Sydney transport poster campaign educates teens about cybersafety

The ACMA has been running an outdoor promotion in Sydney bus shelters and transport hubs that aims to promote cybersafety messages to teenagers.

From 6 to 19 June, five eye-catching designs have been featured in 250 Sydney bus shelters in areas near schools and with high student traffic. The posters highlight:

> sexting
> digital reputation
> cyberbullying
> geo-location
> how to access further cybersafety information.

The ACMA is testing the medium as another way of reaching young teens and beyond, after feedback from the Department of Broadband, Communications and the Digital Economy's Youth Advisory Group.

The artwork features popular 'text speak' graphic headlines filled with text and stories about particular cybersafety issues, so commuters instantly see the main message and can learn more about the topic while they are waiting for a bus.

The posters direct readers to an animated presentation and more information about cybersafety.

Each poster features the Cybersmart website and the government's 'cybersafety help' button, as well as a QR ('quick response') code, which can be read by QR barcode readers and camera phones to instantly direct the user to more information on their chosen subject at **www.cybersmart.gov.au**. ✆