

The online world



Age Restrictions for Social Media Platforms

(Ages specified in terms as of 2014)

Twitter
Facebook
Instagram
Pinterest
Google+
Tumblr
Reddit
Snapchat
Secret



Useful websites

<https://nationalonlinesafety.com/guides>

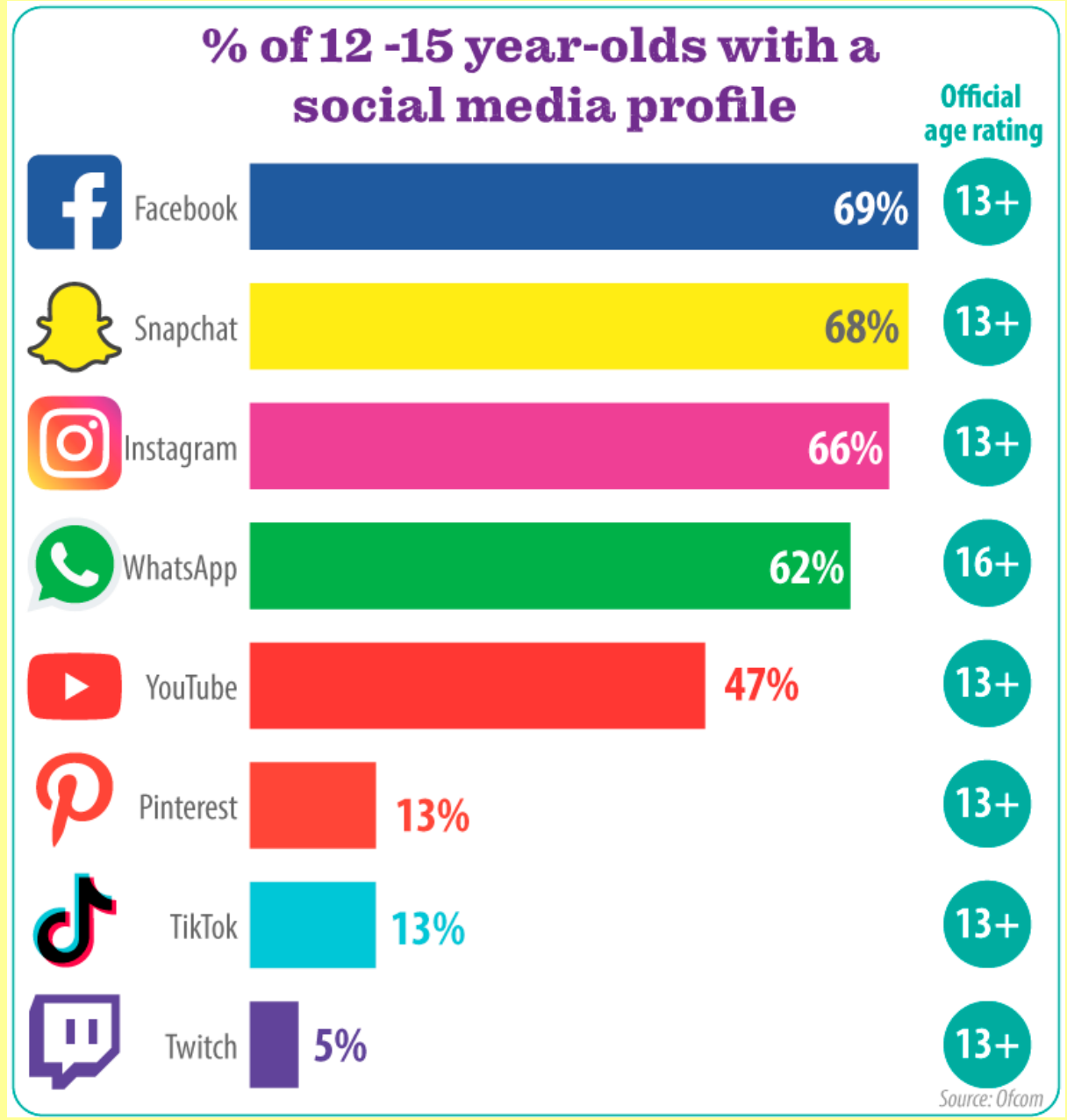
<https://parentzone.org.uk/library>

<https://www.thinkuknow.co.uk/>

<https://www.thinkuknow.co.uk/parents/articles/Parental-controls/>

Over 1 billion people use each of these platforms.

** 2.9 billion on FB, 1.4 billion on Whatsapp.*



Supporting children online



Teach Your Kids Online Safety

S Personal information is a **secret**

M Never **meet** anyone from the internet without a parent or carer

A Never **accept** messages, emails or requests from unknown people

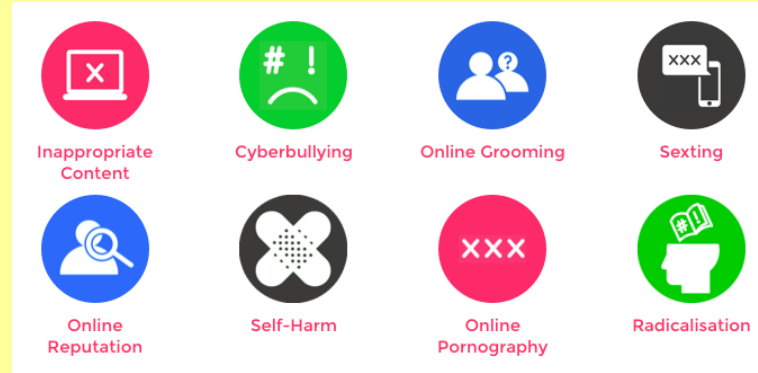
R Remember **reality**
Not everyone tells the truth on the internet.
Some people lie about who they are.

T If anything or anyone online is worrying you **TELL** a parent or carer.

Mental health



Exposure



Perceptions



Privacy



Safety



Interactions



Mental health

- ❖ Reality vs edited images,
- ❖ Screen time,
- ❖ Self-esteem- self doubting, lack of confidence.

