



SHOBNALL PRIMARY & NURSERY SCHOOL NEWSLETTER



TELEPHONE: 01283 247410 TWITTER: @shobnallprimary E-MAIL: shb-office@shb.itmat.co.uk

27th September 2024

"Keep your face towards the sunshine and shadows will fall behind you."

Dear Parents/Carers,

Los niños se lo han pasado genial esta semana celebrando el Día Europeo de las Lenguas! Or, for those of us not familiar with Spanish, "the children had a great time this week celebrating European Languages Day!" Throughout Europe, 700 million Europeans are represented in the Council of Europe's 46 member states, and all are encouraged to discover more languages at any age, as part of or alongside their studies. This stems from the Council of Europe's conviction that linguistic diversity is a tool for achieving greater intercultural understanding and a key element in the rich cultural heritage of our continent. Therefore, the Council of Europe, in Strasbourg, promotes plurilingualism in the whole of Europe. At the Council of Europe's initiative, the European Day of Languages has been celebrated every year since 2001 on **26 September** - together with the European Commission. To find out more about this annual awareness event, click [here](#), and to see how the children engaged with this, please read the 'Shobnall Showcase' at the end of the newsletter.



Next week we will be issuing a letter outlining the arrangements for parent consultations, scheduled for Monday 21 October and Wednesday 23 October 2024, 4.00 – 7.00pm. A link will be sent to your phone, which you will need to click on to book your appointment/s. Please ensure we have up-to-date numbers for you on our system so that you get your preferred slot/s.



On **Tuesday 8 October**, the children will be celebrating harvest in our special Harvest Assembly. Reverend Simon is coming into school to lead the assembly so that we can come together as a school family to talk about harvest and say "Thank You" for the food and clothes that we have. Each year, we like to support a local charity with donations of either money or food to support those children, adults and families who are less fortunate than us. Therefore, please could we ask if you could make a small donation by sending your child in to school on Tuesday 8 October with a tin or packet of food (non-perishable

items only). We will once again be supporting the YMCA charity who will come and collect the donations later during that day. Thank you!



Thank you once again for your continued commitment to ensuring your children are here, ready, and on time every day. The whole school community has really embraced our Little Heroes campaign – **HERE, EVERYDAY, READY, ON TIME.**

We hope that you have a great weekend and, as always, we look forward to seeing you again on Monday! Enjoy!

Themed Lunch Day – Thursday 3 October 2024

If you would like your child to sample our 'Drive Thru' menu on Thursday 3 October, please view the choices below. Remember, there is a chance of finding the 'lucky plate' to win a prize if children have a school dinner on this day! There is no requirement to pre-order a lunch if children don't usually have one, they simply choose their option at registration via their class teacher and lunches are charged through Parent Pay. We hope as many children as possible will try and engage with the theme!

A poster for 'Census Day' featuring a smiling orange character with a backpack and a clipboard. The text on the poster includes 'A WORLD OF FUN WITH FOOD', 'Hellers', 'CENSUS DAY', 'Dine with us...', '3rd October 2024', and a list of menu items: 'Main' (Hot Dog, Veggie Hot Dog, Chunky chips, Beans, Sweetcorn) and 'Dessert' (Ice cream Sundae station, Chocolate Cake, Fruit or yoghurt). It also says 'Plus Golden Ticket Prizes!' at the bottom.

A WORLD OF FUN WITH FOOD
Hellers

CENSUS DAY

Dine with us...

3rd October 2024

Main
Hot Dog
Veggie Hot Dog
Chunky chips
Beans
Sweetcorn

Dessert
Ice cream Sundae station
Chocolate Cake
Fruit or yoghurt

Plus Golden Ticket Prizes!

PFA Halloween Disco – Friday 18 October 2024

As you will be aware from last week's newsletter, the first PFA fundraiser will be a **Halloween Disco** on **Friday 18 October 2024!** The infant disco will be 3.45 – 5.00pm and the junior disco will be 5.15 – 6.30pm. The day itself will be a non-uniform day (the theme being party, or spooky wear) free of charge, so no need for children attending the infant disco to bring a change of clothes.

