

Student Digital Wellbeing in the Post Pandemic Era

How Linewize can help Australian schools align their student wellbeing practices to a changed landscape.

DIGITAL SAFEGUARDING



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0.1 Introduction

The internet is an incredible resource that enables students to learn, connect and be creative in a multitude of ways.

However, the digital landscape has changed dramatically since the pandemic. The increase in negative online behaviours immediately after the lockdowns has not recoiled as hoped, meaning young people now need greater advice and protection to properly navigate their digital lives in a safe and self-directed manner.

Your school may have already felt the shift and be discussing how best to respond.

The great news is you're not alone. Linewize is working with schools around the world to help them adjust their digital wellbeing practices, and refocus students back to learning and back to more responsible online behaviours.



0.2 What has changed?

The global pandemic has given rise to four major changes impacting student safety and wellbeing.

1

A rise in online risk and dangers to children.

2

Children are spending more time online than ever before.

3

Parents are now recognising the risks.

4

Parents are ill-equipped to deal with it by themselves.



1

A rise in online risk and dangers to children

Digital devices kept many children socially and emotionally connected during lockdown but it also pushed their daily lives online. This gave rise to an increase in concerning online behaviours and external risks that continue today.

These include, though not exclusively:

Gaming addictions

Gaming helped students reconnect with friends and cope with the boredom of being inside. But, at the same time, their repetitive nature led to a spike in gaming addiction. It is now estimated that up to 90% of Australian children play video games with some 78,000 estimated to have some level of addiction. The impact often includes increased fatigue and headaches, lower academic performance, increased anger and lower social interactions, to name a few.

Cyberbullying

Increased social media use during lockdown has led to many young people becoming victims – and perpetrators – of cyberbullying. Cyberbullying can expose victims to age-inappropriate and potentially harmful content, including content that is violent, misogynistic, xenophobic, or which enforces political or ideological violence.

The negative impacts are wide ranging including depression, anxiety, self-harm and even suicide. It can also lead to substance abuse, social withdrawal, missing school or dropping out, and can have implications later in life.

Social media addiction

As with gaming, children turned to social media during the pandemic to stay connected to friends and to relieve the boredom and anxiety around lockdown.

Platforms including **TikTok, Discord, YouTube, Snapchat and WeChat** all reported an increase in users that has not yet returned to pre-pandemic levels.

The impact that social media addiction can have on children is pronounced. Children are more impressionable and less able to limit the psychological impact that social media has on them. As a result, they are far more at risk of social media's dangers.

The ways that social media addiction can affect children include increased stress and anxiety, reduced academic performance and struggles with self acceptance or self worth, for example.

90% of Australian children play video games with some 78,000 estimated to have some level of addiction.

2

Children are spending more time online than ever before

Children are spending more time online and this increase shows no sign of abating.

A recent survey¹ reveals that around 30% of parents with children under 11 in March 2020 already said that their kids were spending too much time playing video games or

using a smartphone. When the same parents were asked again in April 2021 though, this had increased to 51% and 42%, respectively.

It is generally accepted that the time spent online will likely have a significant impact on their mental health.

¹ Pew Research

3

Parents are now recognising the risks

A recent survey of some 9,000 parents across 20 countries, including Australia, shows that 84% of parents worldwide are now worried about their children's online safety² and that is one of their most prominent concerns.

Over half of parents think their kids spend too much time online with the biggest areas of concern being their children seeing harmful content, experiencing internet addiction and receiving anonymous messages or content inciting them to carry out violent or inappropriate activity.

The same research showed that parents acknowledge they need to provide their children with more guidance, but don't feel confident doing so.

² Kaspersky



4

Parents are ill-equipped to deal with it by themselves

Notwithstanding their recognition of the dangers, parents and caregivers still feel they lack the knowledge and skills to help their children.

They are being asked to support their children's online awareness and education or assist with online-related problems while often knowing less than their children and while juggling demands from work and economic circumstances.

Research carried out by Mental health service **ReachOut Parents** shows that one-third of Australian parents are concerned about their children's use of social media and

are unsure about the role they can play in helping to keep their kids safe online.

Historical approaches to student digital safety has seen schools take care of device filtering during the day and parents take over via parental control apps in the evenings. Linewize research shows that over 50% of parents do not engage with their apps, leaving significant volumes of students unprotected out of school hours.

