

YOUNG PEOPLE'S LIVES ONLINE



59% of children aged 10 have used a social network

The Social Age - Knowthenet.org.uk



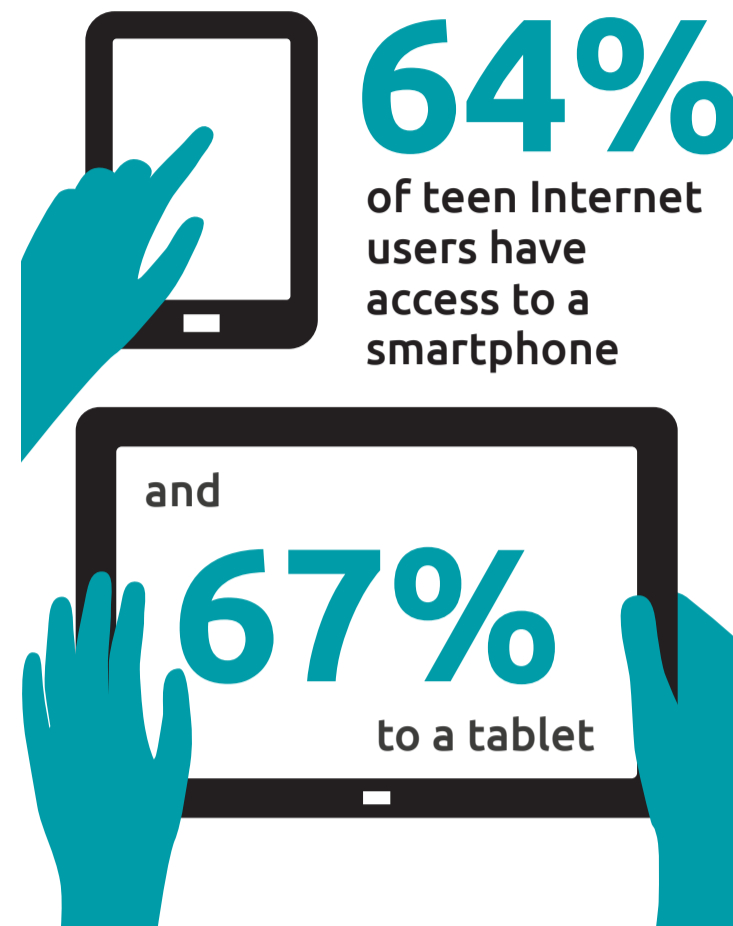
20% of children aged between 8 and 12 years, who use the Internet at home, say they have a profile on social networking sites such as Facebook

Ofcom Children and Parents - Media Use and Attitudes Report



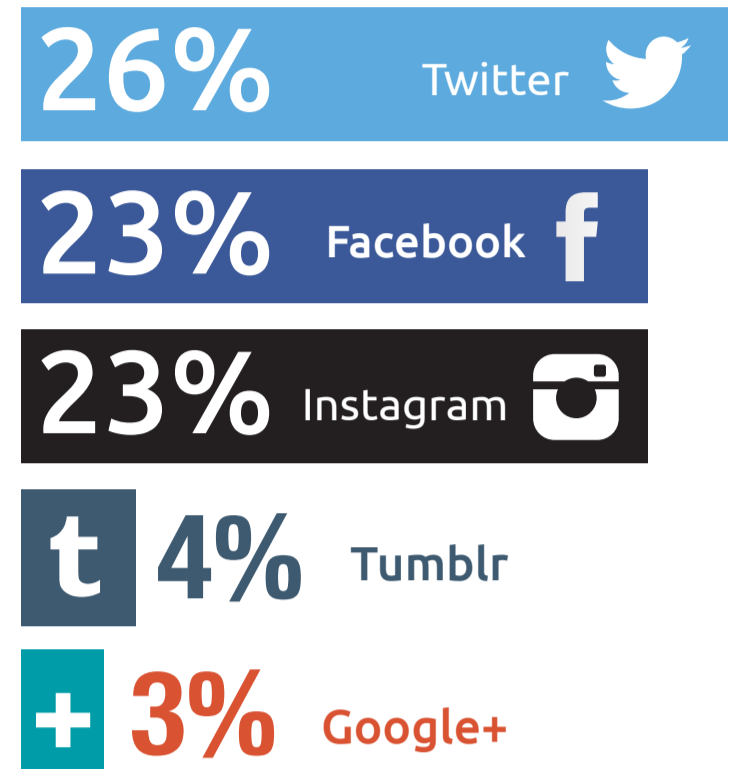
Digital Deception - McAfee Software Security

