

WHĀNAU GUIDE

# Digital Wellbeing and Safety

Practical, age-appropriate advice, easy-to-implement strategies, and conversation starters for parents and caregivers of children of all ages who use digital devices.

**DIGITAL**  
**WAI****AL**  
**WAI****AHA**



**Lottery Grants Board**  
Te Puna Tahua  
LOTTO FUNDS FOR YOUR COMMUNITY

# About

This practical guide offers comprehensive guidance to parents and caregivers looking to navigate the digital landscape and protect their children from potential online threats.

This guide covers a range of important topics, providing useful age-appropriate strategies and tools to ensure your children's safety and wellbeing in the digital age.

Whether you're a tech-savvy parent or just starting to explore the online world, this essential resource is designed to help you protect your children online.

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# Helpful Information



## WHO TO CONTACT

Need more help?

**NETSAFE** - 0508 NETSAFE, [netsafe.org.nz](https://netsafe.org.nz)  
[help@netsafe.org.nz](mailto:help@netsafe.org.nz), or text 'Netsafe' to 4282

Are you feeling overwhelmed or just need to talk? Call or text **1737**. **Emergency? Dial 111.**

## ADDITIONAL RESOURCES

Find more resources and research references



In your web browser, type in  
<https://digitalwaitaha.org.nz/resources>

Or scan the QR code to the left.

Advert Space

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# The **BEST** Techniques

Add your offline parenting strategies to your digital parenting toolkit.

## REAL WORLD

### Playing offline

- You can go for one hour then come home.
- Don't let strangers into our home.
- If anyone makes you uncomfortable, bothers you or causes concern, walk (or run) away, come home & tell me.
- Be polite when talking with others
- Don't go anywhere else without communicating with us first.

## DIGITAL WORLD

### Playing online

- You can play for one hour.
- Don't share personal information.
- Remember to STOP, BLOCK & TALK@ when you feel uncomfortable or unsafe.
- Be polite when chatting or messaging others online.
- Visit only parent-approved age-appropriate websites and apps.

According to the research, the best thing we can do to ensure our children are safe online is to be involved and aware of their online activities and interactions!



**B**oundary Creation - Set clear boundaries! Set guidelines for when and how your children can be online. Consider limiting screen time and restricting access to certain types of content or websites.

**E**ffective Communication - Be involved! Establish a regular dialogue with your child about their online activities. Set behaviour expectations and discuss potential consequences of online actions.

**S**elf-Confidence - Promote positivity! Empower your child to be mindful of what they share online and to only post positive content. Encourage them to trust their instincts and seek help when needed.

**T**he Family Values - Have your values shape your digital parenting strategies, enabling them to guide both your own and your family's online activities.



# BEST Techniques

Use the suggestions below to add the **BEST** Techniques to your online parenting toolkit.

Have a family meeting to discuss and set boundaries around when and how the Internet can be accessed.

Have your child create a treaty that outlines specific rules and expectations for device use.

Use parental controls to restrict device access to specific times, and monitor activities.

Encourage offline activities like reading, outdoor play or family games to balance screen time.

Have regular check-ins with your child to discuss their online activities and any concerns they may have.

Use real-life examples to illustrate the importance of responsible online behaviour.

Discuss the importance of privacy and discretion when sharing personal information.

Help your child adjust their privacy settings on their social media accounts and other online platforms.

Set aside time each week for technology-free family activities like game nights, family meals or outdoor activities.

Use positive reinforcement to reward your child for adhering to family values online.

Teach your child how to report inappropriate content, contact or behaviour.

Search "A parent's guide to [name of app]" to learn the best practices for each platform.

# Protect their data

Protect your children from scammers, hackers and data breaches by encouraging unique, strong passwords for all accounts.

