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Safe by design:
Online safety as a key pillar in your digital comms

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- AKA…
- 17+ years in the industry
- Tough job
- Safety, moderation, engagement, influencer monitoring, gaming live streams
- Online should be safe for all to enjoy

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NSPCC
SAMARITANS
Which?
NHS
REFUGEE COUNCIL
THE & PARTNERSHIP
HELP for HEROES
SUPPORT FOR OUR WOUNDED
SOCIAL CHAIN
BLUE CROSS FOR PETS
Department for Education
SUPER AWESOME
AN EPIC GAMES COMPANY

What is online safety?

Online Safety is being aware of the nature of the possible threats that you could encounter whilst engaging in activity through the Internet.

These could be security threats, protecting and managing your personal data, online reputation management, and avoiding harmful or illegal content.

SWGfL. A not for profit charity ensuring everyone can benefit from technology free from harm.

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What is online safety?

Online safety means keeping people safe from harm when using the Internet through awareness, education, information and technology.

Building a solid foundation of online safety is like building a sturdy house - it protects you from danger and keeps you safe.

Just like the three little pigs who built sturdy houses to protect themselves from the Big Bad Wolf, we need to take online safety seriously and build strong defenses to protect ourselves from cyber threats.

Canvassed from the StrawberrySocial team

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…and why should you care?

- Brand reputation
- Job security
- Company finances
- Mental health and wellbeing

And, of course… your communities, especially those that are considered vulnerable or involve young people

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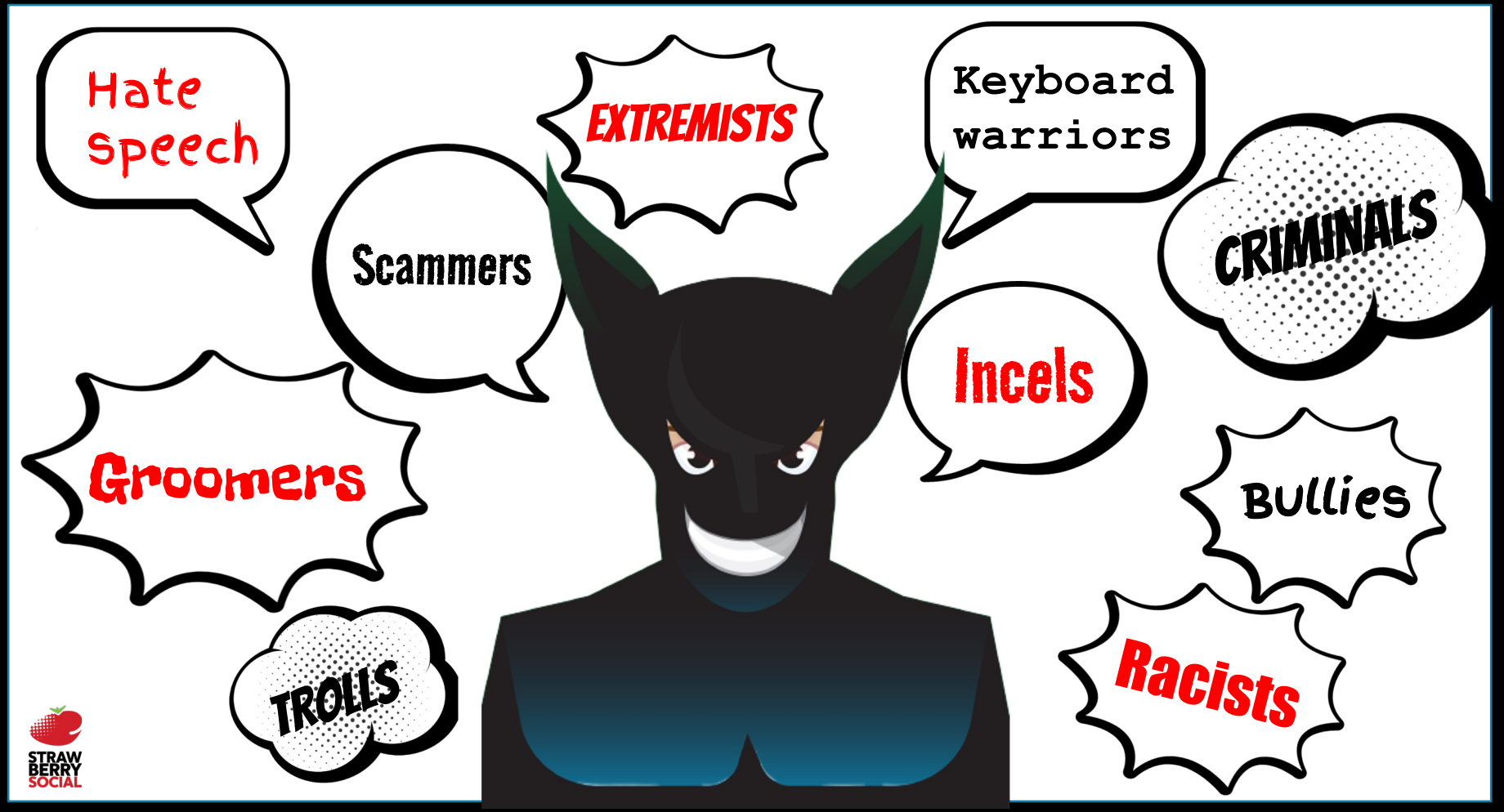
Statistic

