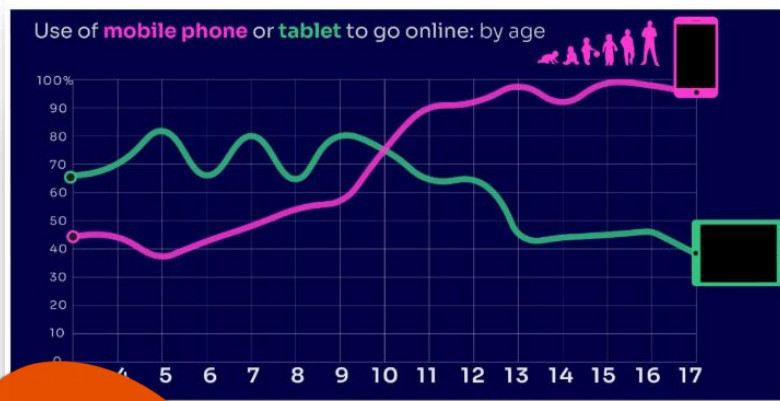
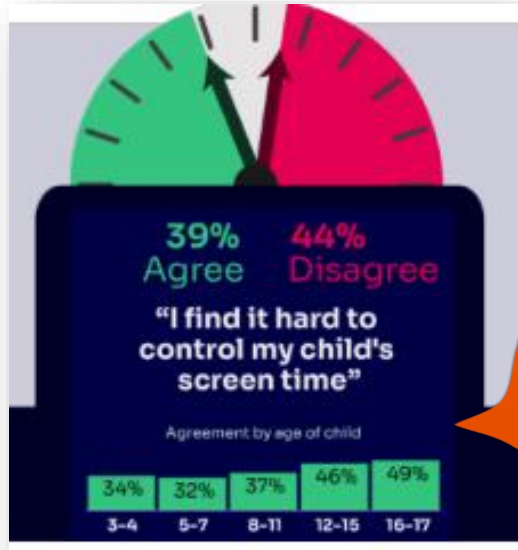


# PARENT ONLINE SAFETY

A ready to use Presentation for Schools, Community Groups and Youth Centres



**DID YOU KNOW?**



# This presentation brings together:

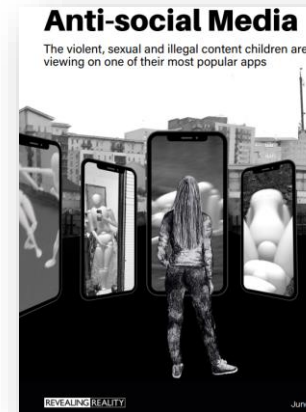


- **Key Findings from:**

- [Children and parents: Media Use and Attitudes report](#)
- [Children's Online User Ages 2023 Quantitative Research Study](#)
- [Children's Media Lives: Year 10 findings – 19 April 2024](#)
- [Revealing-Reality Anti-social Media Report 2023](#)
- [Internet Watch Foundation Annual Report 2023](#)
- [Evidence on pornography's influence on harmful sexual behaviour among children Report 2023](#)

- **Suggested Resources and Tips for Staff to help Parents/Carers:**

- keep up with the latest trends, apps and games
- manage controls and settings
- talk to children about risk




# Practitioner Guidance:



When it comes to online safeguarding, we recommend:

- a drip-feed approach and incorporating online safety into other events where parents are present, rather than a single standalone session e.g. coffee mornings, parent evenings & celebration days
- encouraging your pupils to present with you – why not tap into their knowledge of the latest trends, ask them to share their experiences or demonstrate how to set privacy settings and controls on devices

## Before you begin:

- We would not expect you to cover ALL of these slides in a single session - decide which topics to cover.
- Feel free to amend the presentation – add/remove slides at your discretion to make sessions relevant.
- You may wish to use a trigger warning depending on the topics you cover – see next slide.
- Ensure you are familiar and confident with the content.
- Refer to the practitioner notes in the notes section of each slide to support discussions.
- Use these Questions Prompts  on the slides to promote interaction.

# Warning!



# Planning your Parent Session:

Select **REQUIRED SLIDES FROM EACH SECTION** below to build and personalise your programme:

## 1. CHOOSE TOPIC(S):

- Talking to Your Child (6-12)
- Device Use & Ownership (13-18)
- Supervision & Parental Controls (19-29)
- Screentime (30-34)
- Social Media & Gaming (35-46)
- Age Requirements (47-54)
- Critical Thinking (76-87)

## 2. ADD RELEVANT RISK FACTORS TIPS:

- Risks and Negative Experiences(55-69)
- Staying Safe Online and Reporting (70-75)

## 3. PICK RESOURCES

- Resources and Support (88-95)
- You may also wish to scroll through [parentsafe.lgfl.net](https://parentsafe.lgfl.net) and showcase some of the resources here.



# TALKING TO YOUR CHILD ABOUT LIFE ONLINE

**LGfL** 

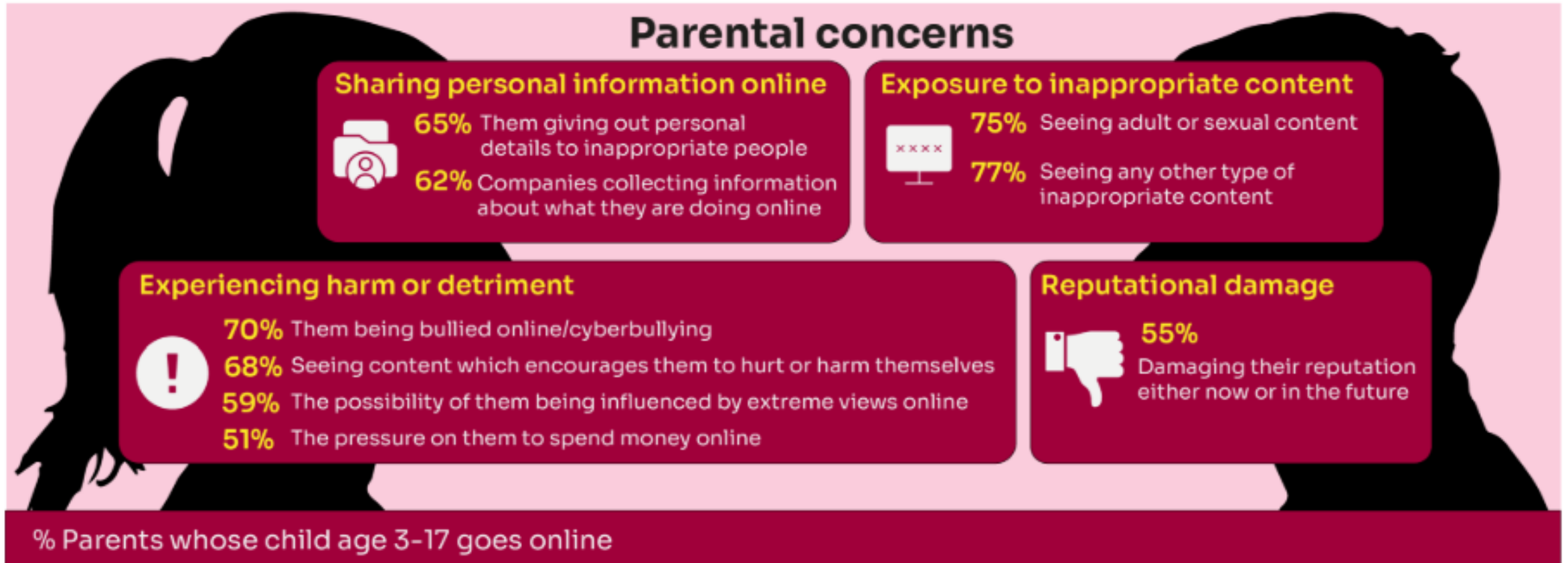
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What are you most **WORRIED** about when your child is **ONLINE**?



# Summary of parental concerns (3 – 17 yr-olds)







# Are you **CONFIDENT** to **TALK TO YOUR CHILD**?

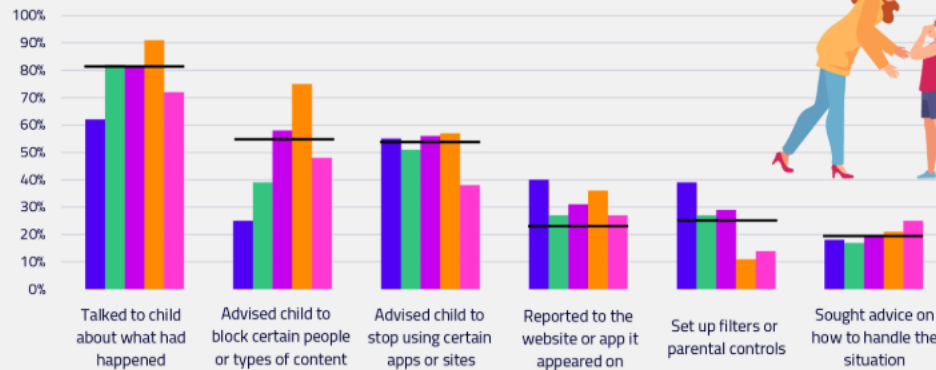
## Is your child confident to **TALK TO YOU**?

### **WHAT WOULD YOU DO?**

Are there any areas you would not feel confident or comfortable to discuss?

**1 in 5** parents said their child told them about something they'd seen online that scared or upset them

Action taken (%)



**Younger children are more likely to tell someone if they see something worrying or nasty online:**

- **Two-thirds of 8-11-year-olds** say that they would always tell someone (66%)
- **Almost half of 12-15s and 16-17s** (49% and 45% respectively).

# YOU don't need to be an **EXPERT ... be a PARENT**



- **It's your choice** - **Don't let others dictate when the right time is** to use tech.
- **Stay involved** – make **time to communicate**, talk about what they are doing. What do they enjoy? What makes them laugh?
- **Don't quiz them** – have regular **conversations**. What's their favourite app? What is the best site to learn new things from?
- **Join in** - **watch them** play a game and join in. Who are they playing with? Do they know the other players?
- **'Show me how...'** – **ask their advice** to help you with your privacy settings, who you should add as a friend, are there any risks?
- **Lead by example** - children learn as much from watching as they do from being told not to do something, so **model** good behaviour
- **Reassure them** - tell them that they **won't get in trouble** and that you are always there **to help**.

# PARENTSAFE

*Keeping your children safe: online & beyond*

This page is for parents - if you are a teacher, click [here](#)

It's never easy to know how to keep our children safe when they aren't with us, and sometimes even when are, if we don't know what's happening in their lives or on their devices! Who are they talking to, what are they doing, are they okay? Don't despair though...scroll through this page for help or click a button to go straight to a particular topics.

TOP TIPS RIGHT NOW

SAFE SETTINGS & CONTROLS

WHAT'S THAT APP?

TALKING TO CHILDREN

SCREENTIME

TOP TOPICS (porn, bullying, ...)

SEX & RELATIONSHIPS

HELP & REPORTING

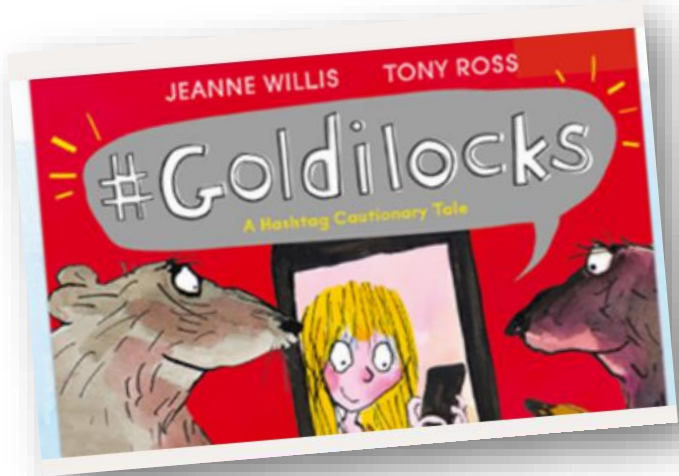
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[parentsafe.lgfl.net](https://parentsafe.lgfl.net)

# TALKING TO CHILDREN ABOUT LIFE ONLINE

Find conversation starters, story time ideas and top tips to reinforce key safety messages at [parentsafe.lgfl.net](https://parentsafe.lgfl.net)



Discussion Guide

Thorn have 18 topic-based discussion guides with questions to help start conversations!