## CREATE STRONG PASSWORDS

### 3 Steps to Create Strong, Easy-to-Remember Passwords

**Step 1:** Choose your favourite word and add an exclamation (!).

**star!**

**Step 2:** Add your favourite year.

**star!2021**

**Step 3:** Use on every site that requires a password but include the first 3 letters (or you choose how many!) of the website or app name, capitalised. Example for Facebook:

**FACstar!2021**

## Teach older children how to CREATE STRONG PINS

PINs are used for credit cards and bank accounts.

### 2 Steps to Create Hard-to-Hack PINs

Choose your favourite word that is the same size as the required PIN.



For example, a 4-digit PIN is required, so you choose the word **star**.



Then use the keypad to the right and substitute the letters for numbers.

**star = 7827**



# Data Protection Ideas

Add these ideas to your digital parenting toolbox.  
Remind your children not to share passwords with friends.

*E = Early Primary Students | L = Late Primary Students | I = Intermediate Students  
S = Secondary Students | A = All*

## CONVERSATION STARTERS

What types of personal<sup>A</sup> information should you share with others online?

Why is it important to never<sup>LIS</sup> share your online passwords, even with your closest friends?

How do you decide what to share online? Do you consider<sup>LIS</sup> who can see it?

Have you ever considered what<sup>A</sup> happens to the information you share online?

Why is it important to have<sup>A</sup> strong, unique passwords for each account you have?

## STRATEGIES

<sup>A</sup> Have your child write down the potential consequences of sharing personal details online.

<sup>A</sup> Create a list of personal information that is okay to share with others online.

<sup>LIS</sup> As a family, practice creating passwords using the strategy on the previous page.

<sup>S</sup> Have your child practice creating PINs using the strategy on the previous page.

<sup>LIS</sup> Discuss the best privacy settings to protect against oversharing personal details.

# What is Real

Remind your child that links, articles, websites, apps, and even some people may not be what they seem.

## Is it legit? Teach your child an easy way to fact check.

If they find a new app, have something shared with them, or are offered money or gifts from websites or strangers, use your favourite search engine, like Google, to ensure it's legit.

### SEARCH

Is *name of website/app* legit

Is *offer* legit


### EXAMPLE

Is netflix.com legit?

Is free shirts from abc.com legit?

*For news articles and other research, find multiple sources. Don't just use the first Google results.*

## 2 Steps to Ensure Safe Link Clicks

Be careful when you click on links. You can verify where the link will take you by putting your cursor  over the link and looking at the bottom left side of the browser window.

Take a look at this phone as an example. If you don't recognise the URL, don't click!



## Parenting Tips

- Teach your child to trust their gut!
- Remind your child to ignore it if it seems too good to be true.
- Encourage your child not to share any information or links without fact-checking.
- Remind your child to avoid sharing online what they wouldn't share with a stranger in person, like their home address.



# What is Real?

## CONVERSATION STARTERS

What do you think are some warning signs of a scam or fake content?<sup>A</sup>

Do you know how filters are used to change a person's appearance?<sup>LIS</sup>

How do you check if a website, news or social media account is trustworthy?<sup>LIS</sup>

What can you do to verify the identity of the person you are communicating with online?<sup>LIS</sup>

How can our family stay safe online and avoid untrustworthy people/content?<sup>A</sup>

What kind of personal information do you think is okay to share online, and what should you keep private?<sup>A</sup>

## STRATEGIES

<sup>A</sup> Play out scenarios where your child is approached by a stranger through a game and asked to share personal details or click on a suspicious link.

<sup>LIS</sup> Create a list of online safety tips and have your child go on a scavenger hunt to find them on reputable websites or online safety resources.

<sup>LIS</sup> Encourage your child not to share links or content without verifying their source. Roleplay by showing them different types of content and asking if they should share it.

<sup>LIS</sup> Play a game where you and your child take turns presenting news articles, social media posts, or online ads and challenge each other to identify if they are true or fake.

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**STOP**



**BLOCK**



**TALK®**

## Easy preventative digital safety and wellbeing strategy for all ages

The digital world is a wonderful place for children to explore, learn and have fun. However, as parents, we must ensure that our children are safe and in control of their wellbeing online. That's where the **STOP, BLOCK & TALK®** strategy comes in handy!

