



1. Connected communities vs digital distance

Why not use this activity as an opportunity to reach out to another group in your local community and teach them some new digital skills or online safety knowledge?

It could be a primary school, local youth group or even a care home for the elderly. Encourage learners to share their knowledge and expertise about using the internet safely and getting the most out of life online with others to make a positive impact in their local community.

2. The Big Statement

"How do you show who you are online?"
"You can't, not on the internet."

Take some time to discuss and debate the statement above with learners and allow them to challenge or offer reasons for why this statement was made. Encourage learners to consider why someone might feel this way, as well as all the ways we can show who we are online and express our identity.

Note to educators

This quote was taken from a [Childnet](#) focus group with 11-14 year olds discussing online concerns about body image and healthy relationships.



3. Campaign for change

Why not use this activity as a chance to give young people a voice by hosting a campaign about the online issues which concern them the most? This could begin by surveying all the learners in your setting about their online concerns, or by using topical news stories. Use [Appendices 1](#) and [2](#) to help get your campaign started.

4. The Big Question

"Is the ability to be anonymous online a human right or a privilege?"

Take some time to discuss and debate the question above with learners and allow them to explore different answers to the question. Encourage learners to consider why someone might want to be anonymous and what impact this could have on themselves or others online. Allow them to explore whether anyone should be anonymous online or whether in fact we all should be.





5. Inspiration wall

Use this activity as a chance to give a voice to learners and allow them to comment on online trailblazers, influencers and activists who inspire them. Ask them to consider what is inspiring about these accounts and what impact they have on others.

You could do this by displaying some key questions, phrases or words on a display board and allowing learners to contribute their own thoughts, opinions and responses on post-it notes throughout the day or week.

Suggested questions or phrases might be:

- ▶ The online world is a force for good because...
- ▶ Who inspires you online? Why?
- ▶ If you could only follow one activist or campaigner online, who would it be and why?

Note to educators

A member of staff may want to oversee any examples before they are added to ensure they are appropriate.



6. Open your mind

Ask learners to suggest thoughts and statements which can be included in a daily bulletin, notice sheet or put on all screens as a screen saver, to encourage everyone to think about equality and diversity online.

This could include messages about being an ally to others, making sure your online feed is diverse in order to see and celebrate difference online, as well as encouraging others to be more welcoming, inclusive and accepting of everyone both online and offline.

Appendix 1

Campaign for change

There must be something out there that you think could be improved about your lives online. Here is your chance to put across your ideas to help young people like you to feel free to be themselves online.

1 Issue

2 Audience

3 Aim

4 Action

5 Impact

Planning your campaign – 5 point plan

Exploring identity online is something we all do in some shape or form. Whether it is through the pictures we share, usernames we pick or accounts we follow. However, not everyone feels like the internet is a place where they can freely be themselves, free from hate, abuse and exclusion.

This is a chance to put forward your ideas to make sure that everyone feels welcome, represented and accepted online to inspire everyone to look after themselves and others when online. This activity is designed to help get you started and run a campaign that will reach out to your community and beyond.

Remember that this is a learning process and that any positive change you make is a great achievement!

Organisation, commitment, hard work and team work will make you successful

5. Impact

You will want to be able to see if you have made a difference. If you use a # you could see some of the messages that get shared online as part of your campaign. If you created a website or social media account you could see how many likes and followers you have attracted. If you made a film you could look at the positive comments. If people like your work you could ask them what they are doing differently now after your campaign.

Remember to celebrate your successes and share them with others to keep the momentum of your campaign going.

4. Action

This is what you are going to do in order to successfully reach your target audience and achieve the aims you have set. Think carefully to make sure you choose actions that you can do and that your audience will want to get involved with. Some questions to help you decide on your actions:

- What is the best way to reach your audience? – Presentation? Social media? An event?
- What do you want your audience to know? – Tips? How to get help? Ways to help others?

1. Issue

You need to decide on a focus for your campaign and make this clear. Which aspect of online identity will you focus on? You could look at raising awareness about diversity and equality online and how you become an ally to others who are in need. This could be for specific groups you feel have a hard time online or asking more broadly for acceptance and celebration of diversity online.



2. Audience

You need to decide who you want to target with your important message. There may be a certain age group who are more likely to be affected by this issue or it may be more widespread when you are doing certain activities online (e.g. playing games, using social media) so you need to plan to make your campaign relevant to the audience you choose.

3. Aim

It is crucial to decide what you want to achieve. Do you want people to change their behaviour or join a campaign or movement that is already out there?

Do you want to give people information or some top tips? It is important that you decide on what you want to happen and keep this at the centre of what you do.

TOP TIP

Put forward 5 possible ideas and then talk them through to pick at least 2 that you will actually do.

Appendix 2

Campaign Planning Sheet

Issue – What do people need to know or do something about?

Example: Online identity

It is easy to create an online identity but not so easy to really be yourself online. Some people online are pretty harsh and that can make it hard for people to feel comfortable expressing themselves.

Summarise your issue

Audience – Who needs to hear your message? Who is most affected?

Example: 11-14-year-olds

We think that there is a lot of peer pressure to act a certain way or like the right things online at this age. People who look or act differently online can be bullied because of this so we want to really make them think about why this happens and the impact it has.

Explain who your audience is and why

Aim – What you want to achieve. Raise awareness? Change behaviour? Get support?

1. We want to start discussions with young people about why some people do not feel comfortable being themselves online.
2. We want young people to find and celebrate a range of people who are sharing their lives in a positive way online.
3. We want young people to actively support people who are different online by becoming allies.

Decide on 3 aims

Action – What will you do to get your messages and information out to the audience?

1. We will run a short activity in registration time with questions about online identity.
2. We will run a competition to find lots of interesting, diverse people that young people follow online and create a special display area to share these.
3. We will use the hashtag #freetobeme to create a more welcoming internet, and show support for people who are sharing their lives online in a positive way.

Decide on at least 2 actions that achieve your aims.
ONE MUST BE ONLINE

POSSIBLE IDEAS: Drama, presentation, hashtag, film, posters, social media campaign page, session for parents, assembly, talk to your school council or youth group, campaign badges or t-shirts...

Impact – Make sure you build in ways to see if you have made a difference

1. We will give out a feedback form to see what impact the registration time session had and to make any improvements.
2. We will put a voting page on the competition display area for people to say if they now follow someone new because of the competition or not.
3. We will monitor the hashtag to see how many people use it, and if it reaches people in different communities and countries.

Decide on at least one ways to measure the impact