This presentation brings together:

- **Key Findings from:**
  - [Children and parents: Media Use and Attitudes report](#)
  - [Children's Online User Ages 2025 Quantitative Research Study](#)
  - [Children and parents: media use and attitudes report 2025 – interactive data](#)
  - [IWF Annual Data & Insights Report 2024, published April 2025](#)
  - https://www.gambleaware.org/media/hbcp3qgd/exploring-the-lived-experience-and-views-of-gambling-among-children-and-young-people_final_0.pdf
  - [NSPCC (2024) Young people's experiences of online sexual extortion or 'sextortion'](#)
  - [Internet Watch Foundation Annual Report 2023](#)
  - [Evidence on pornography's influence on harmful sexual behaviour among children Report 2023](#)
  - [Revealing-Reality Anti-social Media 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

TALKING TO YOUR CHILD ABOUT LIFE ONLINE

Summary of parental concerns (3 – 17 yr-olds)
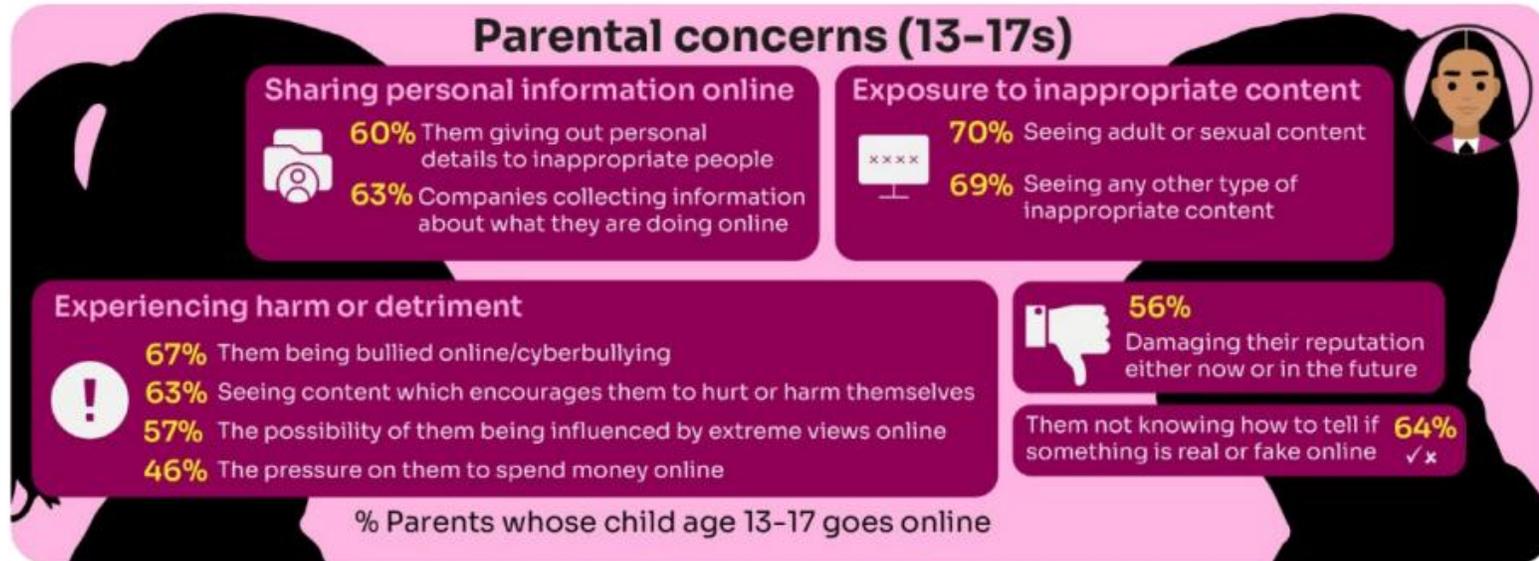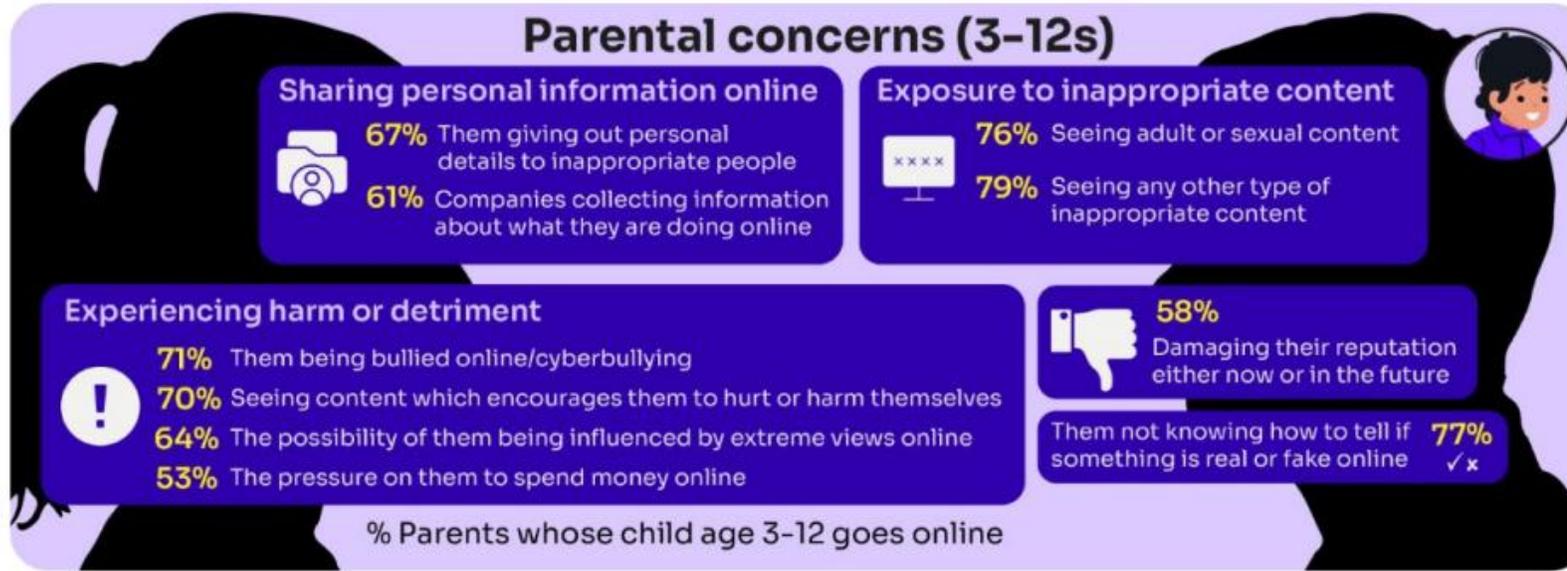
Parental concerns (3-12s)

