

SPECIAL

#EbaSafeOnline



ETHNIKIDS PUBLISHERS





Foreword 



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Foreword

Dr Mashilo Boloka, CEO at Film and Publication Board: The rising challenge of online harms not only demands that we stay committed to creating awareness and educating the public, it requires an integrated and multi-stakeholder approach wherein various stakeholders can continuously collaborate. The ongoing collaboration between the Film and Publication Board SA (FPB), Meta, and other online platform partners to fight online harms and create safer online communities, represents such an approach. As the Online content regulator, this collaboration reflects our collaborative regulatory posture in practice, because no stakeholder can tackle this alone.

Meta's collaboration with the FPB has brought a number of fruitful online & safety initiatives over this past year. Our work has been focused on developing and showcasing the ongoing work and efforts in place to educate people about the importance of safety and security online and offline. This book represents one of those initiatives.

In this era of unprecedented online harms, this book is timely, relevant, topical and resourceful.

Congratulations to Meta!

LIVE

5371



Editor's note

For the online safety of young people, we've taken a creative step towards educating and empowering teenagers and parents alike. Our collaboration with Ethnikids Publishers in South Africa has resulted in the creation of the #EbaSafeOnline comic book, a valuable resource aimed at increasing awareness about potential online dangers.

The launch of this book, a first of its kind in South Africa by Meta, demonstrates Meta's concerted effort towards fostering a safer online environment for young individuals. The book not only impacts crucial tips for parents to engage with their teens, but also emphasizes the importance of maintaining an open dialogue about online safety.

The accessibility of this comic book with an online edition in 11 of South Africa's official languages available on Meta's My Digital World website signifies a strategic move towards widespread dissemination of this invaluable resource. It's a reminder that each of us play a crucial role in maintaining the online safety of young people.

We trust that you will read it, share it, engage dynamically with your peers, parents and guardians. At Meta, we want you to continue to learn more about how to keep yourself safe on our platforms.

Enjoy reading!

Oluwasola Obagbemi
Corporate Communications Manager at Meta

Comment



#EbaSafeOnline





On a random Saturday, the Mall of the West is full of teenagers moving in unison. This made the locals feel uneasy.

Hayibo! Manje, what's this?! Where did these kids come from?! Goeie genade!



On a quiet evening in the Dlomo household...

...as mall-goers express their shock on the Mall of the West's Facebook page.



So, this is what you cool kids get up to, huh? Hahaha!

Pssh, Lwando.



Lisakhanya, apparently these children are zombies. Is that true?

Yebo, Ma.



Even you?

So, all you kids go to the malls and eat people?

Yebo, Ba.

Uh huh.



Lwando, Mama and Baba all burst into laughter and LK looks confused with her phone finally away from her face.



On the last day of school holidays, Shay and her mother visit the Dlomo household.

Marion, no!
You were there?!
Don't lie!

Nomsa, ek belowe!
Me and my shopping were deep
in a teen stampede!

And mall
security?

None, my darling!
See? This is exactly why
I stick to my online
shopping.

Mm mm! Too many
scammers. How do you
trust those sites with
your banking info?

What choice do we have?
Shay teaches me and I learn
quick. We actually bond
over this stuff.

Imagine! I refuse
to be part of online this
and online that.
It's just too risky.

Risky?
My darling. We have teens.
Shayla is my only child and I
want to advise her well with all
this internet stuff.

I may take it for
granted because
Lwando hasn't had any
issues with these
digital things.

sigh You make a
good point. Even yesterday,
Lisakhanya was a bit off-ish
because of her phone.

But when was that?
When it comes to the internet,
even a few months is an
eternity. These apps change
weekly, I tell you.

So, you really
think it's possible to
teach an old dog
new tricks?

Ag, please. I'm older
than you. Besides, I know
you love your babies and
want to keep them safe.
Look, here.