# PARENTSAFE

Keeping your children safe: online & beyond

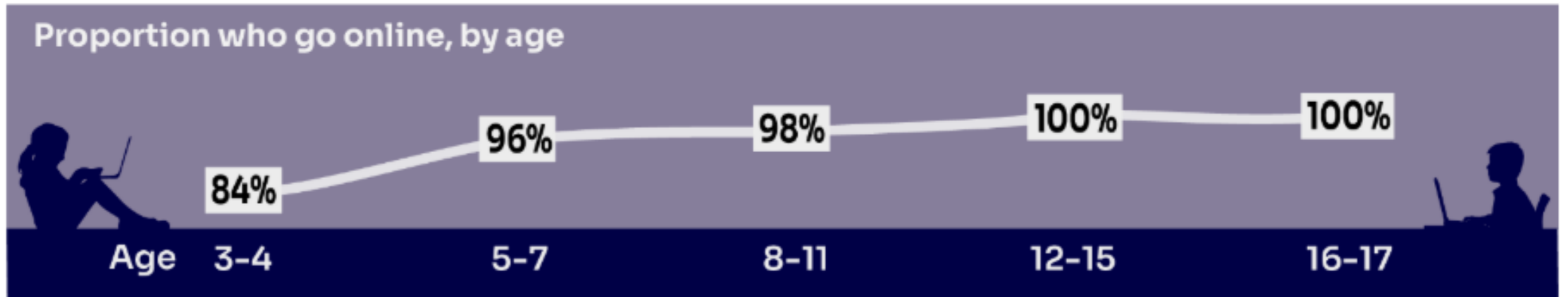




# DEVICE USE AND OWNERSHIP

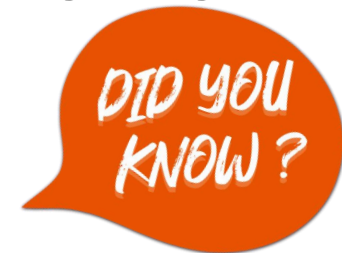


## HOW MUCH DO YOU KNOW about your child's life online?



**Almost all children (96%) aged 3 – 17 went online in 2023, highlighting the centrality of the internet in their lives:**

- Younger children commonly use **tablets** to go online
- Older children are more likely to use **mobile phones**

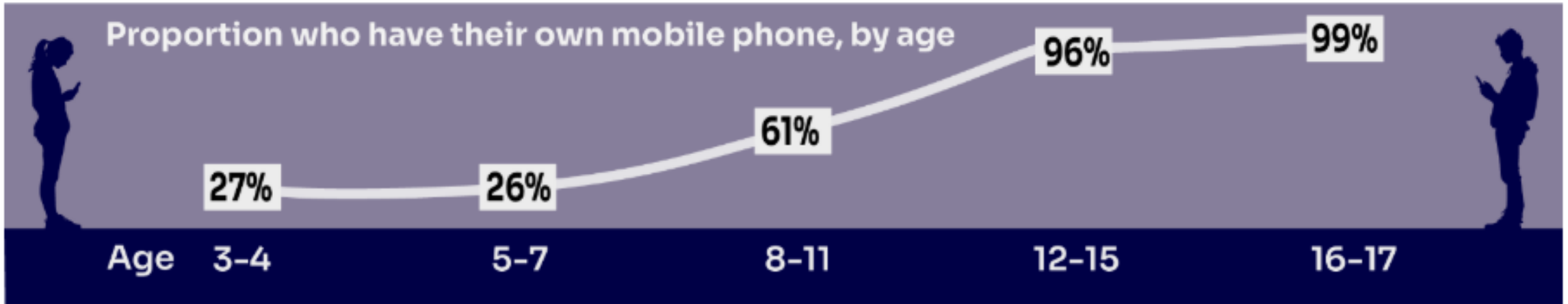




Does your child have their **OWN MOBILE PHONE?** If so, is it a **SMART PHONE?**



What **AGE** do you think is appropriate?





## SMARTPHONE or 'NON'-SMART / BRICK phone?

- Internet access
- Social media, apps and games
- Notifications
- Anytime connection
- Parental controls



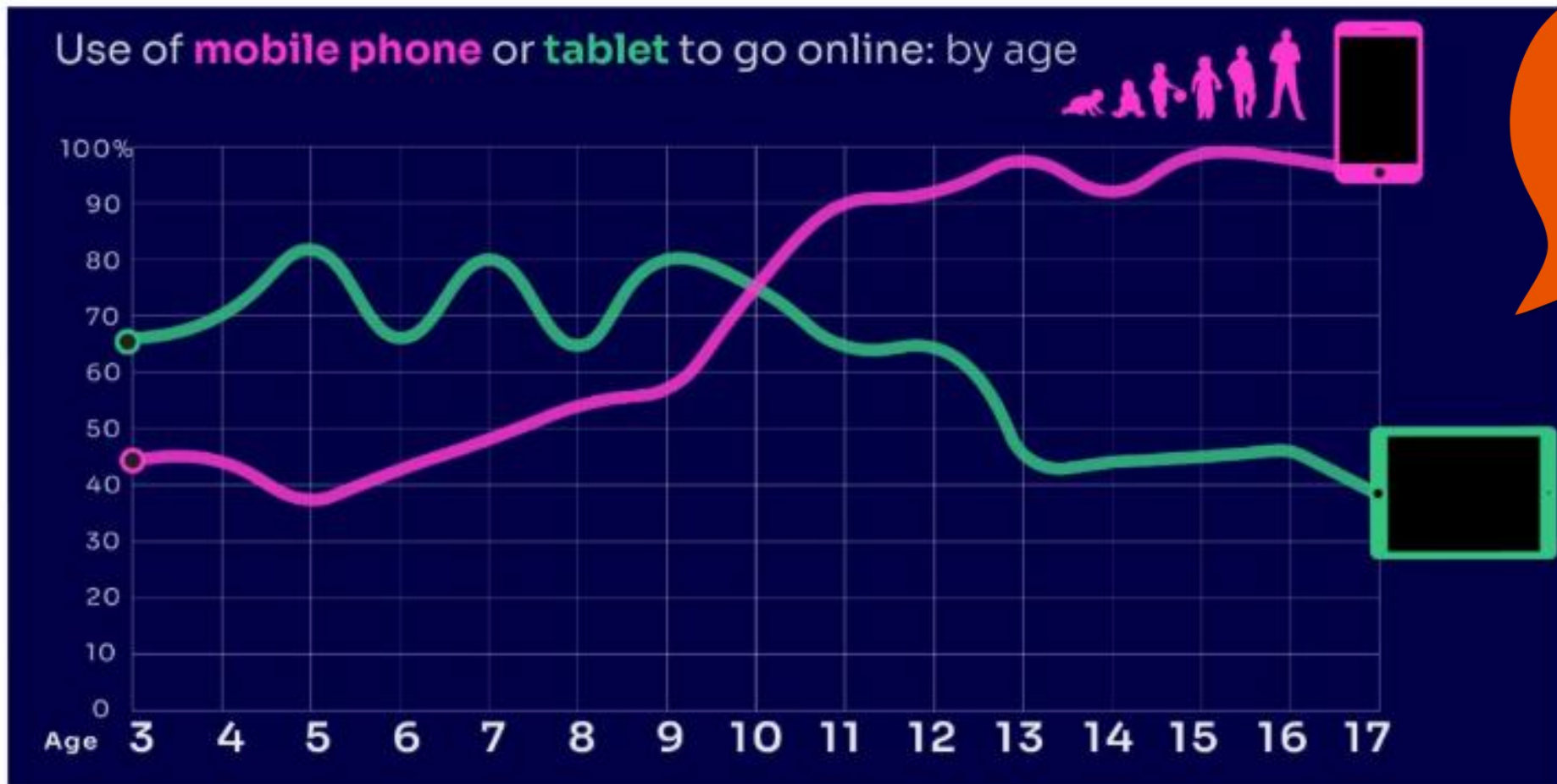
### REMEMBER IT'S YOUR CHOICE

Every child and situation is unique,  
and you are best placed to know their needs

- NO internet access
- Some games
- Anytime phone calls and texts
- Limited parental controls







DID YOU KNOW?

- **By age 11, nine in ten children own their own mobile phone, distinct from using a family device**
- **This correlates with transition from primary to secondary school.**



To help you with the transition of pupils from primary to secondary, why not download our **FREE Leaflet for parents:**

- **understanding risk**
- **using tech for good**
- **healthy habits and tips**
- **when best to get a phone**

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ISLINGTON  
For a more equal future

## Secondary school ready?

### Pointers for family conversations about safety

#### Use and watch good tech

- Choose technology that supports learning – e.g. maths, languages and BBC Bitesize.
- Enjoy quality TV as a family - avoid endless short-reel videos on individual devices. For ideas see: [commonsensemedia.org](https://commonsensemedia.org)
- Ask your school for device recommendations.

#### Follow school phone policy

- Read the school's policy to support the school and reinforce the messages at home.
- Consider, does your child have the skills to manage a smart phone? Would a more basic phone be better to start with?
- Agree Home Rules for device use too – such as: [familyagreement.lgfl.net](https://familyagreement.lgfl.net)

#### Form good daily habits

- Limit gaming to the weekends – school nights will be busy with homework and clubs.
- Follow minimum age restrictions on apps and games.
- Avoid mindless scrolling. Be mindful of what you digitally consume.
- Read quality books at bedtime.
- Create a study area at home without mobile devices.
- Keep phones and gaming out of bedrooms.
- Buy an alarm clock and consider a "weekend phone" to



#### Real online harms

The NSPCC calls the internet the "Wild West," because extreme and harmful content is easily accessible on mainstream social media and contact with strangers via platforms and games is all too frequent. Children don't always understand the meaning of words nor the impact of viewing/hearing extreme content. They get excited by new friendship groups and often struggle to self-regulate on these highly addictive apps, which nudge children to share photos, videos and location. Schools have behaviour policies which include expectations of online behaviour. Children who reuse rude words they've heard online or share inappropriate content could face serious consequences.

- Be involved and set security passcodes on children's devices. Consider limiting access to this 'junk food' type tech



# **SUPERVISION AND PARENTAL CONTROLS**

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# What **RULES** do **YOU SET** about being online?

Information their child can share online (49%)

Spending money online (52%)

Who you can interact with online

While parental concerns in some areas have increased considerably, their **enforcement of rules appears to be diminishing**, partly because of **resignation** about their **ability to intervene** in their children's online lives.

Types of websites and apps they can use (41%)

Where and when devices can / can't be used

Video content their children are allowed to watch online (67%)



## Why not have a family agreement to:

- **clarify** what is allowed...or not
- **establish** ground rules like no phones at the table or in the bedroom at night-time
- **agree** shared expectations to reduce arguments and keep everyone safe & healthy



Download it at [parentsafe.lgfl.net/digital-family-agreement](https://parentsafe.lgfl.net/digital-family-agreement)

# Digital Family Agreement



LGfL DigiSafe®



*I will:*

*Why?*

Check with mum before getting a new app or game or buying an add-on so she can check it's safe

Set up privacy and safety settings on any apps and sites I use and show them to dad, so he doesn't worry

Check with mum or dad before going live and explain what I can do to avoid any risks

Not post or share any personal information, e.g. mobile, address, to stay private and safe

Put my phone down when we're eating together or mum or dad want to talk, as it's respectful

Turn off notifications when I'm doing homework and at bed time, to help concentrate and sleep

Come off my devices an hour before bedtime to unwind and Sleep well

*If there are any issues:  
We will talk about it calmly and respectfully  
I may have to show you more about what I am doing on devices, or other consequences*

Signed: *Sophie Mum Dad*

Today's date: *24th March*

Date we will review this: *24th May*



*Parent/carer will:*

*Why?*

*Put our devices down when you want to talk to me/us so we can model good behaviour*

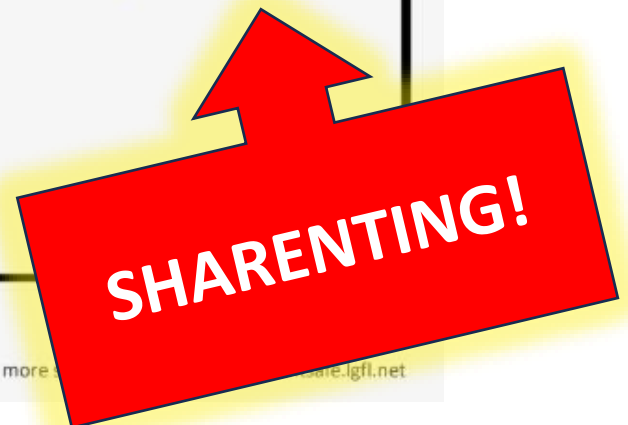
*Keep our mobiles away for important family time, e.g. breakfast and dinner so we can have quality time and talk*

*Trust you to manage your screen time sensibly as we agreed, and only say something if I/we are worried, to help you stay safe and healthy*

*Ask permission before sharing any photos of you, to respect your privacy*

*If I'm worried by anything:  
I can tell mum or dad and they won't judge me  
I can talk to Ms Patel at school  
I can contact Childline or The Mix*

Download me again and find more [parentsafelgfl.net](https://www.parentsafelgfl.net)



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[parentsafelgfl.net](https://parentsafelgfl.net)



## What's wrong with **SHARENTING**?

(when parents share photos of their children online)

- Identity theft
- Permanence of digital content
- Losing control of images
- Exposure to child predators
- Creates their children's digital footprints before they are old enough to consent to it





# Do you **SUPERVISE** your child's online activity? **HOW?**

## **UNDER 12**

More likely to be nearby / regularly  
check what their child does online  
(59%)

## **12 - 15**

Ask their child about what they are  
doing online  
(72%)

## **16 - 17**

Ask their child about what they are  
doing online  
(42%)