This hard division of accountability and giving parents DIY tools to go it alone are not working. It's becoming an outdated concept in favour of more flexible arrangements tailored to parents' differing needs and circumstances.

36% of parents feel unsure about the role they can play in keeping their kids safe online.

Almost 40% of parents aren't quite sure what to do if their child had a safety issue on social media.

32% of parents aren't quite sure how to use the safety controls on social media.

40% of parents said they need more support in order to talk to their child about it.

84% of parents worldwide are now worried about their children's online safety.

0.3 The invisibility of risk

When addressing any of these four challenges, there is a major hindering factor – the cloak of invisibility.

When a student steps into harm's way or becomes vulnerable online, there can be clues staff or parents can see with eyes and ears alone; changes in mood or appearance, sudden deterioration in academic performance, to name a few.

However, there are many more clues inside the child's digital world that parents and schools have little access to and, therefore, are impossible to see.

What children do, say or share online and to whom can place them in harm's way. It can also indicate the emergence of early-stage risk and behavioural patterns that without intervention, could escalate into something far more serious.

Their behaviours can also reveal vulnerabilities in other areas of their lives. Mental health concerns or suicide ideation are often discussed with friends in online forums or feelings can be expressed in a document then quickly deleted.

We call this 'see/can't see' phenomenon the Iceberg Effect. We believe it is one of the biggest barriers to child digital wellbeing and it's a very real blindspot in schools around the world.

Offline behaviours you **can see**



Deterioration in academic performance

Changes in behaviour

Request for help

Injuries / bruises

Absenteeism

Digital risks you **can't see**

Bullying / violence

Overly-abusive language

Self-generated sexual content

Online conversations about drugs, extremism, being harmed / intention to harm

Chatroom conversations with inappropriate adults

Searches for risk-based content e.g. suicide, self-harm

Feelings and emotions typed in a document (even if deleted)

0.4 Positive changes

It's not all doom and gloom, however. Linewize is leading the way in helping schools to adapt their wellbeing strategies to the new landscape. More than 12 million students across the UK and US are safer because of our Digital Safeguarding technologies and support.

We can help your school to make positive changes across **4 key areas** – immediately.

Recognition of change

Before improvements happen, your school community first needs to understand the new paradigm and the need to adapt.

You may wish to run a 'recognition of change' session or make this an agenda item on a forthcoming SLT meeting. In any circumstance, Linewize's senior leaders and safety experts are available to help you consider your priorities and share how other schools are improving things, here in Australia as well as in the UK and USA.

Adjusting the school / parent role

Linewize has traditionally provided digital safety solutions that support schools and parents taking equal responsibility for student safety.

In line with the new paradigm, we're changing our model to one that supports students first. This means helping schools to protect children on their school devices to the levels now needed, and empowering parents to support their child's online development should they wish to.

It's a more flexible approach that reduces reliance on parents for safety provision but makes consistent the support your school provides to **all** students.

Our brand new app, launching in 2022, will empower parents to the level they wish to be involved. While our brand new Safeguard Technology will enable schools to transform their risk detection capability regardless of when an incident occurs.

3

Making invisible risks, visible

Linewize Monitor is our Digital Safeguarding solution. It is the most advanced, most award-winning, education monitoring solution in the world and it's now available to schools in Australia for the first time.

It is a human moderated solution that removes false positives and helps your school identify any students who's digital behaviours might be leading them into harm's way, or indicating a concern in other areas of their lives – all of which could otherwise be missed.

By accurately targeting alerts to the right members of your entire Wellbeing Team and other key stakeholders, Linewize Monitor allows schools to take a positive and proactive approach to intervening in digital risks. It also provides genuine insight to inform better education and awareness initiatives and guide students towards safer and more positive online experiences.

Linewize's experts are available to show you how it works and functions as part of your overall strategy.

4

Improving education and awareness

The goal is to support students towards becoming strong and resilient digital citizens, fully capable of keeping themselves safe. Self-directed and responsible behaviour depends on consistent education.

Linewize has a large wellbeing team consisting of clinical child and adolescent psychologists, wellness experts, ex-police officers and teachers. Together they support schools with education and awareness in the form of online hubs, staff portals, parental webinars, interactive games and lots more.

