

We wanted to let you know of a new initiative launched this week that will make young people safer when they are using Facebook called the **'ClickCEOP' application**.

If you have children or work with teenagers, you'll know that many of them are active in this social networking site. You'll also be aware that where children go online, so do those who seek to groom and abuse them.

CEOP and Facebook have developed a new free application or 'app' that will make young people safer within Facebook. 'ClickCEOP' is a new 'app' which links the young user and parent directly from their Facebook home page to help, advice and reporting facilities of the Child Exploitation and Online Protection (CEOP) Centre

The 'ClickCEOP' app is a three stage application that asks young people to: -

- Add the app – and the ClickCEOP tab will appear at the top of your profile page
- Share the badge – and you can share the app with your friends via their newsfeeds
- Bookmark the app – and an icon will appear on your profile page making it easy for you to access the help and advice from the ClickCEOP app

By adding the app, young people and parents can get support from CEOP on a range of issues – viruses, hacking, dealing with bullying online and they can report someone who is acting inappropriately towards them online.

The 'app' is the outcome of collaboration between CEOP and Facebook who have combined Facebook's expertise in connecting and communicating online with CEOP's expertise in helping young people stay safe.

Once added to their profiles, young users will receive regular messages from CEOP and its partner organisations who operate 'behind the button' to make children safer. CEOP's new Facebook page (www.facebook.com/ClickCEOP) will also contain polls, news alerts and status updates. The page will look at topics that teenagers care about, such as celebrities, music and exams and will link these subjects to questions about online safety. The move is also being supported by an advertising campaign on Facebook that will encourage take up. This will include an automatic advert appearing on every profile of users aged between 13-18 years inviting them to add the app.

We would like to ask you that if you have a Facebook profile, app, share and bookmark the app. If children in your care are on Facebook, get them to search 'ClickCEOP' in Facebook and give them to chance to be one click away from help – *if* they should ever need it

www.facebook.com/clickceop

If you work with children or young people, please share the information with them and similarly if you have internal or external communications channels within your organisation, it would be great if you could help share this important message with colleagues and audiences of your organisation. There is some information below that can help you to share this important message and the CEOP Communications Team can support you in providing some further lengthier information if you so wish – just email press@ceop.gov.uk

Thank you for your support in making children safer online

Kind regards

CEOP

ClickCEOP in Facebook...

If you would like to support CEOP and Facebook's initiative, please feel free to use any of the following updates for your Facebook or Twitter accounts or website.

1. Facebook status update

(Your organisation /fan group) ...is / are supporting the ClickCEOP app on Facebook – if you are interested in keeping young people safe online, add the app

2. Twitter update

If you work with young people, help them stay safe in #Facebook and get them to add the new #ClickCEOP app from www.facebook.com/ClickCEOP

3. Web site content

Every young person on Facebook needs the ClickCEOP app – this is why

If you work with teenagers, then you'll know most of them will be using Facebook. You might even be using it yourself... if so, you will want to know about a new, free application in Facebook that is designed to keep young people safe while they are having fun networking online.

ClickCEOP is a new 'app' launched today (Monday 12 July) which links the young user directly from their Facebook profile to help, advice and reporting facilities of the Child Exploitation and Online Protection (CEOP) Centre – the police agency set up to tackle child abuse.

By adding the app, young people and parents can get support from CEOP on a range of issues – viruses, hacking, dealing with bullying online and they can report someone who is acting inappropriately towards them online.

If you have a Facebook profile, app and bookmark the app. If children in your care are on Facebook, get them to search 'ClickCEOP' in Facebook and give them a chance to be one click away from help – if they should ever need it.

www.facebook.com/clickceop