## Have you set up parental **CONTROLS/PRIVACY SETTINGS** for **ALL DEVICES** and **NETWORKS**?

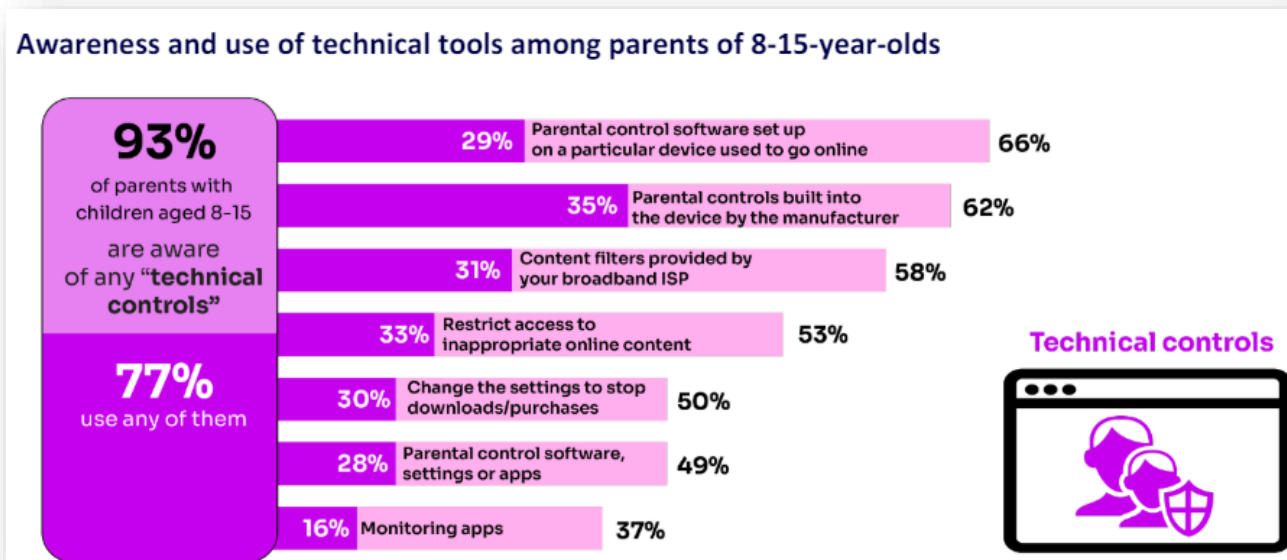
- Controls have to be set up on both the **broadband connection** AND **each individual device**
- These **do not come as standard** so it's worth checking
- They are important because they allow you to:
  - **Block and filter** upsetting or inappropriate content or sites
  - **Plan what time and how long** your child can go online for






## High awareness of technical control tools among parents, BUT many are choosing not to use them **WHY DO YOU THINK THIS IS THE CASE?**

- Around four in ten parents who know about content filters **prefer to rely on their child's ability** to navigate online content **rather than to have a technical filter**



**'I prefer to supervise my child's online use by talking to them about setting rules' (39%)**

Visit [www.internetmatters.org/parental-controls/](http://www.internetmatters.org/parental-controls/) to find out how to set controls on devices:




**Set up devices safely**

Set parental controls on a range of devices, apps, and platforms with our how-to guides.

### Smartphones & other devices


Select the smartphone, other device or OS from the dropdown list:



**VIEW ALL**

### Broadband & mobile networks


Select your network provider from the dropdown list:



**VIEW ALL**

### Social media


Select the social media app or platform from the dropdown list:



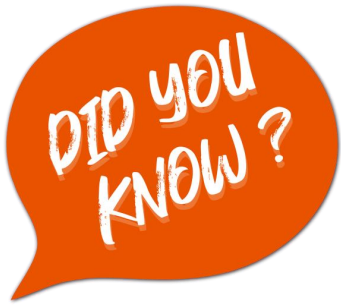
**VIEW ALL**

### Video games & consoles

Select the video game or console from the dropdown list:



**VIEW ALL**



Parental control apps like [Google Family Link](#), [Screen Time](#) and [Microsoft Family](#) can let you set limits across devices, apps and platforms

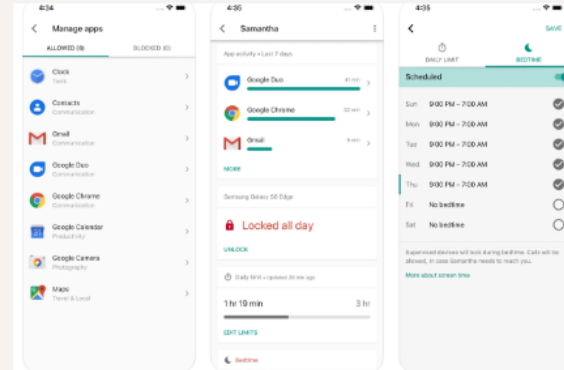
## SAFE SETTINGS, CONTROLS & MONITORING

Apple, Android and Microsoft have tools to help you control what younger children can use and how long for. Click the images below for details. Once they are older and have your trust, the same tools can help avoid arguments and help them learn to self-regulate (how long have they really been on insta today? have they put down the phone at all in the last week?).



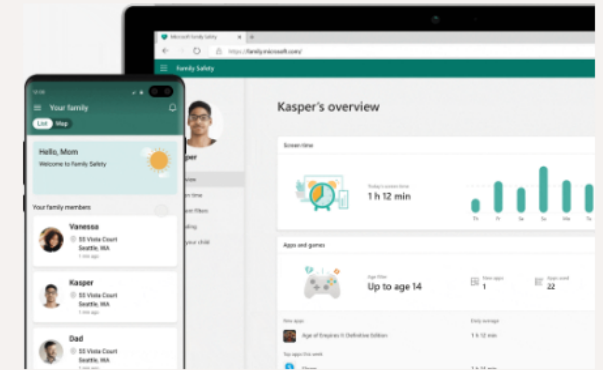
[Apple Screen Time](#)

Great for both parental controls and teen self-regulation



[Google Family Link](#)

[Digital Wellbeing](#) is the next step for the older ones after Family Link

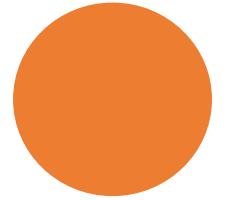


[Microsoft Family Safety](#)

There are no self-regulation features for older teens, but Family Safety is great for the younger ones

# REMEMBER

- **As children get older, restrictions and controls you use will change, but only at a pace you feel is appropriate for your child, not pressure from your child** *“because everyone else is allowed”*
- **Content filters are never 100% effective**, at some point your child may come across inappropriate or upsetting content, so **make time to talk regularly**



# SCREENTIME

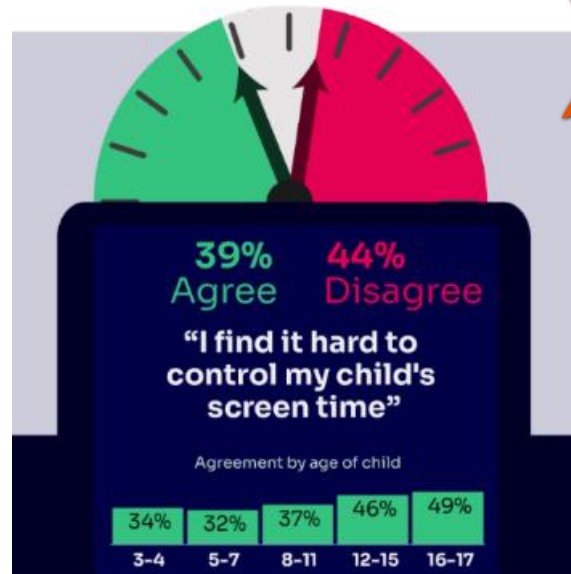
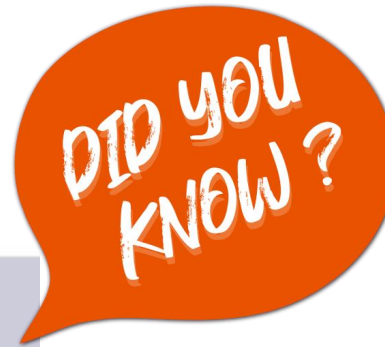
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**WORRIED** about their **SCREENTIME??**

Do you know **HOW LONG YOUR CHILD SPENDS** online daily?



- Children spent an average **3 hours 5 minutes per day** accessing the internet, across smartphones, tablets and computers
- Four in ten (39%) parents of children aged 3-17 report finding it **hard to control their child's screentime**



Visit [parentsafe.lgfl.net/](https://parentsafe.lgfl.net/) for advice and tips to manage screentime

## SCREENTIME

Lots of parents worry about it, but we don't think you should worry about screentime - it's not **how long** they are online but **what and when they are doing** that counts (and the same goes for grown-ups, like in the Will Ferrell video above). You can use the control settings near the top of this page to regulate screen time in general and on specific apps, but beyond that we recommend you follow the Children's Commissioner's 'Digital 5 A Day' and help your children to aim for each of the targets in this pie chart ↪

Children's  
COMMISSIONER



Digital 5 A Day  
Simple steps to a balanced digital diet and better wellbeing

The UK Chief Medical Officers agree - check out [their version of what counts](#).

### UK Chief Medical Officers' advice for parents and carers on Children and Young People's screen and social media use

Technology can be a wonderful thing but too much time sitting down or using mobile devices can get in the way of important, healthy activities. Here are some tips for balancing screen use with healthy living.

#### Sleep matters

Getting enough, good quality sleep is very important. Leave phones outside the bedroom when it is bedtime.



#### Sharing sensibly

Talk about sharing photos and information online and how photos and words are sometimes manipulated. Parents and carers should never assume that children are happy for their photos to be shared. For everyone - when in doubt, don't upload!



#### Education matters

Make sure you and your children are aware of, and abide by, their school's policy on screen time.



#### Keep moving!

Everyone should take a break after a couple of hours sitting or lying down using a screen. It's good to get up and move about a bit. #sitlessmove more



#### Safety when out and about

Advise children to put their screens away while crossing the road or doing an activity that needs their full attention.



#### Talking helps

Talk with children about using screens and what they are watching. A change in behaviour can be a sign they are distressed - make sure they know they can always speak to you or another responsible adult if they feel uncomfortable with screen or social media use.



#### Family time together

Screen-free meal times are a good idea - you can enjoy face-to-face conversation, with adults giving their full attention to children.



#### Use helpful phone features

Some devices and platforms have special features - by using these features to keep track of how much time you (and with their permission, your children) spend looking at screens or on social media.







## How does your child feel about **YOUR SCREENTIME vs THEIRS?**

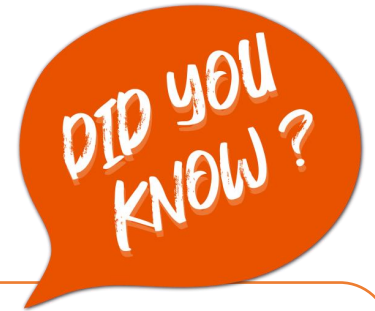
“ When I grow up, I want to be an iPhone so my mum will talk to me ”  
~ London pupil

Download me again from [safeposters.lgfl.net](https://safeposters.lgfl.net)

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**MAKES YOU THINK...**  
Talk to your child about their device use, but remember yours, too

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**45% of 8-11s feel that their parents' screentime is too high**

**35% of 8-17s feel that their own screentime is too high**

Source: Children and parents: media use and attitudes report 2024

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# **SOCIAL MEDIA AND GAMING**

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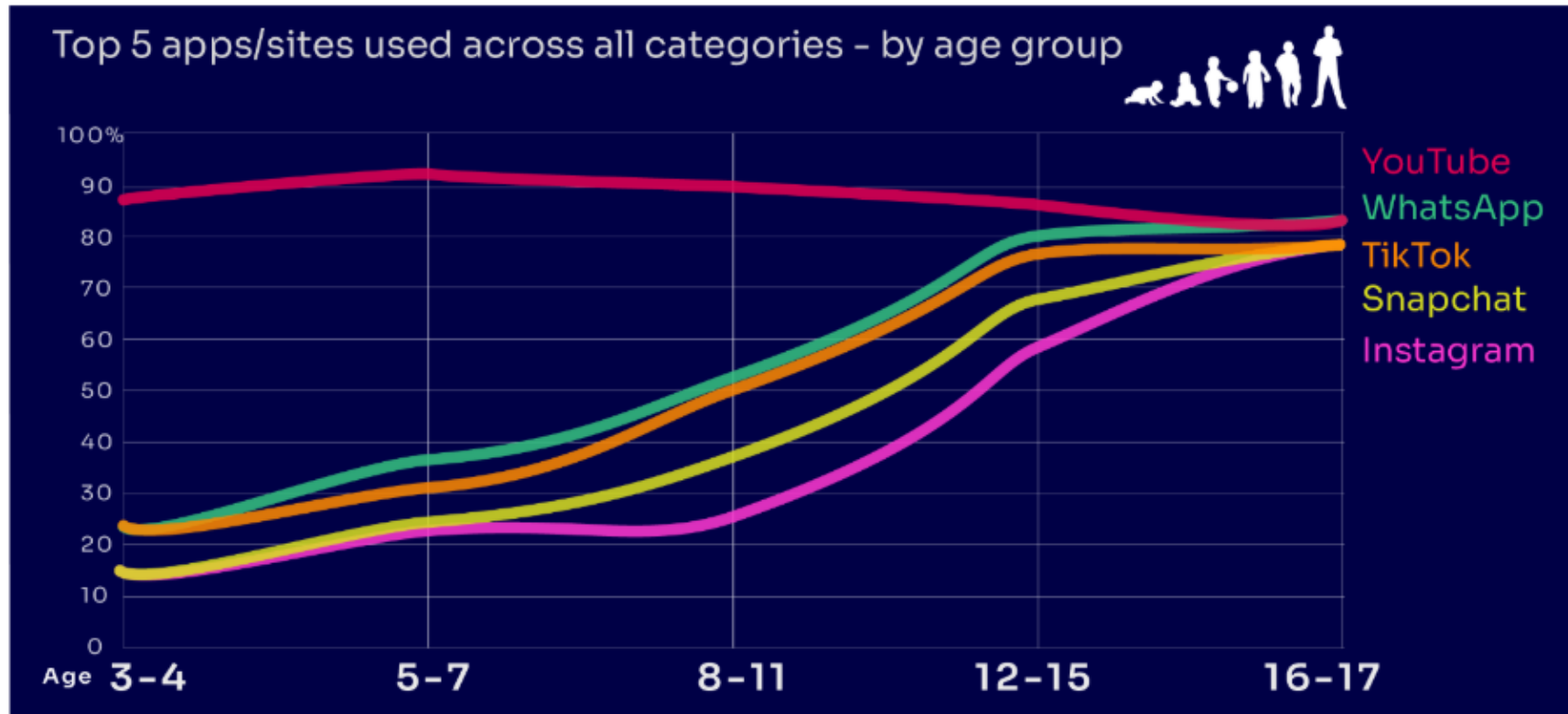
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# Are you **FAMILIAR WITH THE APPS** and **GAMES** your child is on?