teenagers spend about six hours a day online, while parents think they spend only four hours a day



Family Online Safety Institute

Twitter is now the most popular social network among American teens



Statista Inc - Source Piper Jaffray Companies

Universities, colleges and employers use the Internet to research new candidates



29% of college admissions officers from the top national, regional and liberal arts colleges and universities in the US have Googled candidates

Kaplan Prep Test



one in five

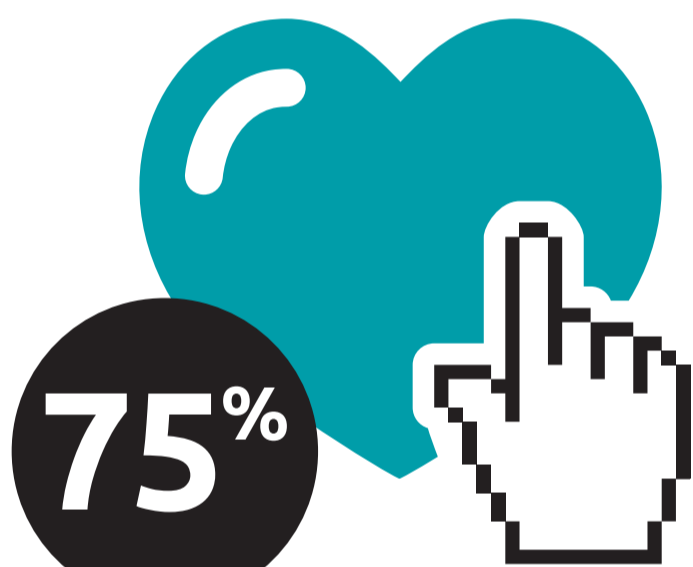
employers use social networking sites to research job candidates

Career Builder



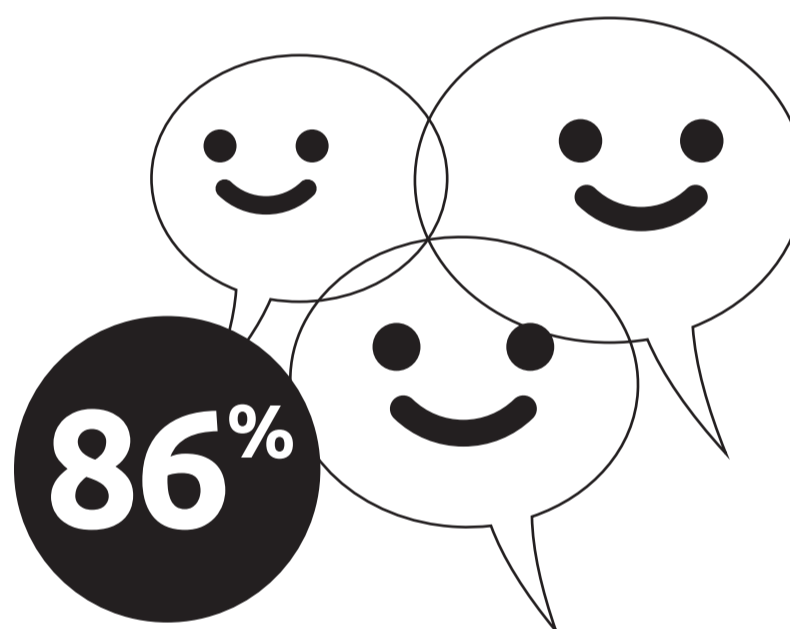
45% of young people said they felt happiest when they were online