Please note that Shobnall Stars will remain open on that night but will be in the Year 2 classroom on that evening.

Tickets will be on sale week commencing **Monday 7 October**, every morning and afternoon pick up by the entrance to the key stage 2 playground and will be priced at £4.00, which includes a drink and some sweets. There will be a range of other goodies on sale at the discos so children will need to bring a little extra spending money on the night should they wish to purchase anything on offer. Unfortunately, the PFA will not be able to subsidise them if they don't, but water will be readily available if children do not bring spending money. The PFA can take card payments for tickets, but due to the bank charges, there will be an additional 5p charge for every transaction. We do hope that you are able to support this event!



500 Words Competition

500 Words, the UK's most successful children's writing competition has now opened for submissions and will run until Friday 8 November.

Since the competition was first launched in 2011 by Chris Evans on the Radio 2 Breakfast Show, it has received over one million stories from children throughout the UK.

This year, the two age categories will be **5-7 year-olds** and **8-11 year-olds**.

Children of all abilities are encouraged to use their creativity and imagination to **write a story they would love to read** without the pressure of having to worry about spelling, punctuation and grammar.

For more information on how to enter, please click [here](#).

JTMAT Subject Excellence Competition

Teachers will be sending children home with details of how they can enter the next JTMAT Subject Excellence Programme, which is a media literacy project supporting our young children to develop their creative reporting skills.

Key stage 1 children are being asked to present something wonderful about their school, whilst key stage 2 children are being asked to use video to promote their school to new parents.



Children will be asked to complete their entries as part of their homework and submit them to their class teacher. Good luck!

Class Assemblies

Class assemblies are a significant feature of our school calendar, and we have some dates for you to add to your diaries. All assemblies will start at 9.00am and will be held in the school hall:

- Year 6 – 28 November 2024
- Year 2 – 23 January 2025
- Reception – 5 June 2025
- Year 1 – 19 June 2025
- Year 4 – 26 June 2025
- Year 5 – 3 July 2025



We do hope you are able to join us. These dates have been added to the list at the end of the newsletter.



Year 7 Secondary School Applications

The application window for a September 2025 start at secondary or high school is now open. Parents can apply online at www.staffordshire.gov.uk/admissions. As in previous years, the local authority is no longer providing paper copies of the 'Information to Parents' booklet. Parents are able to access this booklet on their [website](#). Deadline for applications is **31 October 2024**.

John Taylor High School have asked us to share the link to their admissions procedures for prospective parents, which you will find [here](#).



John Taylor High School

OPEN EVENING
(for current Year 6 students going into Year 7 in September 2025)

Thursday 24th October 2024
From 6pm

An outstanding school where students make exceptional progress and are well prepared for the next stage of their lives.

Nursery Places Still Available!

Please note that there are still a few places left in our nursery, so enquire if you or someone else you know within the community, would like a place in our outstanding school. Further information can be found on our school website [Admissions](#) page on how to apply for a place and we look forward to receiving your application.



Shobnall Primary & Nursery School

"Happy children, inspired learners"



Will your child be 3 years old by 31st August?

Bookings now being taken for our Nursery from September 2023!

- Nursery places are every morning Mon-Fri 8.45-11.45am term time only - minimum 15hrs over 5 days applies
- Provision for 15hrs universal funding with wraparound available from 7.30am (childcare vouchers accepted).
- Pick up from Nursery by other local providers if needed
- Nursery is led by a qualified teacher, giving focus to the EYFS curriculum. All children access Forest School
- We have a strong family ethos, and are well regarded by our families. Many Nursery children transfer into our friendly Primary School
- To register your child or book a Nursery tour, please call 01283 247410 or email shb-office@shbjtmat.co.uk

We look forward to meeting you!