Sharing personal information online
- 67% Them giving out personal details to inappropriate people
- 61% Companies collecting information about what they are doing online

Exposure to inappropriate content
- 76% Seeing adult or sexual content
- 79% Seeing any other type of inappropriate content

Experiencing harm or detriment
- 71% Them being bullied online/cyberbullying
- 70% Seeing content which encourages them to hurt or harm themselves
- 64% The possibility of them being influenced by extreme views online
- 53% The pressure on them to spend money online

- 58% Damaging their reputation either now or in the future
- Them not knowing how to tell if something is real or fake online 77%

% Parents whose child age 3-12 goes online

Parental concerns (13-17s)

Sharing personal information online
- 60% Them giving out personal details to inappropriate people
- 63% Companies collecting information about what they are doing online

Exposure to inappropriate content
- 70% Seeing adult or sexual content
- 69% Seeing any other type of inappropriate content

Experiencing harm or detriment
- 67% Them being bullied online/cyberbullying
- 63% Seeing content which encourages them to hurt or harm themselves
- 57% The possibility of them being influenced by extreme views online
- 46% The pressure on them to spend money online

- 56% Damaging their reputation either now or in the future
- Them not knowing how to tell if something is real or fake online 64%

% Parents whose child age 13-17 goes online

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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

parentsafe.lgfl.net

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DEVICE USE AND OWNERSHIP

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

Proportion who go online, by age

Age	3-5	6-7	8-9	10-12	13-15	16-17
	85%	96%	97%	100%	100%	100%
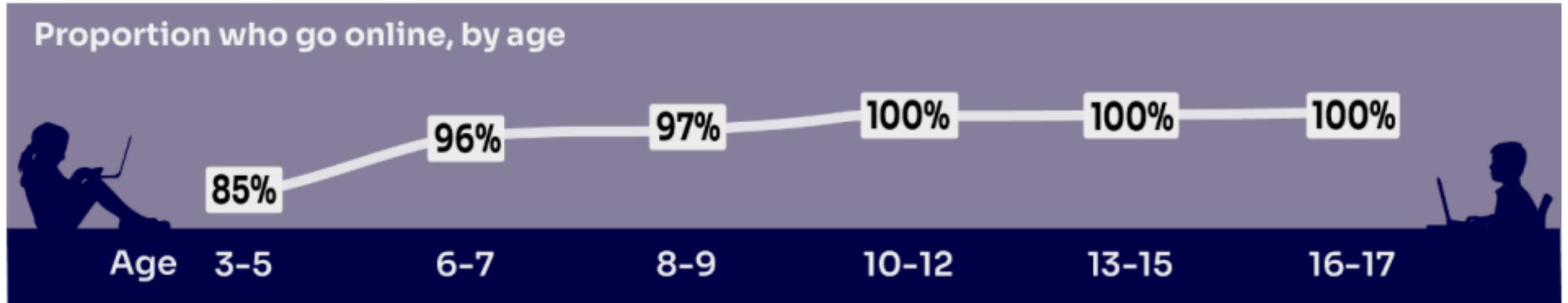
Almost all children (96%) aged 3 – 17 went online in 2024, highlighting the centrality of the internet in their lives:

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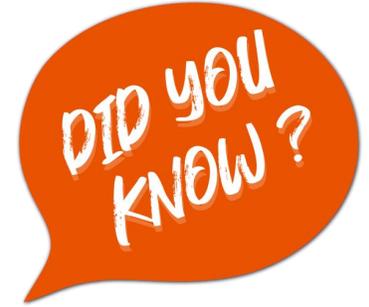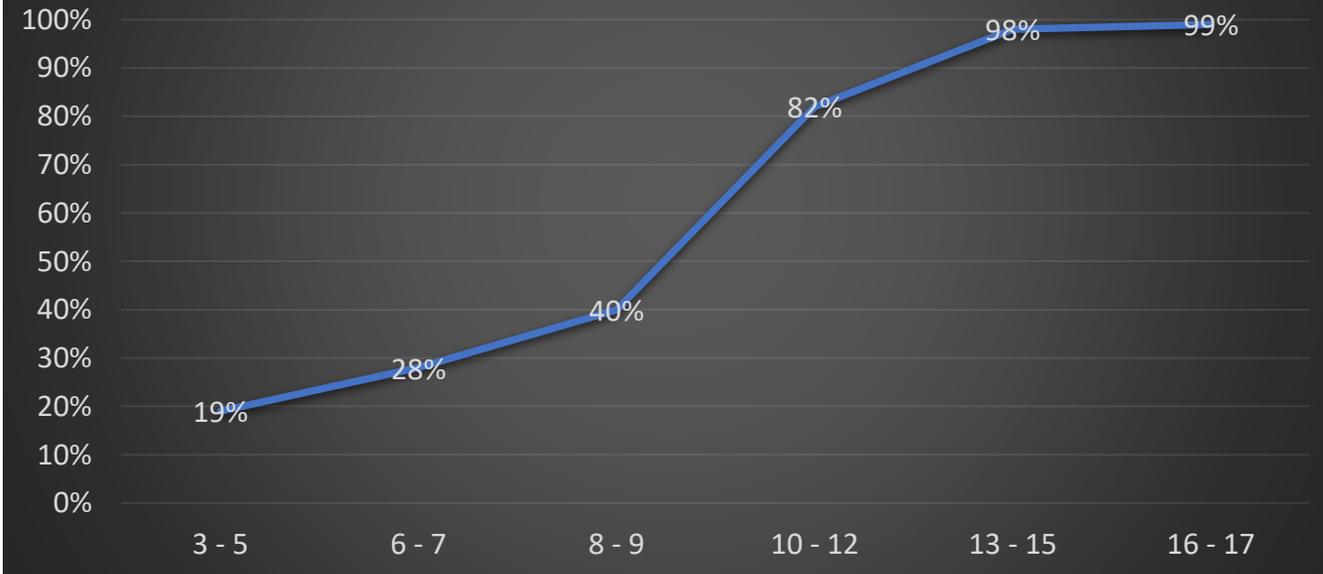- Older children are more likely to use **mobile phones**

DID YOU KNOW ?

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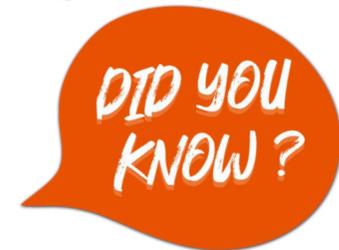
Does your child have their OWN MOBILE PHONE? If so, is it a SMART PHONE?

What AGE do you think is appropriate?

DID YOU KNOW?

Proportion of children who have their own mobile phone

- 3 - 5: 19%
- 6 - 7: 28%
- 8 - 9: 40%
- 10 - 12: 82%
- 13 - 15: 98%
- 16 - 17: 99%

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Source: Children and parents: media use and attitudes report 2025

SMARTPHONE or 'NON'-SMART / BRICK phone?

REMEMBER IT'S <u>YOUR CHOICE</u>
Every child and situation is unique,
and you are best placed to know their needs

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

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

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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

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
- 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

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.

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

SUPERVISION AND PARENTAL CONTROLS

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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

PDF version to view, print and write on

Powerpoint version to edit online

Google Sheets version to edit online

Digital Family Agreement

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I will: Why?

- Check with dad before I chat with anyone for the first time, even if they are a 'Chatbot'

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

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

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

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

- Turn off notifications when I'm doing homework or at bedtime so I can concentrate and sleep

- Come off my devices an hour before bedtime to help me unwind and sleep

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 id I/we are worried, to help you stay safe and healthy

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

If there are any issues:
We will talk about it calmly and respectfully

I may have to show you more about what I do on devices, or face condequences

If I'm worried by anything:
I can tell mum and dad, and they won't judge me

I can talk to ....
At school

I can contact Childline or The Mix

Signed: *Sophie*   *Mum*   **Dad**

Today's date: 22nd July

Date we will review this: 22nd October

Download me again and find more support for p

SHARENTING!

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parentsafe.lgfl.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**?

Main online supervision method used (% of parents who's children go online)

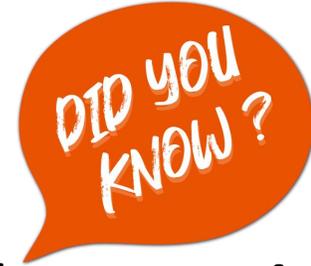**Being nearby and regularly checking what they do**

3–5s	66%
6–7s	75%
8–9s	76%

Asking about what they are doing or have been doing online

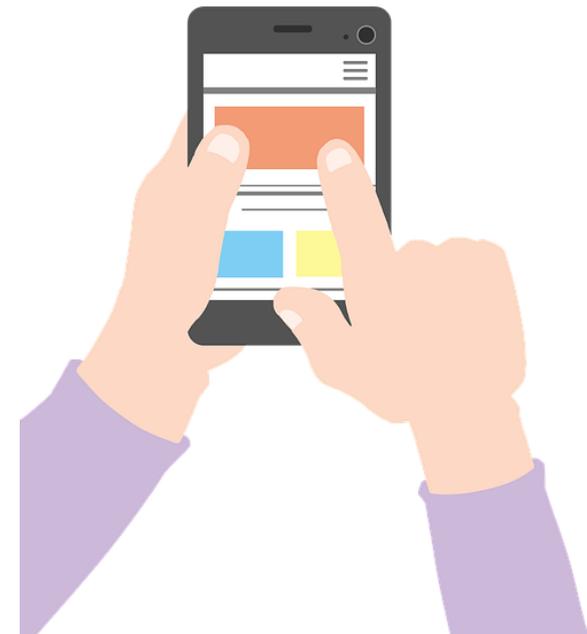|	
10–12s	70%
13–15s	64%
16–17s	48%

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

DID YOU KNOW ?