Teach your children to use **STOP, BLOCK & TALK®** whenever they encounter something online that makes them uncomfortable, unsafe, scared or unsure. This is easy to introduce to our youngest device users before they watch videos alone online.

### **Its as easy as:**

**If you see something that makes you feel scared or your tummy feels yucky, STOP what you are watching; BLOCK yourself from watching it until you can TALK to your trusted adults.**

Discuss with your child who makes your list of trusted adults.

As your child starts using more apps, the **BLOCK** step evolves to blocking users, reporting users and taking screenshots if needed. We will go over this in more detail throughout this handy booklet.

Make sure your children understand how to block users in apps and social media platforms. They can ask you for help, search online or ask a friend for help if they're unsure.

Remind your children that the crucial step in **STOP, BLOCK & TALK®** is **TALK!** By talking openly and honestly about online experiences, we can help our children stay safe and enjoy the benefits of the digital world.

# Helpful Ideas

Add these ideas to your digital parenting toolbox.



STOP



BLOCK



TALK®

## CONVERSATION STARTERS

Have you ever seen something online that made you feel uncomfortable or scared?<sup>A</sup>

What did you do when you saw something that made you uncomfortable or scared?<sup>A</sup>

How do you block users on apps or social media platforms.<sup>LIS</sup>

How do you think STOP, BLOCK & TALK® can help you stay safe online?<sup>A</sup>

What do you enjoy doing online that you want to ensure you can do safely?<sup>A</sup>

## STRATEGIES

<sup>A</sup> Create a list of trusted adults. Include multiple options, such as parents, teachers, and other whānau.

<sup>A</sup> Have your child roleplay situations where they might need to use the STOP, BLOCK & TALK® strategy.

<sup>A</sup> Create a story with your child that involves a character who uses the STOP, BLOCK & TALK® strategy to stay safe online.

<sup>A</sup> Create a scavenger hunt where your child has to find examples of things online that might require them to use the STOP, BLOCK & TALK® strategy.

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# Digital Footprint

Every time you interact with devices, you leave a trail of your online activities.

Your child's digital footprint is crucial for future opportunities, as it's almost impossible to get a job, rent a property, or go to a university without having it checked.

So, what is a digital footprint? A digital footprint encompasses all online activities, including shared content, tagged or named posts, browsing history, social media engagement, ad views, and other interactions. Every time you interact with devices, you leave a trail of where you've been online. This means your family, friends, and even strangers can potentially see what you've been up to. To avoid possible negative consequences, teach your child to be mindful of their online behaviour and always be kind to others.

A positive digital footprint promotes opportunities and your personal brand. Encourage positivity in your and your children's online behaviour to build a favourable personal brand.

## Parenting Tips

- Think of your child's interactions online as a way to promote their personal brand, aka their fabulous self.
- Remind your child to always assume anyone could see everything they share or do online, even in private chats or groups.
- Remind your children to think before they send. If they send a message, leave a comment, post a video or share any content, ask them to take a moment to consider if they would be embarrassed if you, their grandma, teacher or other friends saw it.



# Digital Footprint

## STOP BLOCK & TALK® STRATEGY

**STOP** and review what you have written or created.

**BLOCK** yourself from posting embarrassing or mean content.

**TALK** to a parent or friend if you are unsure or need an opinion on what you want to post.



**STOP**



**BLOCK**



**TALK®**

### CONVERSATION STARTERS

Have you heard of the term<sup>LIS</sup> “digital footprint”? Do you know what it means?

How do you think your online actions can impact your future opportunities?<sup>IS</sup>

How can you use social media and gaming positively and constructively?<sup>A</sup>

How can you promote positivity online through your actions and communications?<sup>A</sup>

### STRATEGIES

<sup>A</sup> Role-play different scenarios with your kids, such as cyberbullying or inappropriate messages, and discuss how to respond appropriately.

<sup>LIS</sup> Brainstorm ideas for your child to showcase their learning, projects, or hobbies to build a positive personal brand.

