



2BeSafe Parent Information: Online Reputation

Introduction to 2BeSafe

At school, we help children learn how to stay safe in today's fast-changing digital world through 2BeSafe, a programme created by 2Simple on Purple Mash. Based on the national Education for a Connected World guidance, 2BeSafe covers eight key areas that prepare children for life online. From Reception to Year 6, children take part in short sessions across the year, giving them clear teaching points and time to reflect and discuss their digital choices.

Online Reputation

When children go online, they leave behind a “digital footprint.” This strand teaches them that anything shared — a name, picture, or post — can be copied, shared, or seen for a long time.

As they progress, children learn to manage their online presence, from asking permission before posting to understanding that others may make unfair judgements based on online information.

By the end of primary school, they will have developed strategies to protect a positive online reputation through privacy settings, safe sharing, and thoughtful choices.

What the Children will be Learning:

Reception: Children learn that they can put information on the internet, such as writing their name, sharing a picture, or posting a message, and begin to think about how this works.

Year 1: Children start to understand that information shared online can stay there and be copied by others. They learn that some information should not be shared without checking with a trusted adult first.

Year 2: Children find out that once information is online, it can last a long time and be seen by others. They are encouraged to ask for help if something is shared without consent or if the information is wrong.

Year 3: Children learn how to search for information about people online and think about what is safe or not safe to share about themselves. They understand the importance of being careful with personal details and know to ask for guidance if they are unsure.

Year 4: Children continue to explore how information about people can be found online. They learn that information may have been created, copied, or shared by others, and not always by the person themselves.

Year 5: Children develop the skills to search for information about individuals online and summarise what they find. They also learn that online information can be used by others to form judgements about a person — and why those judgements may not always be fair or correct.

Year 6: In their final year, children explore how to build and protect a positive online reputation. They discuss strategies for safeguarding their digital identity, including the use of privacy settings and understanding different levels of anonymity.



Ways to Support Your Child at Home

- Talk about their digital footprint** – Explain that things shared online can stay there for a long time, even if deleted.
- Encourage careful sharing** – Remind children to check with a trusted adult before posting pictures, names, or personal details.
- Model positive behaviour** – Show how you share responsibly online (e.g., asking before posting family photos).
- Discuss how others may judge online content** – Help children understand that not everything seen online is accurate, and that people may make assumptions from what they see.
- Explore privacy settings together** – Teach children how to adjust privacy options on devices, apps, and games to control who sees their information.
- Highlight the positives** – Talk about how the internet can also be used to create a positive profile, such as sharing achievements, hobbies, or creative work.
- Reassure and guide** – Let children know they can always come to you if something has been posted without their permission or makes them feel uncomfortable.