YouthNet UK



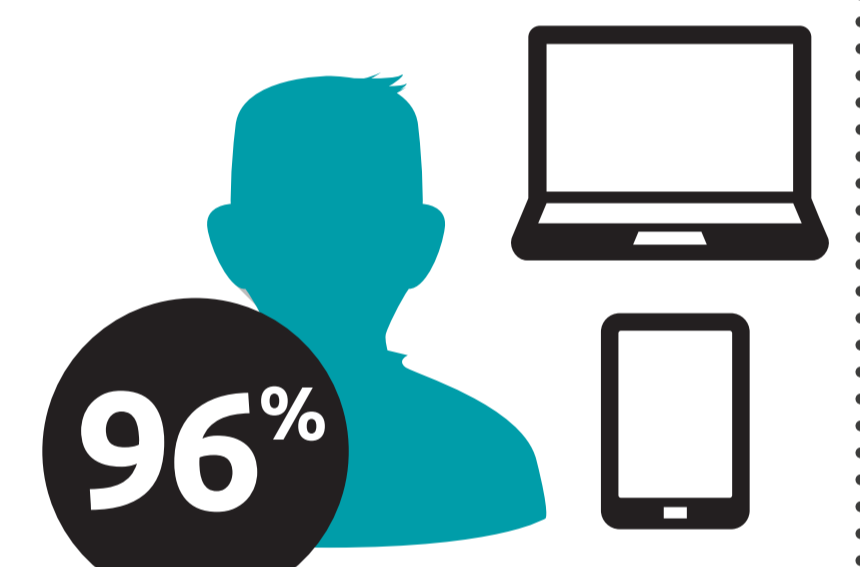
75% of young people claimed that they could not live without the Internet

