

Act to eliminate exclusion and bullying online and offline!



For parents



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Being online

Access and Inclusion

No child should ever feel excluded off- or online.



With your children imagine a world in black and white, where we can see no colour. Explain that differences in the way people look, think and act bring colour to our world, if only we are open to explore them.

Learning and Creativity

Children learn better and less bullying occurs in a relaxed, friendly environment where they can express themselves freely and know that their ideas and creations will be respected.



Explain to your children that not everyone is interested in or good at the same things.



Build their confidence in recognising and promoting their talents and skills, to help them cope with teasing.

Media and Information Literacy

The internet is an open space where we may often encounter hate speech and hurtful content. Children need to know why and how to report and block anything offensive.




Explain to your children how it is to be influenced by online opinions and trends. Encourage them to think critically about what other people write, say and do.

Well-being online


Ethics and Empathy

Bullying can be prevented if we all make an effort to understand and respect the feelings and perspectives of others.

-  Choose some examples of your own to show your children how things they say or do can easily be misinterpreted, especially online. Let them think why something “funny” for one person can be hurtful for another.


Health and Well-being

It is important for your children to grow up in a home and school environment where they feel safe and protected.

-  Children need to develop resilience to stand up to bullying and disappointment in life. You can help them by providing positive role models and encouraging their self-esteem.

e-Presence & Communications


Knowing how to communicate respectfully is an essential part of being a digital citizen.

-  Remind your children that everything they do online can shape their online reputation permanently. It’s best to think hard before being mean online or posting nasty comments.

Rights online



Active Participation

Bullying has permanent lifelong consequences in terms of health, social and economic well-being, for bullies as well as those who are frequently bullied.

-  Talk about bullying with your children and use your own life experience to show them how and why they should take action when they, or anyone else, is being bullied.



Rights and Responsibilities

Everyone has the right to be respected and the responsibility to treat others as they would like to be treated themselves.

-  Ask your children to show you how to report or block a person or a post on their favourite social media platforms.
-  Explain that, as a parent, you have a right to know when they see something scary or feel uncomfortable online, and a responsibility to help them handle it.

Privacy and Security



Behaving recklessly online and publishing personal data without thinking about the possible consequences can both lead to bullying.

-  Use examples to make sure your children understand what personal data is.
-  Show them which bits of their data they can safely share or should not share. What types of information, if shared, could lead to bullying?

Rights online

Consumer Awareness

Children are big advertising targets, and families should be made aware of this. Giving in to their every request when it comes to the latest trends or gadgets, can lead them to feeling more special than others, and less empathetic towards others.

-  Ask your children why they always want to have the same sneakers, backpack, etc. as their friends.
-  Build their empathy by getting them to think about how it must feel for children who can't follow these trends because of budget or culture.

Help your children to cope with social challenges through resilience.

Other Council of Europe publications on Digital Citizenship Education

- ▶ Educating for a video game culture – A map for teachers and parents (2021)
- ▶ Easy steps to help your children become a Digital Citizen (2020)
- ▶ Keeping young citizens busy at home during the Corona crisis (2020)
- ▶ Parenting in the digital age – positive parenting strategies for different scenarios (2020)
- ▶ Digital Citizenship Education Handbook (2019)
- ▶ Bullying: perspectives, practice and insights (2017)
- ▶ Internet Literacy Handbook (2017)

Further information available at:
www.coe.int/education

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