*"We have been really impressed by the school; its professionalism and dedication to teaching children."
(Parent feedback)*

FREE Uniform!

We continue to accept donations of old uniform via the box situated outside the school office for any parents who wish to donate. Please could we ask that these are cleaned and in good condition before placing in the box outside the school office. If you need any uniform, you will need to pop down to the **Family Hub** on Waterloo Street, DE14 2NJ. The Family Hub do not have the capacity to reply to emails but do have uniform on site all year round and are open Monday to Friday, 8.30am to 4.00pm.



Online Safety Tips

Instagram is one of the most well-known social media platforms around, frequented by users of all ages all over the world, and allowing them to share photos and videos with friends, family and the wider public if they wish. The site has many younger users, allowing people as young as 13 to create an account and engage with its community. As a popular choice of platform for teenagers, it's vital that parents and educators understand the risks associated with the site and what can be done to mitigate them. This free guide lets you know about the most prominent safety concerns on Instagram, offering expert advice on how to make young people's experiences on the app as secure as possible.

Reading Corner

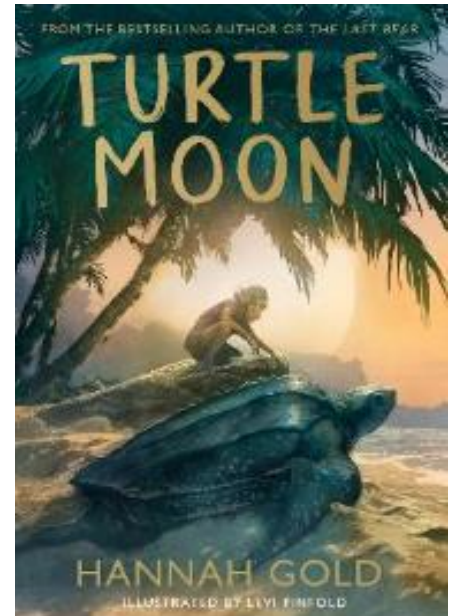
This week's recommended read is for children aged 9+...

Turtle Moon

Written by Hannah Gold

This story follows Silver, an only child, who is struggling to understand the pain her parents face from not being able to have another child and she cannot help but feel that she is not good enough. When an invitation arrives for Silver's dad to travel to Costa Rica to create paintings at a turtle rescue centre, he feels that they should make this trip together in the hope of a fresh start.

Beautiful descriptive language makes the jungle setting come alive and the reader shares Silver's wonder at the natural environment and the abundance of wildlife in the rainforest and most importantly learns about the dangerous situation for turtles. Her confidence and happiness grow through her relationship with Rafi, whose father works at the centre, and with Ana the redoubtable founder. When poachers steal the precious eggs during a storm, Silver and Rafi do not hesitate to set out on a dramatic life and death journey to save them. Experiencing the precarious life cycle of the turtles has helped Silver to understand what motherhood means and about the value of all life, including her own.



Hot Lunch Options 30.09.24 – 04.10.24

WEEK 2	MEAT FREE MONDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
Main dish		Margherita pizza with baked potato wedges	Italian pasta bolognese	Roast turkey with potato of the day & gravy	Chicken goujons With sweet pepper sauce and rice	Crispy battered fish & chunky chips
Vegetarian Main dish		Vegetarian burger with chunky chips	Vegetarian Pasta bolognese	Quorn™ fillet with roast potatoes & gravy	Vegan goujons With sweet pepper sauce and rice.	Cheese & bean bake with chunky chips
Accompaniments		Peas & baked beans ----- Salad bar	Peas & sweetcorn ----- Salad bar	Broccoli & cauliflower ----- Salad bar	Sweetcorn & carrots ----- Salad bar	Peas & baked beans ----- Salad bar
Desserts		Fresh fruit & whip	Lemon biscuit	Chocolate sponge	Fruit sponge & custard	Ice cream
Fresh fruit or yoghurt		Fresh fruit or Yoghurt	Fresh fruit or Yoghurt	Fresh fruit or Yoghurt	Fresh fruit or Yoghurt	Fresh fruit or Yoghurt
Jacket potato and sandwich selection		Jacket potato and sandwich selection	Jacket potato and sandwich selection	Jacket potato and sandwich selection	Jacket potato and sandwich selection	Jacket potato and sandwich selection