An early study* by Symantec discovered more than **90%** of respondents who experienced a social media incident also suffered costly negative consequences, including:

- Reduced stock price
- Cost of lawsuits
- Direct financial losses
- Damaged brand reputation and loss of customer trust
- Lost revenue

*https://techmonitor.ai/technology/software/social-media-incidents-costing-revenue-loss-for-companies-symantec-220711


Hate Speech
EXTREMISTS
Keyboard warriors
Scammers
CRIMINALS
Incels
Groomers
Bullies
TROLLS
Racists
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The things we see

I am absolutely astounded by the new [Charity Name redacted] video which have just seen posted on FB (100 days to go).

It shows one of the competitors who sexually assaulted me and whilst there was insufficient evidence to prosecute, it does not mean he did not commit the offence! I have already been struggling with this and recently been signed off work as I am at crisis point. I am now sat sobbing and having a panic attack. Do [redacted] show absolutely no compassion whatsoever?

Welcome to this [redacted] My name is Mandy and i work with [redacted]

So if you didn't know. This is a safe space for young girls. We require users to be 14 and younger. If you fit these requirements you can be here.

We also have to make sure that all members here are girls. To verify this I will need from you a photo of your bare chest (with a bra on if you feel uncomfortable) and your age. This is just an extra security feature but all members must do this.

Users that refuse to do this will be permanently banned

Username @username 2m

F*ckin helpline arsehole Matt Davies is shite - here's his address ( ). Who's joining me to jump his ass later?

NOTIFICATION

I'm on a bridge over the M1 and I'm gonna jump

User profile
Today 10:00

They say that mental health is a priority but it's not. I asked for help, couldn't get it. I went here instead (www.freeyourmind.co) and I'm cured.

CarolHanson35

love this pic of Amy!! so cute!!

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5 things you can do to take action

1. Establish a Safety team - include Leadership
2. Identify and record potential risks - what are the biggest risks for your industry and your brand?
3. Introduce a ‘safety hub’ - include a clear set of guidelines and expectations
4. Use tools to help with time and budget resource - filters, comms, priority queues
5. Plan ongoing, annual reviews - identify the gaps and make necessary changes

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Resources

We have a handy **newsletter -** https://www.strawberrysocial.com/newsletter/ **-** sharing the latest in safety and community management news. Such as:

Latest cyber scams techniques on social media
Instagram users are being tagged in posts congratulating them for winning a gift card as a part of a new kind of social media scam. This article explains how to protect your audience from such scams.

ThroughLine Partners with Google to improve crisis support
In the coming months, ThroughLine will be launching improved access to dozens of support helplines for people in crisis.

Resources page
https://www.strawberrysocial.com/safety-resources/

SOCIAL PLATFORMS

- Discord Safety Portal
- Facebook Youth Portal
- Facebook Safety
- Instagram Safety
- TikTok Safety Centre
- Twitter Safety
- YouTube Creator Safety Centre

RESOURCES

- DIGITAL SAFETY - AN OVERVIEW
- CHILD SAFETY ORGANISATIONS
- ONLINE SAFETY & REPORTING - PLATFORMS
- FACTSHEETS & INFORMATION
- TRAINING
- MENTAL HEALTH
- WELLBEING
- OTHER RESOURCES

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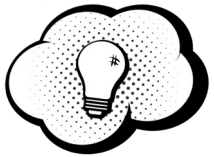
Don’t be an ostrich

Download your
Free Online Safety Checklist
strawberrysocial.com/checklist



5 Free Online Safety Reviews & tailored advice session
up for grabs

Sign up at:
strawberrysocial.com/freereview

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