

# Child Protection & Social Networking

*- Sharing responsibility by  
sharing Knowledge*

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# Some background history

- Back in December 2006, the Danish Association of Internet Media launched a code of conduct for providers of online social networks for children and young people under the age of 18.
- The process of drafting the code was based on a multi-stakeholder consultation
- The code is called ‘Chat Check’ and works as a labelling scheme



# Purpose of code / labelling scheme

- It is a voluntary code – open to all SNS's in DK
- It ensures a good level of online safety measures for the protection of children and young people under the age of 18
- Outlines minimum standard for reporting mechanisms and technical solutions

# Minimum standards – in essence

- Ignore – Block user function
  - Reporting function and procedures
  - Computer-generated monitoring
  - Logging of all users
  - .....
- 
- But....

# Human moderation – mind the gap

- Meeting and speaking to the larger SNS's in Denmark, Save the Children DK learned that (in general) their (human) moderators had;
  - A disparate level of knowledge and skills
  - Felt confused and uneasy at confrontation with serious incidents
  - Resulting in end-users left with inappropriately answered questions, problems not solved, a crisis not managed



# Training Course – defining the gap

- **What do the Danish Moderators say they need to know about?**
  - Conflict management
  - Knowing what to do with cyber bullying
  - The difference between bullying and a conflict
  - Reporting procedures for critical or illegal incidents

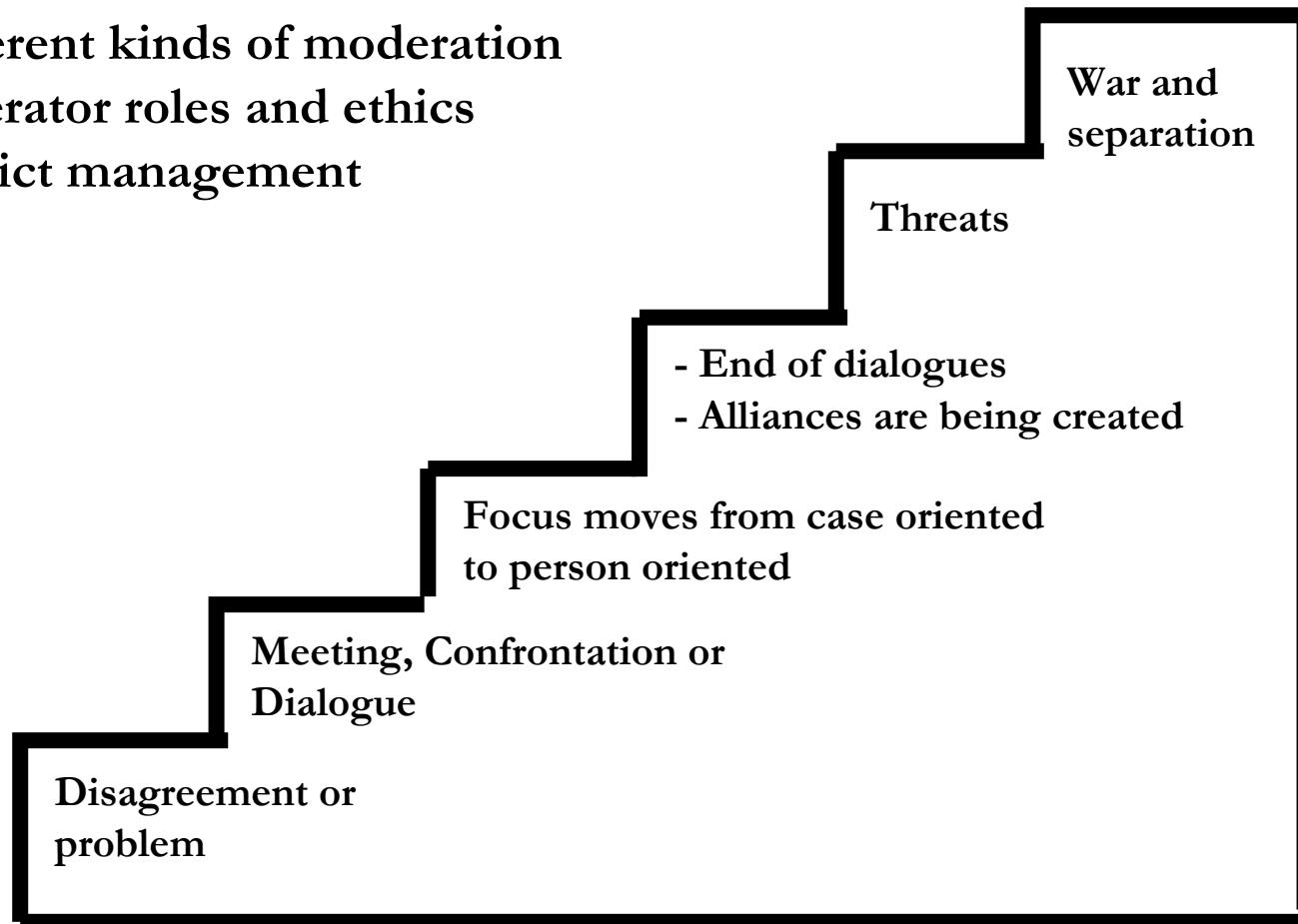
# Course modules – filling the gap

- Training course containing six modules\*:
  1. Roles and Ethics of the moderator
  2. Child culture and child protection
  3. Cyber bullying
  4. Who are the (potential) victims
  5. Grooming
  6. Reporting procedures

(\*Inspired by Int. GPP's like the Home Office Task Force's Good Practice Guidance and other sources available on the WWW)

# Roles and ethics

- Different kinds of moderation
- Moderator roles and ethics
- Conflict management



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# A win-win situation

- By sharing knowledge about procedures and problems, and thereby expanding the range of “knowing what to do”
- We share the responsibility!



# Thank you

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