<sup>A</sup> Encourage them to participate in online communities, engage with others respectfully, and use technology to learn, create, and connect with others in a positive way.

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# Online Bullying

**In New Zealand, we have a legal right to be safe online. Talk to your child about digital harm and online bullying.**

Talking to your child about online bullying is essential as a parent. Unfortunately, some people use the internet to say or do inappropriate things. Encourage your child to ignore mean online behaviour since bullies usually stop if they don't get a reaction. If the bullying persists or becomes threatening, encourage them to involve a trusted adult to guide them.

In New Zealand, the Harmful Digital Communication Act outlines when bullying crosses the line and becomes harmful communication. You can contact Netsafe to help resolve the problem if your child is being bullied online.

Finally, encourage your child to think before sending online messages. Ask them to consider the values they are displaying and whether they are being kind and respectful. By promoting positivity and kindness, your child can help make the internet safer and happier for everyone.

## Parenting Tips

- **If your child is bullied, encourage them to take control of the situation by talking to a trusted adult.**
- **If you need assistance or are concerned that bullying may escalate into digital harm, contact Netsafe for help.**
- **Teach your child how to take screenshots by searching Google for help.**
- **Encourage your child to take screenshots of any offensive communication and give them to you. Then, have them delete the messages from their device to ensure they do not reread them and stir up painful emotions.**

# Online Bullying

## STOP BLOCK & TALK STRATEGY

**STOP** interacting with the bully to reduce or stop their power over you.

**BLOCK** users, take screenshots and report users.

**TALK** to a trusted friend or adult.



**STOP**



**BLOCK**



**TALK®**

### CONVERSATION STARTERS

What is online bullying? <sup>A</sup>

Have you felt uncomfortable or unsafe while communicating with someone online? <sup>LIS</sup>

How do you respond to online bullying, and when should you involve a trusted adult? <sup>A</sup>

What should you do if you encounter someone who is misbehaving online? <sup>A</sup>

What are some examples of positive and respectful online behaviour? <sup>A</sup>

### STRATEGIES

Role-play different scenarios with your kids, such as online bullying or inappropriate messages, and discuss how to respond appropriately. <sup>A</sup>

Discuss news articles related to online bullying and safety. <sup>LIS</sup>

Work together as a family to create a set of guidelines for internet and media use that everyone agrees to follow. <sup>LIS</sup>

Watch online safety and anti-bullying videos with your child to spark discussions and deepen understanding. <sup>A</sup>

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# Body Image

Every body is perfect!

It's common for young girls and boys to compare themselves to others online. The research indicates that this may start as early as late primary school. Sometimes, this can be positive and serve as a source of encouragement or motivation.

However, it's essential to recognise that negative emotions such as sadness, loneliness, or FOMO (fear of missing out) can arise from these comparisons. Encourage your child to talk to you, another trusted adult or a friend if they're experiencing these feelings. Remind them that they are not alone; these emotions are common and shared by many.

Reminding your child that what they see online isn't always an accurate reflection of reality is essential. People tend to post flattering images and showcase only their best experiences. Not just celebrities and influencers use filters or editing software to alter their appearance, ordinary average people do too!

## Parenting Tips

- Encourage your child only to follow people who make them feel good about themselves.
- Encourage your child to unfollow or take a break from those who don't.
- If any apps or activities make them feel bad about themselves, encourage them to take a break.
- Encourage your child to write down daily what they are grateful for to promote a positive mindset.
- Let your child know it's okay to talk about their feelings with trusted adults or friends.
- Let them know you love them just the way they are.

# Body Image

## STOP BLOCK & TALK® STRATEGY

**STOP** following people or using apps that make you feel bad.

**BLOCK** users that don't make you feel good about yourself.

**TALK** to a trusted friend or adult. These feelings are normal.



**STOP**



**BLOCK**



**TALK®**

### CONVERSATION STARTERS

What are you grateful for?

LIS

How do you feel when you see pictures of people online with perfect bodies or perfect lives?