This easy one is 'Parental
Supervision'. It helps me to see who
Shayla is following and, most importantly,
who is following Shayla. I can also see who
she's reported, who she's blocked and if
she ever tries to change these
privacy settings.



...as they try to get more followers for LK's Instagram account.

Did you hear something?

If I knew this dance challenge was going to be this hard.

Hmm. Nope.

Facts. Facts.

We go viral! Meaning, more followers.

But everyone's jumped onto the trend... how do I know if we did it proper...?

Yeah! Then maybe yo' girl can finally get a brand collaboration.

I'd love that for you but, remember, it's not the end of the world if it doesn't happen immediately.

We better. Girl, I'm exhausted!

Let's check. I really think we got it this time.

Hey, is your battery dead?

Oh, that. It's time for me to take a break. My mom sets my screen time limits.

It's time to close Instagram

You've reached the end of your allowed screen time today.

Learn more

Settings

Ask for more time

Huh? You're on holiday, though.

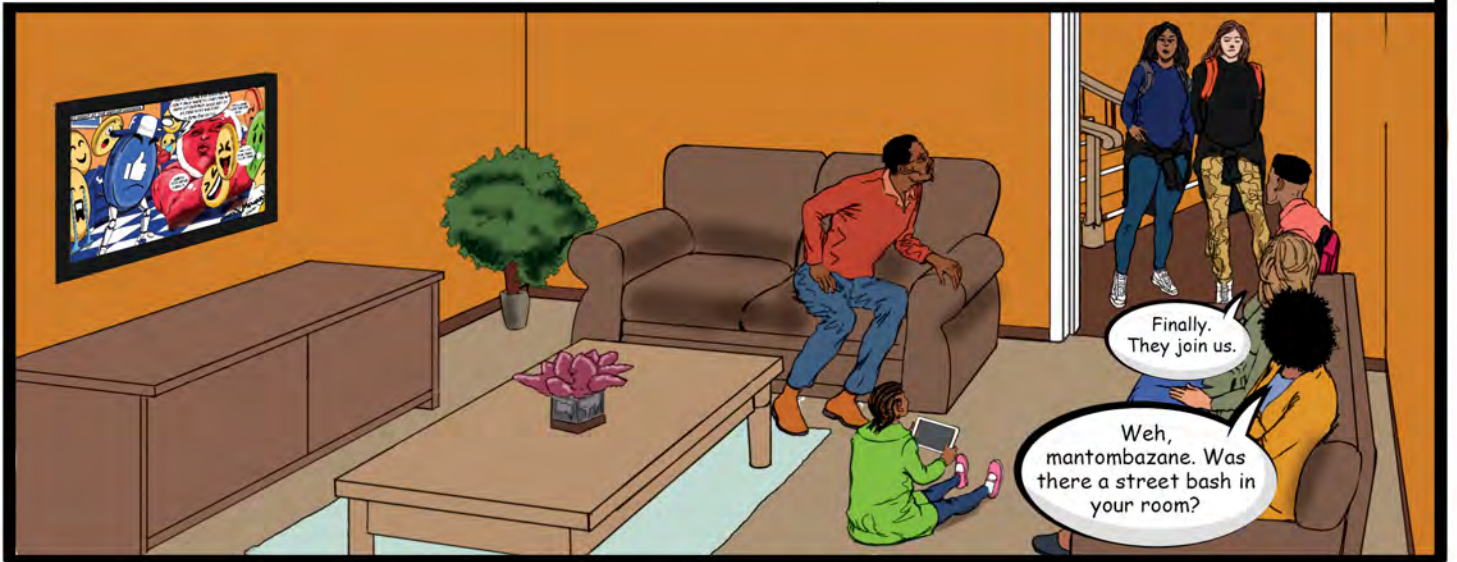
That's cool. Like what?