Exposure

- ❖ Inappropriate content: language, images, gestures, videos, comments,
- ❖ Grooming, sexting.

Perceptions

- ❖ Reality vs online perception,
- ❖ Social status: communicating in person vs online.

Privacy

- ❖ Private information being shared online: photos, addresses, mobile numbers, videos, school information,
- ❖ Locations being shared through apps.

Safety

- ❖ Sharing personal information with unknown people online, putting themselves in danger.

Interactions

- ❖ Over 1 billion people use each online profile- who are they communicating with?
- ❖ 38% of adults have been catfished,
- ❖ Many children cannot distinguish between friends and people they communicate with online.

The Facts

Around **59%** of children have a social media account by the age of 10.

25% of teenagers receive messages of sexual content including harassment.

Approximately, **800,000 children** in the UK experience some form of cyber abuse between 10 and 15 years old each year.

Online grooming has increased by **80%** in the last 4 years.

39% of these were aged between 12-15 years old.

Most children exposed to pornography by the age of **12**; **15%** of children first exposed under 10.



Around **43%** of children have messaged a stranger online by the age of 12.

Over **5 million children** under the age of 10 have a Facebook account.

Internet Watch Foundation (IWF) found that, since 2019, there has been a **1000%** increase in online sexual abuse of primary school children.

Settings

Check settings thoroughly for each app used. Consider public vs private settings, location, content and screen time settings.



Monitoring

Check usage of apps and programmes.

Encourage children to talk openly about how they use their device.



at home

Communication

Create an open communication culture about social media. A balance between showing interest and being protective is important.



Rules

Set clear rules to ensure safety online and expectations to keep children safe and aware of the risks.

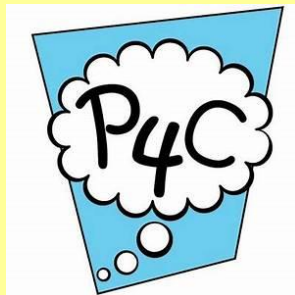


Culture



An open communication culture with members of staff and each other.

This is supported through our P4C (Philosophy 4 Children) curriculum, where children are encouraged to share experiences, discuss scenarios, share opinions and develop ideas by thinking outside the box.



In school

S SAFE Keep safe by being careful not to give out personal information – such as your full name, email address, phone number, home address, photos or school name – to people you are chatting with online.

M MEETING Meeting someone you have only been in touch with online can be dangerous. Only do so with your parents' or carers' permission and even then only when they can be present.

A ACCEPTING Accepting emails, IM messages, or opening files, pictures or texts from people you don't know or trust can lead to problems – they may contain viruses or nasty messages!

R RELIABLE Information you find on the internet may not be true, or someone online may be lying about who they are.

T TELL Tell your parent, carer or a trusted adult if someone or something makes you feel uncomfortable or worried, or if you or someone you know is being bullied online. You can report online abuse to the police at www.thinkuknow.co.uk

KCSIE – Statutory requirements – updated yearly.
Single Central Record - employment checks - robust

Appropriate application of medical and First Aid

Challenge Culture 'It Could Happen Here.'

Management of EHCP's

Code of Conduct - professional standards.

Compliance 'POLICIES, LEGISLATION AND PROCEDURES'

Speaking to DSL when concerned & follow up in a timely manner.

Broad, Robust knowledge, vigilance and confidence to act!

Behaviour Policy

High expectations

Shared Responsibility

Relationships - Knowing the children and their families.

Implementation of Risk Assessments

Safeguarding practice is informed through LAW – The children Act 1989 & Equality ACT 2010

Formal, regular training Safeguarding, Child Protection and prevent.

Information and support for parents on the school website.

Common shared language.

Assemblies - NSPCC Anti – Bullying

E-safety - keeping safe online.

How we safeguard children at NBS

Reporting concerns and safeguarding records in a timely manner.

Information and support for parents on the school website.

Common shared language.

Assemblies - NSPCC Anti – Bullying

E-safety - keeping safe online.

Food Banks

Attendance

Working with families - TRUST

Collaboration 'Working together in partnerships.'

Citizens Advice

GP's

Hampshire SEN

Police - PCSO

Curriculum 'Teaching children to keep themselves and others safe.'

Circle Time

PSHE

RSE

Cultural Diversity

British Values

PAC

LADO Local authority

Early Intervention

Library

Outside agencies - e.g. honeypots, Romsey Young Careers, infant school, EP, Children Services, ELSA, CHAMS, Clifford Centre (behaviour support).

Experiences -Bikeability, fire safety, re-start a heart, NSPCC workshops.

Curriculum



Through computing and PSHE, online safety is our school's priority.

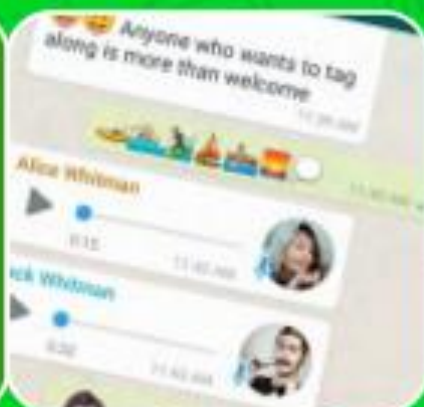
Children participate in regular e-safety sessions; these are interactive and informative, helping them to prepare for using a range of platforms.

P4C sessions are purposeful and relevant to the children and their needs.

E-safety



WhatsApp is one of the most popular messaging apps in the world, with more than 1.5 billion people in more than 180 countries using it to send and receive text, photos, videos and documents, as well as make voice and video calls through an Internet or Wi-Fi connection. The free app offers end-to-end encryption, which means that messages can only be read by the sender and the recipient in one-to-one chats, or all members if it is a group chat. Not even WhatsApp can read them.



