



# STAYING SAFE ONLINE

A QUICK REFERENCE GUIDE

# We no longer 'go' online, we are online.

*Eight out of ten people in New Zealand now own a smartphone or tablet, and 88% of us use social media every month.\**

*As a nation we love being online - and why wouldn't we? The internet is a fantastic tool that has reimagined the way we interact with the world. It's changed the way we share ideas, buy and sell, learn new things and meet new people.*

*We're more connected than ever.*

*This brings us incredible opportunities and also some challenges – and that's where Netsafe comes in. We work with New Zealand communities, the technology industry and our government to help people in New Zealand enjoy the internet safely.*

*This guide has been put together with the help of some of New Zealand's favourite websites, apps and technology companies to make staying safe online easier for everybody. We hope you read through the guide, use the tools available and pass on your knowledge to friends, family and whānau.*

*For more advice about staying safe online follow us on Facebook and Twitter, or visit [netsafe.org.nz](http://netsafe.org.nz)*

*The Netsafe Team*

Source: <http://www.nielsen.com/nz/en/insights/reports/2016/new-zealand-media-trends-2016.html>



## Contents

[Online safety with Netsafe](#)

[Dealing with bullying with Netsafe](#)

[Your search with Google](#)

[Your social life with Twitter](#)

[Your social life with Facebook](#)

[Your social life with Instagram](#)

[Your videos with Youtube](#)

[Your market place with Trade Me](#)

[About Netsafe](#)

# ONLINE SAFETY

## with NETSAFE

Criminals will try to use a combination of technical and social tricks in an attempt to steal your money, data or identity. Online scams and attacks are becoming increasingly sophisticated, and much harder to spot. There are no silver bullets that will keep you safe online 100% of the time, but there are things you can do to minimise the risks.

More tools:

[Netsafe.org.nz/advice/scams](https://netsafe.org.nz/advice/scams)

[Netsafe.org.nz/how-to-choose-a-good-password](https://netsafe.org.nz/how-to-choose-a-good-password)



### Keeping up to date

Over time, criminals can discover 'loop-holes' in well-known operating systems and software. Software companies are continually fixing these loop-holes with updates. It's important to make sure you have the most up to date version of operating systems and any software on your computer to protect yourself against malware and viruses.



### Back up for the future

If your computer or smartphone is hacked, you could lose important personal information like family photos, emails or legal documents. You should keep other copies of important files online in the 'cloud' and on USB sticks or external hard drives. Set up a regular routine of backing up your files to keep them safe and testing them to make sure they work.



### Socialise with friends, not crooks

Restrict public access to your profile, photos and other information like your friends list. Be careful when accepting 'friend' requests from people you don't know. If you receive a new request from someone you're already friends with, investigate the profile before accepting. Be aware of fake profiles of legitimate brands promoting fake competitions to get your details.



### Quick guide

Think of online passwords as the key that unlocks a vault of personal information about you. Keep your information safe with these password tips.

- Make your password at least 15 characters' long
- Use a phrase instead of a word
- Use a different password for each account
- Try using lyrics from a song you'll remember
- Don't use your name, your kid's name or your pet's name
- Change your passwords every three months



### DID YOU KNOW:

Netsafe's support service helps 200 people in NZ every week with online safety.

Source: Netsafe 2017





# DEALING WITH BULLYING WITH NETSAFE

Netsafe's service is available to everyone in New Zealand to give help and advice to people dealing with online bullying, abuse and harassment. The service is free, confidential and helps people to understand the options available to them. Online bullying, abuse and harassment can happen to anyone – and you don't have to put up with it. **To find out more call 0508 NETSAFE or visit [netsafe.org.nz/hdc](https://netsafe.org.nz/hdc)**

More tools:

[Netsafe.org.nz/what-is-cyberbullying](https://netsafe.org.nz/what-is-cyberbullying)

[Netsafe.org.nz/hdc](https://netsafe.org.nz/hdc)



## When you need help

If you're being targeted online, you can contact Netsafe for help and advice. We can let you know the options available to you, and we won't take any action without your permission. Call 0508 NETSAFE or visit [netsafe.org.nz/hdc](https://netsafe.org.nz/hdc)



## How can Netsafe help?

We can let you know if there's anything you can do to stop the abuse and how to stay safe. We can also work with you and the person harassing you to get them to stop. This could include letting them know what might happen if the case is taken to the District Court.

We can also reach out to online content hosts, like Facebook and Twitter, to ask them to block or remove harmful content.