KEEP FIT AND ACTIVE

KEY

- 1 OF YOUR 5 A DAY
- MEAT FREE MONDAY
- CHEF'S CHOICE
- PLANT BASED (VEGAN)

A WORLD OF FUN WITH FOOD
Mellars

***Allergens and Intolerances:**
All of our food is made by hand and is not prepared on-site deep. We have an allergen procedure in place. We please advise you directly if catering here, advise if you are pregnant, your child's allergic prior to using the restaurant. Our facilities are used for multiple products so we cannot guarantee the above dishes are completely free from allergenic ingredients or traces of these.

Please note, Thursday's menu is a theme day (see page 2 of the newsletter).

Attendance

Please read the [NHS 'Is my child too ill for school?' guidance](#) which has further information if you are unsure whether to send your child to school or not.

We are always happy to advise in line with this guidance, so if you are still in doubt, please contact the school office if your child develops any symptoms and we can discuss this further with you.

Please note that children can come to school with mild respiratory illnesses. This includes general cold symptoms: a minor cough, runny nose, or sore throat. However, children should not be sent to school if they have a temperature of 38°C or above.

Let's keep working together to ensure attendance is as good as it can be! Remember, **every pupil, every day!** Thank you for your support.

This week's Attendance Champions are **Year 1!** Well done! Here are the latest figures...

Reception	95.3%	Target
Year 1	98.8%	97%
Year 2	91.3%	
Year 3	92.5%	
Year 4	96.8%	Overall (to date)
Year 5	95.3%	97.1%
Year 6	97.5%	
Overall	95.0%	

Head Teacher's Awards

Lunchtime Star Awards

Reception	Joey T	Yusuf S
Year 1	Ibrahim H	Raafae A
Year 2	Daisy J	Milo C
Year 3	Ayesha F	Peta O
Year 4	Olivia K	Mohid S
Year 5	Aleena A	Aminah A
Year 6	Euan W	Daisy S

Reception	Jaheem C
Year 1	Adam J
Year 2	Miley M
Year 3	Bradley F
Year 4	Mason E
Year 5	Afra M
Year 6	Flora P

Team Points

Team Points	Claymills	Rosliston	Sinai	Trent
Points (Week Ending 27.09.24)	22	22	16	89
Position	2 nd – 3 points	2 nd – 3 points	3 rd – 2 points	1 st – 4 points
Running Total	11	9	7	9

SHOBNALL SHOWCASE!

Let's have a sneaky peek as to what has been going on in our classrooms this week...

Nursery

Our adventures in Nursery this week...

It has been a great week learning about what we like about ourselves. We shared the story 'What I Like About Me,' and went onto create representations of our self-portraits. We used paints and thought carefully about the colours we used and added some fantastic details! We then shared to our friends what features we like the most about ourselves.

Later in the week we had a great time using playdough to make different expressions. We picked an emotion and thought about the times when we were feeling that way. We then listened to different types of music and moved in different ways to express our emotions in response to the music.

On Thursday, we celebrated European Languages Day. We explored France and completed a range of activities linked to France. The children enjoyed learning the famous nursery rhyme 'Frère Jacques' and showed excellent teamwork skills whilst competing with each other of who will build the 'tallest' Eiffel tower! We also learnt how to say hello in French and throughout the day the children did a fantastic job at greeting their friends by saying 'bonjour.' Well done Nursery on a great week of learning!



Reception

Our adventures in Reception this week...

We have had another exciting week exploring different types of homes.

It has been very exciting learning about all the different buildings people have as homes. We all had lots to say about where we lived and compared the many different differences and similarities between our own homes.

