

Online safety MOOC for teachers



ONLINE SAFETY
MOOC FOR
TEACHERS

Starting on
Safer Internet Day
6 February 2018

<http://bit.ly/OnlineSafetyMOOC>

Better Internet for Kids



Social media promotion kit

Thank you for supporting the new and updated edition of the MOOC (Massive Open Online Course) on online safety which will launch on the European Schoolnet Academy on the occasion of [Safer Internet Day](#), **Tuesday, 6 February 2018**.

Please feel free to adapt it to your own purposes and style as needed.

Should you have any questions, please contact the European Schoolnet Academy team at academy@eun.org.

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What is it about?

Why should online safety concern you?

In a society where technology and the online world are playing an increasingly big role in people's lives, it becomes evident that schools need to also be up to speed with the latest online trends: both in terms of the opportunities they present and the challenges they pose. Education about online safety should surely begin at home but it is no means the sole responsibility of parents and carers: teachers should also be able to provide their pupils and students with all the necessary tools to face the online world in an empowered and responsible manner. It goes without saying that industry and other stakeholders (such as government and policy makers) also have a role to play.

When it comes to online issues and trends, 'fake news' has unfortunately taken the centre stage in 2017 – for this very reason, one of the main objectives of this online course is to promote media literacy and stress the importance of critical thinking skills with which all children and young people should be equipped from the very start. It is only through this means that they will be able to distinguish reliable sources of information from misinformation. With multiple initiatives being taken at national level to educate youngsters about the dangers of fake news (for example, [Le Monde journalists in France](#) and their [British counterparts from the BBC](#) in the UK have developed resources which can be used in schools), we believe schools and teachers can play a crucial role in building young people's resilience to fake news.

Apart from providing teachers with tools to tackle fake news in the classroom and beyond, this course intends to offer teachers essential knowledge, tips and tools to handle a wide range of issues such as online abuse, cyberbullying, sextortion, how to establish positive online relationships, the impact of technology on health and wellbeing and, above all, hate speech and radicalisation.

Overall, this new and updated edition of the online safety MOOC will enable participants to gain a better understanding of new and old risks and challenges that young people face when they go online. With the course moderators, they will discuss strategies for supporting young people and helping them to develop safe and responsible online and offline behaviours. A wide range of resources that can be used in schools will be provided, and participants will also be asked to share their own experiences, challenges and successes.

Key objectives

- To understand the importance of providing a safer and better internet for children and young people.
- To explore the opportunities that the internet provides to access knowledge, communicate and develop skills and creativity.
- Learn about online safety challenges and how to support children and young people if they encounter difficulties - including practical tips on how to handle cyberbullying, fake news, sexting and online hate speech.
- To raise awareness of, and signpost to, resources for teaching online safety in schools.
- To raise awareness of the Better Internet for Kids (BIK) strategy and Insafe network, as part of the network of Safer Internet Centres (SICs) in Europe, and associated resources.

The Better Internet for Kids (BIK) portal provides a wide range of support for teachers and other stakeholders when trying to tackle online safety issues. This MOOC will therefore offer opportunities to discover some of the numerous resources available in a wide range of languages from national Safer Internet Centres (SICs).

Join us already in the online safety Facebook group and share your ideas about the topic on Twitter using #OnlineSafetyMOOC.

About the network of European Safer Internet Centres and the BIK portal

With funding provided by the European Commission's Connecting Europe Facility (CEF), the joint Insafe and INHOPE network of Safer Internet Centres collaborates to deliver a safer internet, promoting safe, responsible use of the internet and mobile devices to children, young people and their families, and working to identify and remove illegal content online, in line with the EC's Better Internet for Kids Strategy. Visit the Better Internet for Kids portal for further information. For further information on CEF, visit the EC's Digital Agenda for Europe website.

The online safety course is produced by Insafe (as part of the network of Safer Internet Centres in Europe) and it is owned by the European Commission, as part of the Safer Internet Day 2018 campaign.

Further information and online registration is available at <http://bit.ly/OnlineSafetyMOOC>.

Who is it for?

The course is aimed at primary and secondary level teachers of any subject, but ICT administrators and school counsellors may also benefit from the course. Participants from any country are welcome to join, bearing in mind that the MOOC will be English.

Registration and calendar

The online safety MOOC will launch on **6 February 2018 on the occasion of the Safer Internet Day**, but online registration is already open [here](#). The course will run for 6.5 weeks, with a total of five modules (one module per week) and an extra 1.5 grace week at the end of the course to allow participants to ensure that they have adequately covered all modules. The workload is estimated to be approximately three hours per week.

Below you may find the MOOC calendar:

Week	Module	Date
1	An introduction to online safety	Start date 06/02/2018
2	Media literacy and fake news	Start date 13/02/2018
3	Cyberbullying	Start date 20/02/2018
4	Online relationships and sexting	Start date 27/02/2018
5	Hate speech and radicalisation	Start date 06/03/2018

Certification

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Participants will receive digital module badges (OpenBadges*) for every completed module of the course, as well as a course badge and a course certificate upon completion of the full course.

** Open Badges are visual tokens of achievement, affiliation, authorisation, or other trust relationship sharable across the web. Find out [more here](#).*

Other useful information

A closed Facebook group has been created to support the MOOC and facilitate discussion. Participants will be provided with further information following registration to the course.

Once the course starts, we will be using the hashtag [#OnlineSafetyMOOC](#) on Twitter.

Promotion package

If you've made it until here it means you're just as enthusiastic about this upcoming MOOC as we are! Would you like to help us spread the word about it and get as many teachers on board as possible? To help us promote it and increase registration numbers, please use the dissemination pack below until the launch of the **MOOC on Tuesday, 6 February 2018***.