AGE RESTRICTION
16+



What parents need to know about

WhatsApp





National Online Safety

Top Tips for Parents



CREATE A SAFE PROFILE

Even though somebody would need your child's phone number to add them as a contact, as an extra security measure we suggest altering their profile settings to control who can see their profile photo and status. The options to choose from are 'Everyone,' 'My Contacts' and 'Nobody.' We suggest selecting 'My Contacts' or 'Nobody' to ensure their profile is protected.

EXPLAIN HOW TO BLOCK PEOPLE

If your child has received spam or offensive messages, calls or attachments from a contact, they should block them. Messages and status updates sent by a blocked contact will not show up on the phone and will stay undelivered. Blocking someone will not remove this contact from the contact list – they will need to be removed from the phone's address book. To block a contact, your child needs to open the person's chat stream and tap on the settings.

REPORT SCAM MESSAGES

Advise your child not to tap, share or forward any message that looks suspicious or sounds too good to be true. When your child receives a message from an unknown number for the first time, they will be given the option to report the number as spam directly inside the chat. They can also report a contact or a group as spam using the following steps: 1) Open the chat. 2) Tap on the contact or group name to open their profile information. 3) Scroll to the bottom and tap 'Report Spam.'

LEAVE A GROUP

If your child is part of a group chat that makes them feel uncomfortable or has been added to a group they don't want to be part of, use the group's settings to show them how to leave. If someone exits a group, the admin can add them back in once. If they leave again, they cannot be added again.

USING LIVE LOCATION SAFELY

If your child needs to use the 'Live Location' feature to share with you or a friend, advise them to only share it for the amount of time they need to. WhatsApp gives the options of either 15 minutes, one hour or eight hours. However, your child can choose to stop sharing at any time.

DELETE ACCIDENTAL MESSAGES

If your child has sent a message to the wrong chat or if a message they sent has contained a mistake, they can delete it. To do this, simply tap and hold on the message, choose 'Delete' and then 'Delete for everyone.' The app allows seven minutes to delete the message after it has been sent, but it is important to remember that recipients may have seen and screenshot a message before it was deleted.

SET TIME LIMITS

A 2017 study found that by the age of 14 the average child will have sent more than 35,000 texts, 30,000 WhatsApp messages and racked up more than three solid weeks of video chat. Although it is inevitable that your child will use technology, you can still set boundaries. This is not easy, especially since teens use their devices for both schoolwork and free time, often simultaneously.

SOURCES: <https://www.theguardian.com/commentisfree/2018/apr/26/whatsapp-plans-to-ban-under-16s-the-mystery-is-how>, <https://whatsappbrand.com/>, <https://www.independent.co.uk/life-style/gadgets-and-tech/news/whatsapp-update-latest-india-hoaxes-forward-messages-app-download-8445611.html>



GROUP CHATS

Occurring through messaging apps, on social media and in online games, group chats are among the most popular ways that young people engage with their peers online. Involving, by definition, three or more individuals, these groups allow users to send messages, images and videos to everyone in one place. While they are useful for helping friends, people with shared interests or members of a club to communicate and coordinate activities, they can also leave young people feeling excluded and bullied – as well as providing opportunities for inappropriate content to be shared and viewed.

WHAT ARE THE RISKS?

BULLYING

Unkind comments or images which are purposely aimed at an individual can be shared freely in a group chat – allowing and often encouraging others to join in the bullying behaviour. If this content is shared in a group of their peers (especially a larger group), it serves to amplify the hurt, embarrassment, anxiety and isolation that the victim feels.

EXCLUSION AND ISOLATION

This common issue with group chats can happen in several ways: starting a new group, for instance, but deliberately excluding a certain child. Likewise, the chat may take place on an app which one child doesn't have access to, meaning they can't be involved. A child can also feel isolated when a group chat is used to discuss or share images from an event that everyone else but them attended.

SHARING GROUP CONTENT

It's important to remember that – while the content of the chat is private between those in the group – individual users can easily share a message, photo or video with others outside of the group or screenshot what's been posted. The risk of something your child intended as private becoming public (and potentially going viral) is higher if there are people they don't know well in the group.

UNKNOWN MEMBERS

Within larger group chats, it's more likely your child will be communicating with people they don't really know. These strangers may be friends of the host, but not necessarily friendly toward your child. It's wise for young people not to share personal details and stay aware that they have no control over the messages and images they share after they've put them online.

INAPPROPRIATE CONTENT

Some discussions in group chats may include inappropriate words, swearing and unsuitable images or videos. These could be viewed by your child if they are part of that group, whether they actively engage in it or not. Some chat apps have a disappearing message function, so your child may be unable to report something they've seen because it can only be viewed once or for a short time.

CENSORED

NOTIFICATIONS AND FOMO

A drawback of large group chats is the sheer number of notifications. Every time someone in the group messages, your child's device will be 'pinged' with an alert: potentially, this could mean hundreds of notifications a day. Not only is this highly distracting, but young people's fear of missing out on the latest conversation results in increased screen time as they try to keep up with the chat.

Advice for Parents & Carers

CONSIDER OTHERS' FEELINGS

Group chats are often an arena for young people to gain social status. This could cause them to do or say things on impulse, which could upset others in the group. Encourage your child to consider how other people might feel if they engaged in this behaviour. If your child does upset a member of their group chat, support them to reach out, show empathy and apologise for their mistake.



GIVE SUPPORT, NOT JUDGEMENT

Remind your child that they can confide in you if they feel bullied or excluded in a group chat, instead of responding to the person who's upset them. Validate their hurt feelings and help to put them back in control by discussing how they'd like to handle the situation. On a related note, you could also empower your child to speak up if they're in a chat where others are being picked on.



BLOCK, REPORT AND LEAVE

If your child is in a chat where inappropriate content is being shared, advise them to block the users sending the material, report them to the host app or platform and exit the group. If any of this content could be putting a minor at risk, contact the police. Emphasise to your child that it's OK for them to simply leave any group chat that they don't feel comfortable being a part of.