On Thursday we celebrated European Languages Day with a focus on the beautiful country of Wales. We had lots of fun learning how to say hello, goodbye and even some of our numbers in Welsh too!



We joined in with a variety of activities linked to this theme including building castles, shearing (foam) sheep, creating daffodils and designing flags.

During PE we had lots of fun using the rugby balls to practice our ball skills.

Miss Alexander also showed us some photographs of the walk she did to Snowdonia (Yr Wyddfa) we thought the mountain was very high. We all cheered when Oreo reached the summit!



Year 1

Year 1 has been a hive of activity this week with the children really getting stuck into their learning. In maths, they have been comparing amounts of objects, using the vocabulary greater and fewer than. The children have also been using their knowledge of subitising to be able to work out the total amount. In English,

they have been using their phonic knowledge to segment and write their sentences. The children are all trying hard to remember their letter formation and capital letters. Yesterday, we celebrated Languages Day and learnt all about Italy. The children enjoyed being able to create the Leaning Tower of Pisa and the Colosseum out of Lego as well as creating the Italian flag and practising their cutting skills to design their own pizzas. Well done Year 1 – keep up the great work.

Year 2

This week in Year 2, we have had lots of wonderful learning experiences! In maths, the children have been practicing counting in 2s, 5s, and 10s, which has really boosted their confidence with numbers. In English, they've been working hard to write their final drafts of *Chicken Licken*, focusing on improving their writing skills and creating detailed stories. Our history lessons have been very hands-on as the children built their own model houses, which we'll soon take to Forest School for an exciting re-enactment of the Great Fire of London, where the houses will be burnt in the fire!

In RE, the children enjoyed acting out the stories of 'The Good Samaritan' and 'The Paralysed Man,' helping them understand the values of kindness and compassion. Science was particularly fun this week as the children designed and tested bridges made from wood, plastic, paper, and cardboard. They experimented with different materials to see which one was strong enough to hold 200g, which sparked lots of curiosity



and discussion! During Forest School, the children had the chance to learn how to start a fire using a flint and steel, which they found fascinating. To top off an exciting week, a kitten visited the forest school, much to the delight of the children, who were thrilled to meet their furry friend!

As part of our Languages Day celebration, we focused on India as our country of study. The children crafted beautiful clay divas to learn about the traditions of Diwali and had the opportunity to taste a variety of foods and sweets from India, which they thoroughly enjoyed. It was a wonderful way to explore another culture through creativity and new experiences!



Year 3

This week has been packed with exciting learning experiences! In English, the children began a new unit focused on a narrative called *Cave Challenge*, which ties in wonderfully with their history lessons about the Stone Age. They even had the chance to become hunter-gatherers, exploring the types of berries and mushrooms people would have gathered during that time. In Maths, the children have been comparing numbers

within 1000 and placing them on a timeline in order. They also had their very first French lesson, where they had fun greeting each other in the language. To top it off, they took part in Languages Day, focusing on French, and had a delicious taste-testing session, sampling different foods from France. A fantastic week all around!

Year 4

Wow! What an amazing week that we have had in year 4. In maths, the children have been rounding to the nearest 10, 100 and 1,000 and I have been blown away with how well the children have been able to grasp this concept so quickly! In English, the children have written a persuasive text to convince someone to visit their country and these have been incredible to read! Elsewhere in the curriculum this week, we have been building circuits in science and the children have loved experimenting when building circuits to identify the difference between a complete and incomplete circuit! The children have also been identifying their rights as children during PSHE and this sparked a thoughtful conversation across the classroom. Another fantastic week year 4, well done!



Year 5

Year 5 have worked hard in their lessons this week, and it has been wonderful to see their enthusiasm for learning begin to flourish – here is what they have been up to! In English, the children have been drafting and editing their diary entries about the Apollo 11 moon landing. This is a topic that has captured the children's attention, and they are producing some wonderful writing as a result. In Maths, Year 5 have been working hard on rounding to the nearest 10, 100 and 1000. This is a skill that has proven tricky, but the children have persevered and are finishing the unit feeling much more confident. Their next topic is on addition and subtraction. In Science, the children conducted an experiment, looking at the thermal conductors. They were able to record their results in a table, and then share their findings using a line graph.

