



The Avenue Infant School
FRIDAY UPDATE
Friday 26th January 2024



In celebration assembly today we said well done to the following children, who received **Special Awards** and special gold Headteacher's Award sticker:

Faith (Beech class) - for putting lots of effort into her learning in all subjects this week and lovely neat handwriting.

Suleman (Hazel class) - for being an expert in History lessons about the moon landing.

Isla-Rose (Maple class) - for always being helpful and kind to others.

Deen (Maple class) - for using his words more to share his thoughts.

Yusuf (Cherry class) - for amazing progress in phonics and reading.

Xander (Cherry class) - for showing excellent listening skills and working hard on being respectful.

Andrew (Willow class) - for super independent writing about the Owl Babies story.

Vicky (Oak class) - for being a kind member of Oak class, always following the Golden Rules and trying her hardest.



Class Accolades

Hazel Class - Miss Morris was proud of how safe and sensible you were on the P.E. apparatus.

Beech Class - Mrs McCullough was so impressed with your non-chronological report writing today.

Willow Class - Miss Cooper was so proud of your super listening and following the golden rules when our visitor came into see us.

Each class was presented with their Class Accolade certificate and earned two class ticks. Well done everyone!



WHAT'S ON NEXT WEEK (Spring 1 Week 5):

- Monday 29th - Rock Steady Club
- Tuesday 30th - Year 2 P.E.
- Wednesday 31st - **Tea and talk parent session - 2.00pm**
 - Play & Perform club 3.15 - 4.15pm
- Thursday 1st - Year 1 P.E.
 - Story Explorers club 3.15 - 4.15pm
- Friday 2nd - **Reception Family Reading - 8.50-9.10am**
 - Reception P.E.

DATES COMING UP.....

Monday 5th February 3.15 - 3.45pm - Come & See drop in for parents (come & see your child's work so far this year, informal session)

Monday 4th and Wednesday 6th March - Parents' evenings - appointment slots will be available to book nearer the time.



As part of our commitment to safeguarding, it is important that we ensure that parents/carers are as informed as possible about online safety.

What Parents and Carers Need to Know about Influencers

The concept of influencers is hardly a new one. Through newspaper columns and TV spots, we've long been accustomed to hearing informed opinion from, say, Martin Lewis on money, Nigella Lawson on food or Mark Kermode on cinema. How the digital revolution has changed the game, however, is by providing a plethora of platforms from which literally anyone can have their say.

Online, you'll find hordes of people holding forth on any number of topics: gaming, beauty, travel, fashion, fitness ... virtually anything you can think of. What qualifies them as 'experts', however? Is it safe for young people to consume the oceans of content that they generate? This guide brings you the essential info on the influencer phenomenon.

A larger version of these guides can be downloaded from our school Facebook page. <https://www.facebook.com/TheAvenueInfantSchool/>

What Parents & Carers Need to Know about INFLUENCERS

In today's digital age, social media influencers play an increasingly significant role in shaping the opinions, interests and behaviours of our children. While many of these individuals can have a positive effect, influencer culture can also present certain risks – such as encouraging consumerism, affecting self-esteem and blurring trustworthiness. To help ensure a safe online environment for young people, it's vital to maintain open communication, set sensible boundaries, promote a healthy self-image and teach digital media literacy. Our guide delves deeper into all of these.

WHAT ARE THE RISKS?

HEIGHTENED CONSUMERISM

A major way that influencers make money is through brand partnerships and sponsored content. As a result, children who follow them may be exposed to a steady stream of advertising; this can lead to materialistic attitudes, unrealistic expectations and an increased desire to have the latest products. Many influencers have built huge brand empires around their large, impressionable following.

THE SOFT SELL

Some influencers aren't always transparent about the motivations behind their posts, blurring the lines between genuine recommendations and paid-for promotions – and young people sometimes find it difficult to distinguish authentic content from advertising. Many major social platforms have taken steps to make sponsored content and ads easier to identify, but it remains an area of concern.

PRIVACY CONCERNS

Inspired by their favourite influencers, children may start sharing more of their own lives online – which could reveal personal information or details about their daily routine. This openness can put them at risk of cyberbullying or even predatory behaviour. This is exacerbated by live streaming, which gives young people no time to consider the potential consequences of saying too much.

UNDERMINING SELF-ESTEEM

Many influencers share images and videos of themselves and their activities, which are often painstakingly curated and edited to present an idealised version of their life. Children who follow these influencers may develop distorted expectations about body image and the concept of beauty, which can potentially lead to negative self-esteem and even mental health issues.

Advice for Parents & Carers

KEEP TALKING

Chat to your child about the content they consume on social media and the influencers that they like. Encourage them to think critically about what they see and hear online, and listen to any concerns they might have. Maintaining this line of open, honest communication can help your child to make informed decisions about which individuals they follow and what content they engage with.

SET SOME BOUNDARIES

Agree age-appropriate boundaries for your child's social media use, including time limits and privacy settings (the two major operating systems on mobile devices, Android and iOS, have these controls baked in). Try to keep an eye on your child's online activity and discuss it regularly with them – including reminding them of the potential risks that can arise from following influencers.

SUPPORT A HEALTHY SELF-IMAGE

Reinforce your child's awareness that real life isn't usually as picture perfect as it may appear on social media – and how some content (particularly that of influencers) is often curated, staged or edited to look more glamorous. If possible, highlight examples of other influencers who share authentic, relatable material which acknowledges their imperfections and struggles as well.

PROMOTE MEDIA LITERACY

Talk to your child about the concepts of sponsored content, advertising and potential influencer bias. Teach them to critically evaluate the information they're presented with online and to consider the possible reasons behind content creation. This can help young people develop the skills to make healthier decisions about the influencers they choose to follow and the content they consume.

Meet Our Expert

A former director of digital learning and currently a deputy headmaster and DSL, Brendan O'Keefe's experience and expertise gives him a clear insight into how modern digital systems impact the experience of children, staff and parents – and which strategies help to ensure that the online world remains a useful educational tool rather than a minefield of risks.



National Online Safety
#WakeUpWednesday