PRACTISE SAFE SHARING

In any online communication, it's vital for young people to be aware of what they're sharing and who might potentially see it. Discuss the importance of not revealing identifiable details like their address, their school or photos that they wouldn't like to be seen widely. Remind them that once something is shared in a group, they lose control of where it may end up and how it might be used.



AVOID INVITING STRANGERS

Sadly, many individuals online hide their true identity to gain a child's trust – for example, to gather information on them, to exchange inappropriate content or to coax them into doing things they aren't comfortable with. Ensure your child understands why they shouldn't add people they don't know to a group chat – and, especially, to never accept a group chat invitation from a stranger.



SILENCE NOTIFICATIONS

Having a phone or tablet bombarded with notifications from a group chat can be a massive irritation and distraction – especially if it's happening late in the evening. Explain to your child that they can still be part of the group chat, but that it would be healthier for them to turn off or mute the notifications and catch up with the conversation at a time which better suits them.



SNAPCHAT

AGE RESTRICTION

13+

Snapchat is a photo- and video-sharing app which also allows users to chat with friends via text or audio. Users can share images and videos with specific friends, or through a 'story' (documenting the previous 24 hours) visible to their entire friend list. Snapchat usage rose during the pandemic, with many young people utilising it to connect with their peers. The app continues to develop features to engage an even larger audience and emulate current trends, rivalling platforms such as TikTok and Instagram.

CONNECTING WITH STRANGERS

Even if your child only connects on the app with people they know, they may still receive friend requests from strangers. Snapchat's links with apps such as Wink and Hoop have increased this possibility. Accepting a request means that children are then disclosing personal information through the Story, SnapMap and Spotlight features. This could allow predators to gain their trust for sinister purposes.

EXCESSIVE USE

There are many features that are attractive to users and keep them excited about the app. Snap streaks encourage users to send snaps daily, Spotlight Challenges give users to the chance to obtain money and online fame, and the Spotlight feature's scroll of videos makes it easy for children to spend hours watching content.

SEXTING

Sexting continues to be a risk associated with Snapchat. The app's 'disappearing messages' feature makes it easy for young people (teens in particular) to share explicit images on impulse. While these pictures do disappear – and the sender is notified if it has been screenshotted first – users have found alternative methods to save images, such as taking pictures with a separate device.

DAMAGE TO CONFIDENCE

Snapchat's filters and lenses are a popular way for users to enhance their 'selfie game'. Although many are designed to entertain or amuse, the 'beauty' filters on photos can set unrealistic body image expectations and create feelings of inadequacy. Comparing themselves unfavourably against other Snapchat users could threaten a child's confidence or sense of self-worth.

VISIBLE LOCATION

CENSORED



Spotlight feature's scroll of videos makes it easy for children to spend hours watching content.

INAPPROPRIATE CONTENT

Some videos and posts on Snapchat are not suitable for children. The hashtags used to group content are determined by the poster, so an innocent search term could still yield age-inappropriate results. The app's Discover function lets users swipe through snippets of news stories and trending articles that often include adult content. There is currently no way to turn off this feature.

CAUTION

#NOFILTER

threaten a child's confidence or sense of self-worth.

VISIBLE LOCATION

My Places lets users check in and search for popular spots nearby – such as restaurants, parks or shopping centres – and recommend them to their friends. The potential issue with a young person consistently checking into locations on Snapchat is that it allows other users in their friends list (even people they have only ever met online) to see where they currently are and where they regularly go.



Advice for Parents & Carers

TURN OFF QUICK ADD

The Quick Add function helps people find each other on the app. This function works based on mutual friends or whether someone's number is in your child's contacts list. Explain to your child that this feature could potentially make their profile visible to strangers. We recommend that your child turns off Quick Add, which can be done in the settings (accessed via the cog icon).



CHAT ABOUT CONTENT

Talk to your child about what is and isn't wise to share on Snapchat (e.g. don't post explicit images or videos, or display identifiable details like their school uniform). Remind them that once something is online, the creator loses control over where it might end up – and who with. Additionally, Snapchat's 'Spotlight' feature has a #challenge like TikTok's: it's vital that your child understands the potentially harmful consequences of taking part in these challenges.



CHOOSE GOOD CONNECTIONS

Snapchat has recently announced that it is rolling out a new safety feature: users will receive notifications reminding them of the importance of maintaining connections with people they actually know well, as opposed to strangers. This 'Friend Check Up' encourages users to delete connections with users they rarely communicate with, to maintain their online safety and privacy.



KEEP ACCOUNTS PRIVATE

Profiles are private by default, but children may make them public to gain more followers. Your child can send Snaps directly to friends, but Stories are visible to everyone they have added, unless they change the settings. If they use SnapMaps, their location is visible unless 'Ghost Mode' is enabled (again via settings). It's prudent to emphasise the importance of not adding people they don't know in real life. This is particularly important with the addition of My Places, which allows other Snapchatters to see the places your child regularly visits and checks in: strangers, bullies and groomers could use this information to engage in conversation and arrange to meet in person.



TALK ABOUT SEXTING

It may feel like an awkward conversation (and one that young people can be reluctant to have) but it is important to talk openly and non-judgementally about sexting. Discuss the legal implications of sending, receiving or sharing explicit images, as well as the possible emotional impact. Emphasise that your child should never feel pressured into sexting – and that if they receive unwanted explicit images, they should tell a trusted adult straight away.



BE READY TO BLOCK AND REPORT

If a stranger *does* connect with your child on Snapchat and begins to make them feel uncomfortable through bullying, pressure to send explicit images or by sending explicit images to them, your child can select the three dots on that person's profile and choose report or block. There are options to state why they are reporting that user (annoying or malicious messages, spam, or masquerading as someone else, for example).



What Parents & Carers Need to Know about

TIKTOK

AGE RESTRICTION

13+

TikTok is a video-sharing social media app which lets people create, view and download looping 15-second clips. Typically, these are videos of users lip-syncing and dancing to popular songs or soundbites (often for comic purposes), enhanced with filters, effects and text. Designed with young people in mind, TikTok skyrocketed in popularity in 2019 and has featured near the top of download charts ever since. It now has around a billion users worldwide.