LIS

Who are some of the people you follow on social media? How do they make you feel?

LIS

What positive things do you see on social media that make you feel good about yourself?

LIS

How can we support each other to focus on our great qualities?

LIS

### STRATEGIES

**A** Encourage your child to keep a gratitude journal where they write down things they are grateful for each day.

**LIS** Watch TV shows or movies with your child and discuss the media's portrayal of body image afterwards.

**A** Have regular self-care days with your child where you do activities that make you both feel good about yourselves, like getting a massage, going for a hike, or doing a craft together

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# Addiction

**Set boundaries and establish healthy habits to prevent device addiction. It's never too late – or early – to start good habits.**

It's essential to recognise the signs of addiction, which can include using the device or the internet for long periods, neglecting other activities, becoming anxious or irritable when not using the device, and feeling a compulsive need to check for notifications or messages.

Encourage your child to have designated times for device use, and set daily screen time limits. Encourage other activities, such as outdoor play, reading, or spending time with friends and family.

If you notice signs of addiction, it's important to address them with your child in a supportive and non-judgemental manner. Talk to your child about how excessive device use can impact their mental and physical health, and work together to create a plan to reduce device use and encourage other activities. Establishing healthy habits early on can help ensure your child has a healthy relationship with technology.

## Parenting Tips

- **Lead by example. Limit your device use and encourage quality time with your family.**
- **Set boundaries and establish healthy habits early on.**
- **Encourage your child to use digital devices for active activities such as creating, learning, or doing productive tasks.**
- **Reduce passive usage, such as scrolling or watching mindlessly for you and your children.**
- **Remind your child that they are in control of their device use and have the power to manage it. Don't let the device control them.**



# Addiction

## STOP BLOCK & TALK® STRATEGY

**STOP** and think. Is it you or your device that's in control?

**BLOCK** yourself from constant device use. Participate in offline activities.

**TALK** to a trusted adult or friend.



**STOP**



**BLOCK**



**TALK®**

### CONVERSATION STARTERS

What other activities do you enjoy besides using your phone or device? <sup>A</sup>

How do you feel when you're not using your phone or device? <sup>A</sup>

What can you do to limit your phone or device use? <sup>A</sup>

Do you think it's important to take breaks from technology? Why or why not? <sup>A</sup>

How can I help you if you feel like you're struggling with device addiction? <sup>LIS</sup>

### STRATEGIES

<sup>LIS</sup> List the negative effects of spending too much time on your phone or device.

<sup>A</sup> Designate device-free times for meals, bedtime, or family outings.

<sup>A</sup> Keep devices out of the bedroom to avoid the temptation of late-night browsing, game playing or social media scrolling.

<sup>A</sup> Plan family activities, such as movie nights, game nights, or outings to the park.

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# May I take your photo?

## What does a letting agent, hiring agent and university entrance personnel have in common?

Your child's digital footprint will be scrutinised at certain stages in their future. A favourable digital footprint can create opportunities, while a negative one can hinder them. Children must acknowledge that they possess ownership over their digital footprint and exhibit respect for the digital footprints of others.

Encourage your child to ask and receive consent before posting photos of others online. As parents, model this behaviour by asking your children for permission to take and post their photos online. Teach them to be mindful of their digital footprint and build a positive personal brand.

If your child has concerns about a photo or post that has been shared online, encourage them to speak up and ask the person who posted it to take it down or remove their name. We must teach our children the importance of respect, consent, and control over their digital presence. It's essential.

## Parenting Tips

- Lead by example. Ask your child if taking and posting their photo online is okay.
- Discuss why you want to post their photo. Make posting photos online an active teaching experience and model expectations.
- Be mindful of the types of photos of your child you're sharing online. How would they feel about these photos in the future, and are they okay with them being shared publicly? Are you positively adding to their personal brand?
- Regularly check your child's social media and game accounts to ensure they are not sharing anything inappropriate or engaging in cyberbullying.