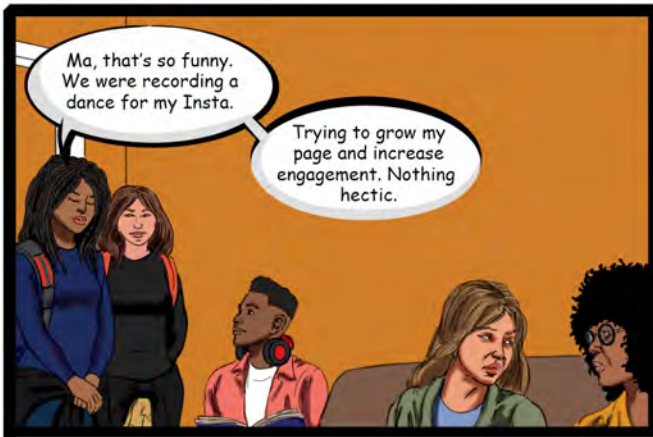
I know but I actually like it. I've been able to focus on other things.

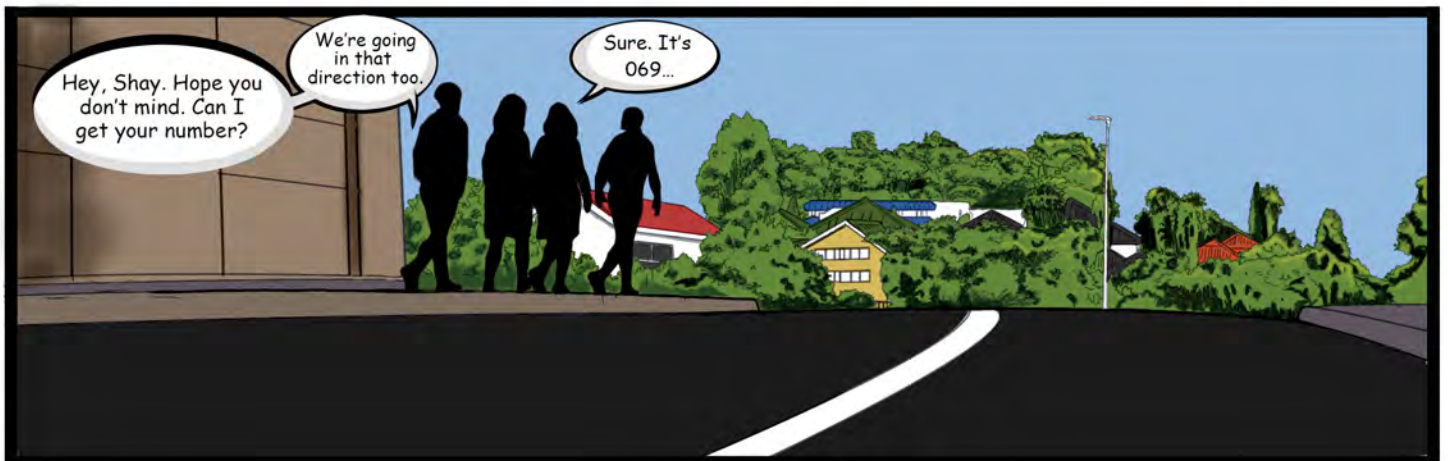
Reading books, volunteering at an animal shelter and fitness. I'm happy.