- Controls need to be set up on both the **broadband connection** AND **each individual device**
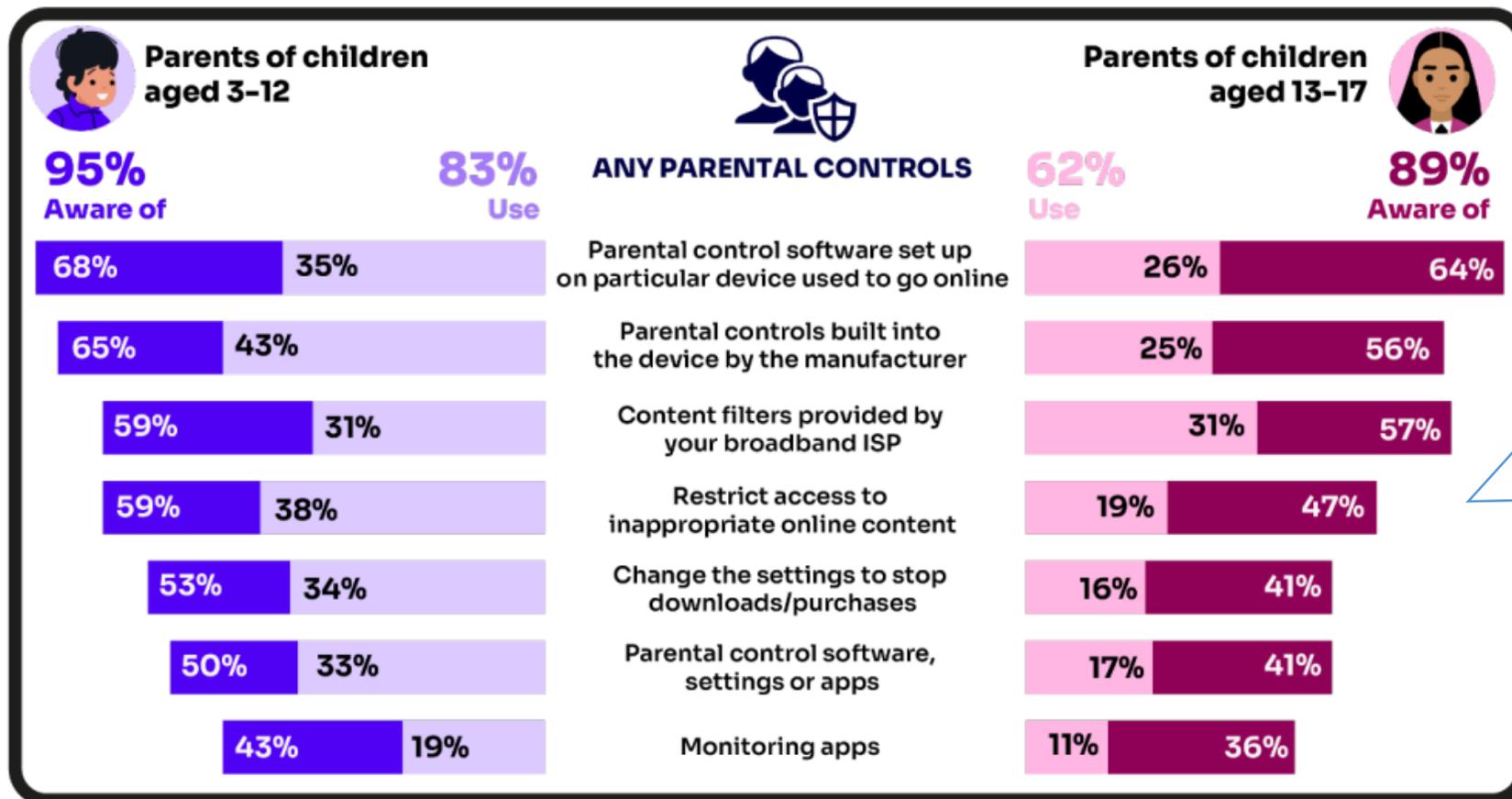
- These **do not come as standard** so it's worth checking

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

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Are you AWARE of these PARENTAL CONTROL TOOLS?
Which ones have YOU USED?

Parents of children aged 3–12

95% Aware of   **83%** Use

ANY PARENTAL CONTROLS

Parents of children aged 13–17

62% Use   **89%** Aware of

	Parents of children aged 3–12 (Aware of / Use)		Parents of children aged 13–17 (Use / Aware of)	
Parental control software set up on particular device used to go online	68%	35%	26%	64%
Parental controls built into the device by the manufacturer	65%	43%	25%	56%
Content filters provided by your broadband ISP	59%	31%	31%	57%
Restrict access to inappropriate online content	59%	38%	19%	47%
Change the settings to stop downloads/purchases	53%	34%	16%	41%
Parental control software, settings or apps	50%	33%	17%	41%
Monitoring apps	43%	19%	11%	36%

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

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Visit 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

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

DID YOU KNOW?
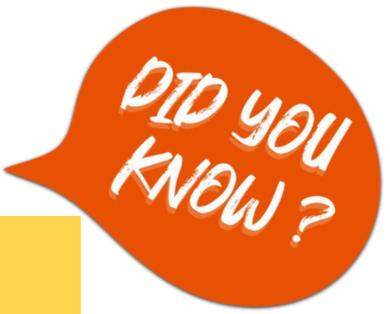
SAFE SETTINGS, CONTROLS & MONITORING

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?).
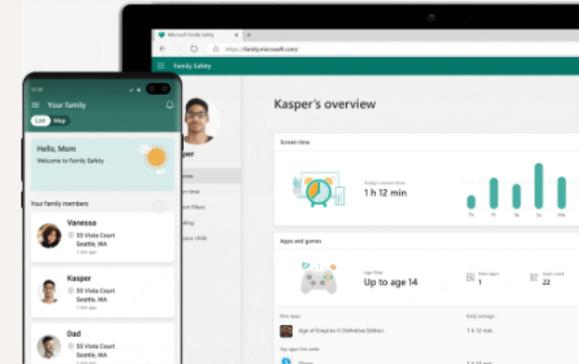

