



Gooseberry Parent

PopJam

What is PopJam?

A free, online app designed and aimed specifically towards children, where users can share art and photos, watch videos and take part in quizzes and games. PopJam can be downloaded through PopJam.com, the iTunes Store or Google Play and used on mobile digital devices. Be aware, that this child friendly app can be very appealing to those users who wish to make inappropriate contact with younger online users. Never assume that any online space is totally secure or safe for children to use without caution and an awareness of how to stay safer online. However, there are positive features of PopJam that promote a safer online experience.

Key Features of PopJam to be aware of

- To use PopJam, download the app to a digital device and create an account. Access to the internet is required to use the app.
- When creating an account and profile on the app, users are invited to select a profile picture from a range of pictures such as cartoon characters and animals. It is helpful that selfies and other photos that reveal faces are not allowed on the app.
- Users of the app can create original art with the use of drawing tools, stickers, filters and Gifs (animated images). They can then share their creations with other users on the app.
- Users can view, 'heart' and comment on each other's posts as well as follow other users.
- Adverts on the app are screened for age-appropriateness and are accompanied by a SAFE AD logo. However, users are still viewing advertising materials.
- Users with more than 100 followers can share photos. Photos of faces or other potentially identifying information must be disguised with emojis, filters and stickers in line with PopJam's policy.
- Users of PopJam are not able to post on the app during the hours of 11pm to 6am.
- PopJam is constantly moderated by staff who actively take part in the app to ensure it is being used appropriately. All posts in the app are monitored and there is no private chat feature.
- The app blocks the use of inappropriate language via a system where inappropriate language is identified and blocked.
- Positive user behaviour is rewarded with stars and 'shout-outs'.
- The app is certified by the kidSAFE Seal Program, an independent safety certification service. This means that PopJam meets certain online safety and privacy standards.

Enjoying PopJam safely and managing the risks

- **Communicate your expectations** – As a parent, it is your responsibility to make clear what is and is not acceptable online behaviour. You need to accept that allowing your child access to online apps like these, requires trust and clear boundaries, for their own wellbeing.
- **Having the difficult conversation** – Educate your child in the correct way to communicate online. Avoid writing anything inappropriate or entering any 'wrong' conversations. Explain why your child should not send rude pictures. Talk this through with them and explain the possible consequences and how much trouble they can get into both legally and personally.
- **Help and guide** – Take an interest and an active role in setting up your child's PopJam account. Have fun with your child when choosing nicknames and acceptable profile pictures. Monitor what access the app has permission to access.
- **Signing Up** – Encourage your child to keep log ins and passwords safe and share them with you.



- **User Names** – Encourage your child to choose an original and creative user name that avoids giving away their own.
- **Avatars** – These are used in your child's profile in place of a photo of themselves. Encourage your child to select a fun and creative avatar, but avoid showing their own face or the faces of others.
- **Location Settings** – Ensure your child keeps their location private and taps 'no' when asked by the app to enable the location feature.
- **Adding Friends and Following** – Encourage your child to only follow and add other users as friends who they know and trust in real life.
- **Photos** – Ensure your child disguises any photos they upload with emojis, filters and stickers. Make this activity fun and creative and ask your child to show you the finished product before uploading it, to ensure it meets the app's standards.
- **Sharing Information** – Remind your child to not share any personal details with other users, such as their real name, location or school name.
- **Blocking and Reporting** – If your child experiences any bullying or harassment or comes across any inappropriate content, encourage them to use the blocking feature and to report it to the app's moderators immediately.
- **Model positive and safe online behaviour** – Safe behaviour online starts with us as adults. Following basic safety suggestions and demonstrating these will help your child to follow in your footsteps. You also have a better chance of staying safer online yourself.
- **Do your homework** – Take time to read Privacy Policies and Terms of Use to find out how app developers use personal information. You can also learn about acceptable use of the app and find advice on securing online accounts and set privacy settings on devices.
- **Download and use the app** – Having a go yourself can help you understand how the app works and how to secure an account.
- **Read the reviews** for the app, this will give you an idea what other people are saying about it and what potential risks there may be.
- **Making an informed decision** – You are a parent and you will know your child enough to decide on allowing them to use PopJam or any other online space developed for children. PopJam is designed to be a fun and appealing app for children and it is not difficult to see why it is so popular. By following the steps outlined above you have a better opportunity to ensure that your child is protected online.

Join the PopJam Community...but do it safely!