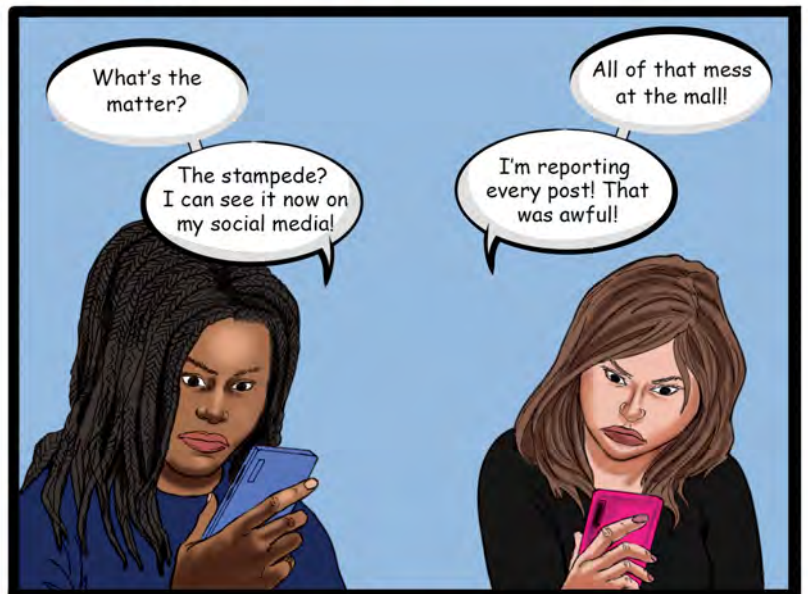
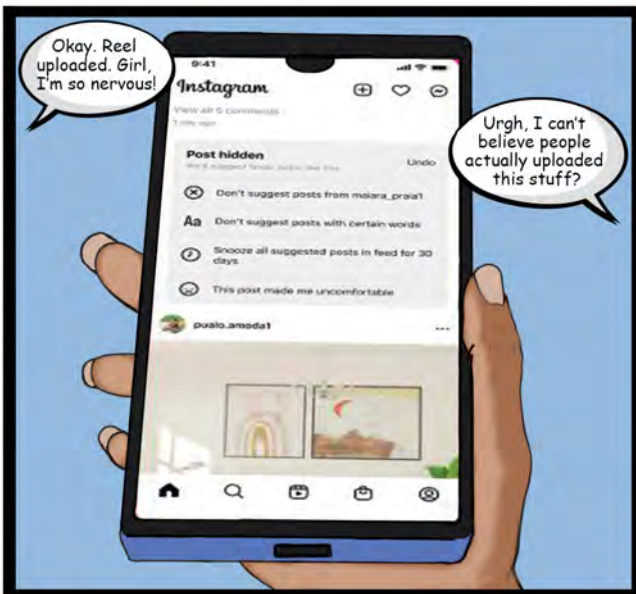
I'm proud of you, Shay. And I'm getting there with fitness. I filter out junk food posts from my Explore page so, I see more posts for fun, healthy food and simple home workouts.

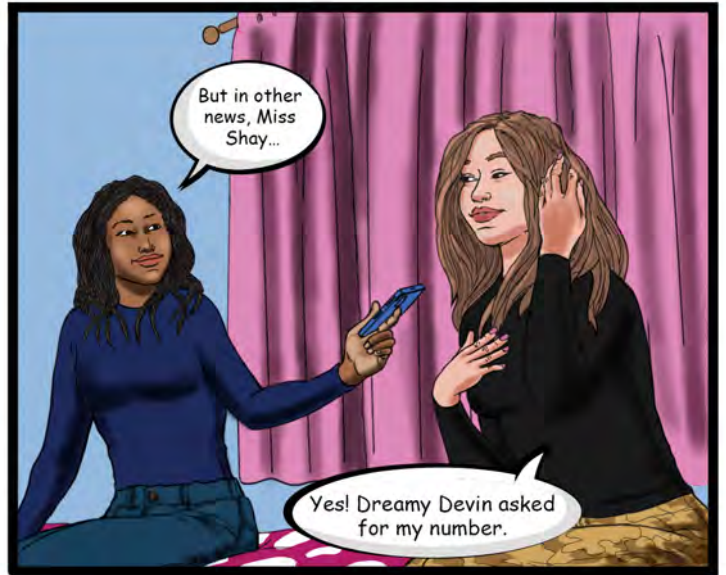
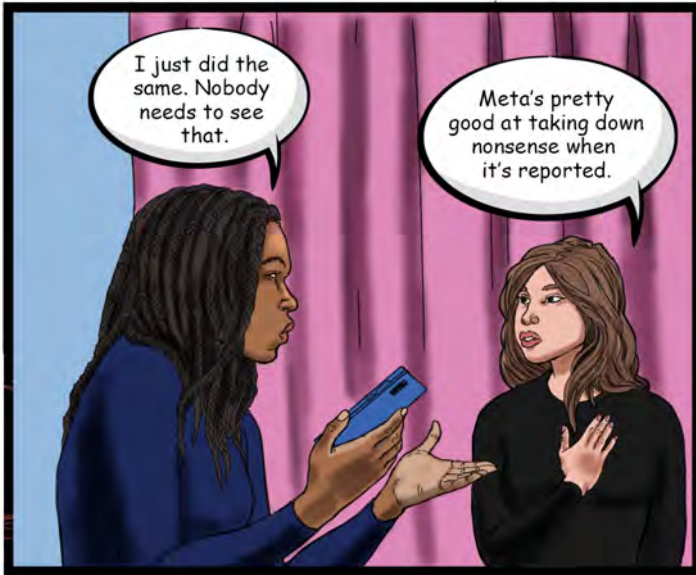
See how easy it is? That's amazing!