Apple Screen Time

Great for both parental controls and teen self-regulation
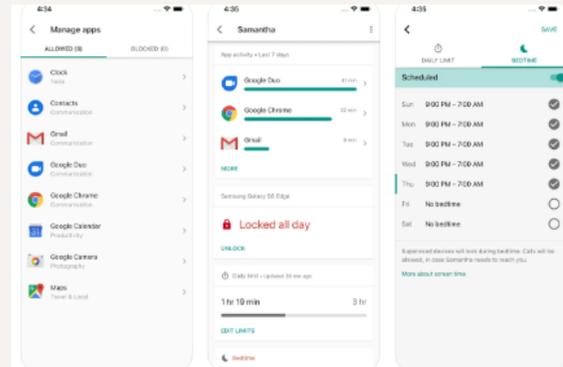
Google Family Link

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

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Visit [parentsafe.lgfl.net/](#) for additional advice and tips on settings and controls for all devices

SCREENTIME

WORRIED about their SCREENTIME? How do you MANAGE this?
Know HOW LONG YOUR CHILD SPENDS online daily?

DID YOU KNOW ?

"I've been told is that when I get off my screen, I'm less fun to be around. ..And like I can also feel angrier for like no reason."

Parents of 3-17-year-olds

39% Agree   46% Disagree

"I find it hard to control my child's screen time"

Agreement by age of child

3-5	6-7	8-9	10-12	13-17
24%	31%	33%	43%	50%

64% Agree   22% Disagree

"I think my child has a good balance between screen time and doing other things"

Agreement by age of child

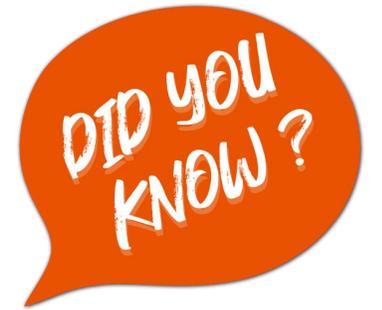| 3-5	6-7	8-9	10-12	13-17
78%	70%	64%	59%	56%

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

Source: Children and parents: media use and attitudes report 2025

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

DID YOU KNOW ?

> " 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

MAKES YOU THINK...

Talk to your child about their device use, but remember yours, too

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52% of 8-11s feel that their parents' screentime is too high

33% of 8-17s feel that their own screentime is too high

Source: Children and parents: media use and attitudes report 2025

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SOCIAL MEDIA AND GAMING

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 ?

Top 5 online communication apps/sites used – by age group
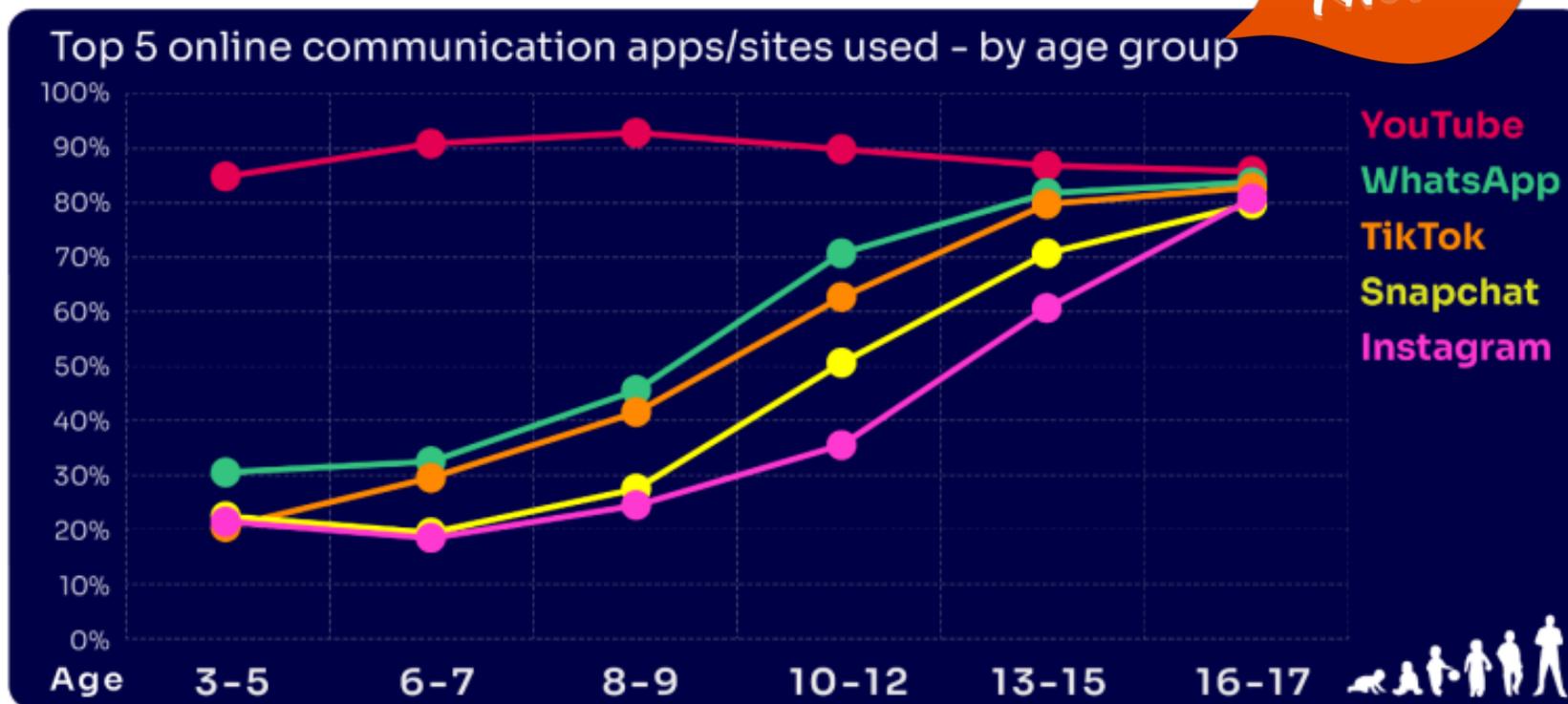
- The two most popular apps for 3 – 7 yr-olds are **WhatsApp** (2 in 10) and **Snapchat** (3 in 10)

