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Dear Parents/Carers

What Parents and Carers Need to Know about Influencers

The concept of influencers is hardly a new one. Through newspaper columns and TV spots, we have long been accustomed to hearing informed opinion e.g. Martin Lewis on money, Nigella Lawson on food or Mark Kermode on cinema. How the digital revolution has changed the game, however, is by providing a plethora of platforms from which literally anyone can have their say.

Online, you will find hordes of people holding forth on any number of topics: gaming, beauty, travel, fashion, fitness … virtually anything you can think of. However, what qualifies them as 'experts'? Is it safe for young people to consume the oceans of content that they generate? Our #WakeUpWednesday guide brings you the essential info on the influencer phenomenon.

https://nationalonlinesafety.com/hub/view/guide/influencers

In the guide you will find tips on reducing push notifications from apps, avoiding social media arguments and spotting when a child's been upset by something online.

Please find below the URL you will need. Complete your details and select "I am a: Parent/Carer" from the dropdown:

http://nationalonlinesafety.com/enrol/goldington-academy

Once you have registered, you will be able to access the "Online Safety for Parents and Carers' course" and National Online Safety's Resources (which includes a wide range of online platform guides on the latest social media channels and games). This aims to help empower parents with the knowledge to protect their children from the dangers of the internet.

If you have any questions, or trouble accessing the course, please contact **support@nationalonlinesafety.com**.

 We hope you will find this useful.

Yours sincerely

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