Linewize Monitor is our Digital Safeguarding solution. It is the most advanced, most award-winning, education monitoring solution in the world...

More than 12 million students across the UK and US are safer because of our Digital Safeguarding technologies and support.



0.5 Our approach and solutions

At Linewize we believe that no child should be without the necessary support and guidance to thrive in their digital lives. To achieve this, we work with schools and their communities around the world to develop a comprehensive Digital Safeguarding Strategy.

With students now spending more time than ever on devices, and the huge increase in online distractions and risks throughout the last few years, Digital Safeguarding is fast becoming the heart of school wellbeing programs around the world.



Supporting student wellbeing and learning through Digital Safeguarding

Digital Safeguarding embraces a set of core principles that are designed to help a school adopt a **proactive, preventative** approach to supporting each child's development in the digital space, allowing schools and their communities to identify and intervene before problems become serious.

It also provides genuine insight to inform better education and awareness initiatives and guide students towards safer and more positive online experiences.

Without a comprehensive safeguarding approach, gaps in student digital safety and guidance can appear, causing negative impacts on learning and wellbeing outcomes.

The core principles of Digital Safeguarding

To adopt an effective Digital Safeguarding strategy, a school must consider three core principles;

1

Empowerment

Providing the right tools for all stakeholders to take the appropriate actions to help a student stay on the right path.

2

Engagement

Evidence-based information and insight delivered to the right people at the right time, facilitating meaningful, targeted and impactful conversations between all stakeholders.

3

Education

Expert-backed resources and information that help educate all stakeholders about the path towards positive online behaviours and guidance for pastoral and restorative discussions.

These three essential elements of the strategy work together to ensure that at all times, a student's digital development can be guided, supported and protected to help them grow and evolve in an online world.

When students know how to stay digitally safe and well, their confidence grows, their resilience increases, and their learning improves.

Our mission is to support and protect every student's digital journey.

1 Empowerment

To help students thrive online, all stakeholders need access to tools to set appropriate rules and boundaries to shape each student's digital journey. Some students need more guidance than others to stay on the right path.

We support schools by empowering the entire school community to work together, using the right tools to effect positive behavioural change and elevate every student's learning and overall wellbeing.

Fundamental to achieving empowerment of key stakeholders is **Linewize Connect**.

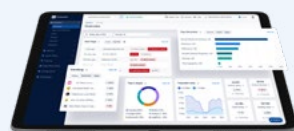
Solutions

Linewize Connect

Linewize Connect is education-focused digital safety software that unites all stakeholders in understanding a child's digital behaviour.

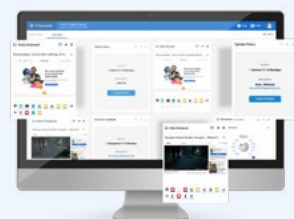
Linewize Connect enables school communities to:

- Share understanding of each student's digital behaviour and responsibility for supporting their digital journey.
- Keep students safe online at all times by filtering inappropriate websites, apps and other digital distractions.
- Deliver perfectly shaped learning environments for each individual student through flexible rules and filtering.
- Understand and address negative online behaviours such as hotspotting and VPN use, keeping students digitally safe and focused on learning.
- Monitor device activity and control the use of the internet during class, maximising academic learning time.
- Understand trends and patterns in behaviour and device use to ensure your students are guided towards effective use of technology.
- Provide tools to parents to monitor device use at home to help ensure targeted, evidence-based conversations continue beyond the school gate.



School Manager

An education-focused filtering and reporting platform that enables schools to positively guide every student's digital journey.



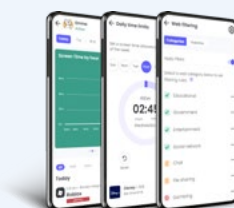
Classwize

A teacher dashboard that provides visibility and historical views of student online activity in lessons to ensure effective use of the internet.



Online Safety Hub

An online resource hub that delivers up-to-date guidance and advice to parents, staff and students around online safety issues.



Quastodio

An all-in-one parental control and digital wellbeing solution.

2

Engagement

The difference between engagement and meaningful engagement can be significant. Meaningful engagement requires a clear understanding of the problems, when they occur, and who needs support.

Without this understanding, a scattergun approach can and does result in missing students most in need.

Our Digital Safeguarding Technology, **Linewize Monitor**, is at the heart of meaningful engagement.