- The proportion of 8-9s with an **Instagram** profile increased from 8% in 2023 to 14% in 2024

- 13-17s are most likely to have profiles on **WhatsApp**
- (62%), **Snapchat** (62%) or **TikTok** (61%)

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Go to apps.lgfl.net for guidance on apps and social media sites

Source: Children and parents: media use and attitudes report 2025

WHY DOES THIS MATTER?

Young people can **get around age restrictions** on apps and websites, increasing the risk of them coming to harm online

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**

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What might they NOT BE TELLING YOU?

DID YOU KNOW ?

Nearly six in ten (56%) 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

15% said one account was **for the 'real me' and another contained edited/filtered posts** or photos

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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

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Do you know the DIFFERENCE between an 'ONLINE' FRIEND and a real one? How does this differ from your CHILD'S VIEW?
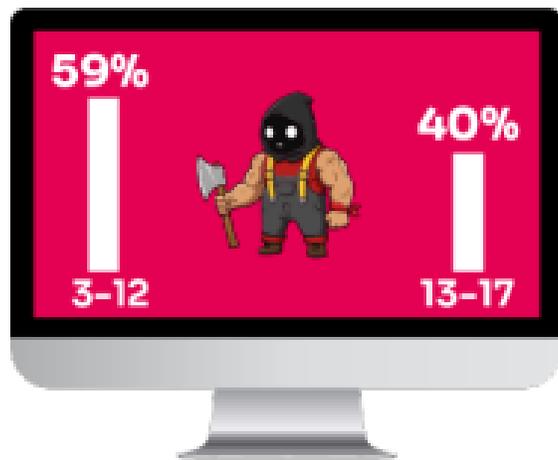
- Are you familiar with who they are in **contact** with whilst playing games?
- Have you asked about the **chat** facility?
- Do you know the **content** and **age restrictions** for these games?

Online Gaming: 8-17s

Playing games with others

72%
Played against or with someone else **they know**

31%
Played against or with someone **they don't know outside game**

In-game chat (messaging or headset)

63%
Chat to people **they know**

31%
Chat to people **they don't know outside the game**

Visit gaming.lgfl.net for advice and activities

Source: Children and parents: media use and attitudes report 2025

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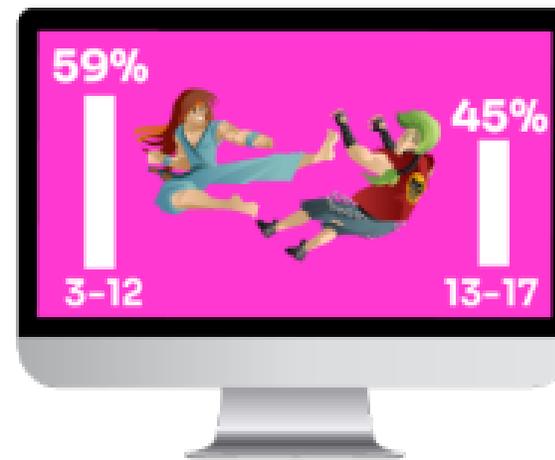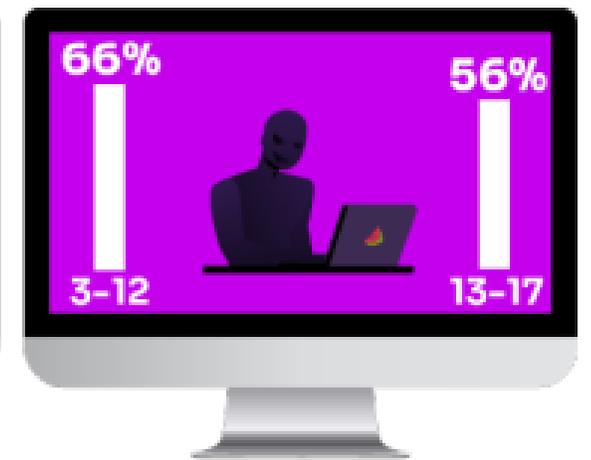
Research finds children's online spaces "saturated" with GAMBLING-like content and advertising:

DID YOU KNOW ?

"They make it look like a game, it does not look like gambling."

Risks are not understood by children due to the blurred lines between gambling and gambling-like activity such as loot boxes

?