AGE-INAPPROPRIATE CONTENT

Most videos appearing on a child's feed are light-hearted and amusing. However, some clips have been reported for featuring drug and alcohol abuse, themes of suicide and self-harm, or young teens acting in a sexually suggestive way. The sheer volume of uploads is impossible to moderate entirely – and since TikTok Jump's introduction in mid-2021, users can view third-party content outside the app.

18

CENSORED

EXPLICIT SONGS

TikTok primarily revolves around videos of users lip-syncing and dancing to music. Inevitably, some featured songs will contain explicit or suggestive lyrics. Given the app's young user-base, there is a risk that children may view older users' videos and then be inclined to imitate any explicit language or suggestive actions.

W&#*!

HAZARDOUS VISIBILITY

Connecting with others is simple on TikTok – including commenting on and reacting to users' videos, following their profile and downloading their content. The majority of these interactions are harmless, but – because of its abundance of teen users – TikTok has experienced problems with predators contacting young people.

ADDICTIVE NATURE

Like all social media, TikTok is designed to be addictive. It can be hugely entertaining – but that also makes it hard to put down. As well as the punchy nature of the short video format, the app's ability to keep users intrigued about what's coming next mean it's easy for a 5-minute visit to turn into a 45-minute stay.

IN-APP SPENDING



may view their videos and often be inclined to imitate any explicit language or suggestive actions.

TIKTOK FAME

The app has created its own celebrities: Charli D'Amelio and Lil Nas X, for example, were catapulted to fame by exposure on TikTok – leading to many more teens attempting to go viral and become “TikTok famous”. While most aspiring stars hoping to be ‘the next big thing’ will find it difficult, setbacks may in turn prompt them to go to even more drastic lengths to get noticed.



IN-APP SPENDING

There's an in-app option to purchase 'TikTok coins', which are then converted into digital rewards for sending to content creators that a user likes. Prices range from 99p to an eye-watering £99 bundle. TikTok is also connected with Shopify, which allows users to buy products through the app.

Advice for Parents & Carers

TALK ABOUT ONLINE CONTENT

Assuming your child is above TikTok's age limit, talk to them about what they've viewed on the app. Ask their opinion on what's appropriate and what isn't. Explain why they shouldn't give out personal details or upload videos which reveal information like their school or home address. In the long run, teaching them to think critically about what they see on TikTok could help them to become social-media savvy.

MAINTAIN PRIVACY SETTINGS

The default setting for all under 16s' accounts to 'private'. Keeping it that way is the safest solution: it means only users who your child approves can watch their videos. The 'Stitch' (which lets users splice clips from other people's videos into their own) and 'Duet' (where you build on another user's content by recording your own video alongside their original) features are now only available to over 16s. This might clash with your child's ambitions of social media stardom, but it will fortify their account against predators.

LEARN ABOUT REPORTING AND BLOCKING

With the correct privacy settings applied, TikTok is a relatively safe space. However, in case something *does* slip through, make sure your child knows how to recognise and report inappropriate content and get them to come to you about anything upsetting that they've seen. TikTok allows users to report anyone breaching its guidelines, while you can also block individual users through their profile.

ENABLE FAMILY PAIRING

'Family Pairing' lets parents and carers link their own TikTok account to their child's. Through your mobile, you can control your child's safety settings remotely – including limiting screen time, managing their ability to exchange messages (and with whom) and blocking a lot of age-inappropriate content. TikTok's Safety Centre also provides resources for parents and carers to support online safety among families. These resources can be found on their website.

USE RESTRICTED MODE

In the app's 'Digital Wellbeing' section, you can filter out inappropriate content (specific content creators or hashtags, for instance) using 'Restricted Mode'. This can then be locked with a PIN. You should note, though, that the algorithm moderating content isn't totally dependable – so it's wise to stay aware of what your child is watching.

MODERATE SCREEN TIME

As entertaining as TikTok is, you can help your child to manage their time on it in the 'Digital Wellbeing' section. Under 'Screen Time Management', you can limit the daily permitted time on the app (in increments ranging from 40 minutes to two hours). This preference can also be locked behind a PIN. That way, your child can get their regular dose of TikTok without wasting the whole day.

What Parents & Carers Need to Know about

YOUTUBE

YouTube is a video-sharing social media platform that allows billions of people around the world to watch, share and upload their own videos with a vast range of content – including sport, entertainment, education and lots more. It's a superb space for people to consume content that they're interested in. As a result, this astronomically popular platform has had a huge social impact: influencing online culture on a global scale and creating new celebrities.

INAPPROPRIATE CONTENT

YouTube is free and can be accessed via numerous devices, even without creating a YouTube account. Some content is flagged as 'age-restricted' (requiring the user to be logged into an account with a verified age of 18), but children can still view some mildly inappropriate material. This can include profanity and violence, which some young users may find upsetting.

CONNECT WITH STRANGERS

YouTube is a social media platform which allows people to interact with other (usually unknown) users. Account holders can leave comments on any video they have access to, as well as messaging other users directly. Connecting with strangers online, of course, can potentially lead to children being exposed to adult language, to cyberbullying and even to encountering online predators.

HIGH VISIBILITY

Content creators can also be put at risk – especially young ones who try to make their online presence as visible as possible. Creating and uploading content exposes children to potential harassment and toxicity from the comments section, along with the possibility of direct messaging from strangers. Videos posted publicly can be watched by anyone in the world.

TRENDS AND CHALLENGES

YouTube is teeming with trends, challenges and memes that are fun to watch and join in with. Children often find these immensely entertaining and might want to try them out. Most challenges tend to be safe, but many others may harm children through either watching or copying. The painful 'salt and ice challenge', which can cause injuries very quickly, is just one of many such examples.