## When to contact Netsafe

You can contact Netsafe about any kind of online bullying, abuse or harassment including when someone has produced something online that:

- Tries to get someone to hurt themselves
- Most people would think is offensive
- Shares someone's sensitive private information without permission
- Makes a false allegation
- Puts someone down because of who they are, where they're from or what they believe in is indecent or obscene
- Tries to make someone get naked or do something sexual online



## Quick guide

A quick guide to harmful digital communications in New Zealand.

- There are laws to combat harm caused by digital communications
- There are criminal penalties for some cases
- The law covers revenge porn and incitement to suicide
- Netsafe has a service to help with bullying, abuse & harassment
- This service is free, confidential and open seven days a week

For more info visit [netsafe.org.nz/hdc](https://netsafe.org.nz/hdc) or call 0508 NETSAFE



## DID YOU KNOW:

10% of adults in New Zealand have experienced harmful speech on the internet.

Source: <http://r128.publications.lawcom.govt.nz/>



# YOUR SEARCH WITH GOOGLE

Google's mission is to organise the world's information and make it universally accessible and useful. Since the beginning, we've focused on providing the best user experience possible. Whether we're designing a new Internet browser or a new tweak to the look of the homepage, we take great care to ensure that they will ultimately serve you.

Helpful link:  
[www.google.co.nz/safetycenter](http://www.google.co.nz/safetycenter)

And **37** helpful tools:  
[www.google.co.nz/safetycenter/tools](http://www.google.co.nz/safetycenter/tools)



## Lock your screen or device

You wouldn't go out for the day and leave your front door wide open, right? The same principle applies to the devices that you use. You should always lock your screen when you finish using your computer, laptop or phone.



## Sign in and out

When using a public computer, make sure that you sign out by clicking your account photo or email address in the top right-hand corner and selecting sign out.



## Gmail security check-up

Make sure your gmail account is secure by following the Gmail security check-up at [myaccount.google.com/secureaccount](http://myaccount.google.com/secureaccount)

The check-up will help you:

- Complete your recovery information
- Check your recent security events
- Check your connected devices
- Check your account permissions



## Quick Guide

SafeSearch helps you manage your search results so they don't include sexually explicit websites and images. SafeSearch gives you the choice of three settings – 'Strict', 'Moderate' or 'None'.

Start your SafeSearch today:

1. Visit the Search Settings page at [www.google.com/preferences](http://www.google.com/preferences)
2. Select the 'Turn on SafeSearch' option
3. Click 'Save' at the bottom of the page



## DID YOU KNOW?

"Google" is a play on the word "googol," the mathematical term for a 1 followed by 100 zeros.

Source: <https://www.google.co.nz/intl/en/about/company/>



# YOUR SOCIAL LIFE WITH TWITTER

Twitter is what's happening in the world right now. From breaking news in entertainment, sports and politics to everyday interests, if it's happening anywhere, it's happening first on Twitter. Twitter is where the full story unfolds with all the live commentary and live events come to life unlike anywhere else. For more information, visit [about.twitter.com](https://about.twitter.com) or follow @twitter.



## Think before you Tweet

Twitter is a public platform. Remember, once you've posted something on the Internet, it's hard to delete or remove it before someone else sees it. Before you Tweet, think about whether you'd want your mum or granny to see it.

If someone posts something about you that you don't like, consider asking them to delete it. If you post something about someone else and they ask you to remove it, respect their privacy and retain their trust by taking it down.



## Sharing and privacy

If you share your account details and password with someone, they could post content to your Twitter profile without your permission, or change the password and email address so you will be unable to access your account.

Twitter accounts are automatically set to 'Public', which means anyone can see your Tweets. You can 'Protect' your Tweets so that only those who follow you can see them. Click on your profile picture next to the search bar, choose 'settings', 'security and privacy' and then select 'protect my Tweets' to make your Twitter account private.



## Unwanted Tweets

If you are receiving unwanted Tweets, you can mute, block, and report the user by using our reporting tools. Our tools can be found by clicking on the carat in the top right-hand corner of the Tweet on mobile or the ellipses at the bottom of the Tweet on desktop.

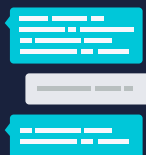
If something has gone beyond the point of a personal conflict and has turned into credible threats, whether online or offline, you should contact your local law enforcement since they are in the best position to assess the threat and assist as necessary. You can read more on our Law Enforcement Guidelines at



## Quick Guide

If you're receiving unwanted Tweets, you can unfollow and block the user.

1. Go to their Twitter profile and click the blue 'following' button to unfollow the user.
2. Click on the settings symbol next to the 'following' button.
3. Click 'block'.
4. To see a list of accounts you have blocked, go to your profile picture, click on 'settings' and choose 'blocked accounts'.