Do you **DISCUSS THIS** when you talk about **MONEY** to your children and how gambling is made to **LOOK ATTRACTIVE** and likely that you would **WIN**?

https://www.gambleaware.org/media/hbcp3qgd/exploring-the-lived-experience-and-views-of-gambling-among-children-and-young-people_final_0.pdf

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

Visit gaming.lgfl.net for advice and activities to keep them safe

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AGE REQUIREMENTS

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**
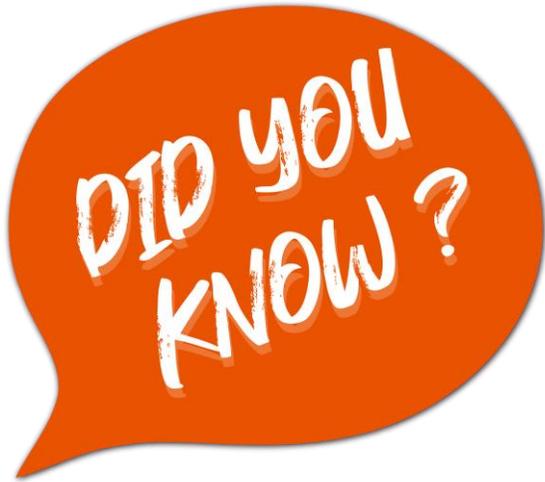
What about YOUNG PEOPLE?

- Three quarters **(75%) of children are aware of minimum age** requirements

- A third **(33%) of 8-17 yr-olds 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

- **25% of 8-12 yr-olds were more likely to change it on Snapchat**

WHY is this WORRYING?

SECRET

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Four in ten under-13s have a profile on **social media** apps or sites...

DID YOU KNOW ?

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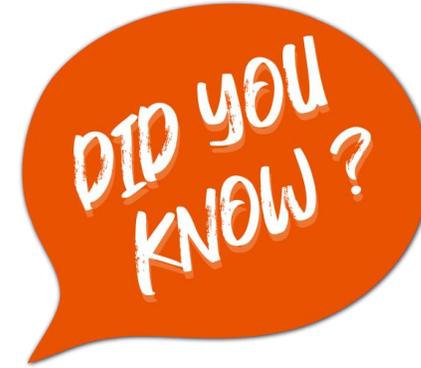
- **YouTube/YouTube Kids (44%)**
- **WhatsApp (23%)**
- **TikTok (23%)**
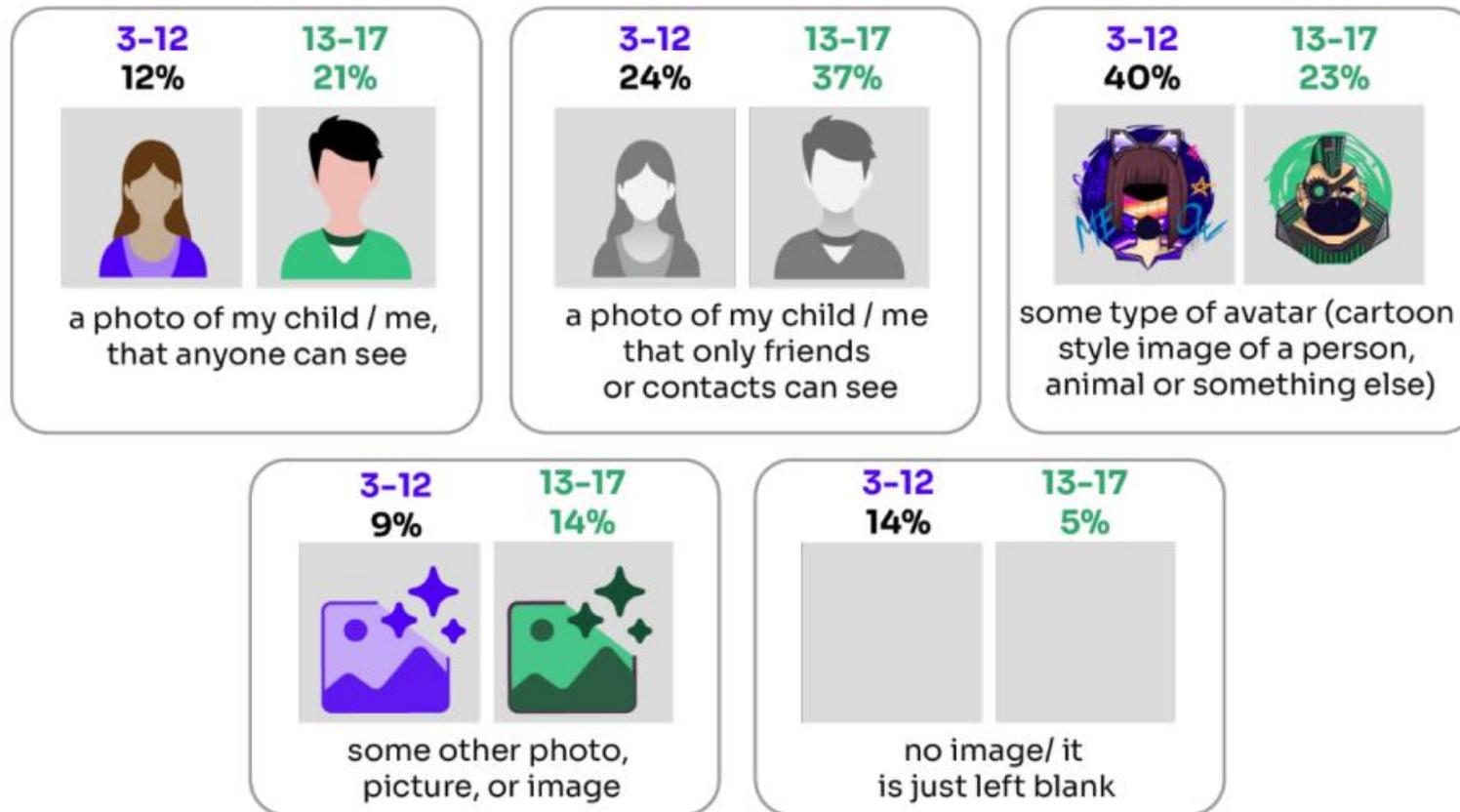- The proportion of 8-9s with an **Instagram** profile increased from 8% in 2023 to 14% in 2024

