

Aim of the Working Group

To produce a practical guide/toolkit on child online safety for social media services on existing best practices from UKCCIS members and others. It will be based on the six ICT Coalition Principles and addressed to start-ups and smaller social media providers. The long term aim is to encourage good practice by industry through an outreach program led by UKCCIS members and others.

Background

In December 2014, Minister Vaizey asked Ofcom to Chair the Social Media working group to refresh the existing UKCCIS good practice guidance and the advice for providers of social networking. Subsequently, Ofcom engaged with stakeholders from the UKCCIS Board and the wider social media industry to discuss how to take this forward. These discussions led to the aim of the working group, which was approved by the UKCCIS Executive Board.

The ICT Coalition Principles for Children are a set of online safety provisions for companies to safeguard children and young adults who use their services. The six principles cover: Content, Parental Controls, Dealing with abuse/misuse, Child abuse and illegal contact, Privacy and Control, and Education and awareness. Further information is available on their [website](#).

Objectives and milestones of the Social Media Working Group

To produce a practical guide/toolkit based on the six ICT Coalition principles, using existing best practice evidenced from UKCCIS members.

This guide will have an outreach plan targeted at smaller and start-up social media companies to promote a culture of “safety by design”. The outreach plan will be supported by UKCCIS members.

Ofcom also recommended the UKCCIS Executive Board, with support from Secretariat, to endorse the ICT Coalition Principles, and that they recommend relevant members to sign up to them if they haven't already. This is an activity that UKCCIS Secretariat will take forward separately, and will not be part of the aim of the working group.

The guide is expected to be ready by December 2015.

Stakeholder membership

Social media services that are member of the Executive Board and the broader Council are represented: Facebook, Google, Microsoft, Twitter, Ask.fm, UKIE, Mind Candy, Disney Club Penguin, BBC and Yahoo.

Non-industry specialists on online child safety have also been invited to the working group: Sonia Livingstone (LSE), Childnet International, FOSI, BBFC, CHIS, NSPCC, IWF, CEOP, Parent Zone, Anti-bullying Alliance, South West Grid for Learning and the Marie Collins Foundation.

Some of these stakeholders will act as document champions against each Principle to support the production of the guide.

Frequency of meetings

As agreed in the project plan, when required to review drafting and agree on the outreach plan.

Chaired by

Claudio Pollack, Ofcom Group Director for Content Consumer and External Affairs and a member of the UKCCIS Executive Board.

Ofcom project team: Tony Close, Sarah Andrew and Silvia Fukuoka