**YouTube** is the most popular, but the appeal of many social media platforms varies by age

*DID YOU KNOW?*



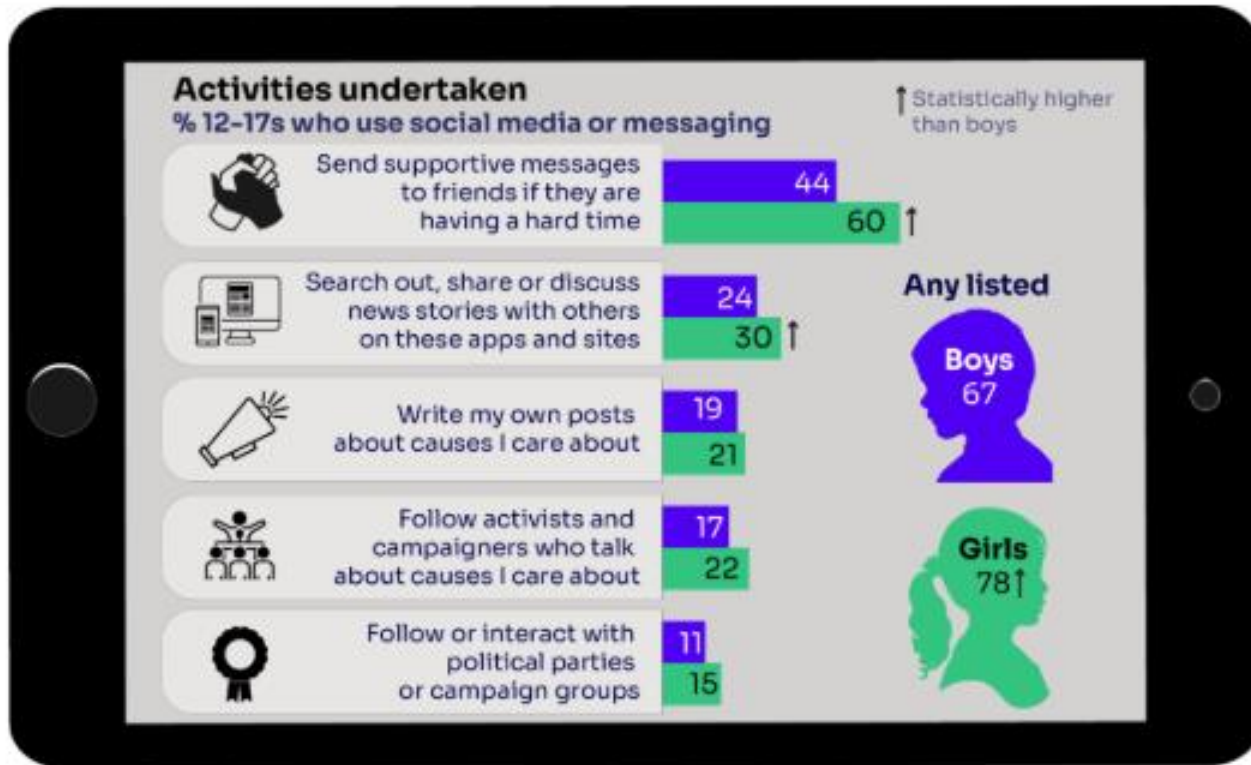
- under two in ten of all 3-4-year-olds use **Instagram** and/or **Snapchat**
- this rises to eight in ten among 16-17s

- under a quarter of all 3-4-year-olds use **WhatsApp**
- this rises to over eight in ten of all 16-17-year-olds



## KNOW WHAT THEY DO on social media?

Eight in ten (81%) of all children aged 8-17 use at least one social media app/site for following friends, people and organisations, reading, liking or sharing content



Many used sites and apps like **TikTok** and **Instagram** to consume content

**Snapchat** was the most favoured platform to message and communicate with friends.

“I don’t think I could live without Snapchat anymore.... I’ve got all my friends on it, and we have like group chats where we all call, like, all the time, and we text each other and Snap each other” **Suzy, 12**

Go to [apps.lgfl.net](https://apps.lgfl.net) for guidance on apps and social media sites



## WHY DOES THIS MATTER?

- Young people **can get around age restrictions** on apps and websites, increasing the risk of them coming to harm online
- Many children have online profiles that make them appear older than they actually are – exposing them to **content inappropriate for their age**
- **Addictive algorithms can make it harder to take a break** and maintain a healthy balance between time on and offline
- Algorithms can also target content similar to what you've already selected/liked/shared. This can prevent you from finding new ideas and perspectives, create **misinformation** and **reinforce stereotypes**.



# What might they NOT BE TELLING YOU?

DID YOU KNOW?

Nearly six in ten (58%) 8-17s use **multiple profiles** on at least one social media platform:

(23%) said it was because one account was **just for parents/family** to see

13% said one account was **for the 'real me' and another contained edited/filtered posts** or photos



## What about **WHATSAPP**?

Do you know the **minimum age** to use this?

What are the **risks**?



### **Unwanted contact**

to contact somebody on WhatsApp, all you need is their phone number, which could expose you to unwanted messages or calls

### **Inappropriate content**

messages are end-to-end encrypted which means that the content cannot be monitored. This means that your child could see or hear harmful or upsetting content e.g. pornography or violence.

### **Location sharing**

live location feature means that your child could reveal their current location to others

### **Cyberbullying**

children could be bullied, feel left out or deliberately excluded or removed from groups

### **Oversharing**

privacy features, such as disappearing and 'view once' messages, might mean that your child feels safe to reveal private or risky information or images. However, there is always a risk that this could be copied and shared







What can you do?

The infographic features the WhatsApp logo and the text 'WhatsApp safety guide for parents' in green and black. In the top right corner is the 'internet matters.org' logo. Below the title are three yellow boxes with statistics: '13+' (WhatsApp's minimum age in the UK), '58%' (Kids aged 3-17 who use WhatsApp), and '37%' (Kids under 13 who use WhatsApp). To the right is an illustration of a woman with dark hair in a bun, wearing a blue shirt, holding a smartphone. Below the statistics is a section titled '5 tips to keep kids safe on WhatsApp' with a list of five numbered items, each with an icon in a yellow box: 1. Review privacy settings (lock icon), 2. Customise contacts (person icon), 3. Talk about personal information (speech bubble icon), 4. Show them where to get support (magnifying glass icon), and 5. Check in regularly (checkmark icon).

**WhatsApp**  
safety guide for  
parents

internet  
matters.org

**13+**  
WhatsApp's  
minimum age  
in the UK

**58%**  
Kids aged 3-17  
who use  
WhatsApp

**37%**  
Kids under 13  
who use  
WhatsApp

**5 tips to keep kids safe on WhatsApp**

- 1 Review privacy settings** WhatsApp has a range of privacy and security settings to keep users safe. Customise groups, app access, live location and more.
- 2 Customise contacts** Show your child how to report and block unwanted contacts. Then, work with them to add their friends and family. Review and talk about their contacts regularly.
- 3 Talk about personal information** Make sure your child understands what personal information is. Talk about the importance of keeping that information private on WhatsApp.
- 4 Show them where to get support** If something goes wrong or they see something worrying on WhatsApp, make sure they know to come to you, and talk about other sources of support.
- 5 Check in regularly** Once you've done all of the above, check in with them regularly to review settings and how they use WhatsApp.



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Visit <https://www.internetmatters.org/resources/whatsapp-safety-a-how-to-guide-for-parents/#whatsapp-safety-tips> for advice for parents



## Do you know the **DIFFERENCE** between an '**ONLINE**' **FRIEND** and a real one? How does this differ from your **CHILD'S VIEW**?

- Are you familiar with who they are in **contact** with whilst playing games?
- Have you asked about the **chat** facility?
- Do you know the **content** and **age restrictions** for these games?



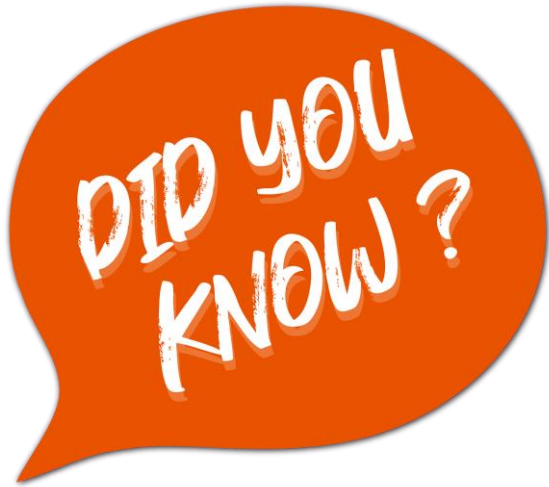
## How can **YOU GET INVOLVED?**



- **ASK** what type of games your child enjoys – are they **age-appropriate**?
- **PLAY** games together - keep the tech in **shared spaces** rather than bedrooms
- **TALK** about **who they are playing** with - what **information** are they sharing?
- **EXPLAIN** what is/isn't **appropriate to share**, e.g. personal details to identify them/location
- **AGREE** how they will spend their **money** online
- **DISCUSS** what they would do if they were **bullied** online, and what steps to take
- **DECIDE** **how long is appropriate** to play in one session - how many sessions a day
- **SETUP** these restrictions in **parental settings** with your child

# PEGI helps parents to make informed decisions when buying video games:

- The age rating confirms that the game content is appropriate for players of certain age
- It considers the age **suitability** of a game, **not the level of difficulty**



**TWO LEVELS OF INFORMATION AS A GUIDE : THE PEGI AGE LABELS**

				
<a href="http://www.pegi.info">www.pegi.info</a>	<a href="http://www.pegi.info">www.pegi.info</a>	<a href="http://www.pegi.info">www.pegi.info</a>	<a href="http://www.pegi.info">www.pegi.info</a>	<a href="http://www.pegi.info">www.pegi.info</a>

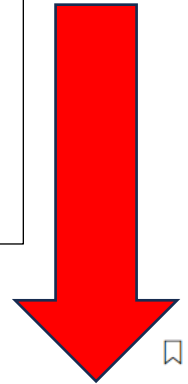
**THE CONTENT DESCRIPTORS**

							
IN-GAME PURCHASES	FEAR	DISCRIMINATION	DRUGS	GAMBLING	BAD LANGUAGE	VIOLENCE	SEX

Find ratings and reviews for parents on apps, games and social media at [commonsensemedia.org](https://www.commonsensemedia.org)



Movies	TV	Books	Games	Podcasts	Apps	YouTube	Parent Tips and FAQs	Celebrating Co
<b>By Age</b>			<b>By Topic</b>			<b>By Platform</b>		
Preschoolers (2-4)			Screen Time			TikTok		
Little Kids (5-7)			Learning			Snapchat		
Big Kids (8-9)			Social Media			Minecraft		
Pre-Teens (10-12)			Cellphones			Roblox		
Teens (13+)			Online Safety			Fortnite		
			Identity and Community			Discord		
			More ...			More ...		



[See full review](#)



APP

**Snapchat**

✓ age 16+ ★★★★★

Send moments in photos, watch curated content; use wisely.

Devices: iPhone, iPod Touch, iPad, Android (2011)

APP

**Discord**

✓ age 13+ ★★★★★

Voice and video chat; slick features, some mature content.

