For Sale. Persuasion. ™

Copywriting and research, Demon Internet Safe Internet Guide for parents and teachers

Demon was one of the first UK ISPs to help promote safer internet use by children. So it's interesting to see that these practical steps to ensure family-friendly surfing remain just as valid in today's broadband society. Providing clear information and advice this guide, written for parents and teachers in the days of dial-up, made sense of the many facets of the online world. Copy: Ian Castle, Freelance Copywriter. Agency: Harvard Creative

Example extract:

Opening spread:

For just a few pounds each month, Demon Internet opens up a whole new world for you, your family and children. In seconds, planet earth is literally at your fingertips: amazing web sites to see, fascinating things to learn, cool games to play, fun messages to exchange.

Because the technology is so accessible and easy to use, it's easy to forget that the Internet really is a window on the world. Just as in life, children of all ages need to learn the places that parents and teachers will let them freely explore, and those which are considered unsuitable. The Internet is no exception.

There are rating mechanisms which seek to categorise Internet information. There are also software programs which can restrict access to certain types of Internet site. Both these methods can be helpful, but neither removes the need for adult supervision and awareness of children's use of the Internet.
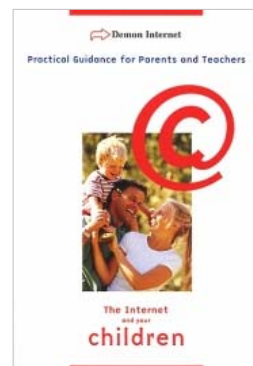
The Internet can enrich a child's learning and understanding immeasurably; naturally, you want to ensure that this journey of discovery is supervised and mediated according to your own values and beliefs.

That's why this guide has been prepared by us at Demon Internet: to help you, as parents and teachers, to better understand, plan and supervise your Internet access - at home as a family, and at school in the classroom.

Contents

   * What's on the Internet?
   * Who decides what's available?
   * What are the different ways to exchange and access information?
   * Is using the Internet costly?
   * Essentials:
      o children and the WWW
      o children and Email
      o children and Usenet
      o children and IRC, video and Web phones
      o children and on-line gaming
   * Taking responsibility guidance can be fun!
   * Ten house rules for family surfing
   * What Internet safeguards are there?
   * Where can I learn more?

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