YouthNet UK



86% loved how new technology helps them communicate with people

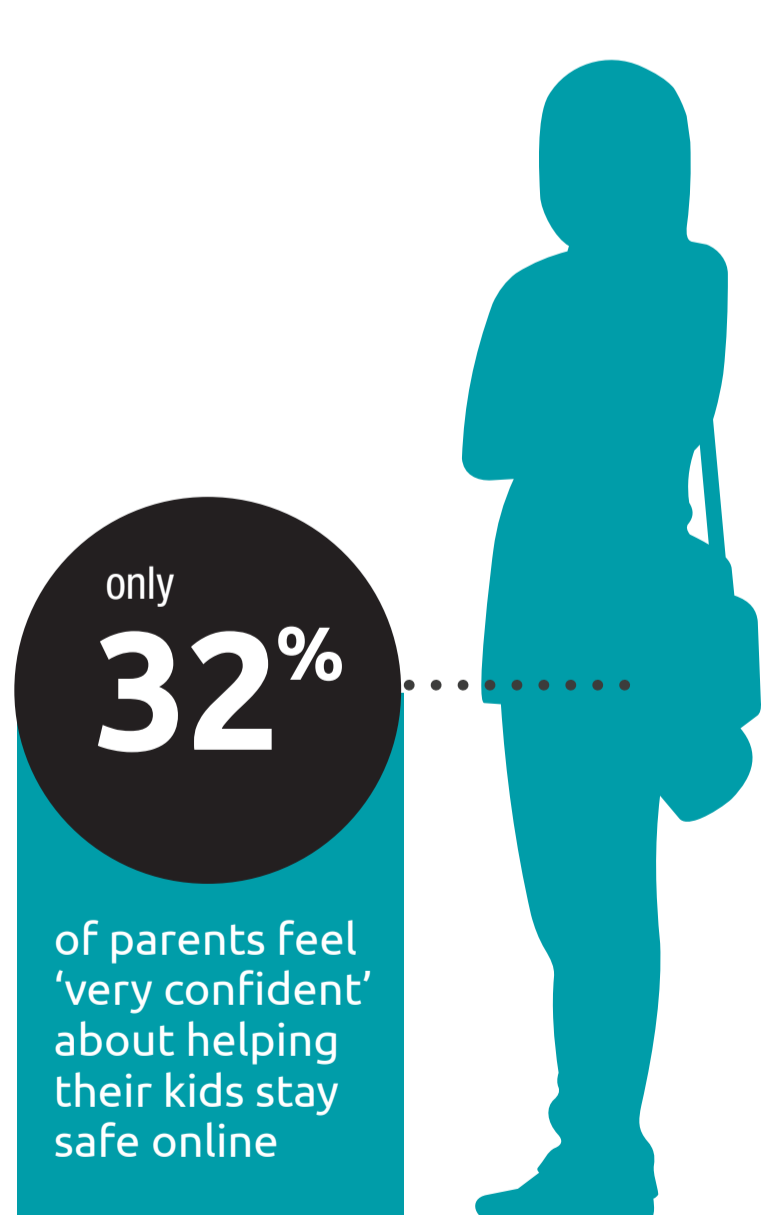
YouthNet UK



96% of 16 to 24 year olds say they use another media device while using the Internet

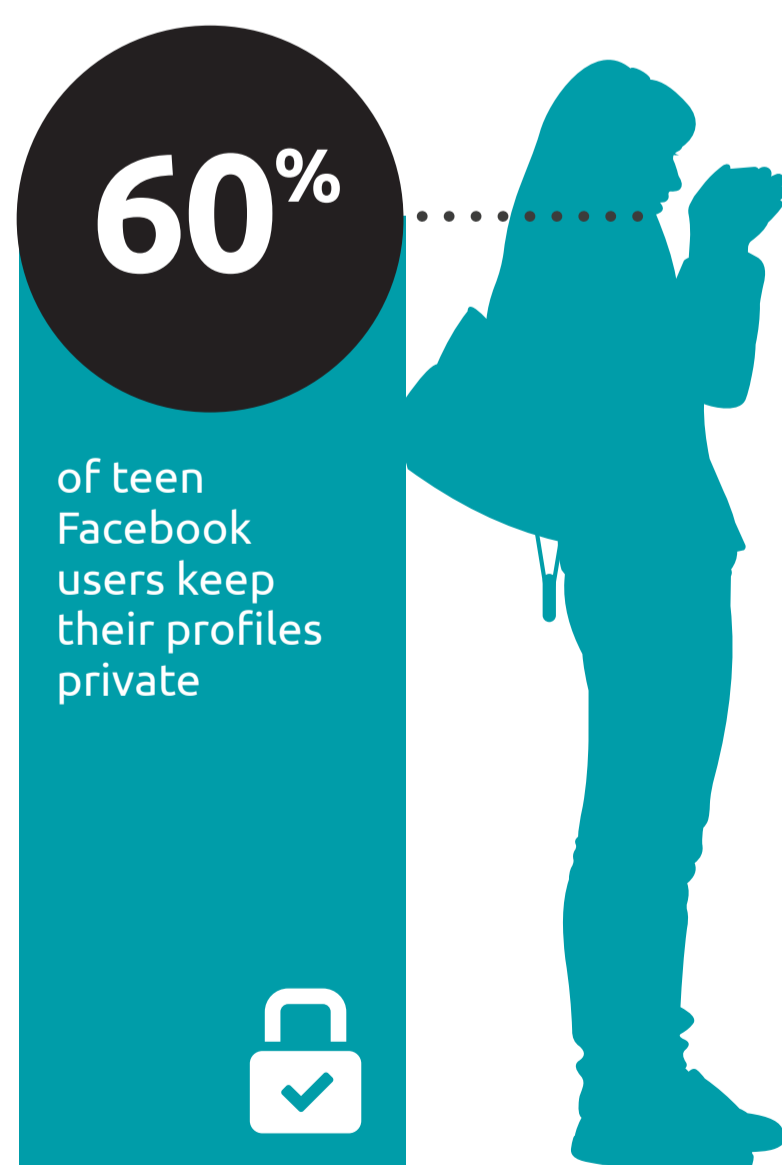
YouthNet UK

Learning how to use the Internet responsibly and safely is an essential life skill