Devices: iPhone, iPod Touch, iPad, Mac, Android, Windows app (2017)

[See full review](#)



SafeguardED

# AGE REQUIREMENTS

**LGfL** 

**SafeguardED**



## Are **YOU** aware of the **MINIMUM AGE REQUIREMENT** for social media?

84% of parents of 3-17s were aware of a minimum age requirement to have a profile on social media apps

**BUT ONLY**  
32% of parents knew the correct age requirement (13 yrs)

**More than a third (36%) say they would allow their child to have a profile on sites or apps before they had reached the minimum age.**

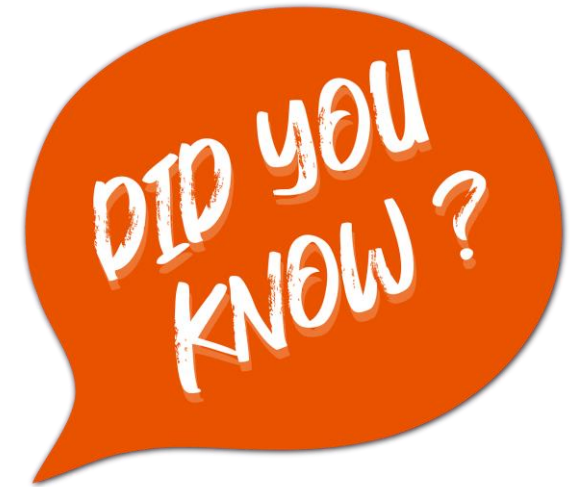
Find ratings and reviews for parents on apps, games and social media at [www.commonsensemedia.org](http://www.commonsensemedia.org)

Source: Children and parents: media use and attitudes report 2024



## What about YOUNG PEOPLE?

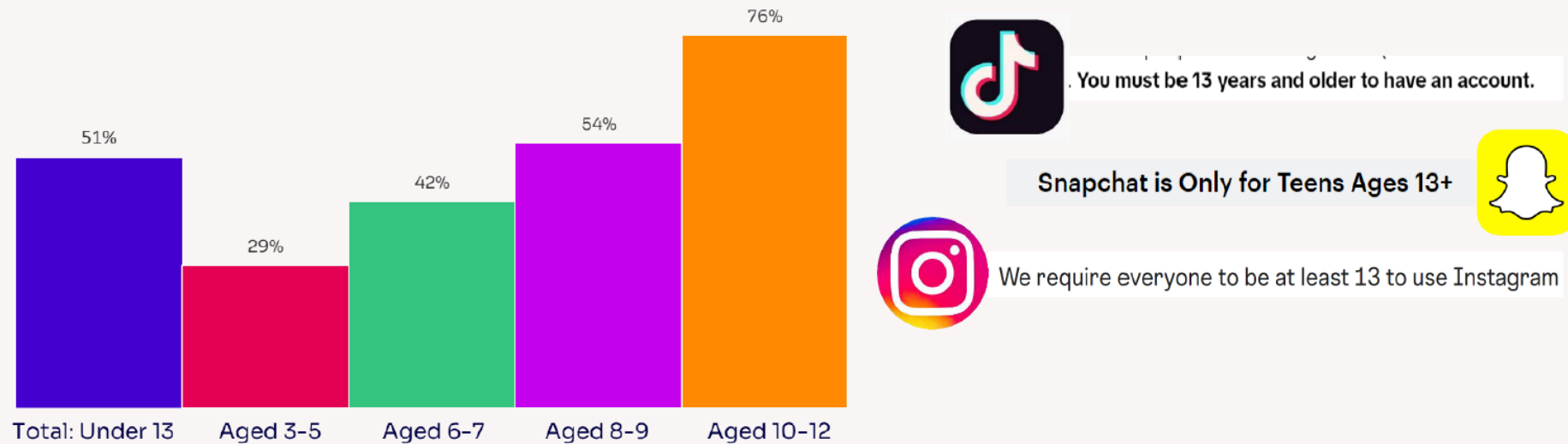
- Nearly eight in ten children are aware of minimum age requirements
- **Four in ten admit to giving a fake age online** to access a new app/site
- Up to a quarter had **changed their date of birth** on their profile since initially setting it up:
  - **Facebook** (24%)
  - **TikTok** (23%)
  - **Instagram** and **X/Twitter** (both 19%)



SECRET

# Around half of children under 13 use social media and 38% have their own profile on at least one platform

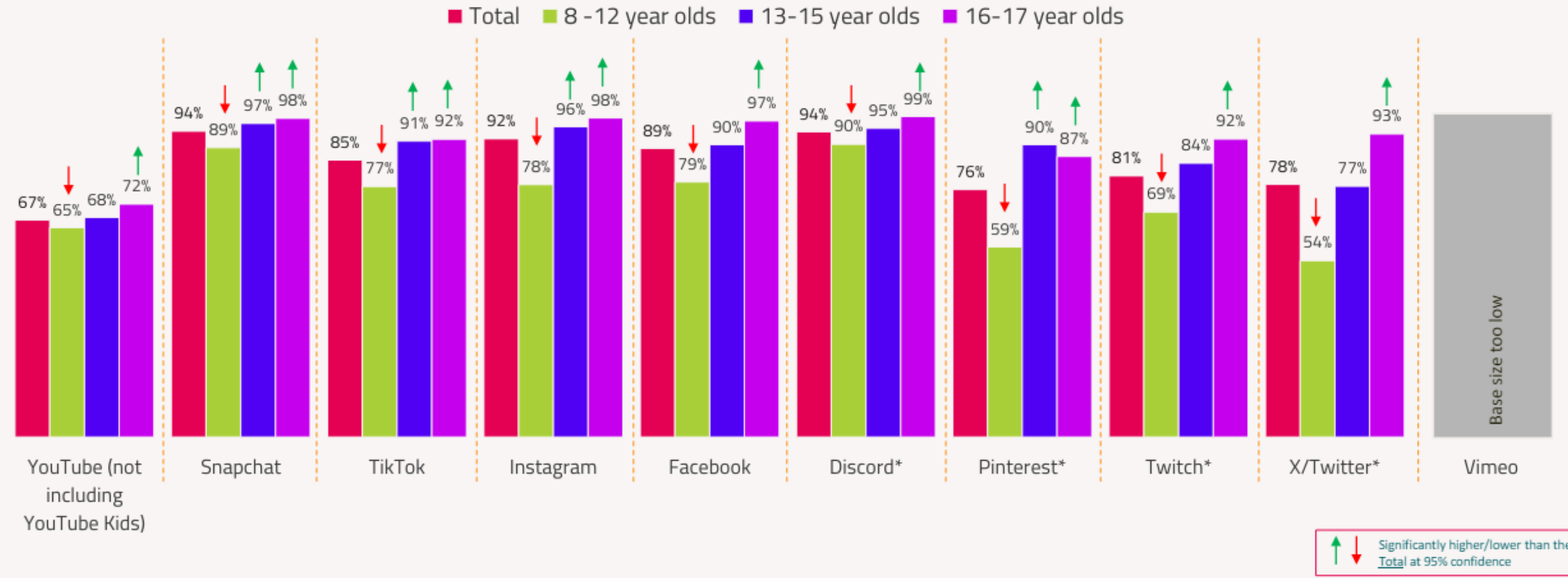
%age who use social media



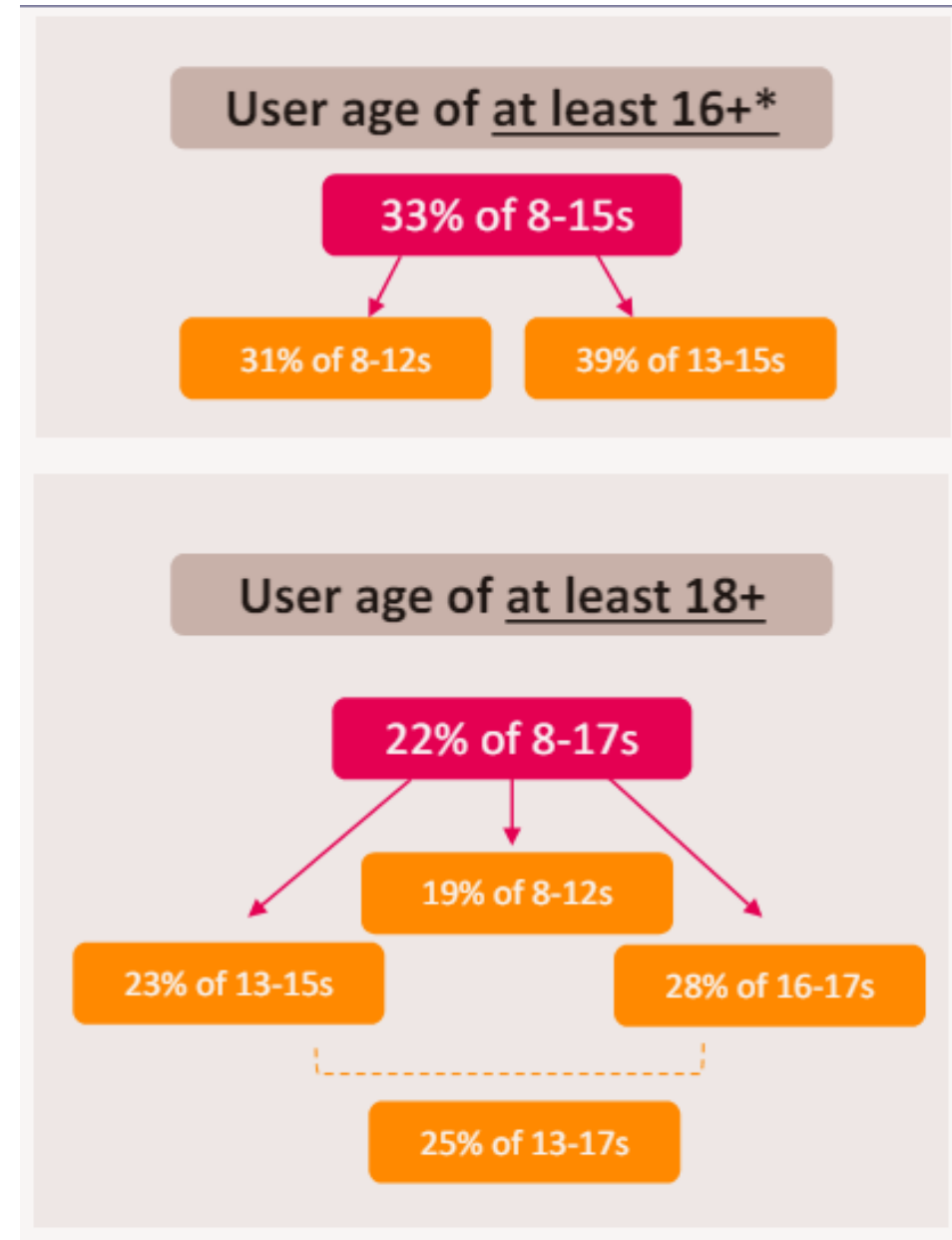
Given the 13+ minimum age requirement on most of these social media platforms, it is notable that half (51%) of children under 13 use them.

Most social media users within each age group have their own profile on one of the apps/sites, with likelihood generally increasing by age

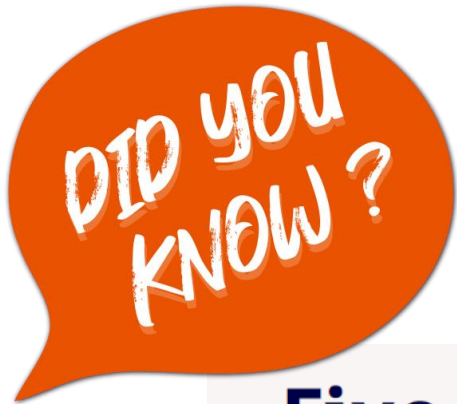
Proportion of children 8-17 who use each app/site and have their own profile – by age group of child:



- Young people **can get around age restrictions** on apps and websites, **increasing the risk of them coming to harm online**
- To understand the **extent to which children are bypassing age checks**, Ofcom researched **how many children have online profiles that make them appear older than they actually are.**

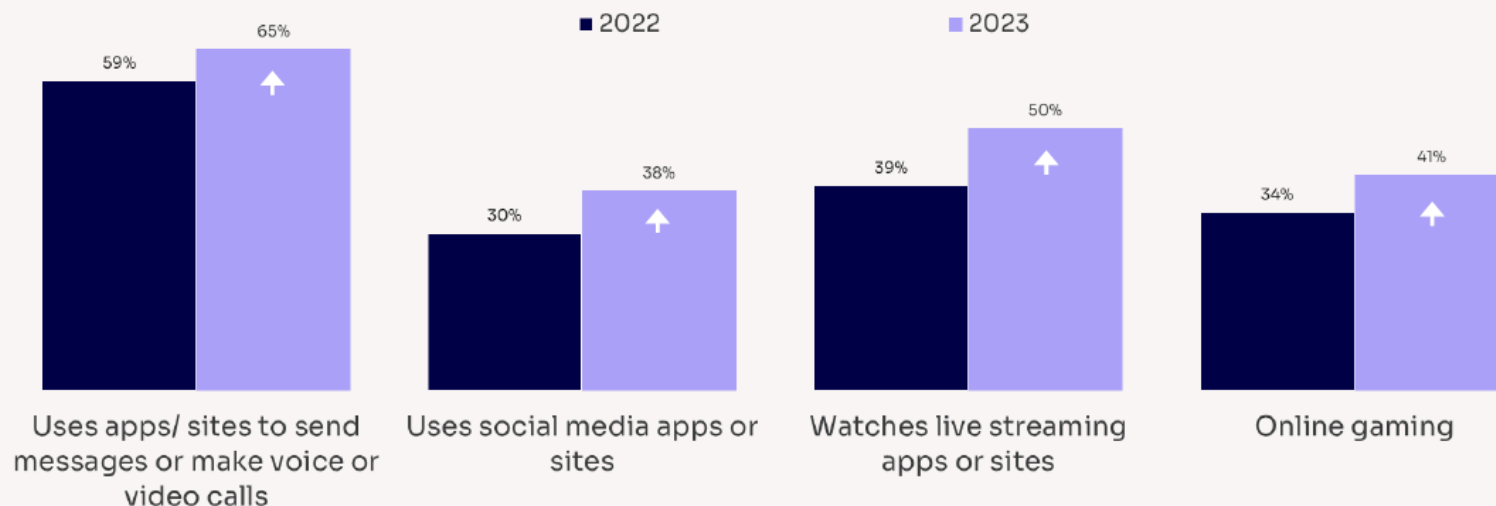


Source: Children and parents: media use and attitudes report 2024



## Five to seven-year-olds are increasingly present online

Proportion of children aged 5-7- who do the following:



