

Year 8 Social Media Survey Results October 2016



An anonymous survey was completed with our Year 8 students with a view to collecting data on levels of social media registration and the most common sites used. Tutors were instructed to administer the survey in as controlled a way as possible to minimise discussion and peer influence/pressure. 136 students completed the anonymous survey. 119 (88%) were 12 years old and 19 (12%) were 13 years old. According to registration age minimums for all of the sites listed below (except WhatsApp), a child must be 13 years old to register an account in their own name.

Our survey specifically asked for the social media accounts our students have their **own** account for. Results below are listed as percentages of the 136 students who have an account registered in their own name for that social media site. There are 147 students in the year group.

ASK.Fm		1.5%
BBM		Nil
Facebook		28%
Flickr		2%
Google+		35%
Harboo Hotel		1.5%
Kik		8%
LinkedIn		Nil
MeetMe		Nil
Messenger		33%
Instagram		67%
ooVoo		35%
Pinterest		28%
Skype		54%
Snapchat		70%
Tango		2%
Tumblr		10%
Twitter		18%
Viber		7.3%
Reddit		Nil
WeChat		0.7%
YouTube		63%
Other	Musical-ly	8%
	WhatsApp*	25%
	Others (single pupils only)	8% (across 9 sites)
No social media sites at all		12%

*WhatsApp has an age registration minimum of 16 years

Mrs Ray delivered assemblies on appropriate and safe social media use to this year group towards the end of Year 7 following a small number of on-line “fall-outs” that subsequently led to friendship issues in school. Digital communication is not always as easy as face to face communication and sometimes things are said that would not be said face to face or could easily be misinterpreted (“I only did it as a joke” is never an acceptable excuse). On-line anonymity can, at times, lead to unpleasant and unkind things being said. Age and maturity usually increase the appreciation and understanding of these social communication nuances.

Social media and e-safety is integrated into many curriculum schemes of work and in addition, is the community theme for curriculum evenings this year. Mrs Ray delivered a presentation to Year 8 students and parents at the Year 8 evening in October 2016. The feedback from parents both verbally on the night, and via the written feedback forms was very positive. Several parents noted how useful this information had been in helping them to support their daughter's safe and appropriate use of social media and empowering them in their discussions/debates over use and registration ages. Several parents expressed surprise as they were not aware that WhatsApp age limit is 16.

Our priority remains one of safeguarding. Young people feel they need/want to socialise digitally and despite legislative age limits, appear able to create their own accounts on a range of social media sites. It is vital therefore that we continue, via our curriculum and pastoral systems, to educate students to create a safe, appropriate, protected and private digital presence. The great majority of social media use takes place out of school hours and therefore parents play a critical and central role in this process too; hence our community theme for this year's curriculum evenings. We are aware that not all parents are comfortable and confident with social media themselves. If parents have concerns over their daughter's social media use or would like information regarding on-line safety, we would encourage them to seek advice from a member of the Pastoral Team or refer to the policies/pastoral support sections of the school websites.

Social media and the digital world are not to be feared. The significant majority of use is pleasant and appropriate and rarely causes a problem in school. It is vital to remember that safe, appropriate, protected and private use are what we strive for.