SUGGESTED CONTENT

YouTube recommends videos related to what the user has previously watched on their account, aiming to provide content that will interest them. This is intended to be helpful but can also lead to binge-watching and the risk of screen addiction, especially if 'auto-play' is activated. Users without an account are shown popular videos from the last 24 hours, which might not always be suitable for children.



SNEAKY SCAMMERS

Popular YouTube channels regularly have scammers posing as a well-known influencer in the comments section, attempting to lure users into clicking on their phishing links. Scammers impersonate YouTubers by adopting their names and profile images, and sometimes offer cash gifts or 'get rich quick' schemes. Children may not realise that these users are not who they claim to be.



Advice for Parents & Carers

APPLY RESTRICTED MODE

Restricted Mode is an optional setting that prevents YouTube from showing inappropriate content (such as drug and alcohol abuse, graphic violence and sexual situations) to underage viewers. To prevent your child from chancing across age-inappropriate content on the platform, we would recommend enabling Restricted Mode on each device that your child uses to access YouTube.

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TRY GOOGLE FAMILY

Creating a Google Family account allows you to monitor what your child is watching, uploading and sharing with other users. It will also display their recently watched videos, searches and recommended videos. In general, a Google Family account gives you an oversight of how your child is using sites like YouTube and helps you ensure they are only accessing appropriate content.



CHECK PRIVACY SETTINGS

YouTube gives users the option of uploading videos as 'private' or 'unlisted' – so they could be shared exclusively with family and friends, for example. Comments on videos can also be disabled and channels that your child is subscribed to can be hidden. If your child is only uploading videos that are protected as 'private', they are far less likely to receive direct messages from strangers.



CHECK OTHER PLATFORMS

Influential content creators usually have other social media accounts which they encourage their fans to follow. Having an open discussion about this with your child makes it easier to find out how else they might be following a particular creator online. It also opens up avenues for you to check out that creator's other channels to see what type of content your child is being exposed to.



MONITOR ENGAGEMENT

YouTube is the online viewing platform of choice for billions of people, many of them children. Younger children will watch different content to older ones, of course, and react to content differently. You may want to keep an eye on how your child interacts with content on YouTube – and, if applicable, with content creators – to understand the types of videos they are interested in.



LIMIT SPENDING

Although YouTube is free, it does offer some in-app purchases: users can rent and buy TV shows and movies to watch, for example. If you're not comfortable with your child purchasing content online, limit their access to your bank cards and online payment methods. Many parents have discovered to their cost that a child happily devouring a paid-for series quickly leads to an unexpected bill!



What Parents & Carers Need to Know about CROSS-PLATFORM SHARING OF INAPPROPRIATE CONTENT

Creepy characters like Slender Man or Huggy Wuggy. Dangerous online challenges. Songs or videos that aren't suitable for youngsters. When things like these begin trending online, it can be difficult to prevent children accidentally stumbling across them – especially if they use a range of platforms, like online games, social media, streaming sites or messaging apps. A trend can originate in one online space and rapidly spread to other platforms or via chat apps. The frightening Huggy Wuggy character, for instance, first emerged as part of a game on Steam; now there are parody songs on TikTok, videos on YouTube and more than 45,000 results for #huggywuggy on Instagram.

WHAT ARE THE RISKS?

UNSUITABLE VIDEOS AND IMAGES

Anyone can upload footage to a video-sharing platform, which has resulted in clips that *appear* age-appropriate but actually aren't so innocent. The audience for Peppa Pig, for instance, is very young – but there have been reports of Peppa cartoons with extreme violence spliced into them. Likewise, footage of the razor-toothed game character Huggy Wuggy has been inserted into numerous child-friendly videos (even on YouTube kids), scaring many young viewers.

CENSORED



INAPPROPRIATE LANGUAGE

On a similar theme, there is always the possibility that user-uploaded video content could include language which really isn't suitable for children. The on-screen imagery may look child friendly, but if your child is wearing headphones, then you'll remain unaware of what is being said: some videos have featured songs containing explicit language or characters graphically describing violence.

COPIES OF LIVE STREAMS

Social media and messaging apps can inadvertently spread extremely harmful content very quickly. Footage of violent attacks (such as the recent Buffalo supermarket shootings) can often be viewed on multiple platforms as people start to share the video. Moderators try to react swiftly to remove upsetting content, but the rate at which it goes viral makes it difficult to prevent the spread completely.

ACCIDENTAL EXPOSURE

Even if your child doesn't have access to social media platforms or video-streaming platforms (where the majority of issues arise), they might still use messaging apps to communicate with family and friends. There is always going to be a risk, therefore, of them seeing something which isn't child friendly: either shared by one of their peers or sent accidentally by a relative.

Advice for Parents & Carers

USE SAFETY FEATURES

Enable safety settings like Google SafeSearch and the optional restrictions on video-sharing platforms like YouTube. Whenever possible, stick to YouTube Kids for young children, as the software will help to filter out unsuitable content. Remember that filters aren't always enough to block all inappropriate material – especially when child-friendly videos have been edited maliciously.



LESS IS BEST

Manage the number of online platforms your child has access to, based on their age and maturity. Just because their friends use a certain game or app, it doesn't mean your child must have it too. Follow the age guidelines for games and apps, and check regularly that privacy settings are in place.

KEEP IT COMMUNAL

Encourage your child to stay in a communal family space when they're watching videos or playing online games on their devices – without headphones, if possible. This will make it far easier for you to keep one eye (and ear) on what they are seeing and hearing while they're online.



AVOID FAN-MADE CONTENT

If your child watches cartoons and shows on YouTube, spend time with them making a playlist of videos that you're comfortable with them watching. Always source videos from official channels, as opposed to fan-made content: you can never be completely confident about material that another user has created or uploaded.



REACT CALMLY

If you hear or see anything unsuitable on your child's device, calmly ask them to turn off the game or video in question. Explain that they haven't done anything wrong, but that you didn't like what you saw or heard and you would much rather they watched or played something else instead.



