



HILLINGDON

LONDON

To: All Headteachers

Ref: 178-CS.ap

19 July 2010

Dear Colleagues

Re: FACEBOOK, Child Exploitation and Online Protection Unit (CEOP) Launch

A new initiative was launched on 12 July 2010 by the Child Exploitation and Online Protection Unit (CEOP), to make it safer for young people using the social networking site **FACEBOOK**.

The new application (app) to safeguard child users of the site is free to download and will link users and parents direct from their **FACEBOOK** home page to help, advice and the reporting abuse facilities of CEOP.

The “Click CEOP” app is a three-stage application that asks young people to:

- i) Add the “app” – and the “click CEOP” tab will appear at the top of the individual’s profile page.
- ii) Share the badge – and you can share the “app” with your friends via their newsfeeds.
- iii) Bookmark the “app” – and an icon will appear on the individual’s profile page; making it easy to access the help and advice from the “click CEOP app”.

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INVESTOR IN PEOPLE

It is important to highlight to parents and young people the importance of downloading this “app” as they can then access support from CEOP on a range of issues – viruses, hacking, dealing with bullying online, and they can report someone who is acting inappropriately or abusively towards them online.

As we have the long summer break starting soon, it is important that young people are encouraged to access and use this app. Schools officers and PCSOs are actively promoting this within schools and we need to ensure that young people have this information before the end of term.

More information can be accessed at www.facebook.com/ceop or www.ceop.gov.uk. Additionally you can contact Andrea Nixon on 01895 277463 or anixon@hillingdon.gov.uk.

Yours sincerely

A handwritten signature in blue ink, appearing to be 'Chris Spencer', with a long horizontal flourish extending to the right.

Chris Spencer
Corporate Director
Education and Children’s Services