Arrows show significant differences (95% level) between 2022 and 2023



More are using WhatsApp, TikTok and Instagram this year, too

## 5–7-year-olds are also **independent** in their use of certain sites/apps!

- Many have their own profiles on several social media platforms:

YouTube/YouTube Kids  
(48%)

WhatsApp  
(11%)

Instagram  
(9%)

- **32%** of parents reported that their child uses them **on their own**:

Parents increasingly likely to say they **would allow their child to have a social media profile**

Three in ten (30%) agreeing they **'would allow [their] child to have a profile on these sites or apps before they had reached the minimum age**



# **RISKS AND NEGATIVE EXPERIENCES**

## So what are the **RISKS?**

**content:** being exposed to **illegal**, inappropriate, or **harmful** content, for example: **pornography, fake news, racism, misogyny, self-harm, suicide, anti-Semitism, radicalisation, and extremism.**

**contact:** being subjected to harmful online **interaction** with other users; for example: peer to **peer pressure**, commercial **advertising** and **adults posing as children** or young adults with the intention to **groom** or **exploit** them for **sexual, criminal, financial** or other purposes

**conduct:** online **behaviour** that increases the likelihood of, or **causes, harm**; sharing and receiving **explicit images** (e.g. **nudes** and semi-nudes and/or **pornography** and online **bullying**

**commerce:** risks such as online **gambling, inappropriate advertising, phishing** and or **financial scams**



Average age children first view pornography is 13

Substantial proportions viewed it at a much younger age— **27% by age 11 and 10% by the age of 9**

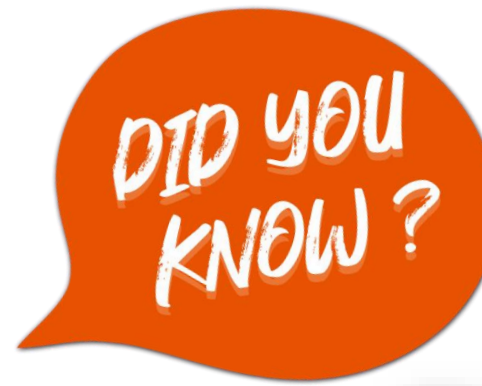
Unbearable **pressure to view hardcore** pornography even if they do not want to

Degrading acts and **violence against women**

Think it is **reflective of real life or healthy relationships**

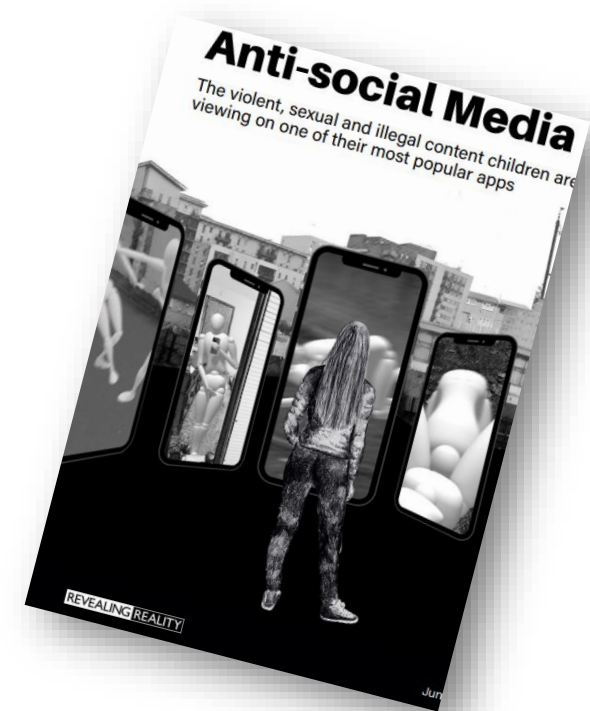
**Pornography sites are not the only way, or even the most popular way, that young people access online porn**

Wide **prevalence of on social media platforms** such as **Twitter, Snapchat and Instagram**



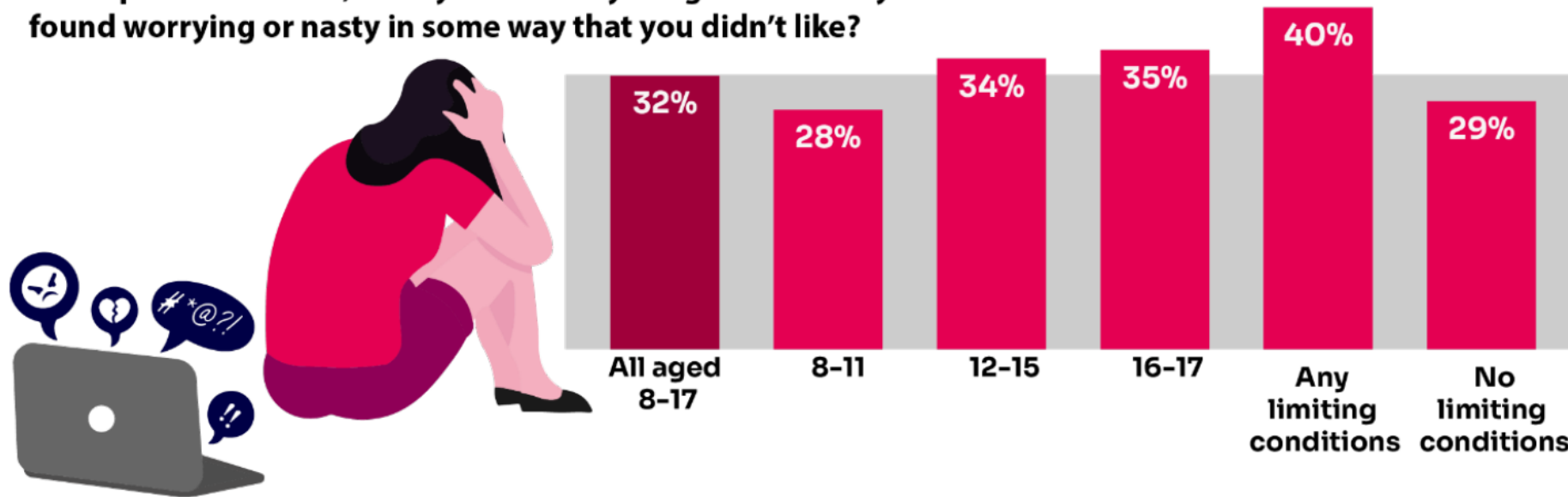
- **Disturbing, graphic and illegal content:**
  - Fights / beatings / stabbings / raids
  - Sexual assaults, sex acts involving children, CSAM
  - Sale of weapons and drugs online(Some see this type of content several times a day, daily)
- **Wouldn't consider reporting** – seen what happens to a 'grass'
- While other children use Snapchat's built-in filters to add funny effects to their selfies, the filter these children experience is the **normalisation of humiliation, aggression, violence and crime**

**Snapchat:**  
**'It's our evening news'**



# Summary of children's negative experiences:

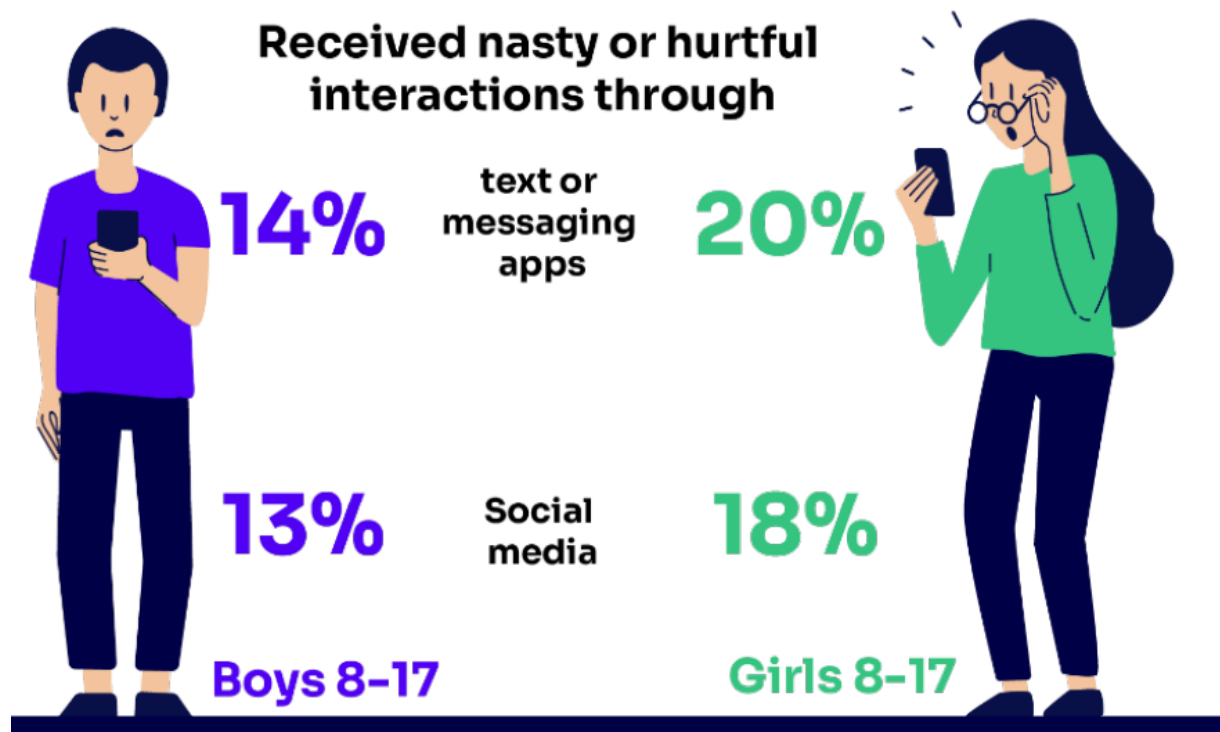
In the past 12 months, have you seen anything online that you found worrying or nasty in some way that you didn't like?



**BUT Only 20% of parents report their child telling them about this in the same time frame.**

Source: Children and parents: Media use and attitudes report 2023

# Bullying



- Increase in the proportion who have experienced **bullying via social media** apps/sites (18% vs 15% in 2022)
- **girls are more likely** than boys

# Nudes / Semi-Nudes

**Older girls (aged 16-18) were more likely than boys to have ever been exposed to potentially uncomfortable or unwanted types of contact:**

Asked to share  
naked/half-dressed  
pictures of themselves  
**24% (2023) vs 9% (2022)**

Receiving pictures or  
videos of naked / half-  
dressed people  
**32% (2023) vs 11% (2022)**

**Early 2022:** Taylor (13) received messages from people she did not know that **included nude images or inappropriate messages.**

*“I’d probably get one or two messages a month. They want [to add you on Snapchat] because on Snapchat, you can send pictures that you can’t get away with on Instagram.”*

**End of 2022:** She had taken steps to reduce this happening by **no longer adding people on Snapchat after they had messaged her on Instagram or using Snapchat’s Quick Add feature to talk to strangers.**

“It [receiving an inappropriate message from a stranger] hasn’t happened in a long time. Maybe once in the last year...  
**It doesn’t happen much anymore because I don’t really talk to people I don’t know any more.”**

# So, what can **YOU** do?

Nude Selfies: Understanding Why



Nude Selfies: Talking to your child



Nude Selfies: When should I be worried?



Nude Selfies: Where to get help



[youtu.be/XjV0lKYpakk?si=6ONdtZJRjfB6bSRj](https://youtu.be/XjV0lKYpakk?si=6ONdtZJRjfB6bSRj) – what parents and carers need to know  
[youtu.be/E5LA2nKHVZ0?si=gU3\\_jXFF51TU3vTq](https://youtu.be/E5LA2nKHVZ0?si=gU3_jXFF51TU3vTq) – when should you be worried?

# Rise in reporting of financially motivated sexual extortion - **SEXTORTION**

- Type of **online blackmail**
- Involves an adult offender posing as a young person, threatening to release **nude or semi-nude images and/or videos** of a child or young person, unless they pay money
- Victims of any age and gender can be targets - majority of cases have involved **male victims aged 14-18**

Advice for parents or  
carers of children  
who are being  
sexually extorted or  
'sextorted'



## Parents and carers template letter

Dear parent/guardian,

All schools in the UK have recently been sent information from the National Crime Agency, raising awareness of the recent rise in reporting of financially motivated sexual extortion (a type of online blackmail often known in the media as 'sextortion'). Children and young people worldwide are being targeted.

This type of crime involves an adult offender (often from an organised crime group based overseas) threatening to release nude or semi-nude images and/or videos of a child or young person, unless they pay money, or meet another financial demand, such as purchasing a pre-paid gift card.

Victims of any age and gender can be targets, however a large proportion of cases have involved male victims aged 14-18.

A child or young person is never to blame if they have been a victim. Offenders will have tricked, groomed and/or manipulated them into sharing an image.

Find out more about online blackmail on [CEOP Education's parents and carers website](#).

