

What can schools do when an incident on Facebook arises?

1. If you know the identity of the perpetrator contacting their parents or, in the case of older children, the young person themselves to ask that the offending content be removed often works.
2. Failing that, having kept a copy of the page or message in question delete the content.
 - For messages the delete and report / block user facilities are found in the 'Actions' dropdown on the page on which the message appears.
 - For whole pages the unfriend and report / block user facilities are at the bottom of the left hand column. Always try to cite which of the Terms and Conditions (See footnote for the most likely ones¹) <http://www.facebook.com/terms.php> or Community Standards <http://www.facebook.com/communitystandards/> have been violated because Facebook are more alert to US law than UK. The process should be anonymous.
 - If the page is by someone under 13 click on: http://www.facebook.com/help/contact.php?show_form=underage Facebook say they will delete any such page.
 - To remove a post from a profile, hover over it and on the right there will be a cross to delete it.
3. Does the incident trigger the need to inform the police or child protection agencies?
4. To report abuse or harassment email abuse@facebook.com (Facebook will acknowledge receipt of your email and start looking into your complaint within 24 hours. They will get back to you within 72 hours of receiving your complaint.)
5. If all else fails support the victim, if they wish, to click the 'Click CEOP' button at <http://www.thinkuknow.co.uk/> or www.ceop.police.uk (This will provide access to a range of support services. In addition this enables them to report directly to CEOP if someone has acted inappropriately towards a child or young person online. This may be sexual chat, being asked to do something that makes them feel uncomfortable or someone being insistent on meeting up.)
6. If the victim is determined to continue using Facebook they might want to delete their account and start again under a different name. Deletion can be done here https://ssl.facebook.com/help/contact.php?show_form=delete_account They should be made aware of the privacy issues that might have given rise to their problem in the first place.

An effective education programme can help to reduce the number of times that this sort of incident arises, over the medium term. Such a programme should help young people to match their online behaviour with their offline behaviour by helping them to develop understanding, skills and behaviours in these sorts of areas:

- possible consequences
- understanding the effects of bullying on others
- understanding how technology can magnify impact
- understanding how comments or other actions can be perceived differently by the originator and the target

¹ 3.6 You will not bully, intimidate, or harass any user.

4.1 You will not provide any false personal information on Facebook, or create an account for anyone other than yourself without permission.

5.1 You will not post content or take any action on Facebook that infringes or violates someone else's rights or otherwise violates the law.