Year 6

Year 6 have had a great week this week. On Monday we considered our rights as children in PSHE where we looked at Maslow's hierarchy of needs. On Tuesday we made periscopes in science. This helped us to see things that were directly blocking our line of sight. We have been completing lots of French lessons this week to celebrate European day of languages. We looked at how to express our opinions on sports using an opinion verb, a second verb and an adjective. We also used the verb 'aller' (to go) and the correct pronoun to form sentences about which counties we are going to. We finished our persuasive leaflet on our trainers and on Friday we had the chance to record our own adverts about our trainers. A great week this week.

Diary Dates 2024-2025

Event	Date/Time
School Closes for Half-Term	Friday 25 th October 2024
INSET Day	Monday 4 th November 2024
School Reopens for Pupils	Tuesday 5 th November 2024
Open Evening	Thursday 7 th November 2024
Year 5 Whitemoor Lakes	Wednesday 27 th November to Friday 29 th November 2024
Year 6 Class Assembly	Thursday 28 th November 2024, 9.00am
Whole School Trip to Pantomime – Jack and the Beanstalk, Lichfield Garrick	Thursday 5 th December 2024, 10.00am
PFA Christmas Market	Friday 6 th December 2024
School Closes for Christmas	Friday 20 th December 2024, 2.00pm
School Reopens for Pupils	Monday 6 th January 2025
Year 2 Class Assembly	Thursday 23 rd January 2025, 9.00am
Year 6 Laches Wood	Monday 27 th January to Friday 31 st January 2025
School Closes for Half-Term	Friday 14 th February 2025
INSET Day	Monday 24 th February 2025
School Reopens for Pupils	Tuesday 25 th February 2025

Young Voices 2025	Thursday 27 th February 2025
School Closes for Easter	Friday 11 th April 2025, 2.00pm
School Reopens for Pupils	Monday 28 th April 2025
May Day Bank Holiday – School Closed	Monday 5 th May 2025
Key Stage 2 SATs Week	Monday 12 th May 2025 to Friday 16 th May 2025
School Closes for Half-Term	Friday 23 rd May 2025
School Reopens for Pupils	Monday 2 nd June 2025
Reception Class Assembly	Thursday 5 th June 2025, 9.00am
Year 1 Class Assembly	Thursday 19 th June 2025, 9.00am
Year 4 Class Assembly	Thursday 26 th June 2025, 9.00am
Year 5 Class Assembly	Thursday 3 rd July 2025, 9.00am
JTMAT INSET Day	Friday 4 th July 2025
School Closes for Summer	Friday 18 th July 2025, 2.00pm
INSET Day	Monday 21 st July 2025

Autumn Term Diary Dates

Event	Date/Time
Harvest	Tuesday 8 th October 2024
MHST Impact of Social Media Parent Workshop	Thursday 10 th October 2024, 3.30pm
PFA Halloween Discos	Friday 18 th October 2024 <ul style="list-style-type: none"> • Reception, Y1, Y2 – 3.45pm – 5.00pm • Y3, 4, 5 & 6 – 5.15pm – 6.30pm
Parents' Evening	Monday 21 st October 2024 Wednesday 23 rd October 2024
School Closes for Half Term	Friday 25 th October 2024
INSET Day	Monday 4 th November 2024
School Reopens for Pupils	Tuesday 5 th November 2024
Open Evening	Thursday 7 th November 2024, 4.30-6.00pm
Odd Socks Day	Tuesday 12 th November 2024
Children in Need	Friday 15 th November 2024
Shobnall Stars After School Club CLOSED	Monday 18 th November 2024
Christingle	Tuesday 26 th November 2024
Year 5 Whitemoor Lakes	Wednesday 27 th November 2024 to Friday 30 th November 2024 inclusive
Year 6 Class Assembly	Thursday 28 th November 2024, 9.00am
EYFS Nativity	Tuesday 3 rd December 2024, 9.15am
EYFS Nativity	Wednesday 4 th December 2024, 9.15am
Whole School Trip to Pantomime – Jack and the Beanstalk, Lichfield Garrick	Thursday 5 th December 2024, 10.00am
PFA Christmas Market	Friday 6 th December 2024
KS1 Nativity	Tuesday 10 th December 2024, 9.15am AND 2.15pm
Year 3 Cosy Christmas Celebration	Thursday 12 th December 2024, 9.15am
JTMAT Christmas Concert	Tuesday 17 th December 2024
Christmas Lunch	Wednesday 18 th December 2024
School Closes for Christmas	Friday 20 th December 2024, 2.00pm
School Reopens for Pupils	Monday 6 th January 2025