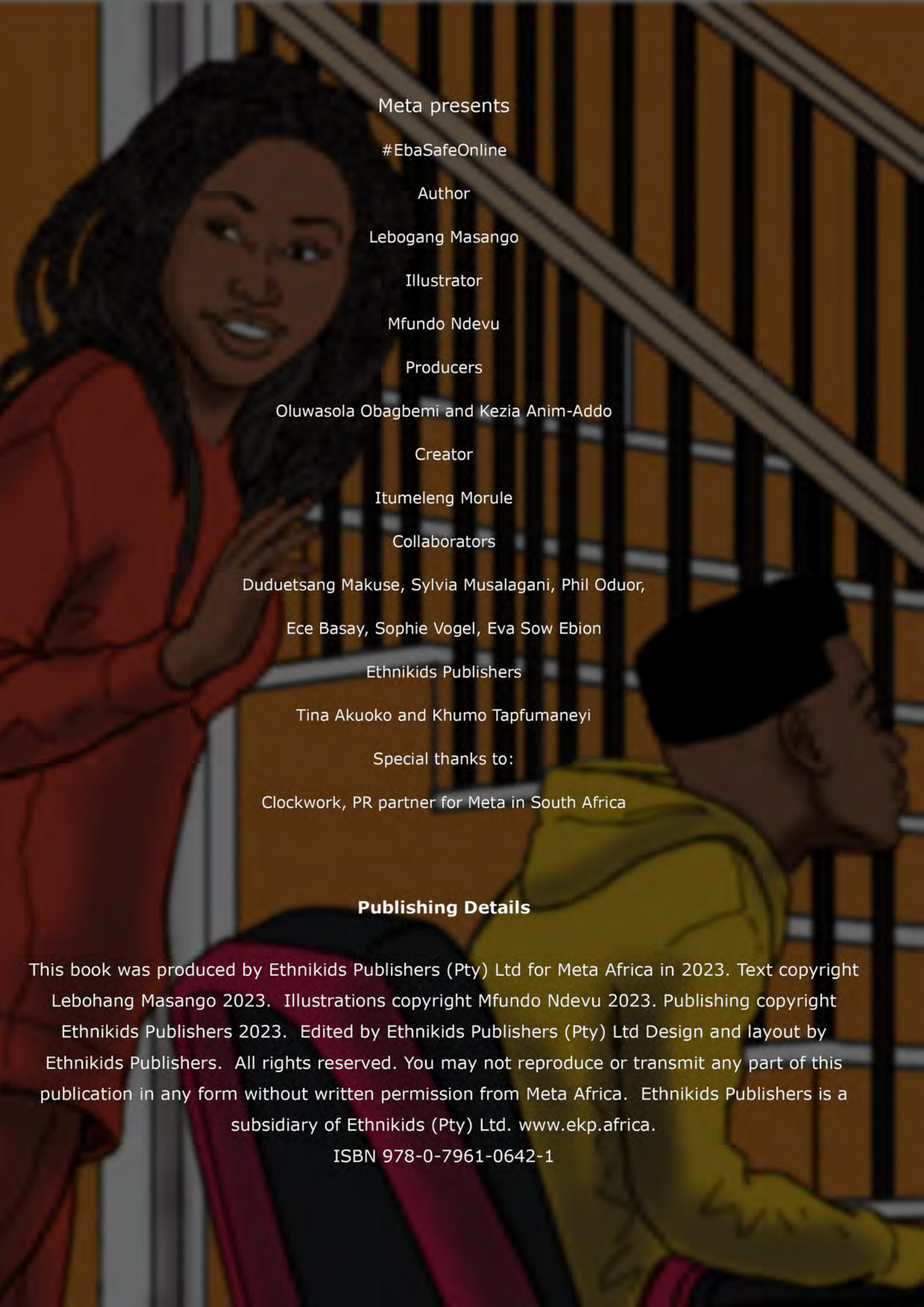










A stylized illustration of a woman with long dark hair, wearing a red dress, standing on a staircase. She is looking towards the right. In the foreground, the back of a man wearing a yellow hoodie and a black beanie is visible as he descends the stairs. The background consists of wooden stairs and a metal railing.

Meta presents

#EbaSafeOnline

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Testimonials

"In a fast-moving digital world, young people in Africa have more information at their fingertips than we could have dreamed of even 20 years ago. And while this new world promises great opportunities for those who can gain the right digital skills, society also has a responsibility to make sure young people can navigate this journey safely and with confidence. Digify Africa believes passionately in the importance of digital literacy as a basic educational skill of the 21st Century, and we are proud of being able to offer this training to young people across Africa, for free, through our partnership with Meta Platforms" - **Gavin Weale, CEO Digify Africa**

"It is encouraging to see the effort and care META is investing to empower users of Instagram, Facebook and more to travel safer in cyberspace. Ensuring the online safety of our youth is a collective effort and with tools such as this book, we can reach a wider network of young people in a way that speaks to them more effectively. The creative use of images, wording and layout makes the content of this book fun and easy to consume. May the message inspire conversation and remind the reader that they play an active role in making the internet a safer space and that each one of us should shine a bright light online." - **Rianette Leibowitz, Cyber Wellness and Online Safety expert, founder of SaveTNet and Digital Parenting author**

