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INSIGHTS

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Social Netiquette

Today's transition to high school usually comes with a transition to a greater online presence. Here are four great ways to help your children develop 'social netiquette'

I am in transition and it has happened way too fast. I hope I am prepared. I am now the mother of a high school student. Entering high school is a phenomenal year of change for parents and youth. Actually, it was the first week that really made its mark. Suddenly my daughter has her own laptop, email addresses and a smart phone.

When I was her age I had a fairly simple transition. I simply walked across the parking lot and turned right towards the high school instead of left for the primary school and the transition had occurred. That was one of the privileges of a rural education – not the norm for most youth as they make the change from primary school to secondary college. Back then, thoughts of laptops and phones with internet connection were non-existent, or at least only possible in the realm of movies like Star Trek. Fast forward to today and our kids are carrying these devices around in their backpacks.

With all this technology comes a great deal of responsibility for youth and their parents. I know I expect my children to use their manners, show respect and treat others as they would like to be treated. I expect this in the real world and I expect this online – constantly and consistently. Social netiquette is exactly that: online rules and guidelines that match real world rules and guidelines.

Here are some guidelines you can teach your child to help them develop social netiquette:

Don't be an 'open book'

Giving away too much information, too soon, to people you may not really know can put your child at risk. What you need to know and understand is that your child is now hanging out in the biggest possible public place there ever was. Placing themselves online and being an open book can make your child a target. Once they have put themselves out in this public place, they are accessible to billions of people. Even with tight privacy settings and all the awareness in the world, that post, that photo is out there; chances are that sometime, someone out there is going to make a derogatory comment about something they put online. I'm not saying that is right, but I am saying that it is bound to happen. Be prepared for that, and talk to your kids about what to do when it does. We recommend they do not respond, let a trusted adult know what has happened and do not re-enter that conversation.

Building your personal brand

In a world where social media rules, we have all become brands. Everything we do online is either adding or detracting from our personal brand. Does your child want their brand to be like a Nike or Coca Cola: a top shelf brand that people want to buy into because it is seen to have value? Everything your child says, 'likes', re-posts, comments or retweets on social channels tells others what they are all about. Online presence is not only about the content that they provide themselves – it is also about what's written or posted about them by others. Today's first impressions occur on the internet.

Your child's personal brand will take them further than any education or university degree. In today's world an individual's online reputation is far more believable than anything they can provide on a piece of paper. A comment on a piece of paper doesn't have a lot of 'weight', but what others can see about them on the internet – now that is 'real'. A strong personal brand will allow your child to move between opportunities with ease.

Housekeeping required

Your child's personal brand will also outlive any of their personal and professional achievements. Setting up and maintaining social networking requires constant work. Work with your kids to maintain a clean house, so to speak.

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Help develop 'social netiquette'

Keep social networks tidy and tight. Some apps make it very easy to connect with people they have never met. Have a conversation with your child about why 'quality friends' should win over 'quantity of friends'. Are they connecting only with real life face-to-face friends? Who will stand beside them if they don't, and things go wrong?

Mistakes will be made, and our aim is to minimise the slip-ups our children will make. The first thing is to reassure your child that you will be there to help if something goes wrong or gets out of control. Yes, we may be angry at first, but your child will need your support; we may be disappointed, but we will get over it. Let your child know that you are far more likely to respect them for being upfront about issues rather than trying to bury any mistake they have made.

Even the most insignificant online actions can have an influence on how your child will be perceived. Take a proactive and preventative stance – spending the time now to help your child navigate their way through their new digital world, and to help them attend to any stains and spills that might happen along the way, will pay off in the long run. Learning how to edit, block and delete content is a great place to start.

Encourage kids to T.H.I.N.K.

This is an 'oldie but a goodie' and it works every time. Work with your kids to have them answer these five simple questions before they post. Is it True? Is it Helpful? Is it Inspiring? Is it Necessary? And is it Kind? If your child can answer yes to those questions, then certainly they can consider putting their material online. But even a single 'no' to one of these questions means they will be pushing the boundaries of social netiquette.

Times certainly seem different these days, but the rules are still the same. Be nice in public, make a first good impression, tidy up your mess and think twice before speaking.

So far the transition has gone smoothly and we have both settled into the new demands of online learning and the world of 'bring your own device'. Being the mother of a high school student is a privilege, and I welcome the new challenges it will bring.

Catherine Gerhardt

'eSmart Schools has found the content in the Kidproof Safety program to be a valuable and credible resource on cybersafety for schools'
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