How to Use the Be WEB-SAFE® Postcard at Home

Supporting Safe Online Behaviour

WHY THE WEB-SAFE® LOGO MATTERS

When children see the footprint, we want them to think, "What is the safe choice here?"

The footprint is more than a symbol — it's a visual cue that helps children pause and think before they act online. School uses it because children learn through visuals, repetition, and priming.

Building the habit of stopping and thinking one digital footstep at a time.

Parents can support this by:

1. Pointing out the footprint on school materials
2. Using it as a reminder before going online
3. Placing a small version near devices

THE WEB-SAFE® MNEMONIC

Mnemonics help children organise, learn, retain and recall information. The WEB-SAFE® mnemonic gives children a simple checklist they can use independently. Using the same four words at home and school strengthens children's confidence and decision-making.

SAFE

Is this safe to click, watch or share?

APPROPRIATE

Is this right for someone your age?

FRIENDLY

Are you being kind — and are others being kind to you?

EDUCATED

Do you understand what this app, message or game is asking you to do?

USING WEB-SAFE® IN EVERYDAY MOMENTS

WEB-SAFE® works best when used in both planned and spontaneous moments. Repetition supports the behaviour-change principles used in school - challenge, intention, attention, repetition and time. Parents can use the mnemonic when children:

Ask to download an app
Receive a message from someone new
Want to post or share something
See something upsetting or confusing

Short prompts work well:

"Was that a SAFE choice."
"Is this FRIENDLY."
"Let's make an EDUCATED decision."

BUILDING A WEB-SAFE® FAMILY CULTURE

When home and school use the same language, children learn faster and feel more secure online.

Your school aims to build a culture that is: Safe | Appropriate | Friendly | Educated

Families can support this by:

Modelling WEB-SAFE® behaviour
Talking openly about online choices
Encouraging children to tell an adult when something feels wrong
Celebrating good decisions

SAFE | APPROPRIATE | FRIENDLY | EDUCATED