"At Clockwork we are honoured to have worked with Meta to create the #EbaSafeOnline comic book, which demonstrates Meta's steadfast dedication to making sure young people's safety online is a priority. As this comic book is aimed at informing and empowering people across the Meta platform, giving them the information, resources, and tools they need to securely navigate the online world, we hope that together with Meta, we'll set out on a path to ensuring that each click, each post, and each interaction is motivated by the principles of online safety and empowerment, building a better and safer digital future for everyone." - **Meta PR Team at Clockwork**

"Digital technologies are usually more dynamic than people, let alone young people, can keep up with. That's why it's great that Meta has taken up the cause of promoting internet safety among the youth as one of the most popular platforms where teens around the world enjoy spending their time. Working on this book has been such an honour and an opportunity to sharpen my own understanding of how to stay safe (and sane!) on the internet." - **Lebohang Masango, Social Anthropologist, Award-winning author, Poet**

"Being part of the creative process in bringing this book to life was an awesome experience. Meta is at the forefront of enabling internet safety for youth and I am proud to be part of this initiative. This project also aligns strongly with my skills and purpose in creating educational and enlightening content for the youth and young adults." - **Mfundo Ndevu, Illustrator and Graphic Designer**

"We felt it was important to be part of something that is educational and changes the narratives and misconceptions around social media usage by youth. It was imperative that we create something the youth can relate to while still getting the message across clearly. We hope that our contribution will result in a pivotal shift in how teens (and adults) navigate online spaces safely."

- **Ethnikids Publishers**