Funding for Selected Routes

Full or Part-Time Routes

Gain School Experience

Train to Teach

in Local Schools

Primary (3-7) • Primary (5-11) • Secondary (11-16)



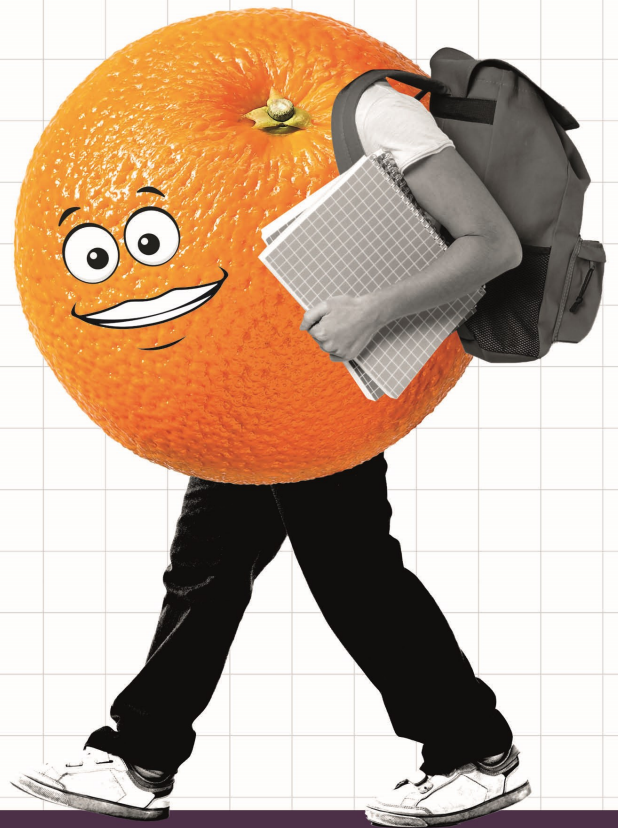
The John Taylor SCITT
jtscitt.co.uk



CENSUS DAY

Dine with us...

3rd October 2024



Main

Hot Dog
Veggie Hot Dog
Chunky chips
Beans
Sweetcorn

Dessert

Ice cream Sundae station
Chocolate Cake
Fruit or yoghurt

Plus Golden Ticket Prizes!

What Parents & Educators Need to Know about

INSTAGRAM

AGE RESTRICTION
13+

Instagram is a highly popular social media platform with over 2 billion active monthly users. The app is continuously updating and adding new features to meet the wishes of its audience, allowing them to upload images and videos to their Instagram feed, create interactive 'stories', go live, exchange private messages or explore and follow other accounts that catch their eye.

WHAT ARE THE RISKS?

ADDICTION

Many social media platforms, Instagram included, are designed to keep us engaged on them for as long as possible. They encourage scrolling often and scrolling more in case we miss something important – in essence, a fear of missing out. On Instagram, young people can lose track of time when aimlessly scrolling and watching videos posted by friends, acquaintances, influencers and possibly strangers.