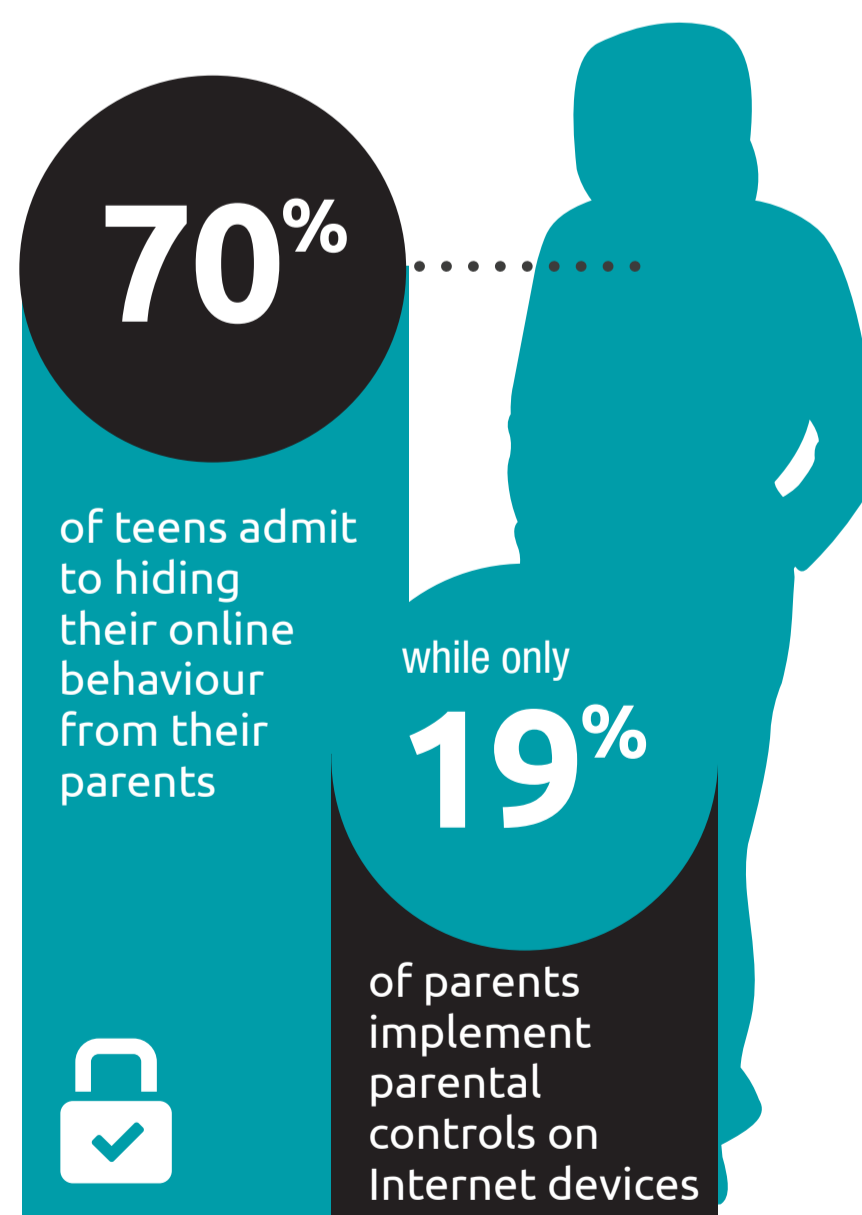
only 32% of parents feel 'very confident' about helping their kids stay safe online