SUPPORT AND REASSURE

Remind your child regularly that *anyone* can post *anything* online – and that not everything online is real. If your child is sent something that scares or worries them, ask them to show you. Watch it alone (to avoid unnerving them further), then praise them for coming to you and talk about what upset them. Recommend a break from their device to do something which helps them feel calm and happy.





What parents need to know about INSTAGRAM

AGE RESTRICTION
13+
Anyone over the age of 13 can create an account

Instagram is a hugely popular social networking app with over 1 billion users worldwide. The app, which is accessible on iOS and Android devices, allows users to upload images and videos to their feed, create interactive 'stories', exchange private messages or search, explore and follow other accounts they like. Images and videos can be transformed with an array of filters to edit the shot before sharing and anyone with an account can see others' online 'galleries' if their account is not private. To make posts easier to find, users can include searchable hashtags and captions to their uploads. That's why we've created this guide to help parents and carers understand exactly what Instagram is about.

LOCATION

#HASHTAG

HOOKED ON SCROLLING

Many social media platforms, Instagram included, have been designed in a way to keep us engaged on them for as long as possible. Behavioural economist, Nir Eyal, calls this the 'Hook Model' and the Instagram feed is a great example of this. Children and adults may find themselves scrolling to try and get a 'dopamine release'. Scrolling may become addictive and it can be difficult to stop until children find that 'something' they are looking for, quickly losing track of time as they get deeper into their Instagram feed.

SLIDING INTO DMS

Direct messages (or DMs) on Instagram allow users to share posts, images, videos, voice messages and calls between each other privately (or in a private group). Even if your child's account is set to private, anybody has the option to message them and send them content. If the person is not on your child's friends list, the message will still be sent to their inbox but the user has to accept their request to see the message.

INFLUENCER CULTURE

Influencers are sometimes paid thousands of pounds to promote a product, service, app and much more on social media. When celebrities or influencers post such an advert, they should add a disclaimer somewhere in the post which states that they have been paid for it. Commonly, this is well-hidden in the hashtags or in the comments of their post, making it unclear that their photo/video is actually an advert. This can be very misleading to young people who may be influenced into buying/wanting something promoted by somebody they admire, creating a false sense of reality and potentially affecting their mental health and wellbeing.

IMPACT ON WELLBEING

In a report by the RSPH, Instagram was ranked the worst for young people's mental health. Using filters on photos on Instagram can set unrealistic expectations and create feelings of inadequacy. Children may strive for more 'likes' by using realistically edited photos. Judging themselves against other users on the app might threaten their confidence or self-worth. In early 2019, Instagram banned images of self-harm and suicide, following the suicide of 14-year-old Molly Russell, who had reportedly been looking at such material on the platform. They since extended the ban to include drawings, cartoons and memes.

LIVE STREAMING TO STRANGERS

Live streaming on Instagram allows users to connect with friends and followers in real-time and comment on videos during broadcast. If your child's account is private, only their approved followers can see their story. It's important to note they may have accepted a friend request from someone they don't know, which means they could be live streaming to strangers. Children also risk sharing content they later regret, which could be re-shared online for years to come. Public accounts allow anybody to view, so we suggest your child blocks followers they don't know. In early 2019, data gathered by the NSPCC found that sex offenders were grooming children on Instagram more than on any other online platform.

IN-APP PAYMENTS

Instagram allows payments for products directly through the app. It operates under the same rules as Facebook Payments, which state that if you are under the age of 18, you can only use this feature with the involvement of a parent or guardian.

EXPOSING LOCATION

Public locations can be added to a user's photos/videos and also to their stories. While this may seem like a good idea at the time, it can expose the location of your child. This is particularly more of a risk if it is on their story, as it is real time. A photo which includes landmarks in the area, their school uniform, street name, house and even tagging in the location of the photo uploaded to Instagram can expose the child's location, making it easy to locate them. If their account is public, anyone can access their account and see their location.

HIJACKED HASHTAGS

Hashtags are an integral part of how Instagram works, but they can come with risks. One person may use a seemingly innocent hashtag with one particular thing in mind, and before you know it hundreds of people could be using the same hashtag for something inappropriate or dangerous that your child shouldn't be exposed to.

IGTV

Instagram TV (IGTV) works similar to YouTube. Users can watch videos from favourite accounts on the platform or create their own channel and post their own videos. It's important to note anyone can create an Instagram TV channel and doesn't have to be friends with a person to follow an account and watch their videos. In 2018 Instagram apologised and removed some of its TV content which featured sexually suggestive imagery of children. As the feature may encourage spending more time using the app, it's important to set time limits to avoid children's sleep or education being disturbed.



Top Tips for Parents & Carers



RESTRICT DIRECT MESSAGES

If your child receives a message from somebody they do not know, encourage them not to accept their message request and 'block' this person; this is the only way to stop them messaging your child again. Children can also 'tap and hold' the individual message to report it directly to Instagram as well as reporting the account itself.

LOOK OUT FOR #ADS

In 2019, the UK's Competition and Markets Authority launched an investigation into celebrities who were posting adverts on social media and not declaring that they were paid for. Influencers must clearly state that they have been paid for their posts, for example using a hashtag like #ad or #sponsored. Teach your child to look out for the signs of a paid post/advert and discuss with them that not everything they see from celebrities is their personal choice and opinion.

MANAGE NEGATIVE INTERACTIONS

If your child is receiving unwanted or negative comments, they can block that account so that they can't interact with them. This stops them seeing and commenting on their posts, stories and live broadcasts. In addition, your child can instantly delete unwanted comments from their posts, turn them off completely and control who can tag and mention them in comments, captions or stories, from everyone, only people they follow, or no one at all.

MANAGE DIGITAL WELLBEING

Instagram now has an in-built activity dashboard that allows users to monitor and control how much time they spend on the app. Users can add a 'daily reminder' to set a limit on how much time they want to spend on Instagram, prompting them to consider if it's been too long. In addition, once users have caught up with all the previous posts since they last logged on, they'll receive a 'You've completely caught up' message. Both features can help you have a conversation with your child about how much time they are spending on the app and to set healthy time limits.

