

**NORTH LINCOLNSHIRE COUNCIL**

**CABINET**

**'BE SMART' Social Media Charter**

**1. OBJECT AND KEY POINTS IN THIS REPORT**

- 1.1 That Cabinet note the work undertaken by young people in developing the 'BE SMART' Social Media Charter for young people.
- 1.2 That Cabinet champion the launch, roll out and future development of the charter and the associated resources.

**2. BACKGROUND INFORMATION**

- 2.1 The Council and Headteachers undertake a range of partnership activity to ensure that outcomes for children and young people continue to improve across North Lincolnshire, especially for those that are vulnerable. There is a shared ambition to ensure that all children:
  - Are safe and feel safe
  - Enjoy good health and emotional wellbeing
  - Recognise and achieve their potential
- 2.2 In autumn 2015, Headteachers identified through the partnership activity, the opportunity to develop a collective approach to e-safety through a social media charter for all secondary age schools and for colleges. The Youth Council were engaged by secondary heads to develop a social media charter.
- 2.2 The Chair of the consortium attended a Youth Council meeting to seek their view about what young people thought about social media and its impact on young people in a school context. Young people identified that social media is an essential part of day to day life to enable communication, being informed and keeping in touch. Young people, schools and council officers recognised that there is a need to educate young people to be responsible social media users in order to keep themselves safe. It was agreed that members of Youth Council would be supported to develop a resource that could be used by young people, schools and parents/carers.
- 2.3 The Youth Council developed a social media charter informed by their understanding of the aspects of social media they want to promote and the positive behaviours they wanted to encourage. The charter has been created by young people for young people and it clearly sets out suggestions about how to 'BE SMART' around the following areas:

<b>Behaviours</b> <b>Educate</b>	<b>Safe</b> <b>Manage</b> <b>Actions</b> <b>Report</b> <b>Think</b>
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2.4 Following extensive consultation with young people through school council's and young voice activities and with the support from all secondary schools and colleges, the final version was launched at the North Lincolnshire Youth Council Annual General Meeting in July 2016. More than 50 people attended the launch, including young people and champions from the Children and Young People's Partnership. The response to the charter has been very positive and regarded as a crucial resource to support a change in behaviours leading to more young people knowing how to use social media responsibly.

2.5 The Charter has been distributed into schools and colleges. A number of schools have incorporated it into their home school agreement and also held discussions in tutorial time.

2.6 Building on the positive response from young people, schools and partners, further development of the charter includes:

- Designing a charter for primary aged children
- Engaging with local businesses, particularly those who employ young people to encourage them to promote the 'BE SMART' principles
- Encouraging businesses to champion the charter at the point of sale of technical devices.

2.7 The roll out and further development of the charter supports the Children's Strategy 2020, Children's Challenge: Children being safer on-line.

### 3. **OPTIONS FOR CONSIDERATION**

3.1 This report is for information only and as such there are no options for consideration.

### 4. **ANALYSIS OF OPTIONS**

4.1 This report is for information only and as such there are no options for consideration.

### 5. **RESOURCE IMPLICATIONS (FINANCIAL, STAFFING, PROPERTY, IT)**

5.1 There are no direct resource implications associated with this report.

### 6. **OUTCOMES OF INTEGRATED IMPACT ASSESSMENT (IF APPLICABLE)**

6.1 Not applicable

**7. OUTCOMES OF CONSULTATION AND CONFLICTS OF INTERESTS DECLARED**

7.1 The development of the Charter has been led by young people and as part of this; there has been consultation with young people throughout.

7.2 There are no known conflicts of interest.

**8. RECOMMENDATIONS**

8.1 Cabinet to note the work undertaken by young people to create the 'BE SMART' Social Media Charter and champion the launch, roll out and future development of the charter and associated resources.

DIRECTOR OF PEOPLE

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**Background Papers used in the preparation of this report:**

Social Media Charter and associated resources

<http://www.northlincs.gov.uk/people-health-and-care/children-and-young-people/services-for-young-people/be-smart/>