Linewize Monitor

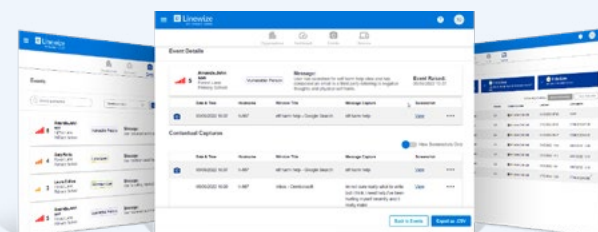
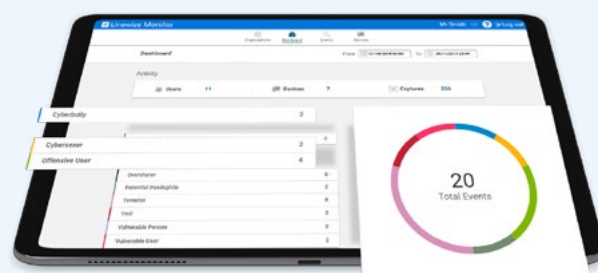
Linewize Monitor is a proactive Digital Safeguarding tool to help schools detect online and offline risks before they become real-life incidents.

It is both a software and a service. AI technology analyses digital behaviours for signs of risk or wellbeing issues and removes false positives. Any serious concerns are sent to a team of highly trained human moderators for assessment. If they determine any very high risks, including any danger to health or life, the moderators will phone the school 24/7. This happens within minutes of detection.

Linewize Monitor helps schools by:

- Alerting key staff to any digital risks or concerns and enabling early, evidence-based interventions to improve wellbeing and educational outcomes.
- Harnessing the power of AI technology and highly-trained human moderators working hand-in-hand to ensure serious risks to health or life are detected, and staff promptly notified.
- Detecting risks and preventing harm across a broad range of categories, including cyberbullying, suicide and self-harm, violence, oversharing, drugs, abuse and extremism.
- Highlighting only genuine issues or concerns. Removing false positives unlocks more time for wellbeing staff to provide pastoral support to students in need.

- Detecting concerning behaviours, online or offline and across all digital spaces, including social media, email and chat.
- Focusing engagements on students most in need of support.
- Providing a safety net in case anything does get missed – our team will call designated contacts if any student is at imminent risk of harm.



3

Education

Recognising a problem and having the tools to do something about it isn't always enough to make a real difference.

Schools and their communities often need further support to understand how to use the tools effectively and have the

necessary conversations with students to ensure self-directed and responsible behaviour.

The education and support of school communities is provided by **Linewize Education and Wellbeing**.

Solutions

Linewize Education and Wellbeing

Developed and delivered in partnership with ySafe Cyber Safety Experts, our Education and Wellbeing services provide school communities with the additional education, support and guidance they need for their Digital Safeguarding strategy to have a real impact.

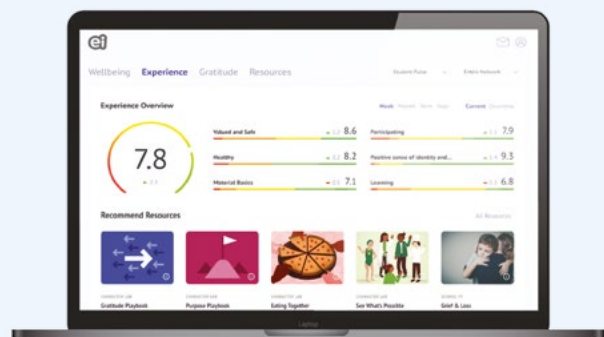
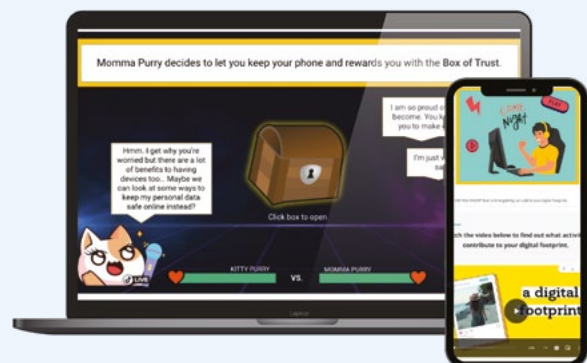
Ongoing education helps address concerning digital behaviours happening now and help to prevent issues from arising in the future.