### Talking to your child

It's important to have frequent, open and non-judgemental conversations with your child about relationships, sex and being online to build trust and support



# UK Reporting Helplines and Services for Children and Young People

Call 101 or 999 if there is an immediate risk of harm to your child



## NCA

Young people can report concerns about child sexual abuse and exploitation to NCA



Nude image of you online?  
We can help take it down.

## Report Remove

A free tool that allows children to report nude or sexual images and videos of themselves that they think might have been shared online



## ChildLine

A free, private and confidential service where CYP can talk about anything to a trained counsellor, online or on the phone



SafeguardED

Go to [reporting.lgfl.net](https://reporting.lgfl.net) to find out more

DID YOU KNOW?

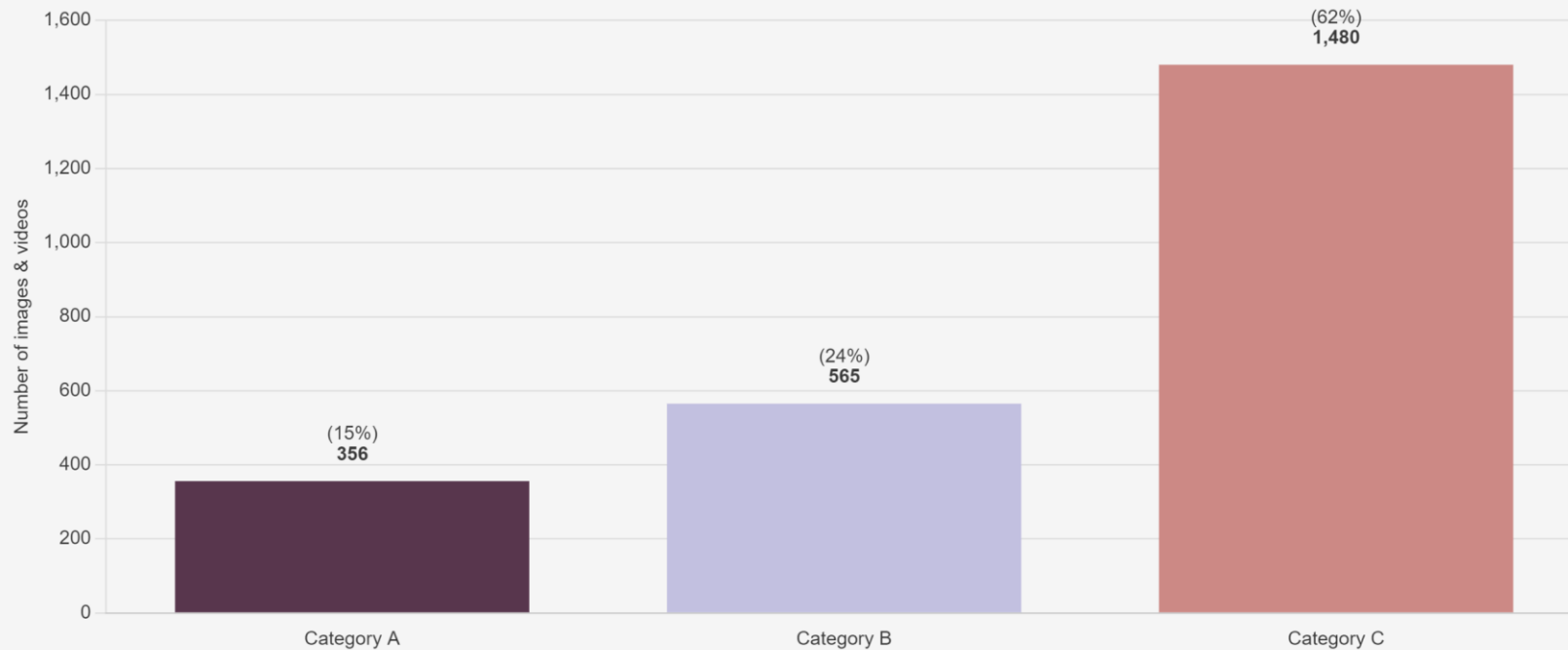


[iwf.org.uk/annual-report-2023](https://iwf.org.uk/annual-report-2023)



92% of content removed contained "self-generated" child sexual abuse material

'Self-generated' images of 3-6-year-olds by severity



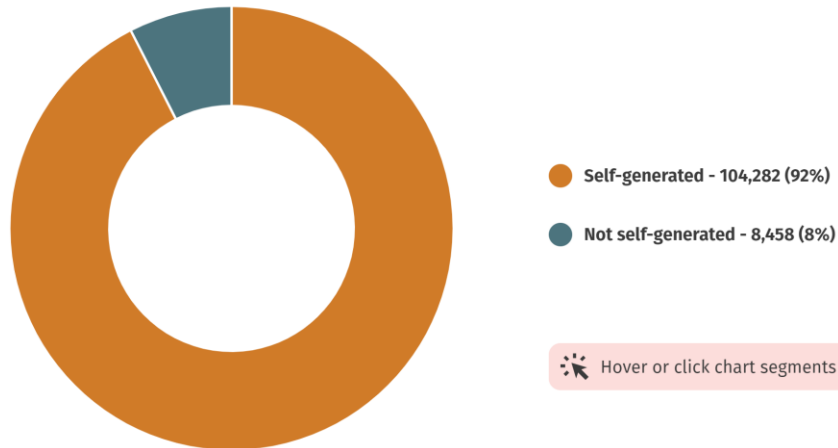
### 11-13-year-olds - sex of victims



### Pre-pubescent children

2022 was the first year that 'self-generated' child sexual abuse reports of 7-10-year-olds were more prevalent than those that were not self-generated, and this trend continued into 2023.

### 7-10-year-olds - types of abuse



One of the biggest increases seen in the latest data, is the rise in the number of images found of 7-10 year olds

This is one of the reasons why we as parents need to start the conversations as early as possible with children, and to be very considered about when children start using devices and controls

So, what can **YOU** do?



# Being safer while live streaming

---

- **Talk** to them about what they are sharing
- Use devices in **public spaces** e.g. lounge not bedroom
- Check privacy and safety **settings** on the app/site
- Be wary of **requests to chat in private**
- Know **Support and Reporting** functions



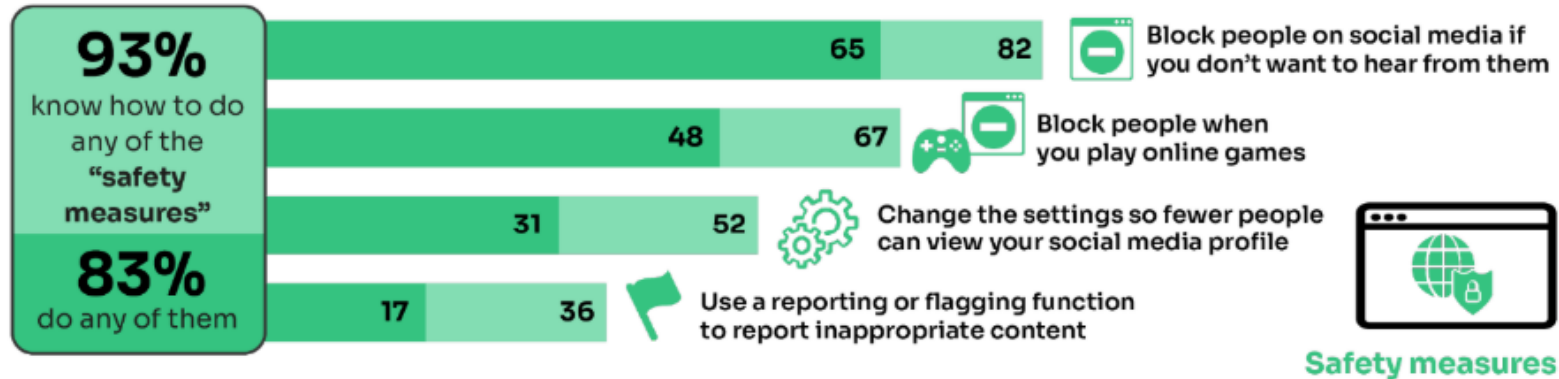


# **STAYING SAFE ONLINE AND REPORTING**

**LGfL** 

**SafeguardED**

# What do **YOUNG PEOPLE** do to **STAY SAFE ONLINE**?



**Only 17% had used a reporting or flagging function**  
(36% were aware of these functions)

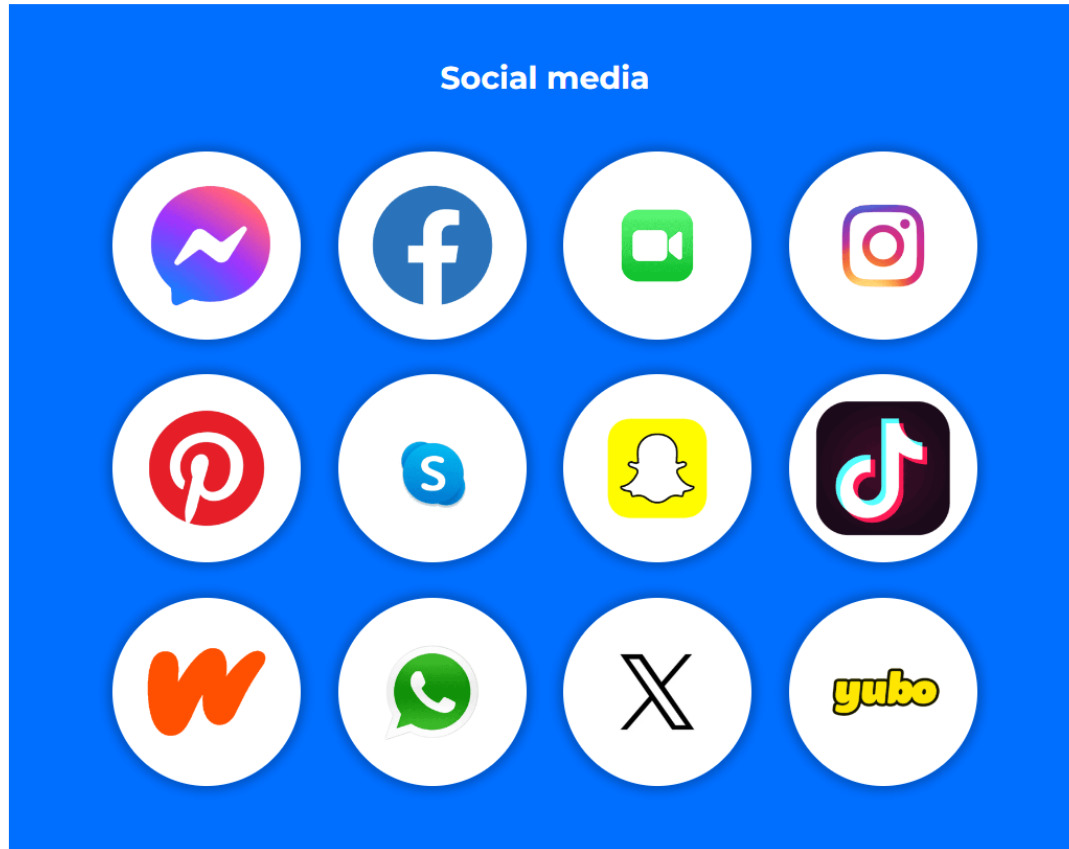
Go to [reporting.lgfl.net](https://reporting.lgfl.net) to find out how to remove content from social media and where to report bullying, racial hatred, terrorism, sexual abuse and more



## Do **YOU** know **HOW TO REPORT** to apps / sites?

### Step-by-step Guides

Click on the guides for step-by-step instructions to set controls on popular devices.