# Consent

## STOP BLOCK & TALK® STRATEGY

**STOP** and think about whose digital footprint is affected if you post.

**BLOCK** yourself from posting about others without their permission.

**TALK** to your friends, whānau or teachers before posting their photo.



**STOP**



**BLOCK**



**TALK®**

### CONVERSATION STARTERS

<sup>A</sup> How would you feel if someone posted a photo of you online without your permission?

<sup>A</sup> How do you feel when your pic is taken and posted online?

<sup>A</sup> Have you ever seen a post online that made you feel uncomfortable?

<sup>A</sup> Why should you ask permission before taking and posting someone's photo online?

<sup>LIS</sup> How can we balance sharing our lives online with keeping some things private?

### STRATEGIES

<sup>A</sup> Help your child create a digital vision board using content that positively reflects who they are and what they want to achieve.

<sup>A</sup> Help your child review and tidy up their online profiles, deleting old or inappropriate posts.

<sup>LIS</sup> Make a social media scavenger hunt to identify types of posts on social media to help your child identify what should or shouldn't be shared online.

<sup>LIS</sup> Make a list with your child of online activities that positively add to a digital footprint.

# Scams and Hacks

**Have frequent discussions with your child about what information is appropriate to share with people online.**

As parents, it's necessary to be aware of the various scams and hacks that target children. Scammers and hackers try to obtain personal information and photos, access to accounts or even trick children into handing over credit card details.

A common scam involves receiving a link and being asked to help a friend reset their account details. However, verifying with the friend directly through a call or message is crucial before clicking on any links.

Another scam is when someone offers your child to send them photos for payment. These photos may start off innocently but quickly escalate to be more intimate. Teach them not to accept offers or gifts from strangers.

Reminding your child to be cautious online and not to trust strangers is vital. Remind them to be mindful of the personal information they share and to only connect with people they know in real life.

## Parenting Tips

- **Make sure your child's social media accounts are private and they only accept direct messages from friends.**
- **Teach your child to ignore messages from strangers and delete all message requests.**
- **Younger children should only accept friend requests from people they know in real life.**
- **Advise your child not to share personal information online.**
- **Teach your child that if they are offered money, clothing, or other items online, to assume it's a scam and seek help from a trusted adult.**

# Scams and Hacks

## STOP BLOCK & TALK® STRATEGY

**STOP** and don't share personal information with strangers.

**BLOCK** message requests and inappropriate contact from strangers.

**TALK** to trusted adults if you think you've been hacked or scammed.



**STOP**



**BLOCK**



**TALK®**

### CONVERSATION STARTERS

How do you handle a friend request or message from someone you don't know? <sup>A</sup>

Have you ever shared personal information online? <sup>A</sup>

How do you change the privacy settings on your social media or gaming accounts? <sup>A</sup>

Have you heard of any scams that are currently targeting young people? <sup>A</sup>

What would you do if someone offered you money or gifts for photos or personal information? <sup>LIS</sup>

### STRATEGIES

<sup>A</sup> Create a poster with your child that reminds them of the safe online practices they should follow.

<sup>A</sup> Watch videos with your child about online safety, including how to avoid scams and hacks.

<sup>LIS</sup> Learn about and role-play scenarios about different types of scams and ask your child what they would do to spot the scam and stay safe.

<sup>LIS</sup> Find fake scam emails and ask your child to identify whether it's a legitimate email or a scam.

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## MORE INFORMATION

# Digital Waitaha

Digital Waitaha Charitable Trust was founded in 2021 to empower all individuals to be safe, ethical and responsible digital device users who successfully manage their digital wellbeing and safety.

Please check out our website to learn more about our in-class kura programmes, whānau evenings, Ask A Digital Expert sessions and other programmes and resources.

EMAIL:

[help@digitalwaitaha.org.nz](mailto:help@digitalwaitaha.org.nz)

THE SOCIALS:

Digital Waitaha



WEBSITE:

[digitalwaitaha.org.nz](https://digitalwaitaha.org.nz)