Linewize Education and Wellbeing services can help you support and educate your entire school community through:

- Educational workshops and presentations for staff, students and parents.
- Self-guided social and emotional interactive learning programs that challenge and upskill students.

In addition, in partnership with Educator Impact, we can provide a wellbeing and culture tool delivering accurate insight into what is going on with the individuals in your school:

- Identify school trends.
- Plan early interventions.
- Assess initiatives and progress.



Developed by a team of child & adolescent psychologists, ex-police officers, and ICT teachers, we can provide cyber safety education to primary and secondary students, parents and staff across Australia.



0.6 Next steps

As you are likely experiencing first-hand in your own education setting, student digital safety and wellbeing has entered a new era.

What worked before may not work now. To ensure your school is ready to adapt, we encourage you to reach out to Linewize to learn about the support we can provide you and hear the positive changes other schools are making.

Our safety and wellness experts are waiting to assist you.
Email us at: sales@linewize.io



0.7 About Linewize

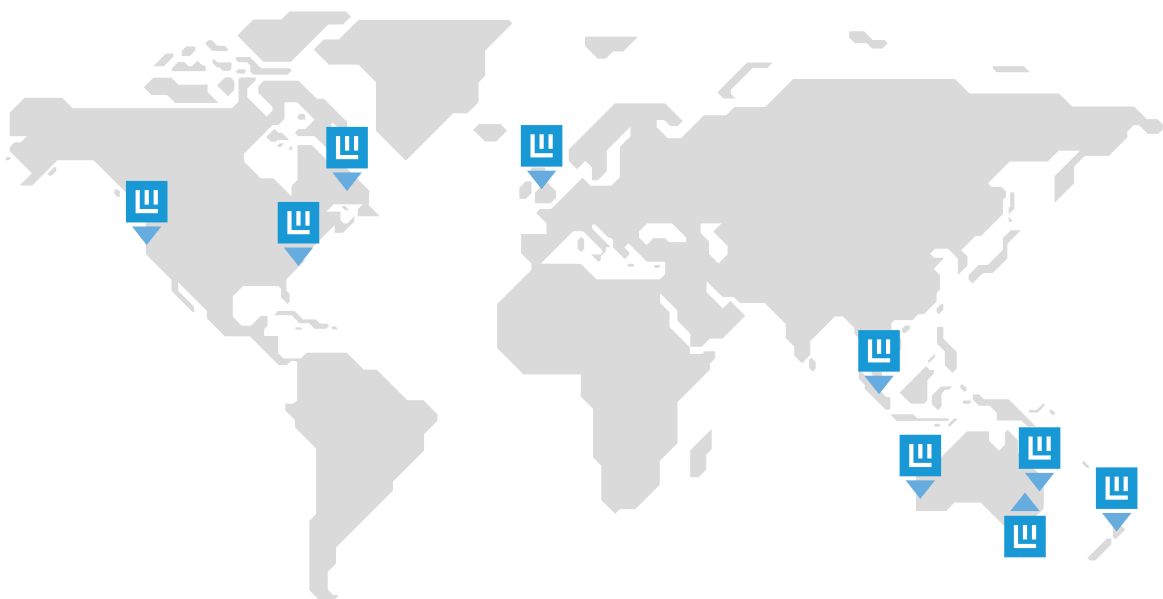
We empower school communities to guide students towards safe and positive behaviours in their digital lives.

When students know how to stay digitally safe and well, their confidence grows, their resilience increases and their learning improves.

We combine Digital Safeguarding Technology, child psychology expertise, in-depth educational material and awareness initiatives to help schools build positive digital cultures – where students can thrive.

As the digital landscape has evolved, so have we. From our humble beginnings in user authentication and content filtering, we're now part of one of the biggest digital safety and wellbeing providers in the world. 26,500 schools and 12 million students rely on our technologies and educational programs every day.

Our goal is to work together to save and better children's lives, empower parents, deliver for tomorrow's educators, and to be a key influencer in digital safety globally.



World-leading Digital
Safeguarding provider



Global team of certified
Cyber and Wellness Experts



12 million+ students protected



26,500+ schools supported

Want to learn more?

Contact us at sales@linewize.io

Or visit www.linewize.io for more information or to book a demo.