Internet Matters has helpful guides for social media apps and sites at

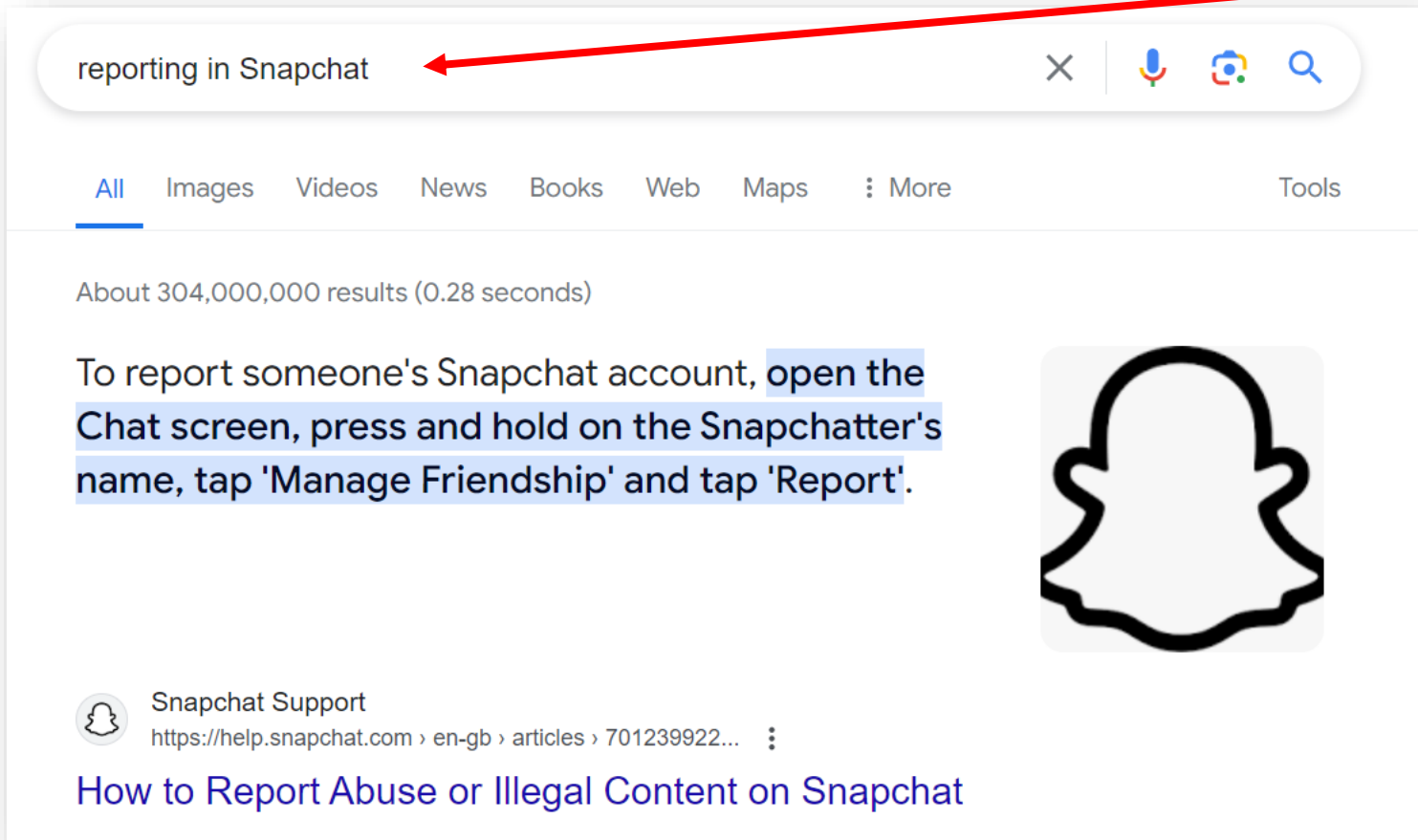
[internetmatters.org/parental-controls/social-media](https://internetmatters.org/parental-controls/social-media)

### Popular Parental control guides



Search our step by step guide





A simple **Google search** with the site name, e.g. **'reporting in Snapchat'** will bring up the steps to take and signpost to the reporting page

# Remember!



- Before signing up to any app/site, **check that your child meets the minimum age** requirement for the platform to understand the risks
- Remind your child to be **cautious about accepting friend requests** - a real friend is someone they/you know in real life, not a 'friend' they met gaming or in a chat room. Encourage them to **ask you for advice** if they are unsure.
- Stress the importance of **not sharing personal information** with online 'friends'
- Keep **passwords confidential**
- **Check their privacy settings**, emphasising the importance of not sharing personal information with strangers, and emphasising the confidentiality of passwords are all important steps
- You can **report any content**, e.g. a post, image or harmful, misleading or damaging comment
- Remember that **reporting doesn't guarantee immediate** removal, as platforms assess reported content based on their respective rules and policies

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SafeguardED

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# CRITICAL THINKING



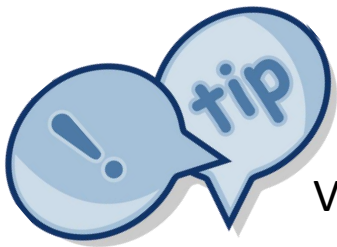
# Does your child **TRUST** everything they see online?

Sixteen and seventeen-year-olds are less sure of their ability to distinguish the real from the fake online than they were last year:



**32% of 8-17s** had seen something they found worrying or nasty online in the past 12 months

**59% of parents** were concerned about them being influenced by extremist content



Visit [goingtoofar.lgfl.net](https://goingtoofar.lgfl.net) to find out how to help children:

- recognise extremist behaviour and content on social media/apps/games
- understand actions likely to attract police investigation
- get help
- report concerns

# Are they aware of the **implications** their actions could have?

Could they be breaking the law?

Or putting themselves or others at risk?

Visit [goingtoofar.lgfl.net](http://goingtoofar.lgfl.net) to find out more.

Let's take this quiz  
together at  
[takingastand.lgfl.net](http://takingastand.lgfl.net)

LGfL DigiSafe  
Department for Education

goingtoofar.lgfl.net

**GOING TOO FAR?**

THE LAW AND ONLINE EXTREMISM

**WHAT WOULD YOU DO IF?**

Scenario based quiz: What would you do if?

# WHAT WOULD YOU DO IF?

goingtoofar.lgfl.net

GOING TOO FAR?

THE LAW AND ONLINE EXTREMISM

**1. You notice lately there are lots of posts from a group appearing on your page which are offensive and racist.**

What can you do about it?





# WHAT WOULD YOU DO IF?

- Nothing, just ignore them
- Report them directly via the site's report button
- Select the option to unfollow or stop seeing posts from this group

# WHAT WOULD YOU DO IF?

goingtoofar.lgfl.net

GOING TOO FAR?

THE LAW AND ONLINE EXTREMISM



**2. Your class are all talking about this funny meme. It's making fun of people from another country, and some of the comments are really rude.**

**There are lots of 'likes'.**

How could you respond?

# WHAT WOULD YOU DO IF?

- 'Like' it – after all it can't do any harm
- Join in the comments so you can also be part of the group
- Share it
- Report it directly to the site as racism
- Talk to a trusted adult for advice

# WHAT WOULD YOU DO IF?

goingtoofar.lgfl.net

GOING TOO FAR?

THE LAW AND ONLINE EXTREMISM

**3. This pop star tweets a post showing how she's lost weight by taking these diet pills- she says the first 100 people can get it half price.**

What could you do?



# WHAT WOULD YOU DO IF?

- Buy them straight away
- Think about her motives - she might be being paid to advertise it
- Check the reviews
- Discuss with a parent/carer before buying anything online
- Do your research and to find out more about this subject

# WHAT WOULD YOU DO IF?

goingtoofar.lgfl.net

GOING TOO FAR?

THE LAW AND ONLINE EXTREMISM

**9. An influencer you came across shared a link where you can meet new friends and chat anonymously without worrying about getting in trouble with the law.**

What could you do?



# WHAT WOULD YOU DO IF?

- Join the chat, after all it's anonymous so it can't do any harm
- Invite one of your friends to come along so you can both make new friends
- Check with a trusted adult at home or school



# RESOURCES AND SUPPORT

**LGfL** 

**SafeguardED**



Visit [parentsafe.lgfl.net](https://parentsafe.lgfl.net) for tips and ideas to help parents:

- Manage **screen time**
- Set controls **and settings**
- Understand **apps and games**
- Talk to children about **risk** - from bullying & sharing content, to extremism & gangs

# parentsafe.lgfl.net



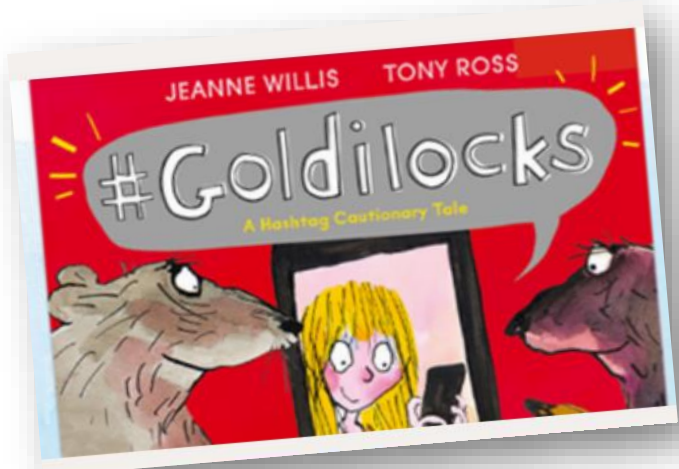
**LGfL**  **SafeguardED**

**LGfL** 

SafeguardED

# TALKING TO CHILDREN ABOUT LIFE ONLINE

Find conversation starters, story time ideas and top tips to reinforce key safety messages at [parentsafe.lgfl.net](https://parentsafe.lgfl.net)



Discussion Guide

Thorn have 18 topic-based discussion guides with questions to help start conversations!



# PARENTSAFE

*Keeping your children safe: online & beyond*





# SIX TOP TIPS

For Parents To Keep Your Children Safe Online

## SafeguardED

Most parents & carers think their children and young people spend too much time on devices. **DON'T FEEL BAD!** Lots of it is perfectly healthy anyway. Instead, follow these tips to keep them safe, happy and healthy.

### Don't worry about screen time; aim for screen quality

Scrolling through social media isn't the same as making a film or story, or video calling Grandma. Use the Children's Commissioner's 'Digital Five A Day' to plan or review each day together.



### Check the safety settings are turned on



Whether it's your home internet, mobile devices, consoles, apps or games, there are lots of settings to make them safer. The key ones are - can they chat to strangers, can they video chat or 'go live', are their posts public? What about safe search and Youtube? See [parentsafe.lgfl.net](https://parentsafe.lgfl.net) for more.

### Get your children to show you their apps and games



You don't need to know all about the latest app or game, but if your child shows you what they are doing and with whom, you'll probably see if it's appropriate or not. Remember 18 games are not more advanced - they are harmful to children! For parent guides to apps, including recommendations for kidsafe apps and video platforms, search for **Common Sense Media** reviews.

### Don't try to hide news about scary things in the news



If you don't talk about it, your children might read inappropriate pages, believe scare stories or simply catastrophise in their heads. Why not watch **Newsround** together and talk about how they feel - there is guidance from **Childline** to help you.

# ONLINE TUTORS KEEPING CHILDREN SAFE



## GUIDANCE FOR PARENTS & CARERS

YOU MIGHT GET A TUTOR FROM SCHOOL, THE NATIONAL TUTORING PROGRAMME, A GOOGLE SEARCH OR A RECOMMENDATION. BUT ANYONE CAN CALL THEMSELVES A TUTOR, SO HOW CAN YOU KEEP YOUR CHILDREN SAFE WHILE THEY CATCH UP?

### 1) Select the right tutor

- o Get to know them first - ask about qualifications, experience (freelance? umbrella body?) & approach
- o Take up references and speak to them if you can
- o Ask to see a DBS (criminal record) check. NB - private tutors can only get the basic check; (don't let a DBS give you a false sense of security though)
- o Find out which platform they will use and its safety features



### 2) Establish clear rules

- o Sessions must always be arranged via you; the tutor should not contact your child directly between sessions, send private messages or change communication platform
- o A tutor is not a friend – they should behave in a professional way, like a teacher
- o Sessions must not be recorded without your approval
- o Try to be in the room for all sessions, especially for younger children, and certainly the first time
- o Your child should not join a session from a bedroom. If this is unavoidable, pop in frequently, ensure they are fully dressed at all times, point the camera away from beds & personal information, and blur or change the background



### 3) Make sure your child knows

- o The rules apply to them and the tutor
- o A tutor is a teacher not a friend
- o Neither tutor nor child should share personal information, private messages or photos & videos
- o They must never meet without your approval or communicate on a different platform
- o Who their trusted adults are at home and school
- o They can tell you if they are asked to keep a secret or anything happens or is said that is strange or makes them feel uncomfortable, scared or upset



FIND MORE SAFEGUARDING RESOURCES TO SUPPORT  
PARENTS AT [PARENTSAFE.LGFL.NET](https://parentsafe.lgfl.net)

**LGfL** DigiSafe

**LGfL** 

SafeguardED

[parentsafe.lgfl.net](https://parentsafe.lgfl.net)

## Why not have a family agreement to:

- **clarify** what is allowed...or not
- **establish** ground rules like no phones at the table or in the bedroom at night-time
- **agree** shared expectations to reduce arguments and keep everyone safe & healthy



Download it at [parentsafe.lgfl.net/digital-family-agreement](https://parentsafe.lgfl.net/digital-family-agreement)

# Digital Family Agreement



LGfL DigiSafe®



*I will:*

*Why?*

Check with mum before getting a new app or game or buying an add-on so she can check it's safe

Set up privacy and safety settings on any apps and sites I use and show them to dad, so he doesn't worry

Check with mum or dad before going live and explain what I can do to avoid any risks

Not post or share any personal information, e.g. mobile, address, to stay private and safe

Put my phone down when we're eating together or mum or dad want to talk, as it's respectful

Turn off notifications when I'm doing homework and at bed time, to help concentrate and sleep

Come off my devices an hour before bedtime to unwind and Sleep well

*If there are any issues:  
We will talk about it calmly and respectfully  
I may have to show you more about what I am doing on devices, or other consequences*



*Parent/carer will:*

*Why?*

*Put our devices down when you want to talk to me/us so we can model good behaviour*

*Keep our mobiles away for important family time, e.g. breakfast and dinner so we can have quality time and talk*

*Trust you to manage your screen time sensibly as we agreed, and only say something if I/we are worried, to help you stay safe and healthy*

*Ask permission before sharing any photos of you, to respect your privacy*

*If I'm worried by anything:  
I can tell mum or dad and they won't judge me  
I can talk to Ms Patel at school  
I can contact Childline or The Mix*

Signed: *Sophie Mum Dad*

Today's date: *24th March*

Date we will review this: *24th May*

Download me again and find more support for parents at [parentsafe.lgfl.net](https://parentsafe.lgfl.net)

# Where to get help?

INSERT SCHOOL SPECIFIC INFO HERE, SUCH AS:

- DSL NAMES AND PHOTOS
- REPORTING PROCESS
- LINK TO POLICIES