

Programme Overview

To provide valuable knowledge to students on how to stay safe online via an engaging and relatable learning experience, all available completely free of charge

Target Audience

Boxphish will not place any limits on the age however the content will be targeting 11-16-Year-old. We have a test group in place to review the content within the specified demographic

Key topics covered

1. Staying safe online
2. Social Media tips
3. Making sure people are who they say they are
4. What support is available for cyber bullying
5. Why it is important to be “kind online”

Platform Delivery

A purpose-built website will be created, we won't require any username or account information to watch the content – this is a conscious decision to remove any barriers to watch. The content will be a highly engaging 2D video with a teenager as the voice artist to make it relatable

Support for Schools

Campaign packs will be provided free of charge to schools that are willing to help promote the course, these include posters for both staff rooms and student common rooms

Objectives of the plan

To make the video available to 500,000 students within 2021, currently we are around 20% of the way