UNREALISTIC IDEALS

Children sometimes compare themselves to what they see online: how they look, how they dress, and the way their life is going in comparison to others on social media. However, most people only share the positives about their lives online and many use filters when sharing pictures of themselves. A constant comparison with unrealistic ideals can lead to insecurity over one's own appearance and lifestyle.

GOING LIVE

Livestreaming on Instagram allows users to connect with friends and followers in real time. Risks increase if the account is public, because that means anyone can watch the broadcast, which could result in further contact from strangers. Additional dangers of going live include an impulse to act inappropriately to draw more viewers, as well as being exposed to harmful content or offensive language.

INFLUENCER CULTURE

Social media influencers are sometimes paid thousands of pounds to promote products, services, apps and more. When celebrities or influencers post such content, it often says 'paid partnership' above the post. In April 2024, Ofcom found that over a quarter of children (27%) believed in influencer marketing, accepting their endorsement of products wholeheartedly. So it's perfectly possible for young people to be taken in by this kind of content.

PRODUCT TAGGING

Product tags allow users to tag a product or business in their post. This tag will take viewers directly to the product detail page on the shop where the item can be purchased. Children may also be encouraged by influencers to purchase products that they advertise.

EXCLUSION & OSTRACISM

Youngsters are highly sensitive to feeling excluded, which comes in many forms: not receiving as many 'likes' as expected; not being tagged in a friend's photo; being unfriended; not receiving a comment on their post or a reply to a message they sent. Being excluded online hurts just as much as offline. Young people have reported lower moods and self-esteem when excluded in this way, feeling as if they don't belong and aren't valued.

Advice for Parents & Educators

AVOID GOING PUBLIC

If a young user wants to share their clothing style, make up or similar and use product tagging to show off the items in their post, they may be tempted to change their settings to public. This leaves their profile visible to everyone, which carries the risk of strangers getting in touch with them. Set a child's account to private and explain the importance of keeping it this way.

HAVE AN OPEN DIALOGUE

Talk to children about the positives and negatives of social media, including the risks involved and how they can view or create content safely with family and friends. Explain how safety settings will ensure only followers can view them, and why this is so important. Also, if you find a child continuously uses filters on their photos, ask them why and impress on them that they don't need it.

MANAGE LIKE COUNTS

Due to the potential impact on mental wellbeing, Instagram allows users to hide the total likes on their posts, to prevent people from obsessing over that number in the corner. Users can hide like counts on all the posts in their feed as well as on their own posts. This means others can't see how many likes a person gets. This can be done by going into Settings > Notifications > Posts > Likes > Off.

USE MODERATORS

Instagram Live has implemented a mechanic called 'Moderators', meaning that creators can assign a moderator and give them the power to report comments, remove viewers and remove the ability for certain viewers to comment at all. Consider this if a child in your care wants to go live on the platform. It's also recommended to keep devices in communal spaces so you're aware if a child does go live or watch a livestream.

FOLLOW INFLUENCERS

Following influencers will allow you to monitor what they're sharing as well as being able to discuss anything which you deem inappropriate. Talk to children about who they follow and help them to develop critical thinking skills about what the influencer is trying to do. For example, encourage the child to ask themselves if an influencer is trying to sell them a product when they make a video endorsing it.

BALANCE YOUR TIME

Instagram has a built-in activity dashboard that lets you control how much time is spent on the app. Make sure children sign in to the platform with the correct age, as Instagram's 'Teen Accounts' afford much more control for parents and carers over how long they can use the app each day. Talk with young users about how much time they spend on Instagram and work together to set a healthy time limit.

Meet Our Expert

Dr. Claire Sutherland is an online safety consultant at BCyberAware. She has developed and implemented anti-bullying and cyber safety workshops and policies for schools in Australia and the UK. Claire has written various academic papers and carried out research for the Australian government comparing internet use and sexting behaviours of young people in the UK, USA and Australia.



#WakeUpWednesday

The National College