COMBATTING THE CYBER-BULLYING EPIDEMIC

HOW TO SAFEGUARD STUDENTS FROM ONLINE TROLLS

Over the last decade there has been an unprecedented rise in the use of digital technology. So much so that our mobile devices and the use of social media permeate into almost every corner of our lives. This tech-evolution undoubtedly provides countless benefits for the global population. However, in many cases it can also be a double-edged sword. Although social media helps to better connect family and friends, it also plays a huge part in the rise of online harassment and cyber-bullying. While bullying has always been a problem for schools across the UK, the rise of the internet has made way for a new type of harassment. Cyber-bullying is impossible to escape. It is not just isolated to the playground, the harassment continues at home as well.

It has become the societal norm for children to own smartphones and social media accounts from a very young age. Although many use these devices to simply play games like Fortnite, watch their favourite YouTuber or FaceTime their school friends, this connectivity greatly increases the risk of online abuse for children. Unfortunately, because the internet can provide anonymity for online trolls, cyber-bullying has become extremely popular. Not only is it far easier to be derogatory to someone online rather than face to face, many think they will never be caught. However, cyber-bullies need to be held accountable as this abuse can have a severe and lasting impact on a victim. Not only can it be emotionally harmful, these derogatory posts can go 'viral' and be seen by an entire school within minutes.

ONE-TO-ONE COMPUTER SCHEMES CAN BE PROBLEMATIC WITHOUT ONLINE SAFEGUARDING MEASURES

An increasing number of schools are offering one-to-one computing schemes for their students. This technological evolution enables easy access to online resources for students across the UK. Although 'EdTech' undoubtedly aids modern day learning styles, if devices are not monitored or controlled, these schemes can become highly problematic. As a minimum, schools need to be enforcing stringent web filters to restrict online access. However, they also need to protect the overall safety and wellbeing of students. This cannot be achieved using web filtering alone.

WHAT IS CYBER-BULLYING?

Cyber-bullying is any form of online harassment using mobile phones, tablets or desktops. Although social media sites such as Facebook, Instagram and Snapchat can be a great way to connect with family and friends, unfortunately online harassment has become a huge problem on these platforms in recent years. Cyber-bullying often involves sending mean or derogatory messages to someone online. It can come in many forms including: name calling, spreading false rumours, cyber-stalking, grooming, masquerading, outing and sharing private information or images of someone without their permission.

Cyber-bullying is a very real challenge which needs to be addressed urgently. Ofcom statistics reported that thousands of British children are suffering at the hands of online bullies every year. They also discovered that a shocking one in eight young people admitted having been bullied on social media. A different study conducted by Mcaffee found that 47% of 14-18 year olds have been a victim of online abuse.

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EQUILIBRIUM
CYBER SECURITY SERVICES

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INTRODUCING SECURLY:
PUT A STOP TO CYBER-BULLYING FOR GOOD

Securly is a cloud-based safeguarding solution which enables schools to enforce web filtering and closely monitor content on student devices. Using artificial intelligence Securly can monitor social media, web searches and documents to identify cyber bullying, suicidal thoughts and inappropriate content. Their human safeguarding team is there around the clock to help schools identify risks.

Securly is far more than just a web filtering solution. It provides deep visibility into school-owned devices to safeguard children from online threats. Living in the digital age, a huge proportion of youngsters spend hours of their day online. However, as the prevalence of cyber-bullying and suicide rates are on the rise, it is important for schools to be able to monitor their students 'online lives'. Securly's web filtering, cyber-bullying monitoring, and self-harm alerts, provides incredible value to students, parents and staff. Students should not have to suffer in silence, schools need solutions that meet the dangers children are facing right now.

FEATURES OF SECURLY:

- **Cyber-bullying detection:** Securly Auditor uses artificial intelligence to monitor student's social media posts, emails and web searches for signs of cyber-bullying or suicidal thoughts.
- **Safeguarding tools:** Securly's advanced monitoring capabilities also detect signs of terrorism and radicalisation.
- **Web filtering:** Next generation web filtering capabilities allows schools to enforce tailored filters to all devices both on and off campus.
- **Parent portal:** Parents can access the user-friendly Securly dashboard, mobile app or weekly email reports. This includes productivity reports and alerts relating to online safety.
- **24 hour support team:** Securly has teams of trained safeguarding staff which are dedicated to analysing real-time alerts from their web filter and auditor solution.
- **Quick, easy set-up and maintenance:** Securly is cloud-based meaning it can be installed in just 5 minutes.

WHY CHOOSE EQUILIBRIUM?

Here at Equilibrium we are Cyber Security experts with over 20 years industry experience. We have implemented multi-tiered security solutions for many educational institutes across the UK. As Cyber Security specialists we do not follow a 'one size fits all' approach. We understand that each school is unique, which is why we always tailor our services to your specific needs.

If you would like to find out more about how this powerful safeguarding solution can help your school, please feel free to get in touch using the details below.

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