## DID YOU KNOW?

Each month the equivalent of 70 times the NZ population use Twitter.

Source: <https://about.twitter.com/company>



# YOUR SOCIAL LIFE WITH FACEBOOK

People come to Facebook to share their stories, see the world through the eyes of others and connect with friends and family. Our mission is to give people the power to share and to make the world more open and connected. We want everyone to feel safe when using Facebook.

More tools:

[facebook.com/safety/tools/privacy](https://facebook.com/safety/tools/privacy)

[facebook.com/safety/tools/safety](https://facebook.com/safety/tools/safety)



## Worried about a post

If you see something on Facebook that doesn't fit with [Community Standards](#), you can [report it](#). Facebook will promptly review your report and let you know their actions through your **Support Inbox**.

To report a post, click in the top right of the post you want to report and choose the option that best describes the issue and follow the on-screen instructions.



## Worried about a person

If someone posts something on Facebook that makes you concerned about their well-being, you can reach out to them directly — and you can also report the post to Facebook. Facebook has teams working around the world, 24/7, who review reports. They prioritise the most serious reports like self-injury and send help and resources to those in distress.

For support about how to identify when someone may be in need and how to help, check out our [Help A Friend In Need Guide](#) launched in New Zealand with [Sticks 'n Stones](#).



## You're in charge!

Use the Privacy Checkup to manage your privacy settings so you know who's seeing what you share. Privacy Checkup will help you review and adjust who sees your posts, who can see personal information on your profile, and which settings you've enabled for apps you've logged into with Facebook. More details here: <http://fb.me/PrivacyCheckup>

Make sure your account is as secure as it can be. Use Security Check Up to review and add more security to your account: <https://www.facebook.com/help/799880743466869>



## Quick guide

When you post on Facebook, you can choose your audience.

**Public:** Anyone including people off of Facebook

**Friends (+ friends of anyone tagged):** Your Facebook friends. If someone is tagged in the post, then the tagged person and their friends can see it. To change this, click the audience selector next to the post, select Custom, and uncheck **Friends of those tagged**

**Only Me:** Only visible only to you. If you tag someone, they'll be able to see it.

**Custom:** Share something with specific people, or hide it from specific people.



## DID YOU KNOW?

More than 350 million photos are shared on Facebook each day.

Source: Facebook APAC

facebook

# YOUR SOCIAL LIFE WITH INSTAGRAM

Instagram is an app that lets you capture moments that matter to you and share them with your friends and followers – from the highlights to the everyday. You can share photos, videos, stories or go live. You can engage with your friends and followers by hearting or commenting their posts or sending them a direct message.

Helpful links:  
[help.instagram.com/](https://help.instagram.com/)



## Manage comments on your posts

While comments are often where the fun happens, sometimes they are not kind or welcome. Now you can control the comments you want to see.

- 1 **Turn off comments on any post**, either before you've posted using "Advanced Settings" and selecting "Turn off Commenting" or you can tap the ... menu any time after posting to turn commenting off or back on.
- 2 **Delete and Report Abusive Comments**  
If you see an unwanted comment, simply swipe right on that comment to hide it. You can also report "Abusive Comments" and bio, you can report it by

simply swiping right and that comment will be flagged and will disappear.

- 3 **Custom Keyword Filter** Instagram have created a keyword moderation tool that anyone can use so you can filter out comments containing inappropriate words. This feature lets you list words you consider offensive including phrases and emojis and any comments with these words will be hidden from your posts. You can choose your own list of words or use default words provided.
- 4 **Comment Liking**  
Instagram have added the ability to like comments by tapping a heart icon next to any comment. Liking lets you show support and encourages positivity throughout the community.



## If you're worried about a person or post




**If you're worried someone** may self-harm, you can use the reporting tool to let Instagram know. Instagram will send them information with tips about how to get help and some immediate things they can do to try to feel better. You'll also be provided with information on how to offer help and support. Reporting can be found by clicking on the ⋮ on the top right of a post.

**If you see something on Instagram you think shouldn't be there**, you can report it. The [Community Guidelines](#) govern what content can and cannot be shared on Instagram – you can check them out [here](#). Report a post by clicking on the ⋮ that appears at the top of a photo or video or the bottom of a story. For a disappearing photo or video, you can tap and hold the sender's face in the tray to report the last content from the thread and it will take you to the reporting flow.



## Quick guide

By default, anyone can view your profile and posts on Instagram. You can make your posts private so only followers you approve can see them.

