Dear Parents,

It has come to our attention that some children in Years 3, 4, 5 and 6 have Instagram or Facebook profiles even though the permitted minimum age to use the site is 13, according to the sites terms and conditions.

As an eSmart School Beaumaris North Primary School is committed to promoting the safe and responsible use of the Internet and as such we feel it is our responsibility to raise this particular issue as a concern. Websites such as Instagram or Facebook offer amazing communication and social connections, however they are created with their audience in mind and this is specifically over 13 years old. Possible risks for children under 13 using the site may include:

- Instagram or Facebook use “age targeted” advertising and therefore your child could be exposed to adverts of a sexual or other inappropriate nature, depending on the age they stated they were when they registered
- Children may accept friend requests from people they don’t know in real life which could increase the risk of inappropriate contact or behavior
- Language, games, groups and content posted or shared on Instagram or Facebook is not moderated, and therefore can be offensive, illegal or unsuitable for children
- Photographs shared by users are not moderated and therefore children could be exposed to inappropriate images or even post their own
- Underage users might be less likely to keep their identities private and lying about their age can expose them to further risks regarding privacy settings and options
- Instagram or Facebook could be exploited by bullies and for other inappropriate contact
- Instagram or Facebook cannot and does not verify its members therefore it is important to remember that if your child can lie about who they are online, so can anyone else!

We feel it important to point out to parents the risks of underage use of such sites, so you can make an informed decision as to whether to allow your child to have a profile or not. These profiles will have been created away from school and sometimes by a child, their friends, siblings or even parents. We will take action by reporting under aged profiles if we are made aware that a student under the age of 13 has created a profile on these or similar social media platforms, as we believe we have a duty of care as an eSmart school to protect our students’ wellbeing.

We recommend that all parents visit the Cyber Smart & Department of Education websites for more information on keeping your child safe online:


If you would like any further information please don’t hesitate to contact Mr Plowright or your classroom teacher.

Kind regards,

The eSmart Team