PROTECT PERSONAL INFORMATION

Your child may unknowingly give away personal information on their profile or in their live streams. Talk to them about what their personal information is and make sure that they do not disclose anything, including their location, to anyone during a livestream, comment, direct message or any other tool for communication on the platform, even to their friends.

USE A PRIVATE ACCOUNT

By default, any image or video your child uploads to Instagram is visible to anyone. A private account means that you have to approve a request if somebody wants to follow you and only people you approve will see your posts and videos. Children should also use a secure password and enable a two-factor authentication to add an extra layer of security to their account.

FILTER INAPPROPRIATE COMMENTS

Instagram has an 'anti-bullying' filter, which hides comments relating to a person's appearance or character, as well as threats to a person's wellbeing or health. The filter will also alert Instagram to repeated problems so that they can take action against the user if necessary. This is an automatic filter, which should always be enabled. Children can also report abusive behaviour or inappropriate/offensive material directly to Instagram from the app. This includes posts, comments and accounts.

TURN OFF SHARING

Even though this feature will not stop people from taking screenshots, it will stop others being able to directly share photos and videos from a story as a message to another user. This feature can be turned off in the settings. We also recommend turning off the feature which automatically shares photos and videos from a story to a Facebook account.

REMOVE PAYMENT METHODS

If you are happy for your child to have a card associated with their Instagram account, we suggest adding a PIN which needs to be entered before making a payment; this will also help prevent unauthorised purchases. This can be added in the payment settings tab.

DON'T FORGET TO BE VIGILANT & TALK TO YOUR CHILD ABOUT THEIR ONLINE ACTIVITIES!

Meet our expert

Parven Kaur is a social media expert and digital media consultant who is passionate about improving digital literacy for parents and children. She has extensive experience of working in the social media arena and is the founder of Kids N Clicks, a web resource helping parents and children thrive in a digital world.



NEW FOR 2020 INSTAGRAM REELS

Instagram Reels is the latest update from Instagram that gives users the ability to record and edit 15-second multi-clip videos with audio, effects, and new creative tools. It is the apps answer to TikTok and can be accessed via the Stories feature. Reels can be shared with friends and family, however, if your child has a public account, it could be shared wider via 'Explore' and viewed by millions of strangers online.



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FIND OUT WHAT YOUR CHILD KNOWS

1

There are many ways that children are exposed to upsetting content in the media, both online and offline. Before swamping your child with information, find out what they know already. Show them you're interested in what they have to say, practice active listening and try to gauge how much your child has been impacted by what they have seen.



RIGHT TIME, RIGHT PLACE

2

Starting a conversation about upsetting content probably isn't the best idea when your child is studying for an exam or about to go to bed. Choose a time when they're relaxed and open to talking, to make sure you have their full attention. Remember, these conversations can become emotional, so choose somewhere your child feels safe and comfortable.



KEEP IT AGE APPROPRIATE

3

With younger children, try and keep the conversation more general and avoid leading questions and complex detail. You can go slightly deeper into the specifics with young teenagers but keep monitoring their emotional response. With older teens, you can be more open about the realities and consequences of what is happening – but again, do stay aware of their emotional state.



EMPHASISE HOPE

4

SET LIMITS

7

Managing screentime and content can be difficult at the best of times, but especially in unusual or stressful periods (at the start of the pandemic, for example). It's virtually impossible to keep children away from upsetting content completely, but it's important to try and at least limit exposure by using parental controls, talking about the dangers of harmful content and enforcing screentime limits.



TAKE THINGS SLOWLY

8

Try not to overwhelm your child with information all at once: instead, take the discussion one step at a time. You could make the first conversation a simple introduction to a potentially upsetting subject and then wait until your child is ready to talk again. Opening the door to the conversation and demonstrating that your child can talk to you about this type of issue is a vital first step.

ENCOURAGE QUESTIONS

9

Online, troubling images, posts, videos and stories are shared across multiple platforms, many of which your child might access. Even if the content is actually inappropriate, encourage your child to discuss what they saw instead of being angry at them for seeing it. Children are still learning that not everything online is accurate – you want to be their ultimate source of information, not their device.



EMPHASISE HOPE

Upsetting content can make us feel angry, scared, overwhelmed. Try to find stories of hope, generosity and strength related to the content you're discussing. Children often feel reassured when they know they can do something to help, so encourage your child's sense of control through activities which make them feel they're positively impacting the events they're concerned about.



MONITOR REACTIONS

All children react differently, of course, and young people might not directly say that they're scared, angry, anxious, confused or uncomfortable. Emotional reactions are natural when discussing upsetting topics, so take note of your child's body language and reactions. Allow them to express their feelings in a non-judgmental space and try to stay mindful of how they might be feeling.



CONSIDER YOUR EMOTIONS

It's not only young people who find upsetting news difficult to process: adults also have to deal with strong emotions in moments of stress. Children develop coping strategies by mirroring those around them, so staying on top of how you appear to be regulating your emotion on the outside is important for supporting your child through worrying times.



FIND A BALANCE

There's often a tremendous compulsion to stay right up to date with events. Our phones frequently send us push notifications urging us to read the latest article or view the most recent video on social media. It's essential to remind your child that it's healthy to take regular breaks, and to focus on positive events instead of 'doomscrolling' and risking becoming overwhelmed by bad news.



BUILD RESILIENCE

News has never been more accessible. While our instinct may be to shield children from upsetting stories, it's important that they're equipped with the tools to manage this content when they are exposed to it. Talk about upsetting content more generally with your child and emphasise that they can always tell you or a trusted adult if something they see makes them feel uneasy.



IDENTIFY HELP

It's hugely important that children know where to find support if they encounter upsetting content online. Encourage them to open up to an adult that they trust, and make sure they're aware of who their trusted adults are. It is essential that children understand that they're not alone, and that help is available if and when they need it.