1. Go to your profile by tapping 
2. For iPhone or Windows tap 
3. For Android tap 
4. Turn on the **Private Account** setting



## DID YOU KNOW?

The most Instagrammed location in New Zealand in 2016 was Lake Tekapo?

Source: Instagram APAC





# YOUR VIDEOS

## WITH YOUTUBE

YouTube allows billions of people to discover, watch and share originally-created videos. YouTube provides a forum for people to connect, inform, and inspire others across the globe. From uploading your videos, to personalising your playlists, to finding something new and cool to share with your friends. There's always something happening on YouTube.

More tools:  
[youtube.com/yt/policyandsafety](https://youtube.com/yt/policyandsafety)



### Flag questionable content

If you see content or behaviour that you think violates the [YouTube Community Guidelines](#), you can flag it for review. If a video violates our guidelines, it gets removed from the site.

To report content, simply click **'more'** at the bottom of the video and then select **'report'**



### YouTube for under 13s

YouTube has created an app especially for kids under 13 called 'YouTube Kids'.

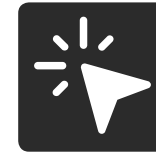
YouTube Kids uses stronger filtering algorithms to keep kids safe. YouTube Kids is designed for kids, but grown-ups are in control. The app can be downloaded from the Google Play Store and iTunes App Store.



### Use your privacy settings

If you want to make your uploaded videos only visible to your friends go to 'My Videos', click 'Edit', and switch to 'Private'.

The default setting allows anyone with your email address to locate your videos. To disable the setting click the 'Edit Channel' button in your account settings.



### Quick Guide

Restricted Mode on YouTube is an 'opt in' setting that helps screen out potentially objectionable content that you may prefer not to see or don't want others in your family to stumble across while enjoying YouTube.

To switch it on, click on 'Restricted Mode' at the bottom of the page.



### DID YOU KNOW?

Almost one-third of people on the internet are YouTube users.  
Source: <https://www.youtube.com/yt/press/statistics.html>



# YOUR MARKET PLACE WITH TRADE ME

Trade Me is New Zealand's leading online marketplace and classified advertising platform. Our members can buy, sell, get a job, meet a partner, find a home, sort insurance, and much more. We work hard to make sure Trade Me is a safe and trusted environment 24/7/365. We're always working to protect and promote our consumers.

More tools:

[Trademe.co.nz/trust-safety](http://Trademe.co.nz/trust-safety)



## Safe buying tips

- Never send money outside New Zealand
- Never pay money via instant money transfer like Western Union
- Pay Now credit card payment is the most secure way to pay on Trade Me
- Always complete your trade using the Trade Me website to get the benefit of our trust and safety tools
- Check the sellers feedback history and research items before you buy



## Keeping your account secure

- Don't give others the password to your account
- If you're using a device you share, log out after using Trade Me



## Trade Me usernames

Your Trade Me username shouldn't be the same as the first part of your email address

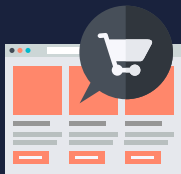
If your email is johndoe123@mail.com, your username shouldn't be johndoe123

If it is the same, you increase your chance of people trying to scam you with trades outside of Trade Me



## Reporting content

- If you're the victim of harmful or inappropriate content, please report it to us
- Every listing has a community watch badge through which you can report a listing to us
- For help with inappropriate feedback from a trade, check out [trade.me/feedback](http://trade.me/feedback)
- Report suspicious emails or account activity to [abuse@trademe.co.nz](mailto:abuse@trademe.co.nz)



## DID YOU KNOW:

Over 700,000 people visit Trade Me every day.

Source: <http://www.trademe.co.nz/About-trade-me/Site-stats>





Netsafe is a not for profit organisation with an unrelenting focus on online safety. We offer support, advice and education to everyone in New Zealand to help minimise online risks.

## Netsafe helpline

We can help you or your family with guidance about online safety. Whether you're dealing with online bullying, an online request that looks suspicious, or you just want advice for family members using the internet we can help.

Our contact centre is open to help you from 8am-8pm Monday to Friday and 9am-5pm on weekends, or contact us online at [netsafe.org.nz/report](https://netsafe.org.nz/report)

## Netsafe presentations

We provide presentations about online safety and consultation services for schools, businesses, community groups and other organisations.

To find out what we offer and the costs involved visit [netsafe.org.nz/our-work/presentations](https://netsafe.org.nz/our-work/presentations)

## Netsafe social media

Follow us to keep up to date with the latest in online safety news, advice, information and tips.

---

## Netsafe.org.nz

The Netsafe website provides information, advice, how to guides and tips about a range of online issues such as bullying, scams and security. There's information for parents, businesses, educators and young people.