use different rating systems. This means that the age limit for the same app can vary. While Google Play and Windows' apps and games are classified based on the European rating system PEGI, Apple has its own age rating system.

Instead of a specific age limit, PEGI labels some of its apps with a parental guidance recommendation before children start using the service. The label is used for services that do not contain harmful content in and of themselves, but that could lead to inappropriate or undesirable content or use. Snapchat, Instagram and several other social media apps have this label.



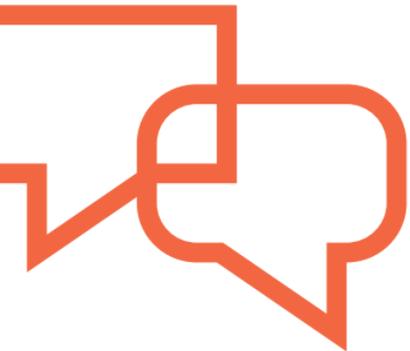
The Snapchat app has this PEGI label in the Google Play store. The label means that parental guidance is recommended before use.

Is your child under age 13 and wants to establish their own profile in a social online community?

This requires your approval as a legal guardian. This guide contains advice on what you might want to consider and talk to your child about before you make a decision.

You should consider and talk to your child about the following

Many children want to use social media even though they might be younger than the recommended age limit for the service. Before you as a parent grant your consent, you should familiarise yourself with the service the child wants to use. You should also consider whether the child is mature enough to handle the challenges that could arise from using the service.



When considering whether your child should be allowed to use social media, you should consider both the child's maturity level and the background for the various age limits.

Talk to other parents and agree on what apps the children can use.

Talk to your child about the social media they are interested in to gain a better understanding of why it is appealing and fun.

Tips for specific topics you should talk to your child about:

- Age limits: Why the different age limits are set, why different limits exist and what this means
- Behaviour: What is acceptable and unacceptable to say online when the child is talking or commenting on photos or status updates – and why
- Sharing photos and videos: The fact that you must always ask for permission before posting photos or information about others
- Removing photos: If someone asks the child to remove a

photo that has been posted, this must be removed even if the person in the photo initially granted consent

- Data protection and privacy: How children can protect their personal information by being aware of what photos and other personal data (e.g. address and telephone number) they are sharing and with whom
- Laws and rules: There are many illegal activities online, e.g. sharing others' personal data without their consent, threatening or insulting a person or posing as someone else (identity theft)
- Who can help: The child should talk to an adult they trust if they experience something uncomfortable online



Their own profile on social media?

If you think your child is mature enough to have their own profile on social media and approve of this, you should establish the profile together. Start by reviewing the security and data protection settings, and discuss which settings you should use and why. It is a good idea to use the service together in the beginning to provide the child with a safe and optimal introduction.

Recommendations

- Select the settings that only allow the child's friends to view the profile so that it is not visible to everyone
- Consider which personal information (telephone number, email, school, etc.) to enter, and make sure that this information is not visible to anyone but friends
- Agree on who the child can be friends with. Depending on age and maturity, consider whether the child should ask you for permission before adding friends to their network
- Teach the child to make strong passwords and to not share this with others. If you agree that you as parents should know the child's password, respect the child's right to privacy, and be clear regarding in which situations you might use the password
- Show the child how to block and report other users who are behaving in an offensive or inappropriate manner
- Show the child how to take a screenshot on the computer and mobile/tablet. It is important to have proof of undesirable incidents when seeking help or if you want to report the incident



Tips for those who have children on social media

- Be engaged and get involved. Recognise that social media is an important part of the child's social life and access to the community
- Be a good role model. Children pay attention to what you say and do, both online and otherwise, and model your behaviour
- Always ask the child for permission before you post photos of the child online, and respect a potential no
- Trust. Let the child understand that they can come to you with problems, big and small, and talk about which other adults they can talk to
- Talk to other adults, for example parents with children in the same class or same friend group. Put social media on the agenda at parent meetings and discuss joint guidelines for use

For more information

Medietilsynet.no:
advice and guidelines about
children and media

Dubestemmer.no:
online resource about data
protection, netiquette and digital
judgement

Datatilsynet.no:
advice concerning data
protection and use of personal
information

Barneombudet.no:
about the child's rights

Barnevakten.no:
advice for parents about
children's and young people's
media landscape

Nettvett.no:
information, advice and guide-
lines on safer use of the internet

Reddbarna.no:
dedicated resource pages on
children and media

Slettmeg.no:
advisory service for those who
feel they have been violated
online or need help to delete
accounts or published content

Ung.no:
website for children and young
people with a dedicated advice
service

Does your child need to talk to someone other than you?

Sometimes it might be easier for children to talk to someone other than their parents about difficult subjects. A teacher, the school nurse or Red Cross' helpline Kors på halsen are good alternatives.

