MEDIA RELEASE

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CONTACT: Lyn Prowse-Bishop
EMAIL: lyn@execstress.com
PHONE: 0417-648172 / 07-46617176

CYBER-BULLYING – NEW GUIDE OUTLINES HOW PARENTS CAN FIGHT BACK AND PROTECT THEIR CHILDREN

Warwick, Qld, Australia (PR Web) -- We hear about it but cannot believe it would happen to our child. Until it does! Cyber-bullying -- the deliberate, repeated and hostile tormenting, threatening, humiliation and embarrassment inflicted on children by other children -- online. Cyber-bullying is a behaviour most parents feel defenceless in combating and are unaware of practical things they can do to protect their offspring. Lyn Prowse-Bishop has written a new, easy, "how-to" ebook, *Facebook for Parents: A Practical Guide to Security & Privacy* (http://bit.ly/FBParents-book) as a handbook to help empower parents in their efforts to protect their kids and influence teenager – and pre-teen – behaviour.

Facebook – love it or hate it – it's here to stay and despite the Over-13 rule, more and more pre-teens are setting up pages … pages that are frighteningly open. Whilst many parents are concerned about Facebook and the safety of their children online, they aren't necessarily up to speed with the technology and may feel a bit overwhelmed knowing even where to get started. And Friending them on Facebook isn't necessarily the best or only way to do that.

Prowse-Bishop, a virtual assistant who has been working exclusively online since 2000 providing remote admin assistance to clients around the world, penned the ebook to empower parents who aren't usually on Facebook or who are taking their first tentative steps, to get to know the settings – and to help them know how their kids can block them viewing certain things.

According to Cyber-bullying statistics from i-Safe foundation:

- Over half of adolescents and teens have been bullied online, and about the same number have engaged in cyber-bullying.
- More than 1 in 3 young people have experienced cyberthreats online.
- Over 25 percent of adolescents and teens have been bullied repeatedly through their mobile phones or the Internet.
- Well over half of young people do not tell their parents when cyber-bullying occurs.

Facebook for Parents: A Practical Guide to Security & Privacy is a simple, how-to, step-by-step guide for parents who aren't particularly literate with Facebook – and even for those who think they are! - showing them where to look and what to change to ensure their kids' privacy remains just that - private. The ebook covers:

- Account Settings
- Privacy Settings
- Timeline and Tagging
- What to do if you don't like a tag
- Friending your kids – why it's not enough
- … and more

"I decided to write the e-book because of the huge number of parents concerned with Facebook and their kids' use of it," said Lyn. "Plus the fact most of them were confused by it, scared of it, or if neither of the former, their lack of understanding of how to actually secure their kids' pages – even those who tell me they've been on it for ages. Teen angst and bullying is not new – and it is not *caused* by Facebook. Social media platforms only serve to increase the reach of the bully, and by extension the reach of the damage to the victim. But there are practical things you can do to help your kids online."

"It's not going to stop cyber-bullying, but it might help empower parents who would otherwise feel a little 'all at sea' with the technology," Lyn says.

Available in PDF download and for iPad, the book is an easy read with plenty of screenshots to help readers navigate Facebook settings.

For more information and to purchase the ebook visit: http://bit.ly/FBParents-book.

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