How can you help us?

- By using the following suggested Facebook posts, Tweets and images for dissemination of the MOOC and registration information on your social media channels.
- By using the information available in this package to promote the MOOC via any other dissemination channels available to you (for example, newsletters, bulletins, digests, blog articles).
- By passing this information (including this information pack) on to anyone who could be interested in this topic or could use some help – please consider also any established networks you may belong to, in addition to individual contacts.

Should you like to promote the MOOC in ways not outlined above, or require any specific information or assets, please contact the European Schoolnet Academy team at academy@eun.org.

** Please note, although registration will remain open for the duration of the course, we are not actively promoting late joining for concerns that participants will not have sufficient time to adequately complete all modules in the permitted timeframe.*

Suggested Facebook posts

Below you may find a couple of suggested Facebook posts to promote the course, but please feel free to adapt or add to these.

- Save the date! New #OnlineSafetyMOOC (massive online open course) to launch on 6 February on @European Schoolnet Academy!
Are you a primary or secondary teacher? Register today for this 5-week online course, which will provide a comprehensive insight into the latest trends and issues young people face in the online world: from fake news and cyberbullying to hate speech and sextortion! Participants will learn about strategies and resources for teaching online safety in schools, and will be encouraged to discuss their own experiences, challenges and successes with peers. More about the course and online registration at <http://bit.ly/OnlineSafetyMOOC>.
- Have you heard about our new online safety MOOC (massive open online course)? Targeting primary and secondary level teachers, it aims to help participants learn more about the challenges of being online for children and young people. Hosted on

the @European Schoolnet Academy, this 5-week course will cover topics ranging from media literacy, to cyberbullying, online relationships, radicalisation and online extremism. Participating teachers will learn how to support students through classroom discussions, activities and resources, and discover more about sources of advice and support should problems occur. More about the course and online registration here: <http://bit.ly/OnlineSafetyMOOC>.

Suggested Tweets

Here are a few suggested Tweets to help you promote the MOOC, but please feel free to adapt them or indeed write your own! Don't forget to follow the related social media activities and updates by using the hashtag #OnlineSafetyMOOC on Twitter.

- NEW | | #OnlineSafetyMOOC for #teacher to launch on #SaferInternetDay, on 06/02! Register today to secure your spot! More information on the @eu_schoolnet Academy website: <http://bit.ly/OnlineSafetyMOOC>
- #Teachers, is keeping your pupils & students safe online among your #NewYearsResolutions? Learn strategies and find #OnlineSafety resources in the new #OnlineSafetyMOOC starting on 06/02. Registration now open at <http://bit.ly/OnlineSafetyMOOC>
- Do you know what are the challenges your students face online everyday? Have you ever dealt with cases of #cyberbullying, #sextortion, #Fakenews or #HateSpeech in your class? Register now for new #OnlineSafetyMOOC from @eu_schoolnet Academy- <http://bit.ly/OnlineSafetyMOOC>
- Is your and your students' online safety a priority in 2018? #teachers - help your #students stay safe online. Join our #OnlineSafetyMOOC starting 06/02 at #EUNacademy <http://bit.ly/OnlineSafetyMOOC>
- This year, promote #OnlineSafety and responsible online behaviour in your class. Learn more about whole school approaches to #cyberbullying, online relationships, #medialiteracy & more. Free course starting on #SID2018 06/02 <http://bit.ly/OnlineSafetyMOOC> #EUNacademy
- How can kids and young people develop resilience to the #FakeNews phenomenon? Learn how you can boost their #medialiteracy #criticalthinking skills in class in the new #OnlineSafetyMOOC – register now at <http://bit.ly/OnlineSafetyMOOC>
- Have you already had incidents of #cyberbullying in your school? Join our #OnlineSafetyMOOC starting 06/02 to learn prevention strategies and acquire the skills to handle such incidents when they occur. Register today! <http://bit.ly/OnlineSafetyMOOC> #EUNacademy

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- DYK that for kids & young people nowadays their online relationships can be just as important as those offline? Find out more about about positive #onlinerelationships & how to avoid #sextortion. Join the course starting 06/02 - <http://bit.ly/OnlineSafetyMOOC> for #teachers
- Concerned about #HateSpeech in #schools? The new #OnlineSafetyMOOC starting 06/02 can help you tackle it better- register at <http://bit.ly/OnlineSafetyMOOC> #EUNacademy
- Worried about #radicalisation among your students? Do you know how to spot it? The new #OnlineSafetyMOOC starting 06/02 is a great place to start - register at <http://bit.ly/OnlineSafetyMOOC>

Suggested images

Please use the following images to accompany your social media posts (these are also supplied in a zip folder for ease of use).






Teachers- are you concerned about **fake news?**

Join the new MOOC starting 6 February 2018!


Find out more and register at <http://bit.ly/OnlineSafetyMOOC>



Teachers- are you concerned about **hate speech & radicalisation?**

Join the new MOOC starting 6 February 2018!

Find out more and register at <http://bit.ly/OnlineSafetyMOOC>



Teachers- are you concerned about **cyberbullying?**

Join the new MOOC starting 6 February 2018!

Find out more and register at <http://bit.ly/OnlineSafetyMOOC>



Teachers- help your students learn more about **positive online relationships**

Join the new MOOC starting 6 February 2018!

Find out more and register at <http://bit.ly/OnlineSafetyMOOC>





Do you want to help your students to **grow into responsible digital citizens?**

Join the new MOOC starting 6 February 2018!

Find out more and register at <http://bit.ly/OnlineSafetyMOOC>



Do you want to have **effective eSafety discussions in your classroom?**

Join the new MOOC starting 6 February 2018!

Find out more and register at <http://bit.ly/OnlineSafetyMOOC>