The Social Age - Knowthenet.org.uk



60% of teen Facebook users keep their profiles private

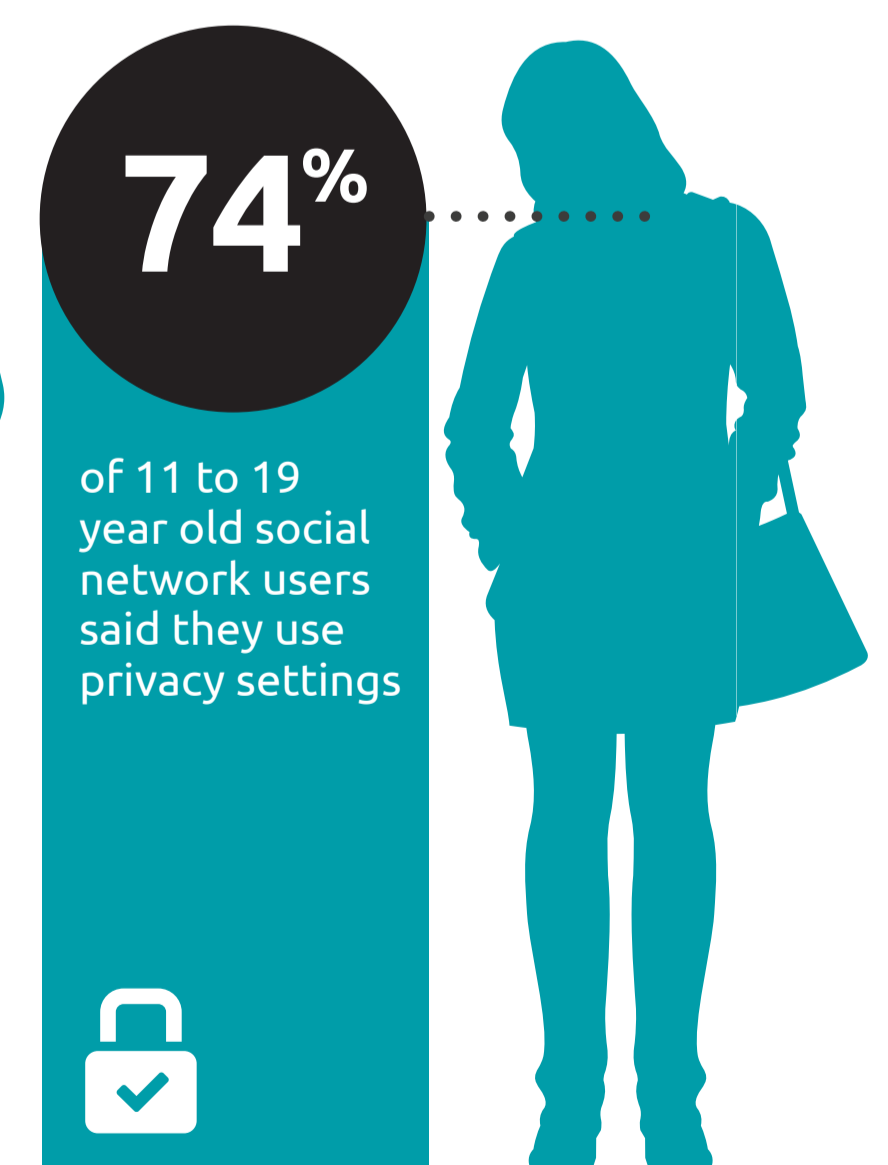
Teens, Social Media, and Privacy - PEW Internet



70% of teens admit to hiding their online behaviour from their parents

while only 19% of parents implement parental controls on Internet devices

Digital Deception - McAfee Software Security



74% of 11 to 19 year old social network users said they use privacy settings

UK Safer Internet Centre

igniyte

Transform how the world views you online

How do you keep today's tech-savvy young people safe, while allowing and encouraging them to enjoy the benefits of engaging across social media? What steps can you take to help your teenagers create the online CV and presence employers and admissions tutors are increasingly looking for? Igniyte's Guide to Managing Your Teenager's Personal Information Online provides easy, accessible, expert advice for parents and youngsters.

<http://www.igniyte.co.uk/online-reputation-management/guides/>

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