Despite there being a minimum age requirement of 13 for using most social media apps, over half of 3-12-year olds (55%) were reported as using at least one social media app or site, an increase on last year, when 51% of these children did so.

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Source: Children and parents: media use and attitudes report 2025

Do you know what they **SHARE**?

16% of children who have a social media profile include a **photo of themselves which anyone can see**

Type of profile picture used (among those with a profile)

	3-12	13-17
a photo of my child / me, that anyone can see	12%	21%
a photo of my child / me that only friends or contacts can see	24%	37%
some type of avatar (cartoon style image of a person, animal or something else)	40%	23%
some other photo, picture, or image	9%	14%
no image/ it is just left blank	14%	5%

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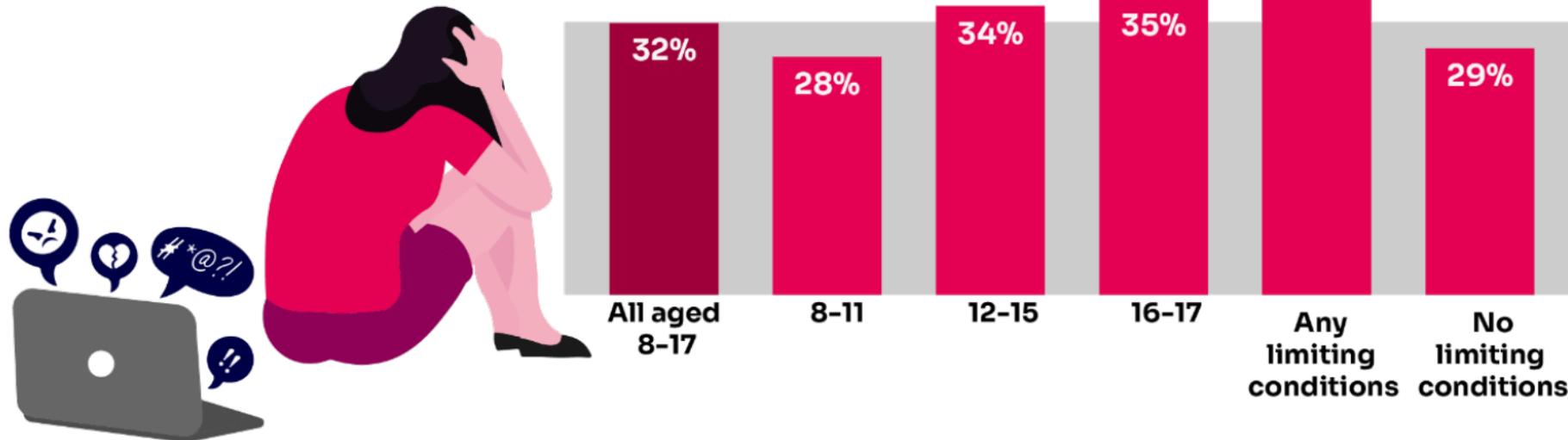
RISKS AND NEGATIVE EXPERIENCES

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?

All aged 8–17	8–11	12–15	16–17	Any limiting conditions	No limiting conditions
32%	28%	34%	35%	40%	29%

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

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So what are the **RISKS**?

content: being exposed to illegal, inappropriate, or harmful content, for example: **pornography, racism, misogyny, self-harm, suicide, antisemitism, radicalisation, extremism, misinformation, disinformation** (including fake news) and **conspiracy theories**.

Updated to clarify misinformation, disinformation and conspiracy theories are safeguarding harms

contact: being subjected to harmful online **interaction** with other users; for example: peer to **peer pressure**, commercial **advertising** and **adults posing as childre**n 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**

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Keeping Children Safe in Education

GEN-AI & SAFEGUARDING RISKS

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Fake Child Sexual Abuse Material (CSAM)

AI can create CSAM, posing serious risks to children e.g. exploitation, grooming, bullying etc.

Adult Content via Chatbots

Chatbots can engage children in explicit adult conversations and make adult imagery available.

Inappropriate Advice

Chatbots can give harmful or inappropriate advice e.g. mental health, dieting, physical appearance

Exposure to Harmful or Fake Content

Fake or harmful messages promoting false ideals and narratives.

Emotional Impact of AI Companions

AI companions can replace human interactions and r'ships risking harm to children's social and emotional wellbeing.

Bias Reinforcing Harmful Stereotypes

AI can deepen stereotypes by reinforcing harmful biases.

Risks of Sharing Personal Data Online

Sharing personal info with AI risks children's exposure to cyber crime.

Gen-AI is embedded in many websites/apps & easily available to anyone. Children ARE using Gen-AI & so are exposed to these risks.

Find out more @ genai.lgfl.net

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Financially Motivated Sexual Extortion – 'SEXTORTION'

"I recently got tricked into sending nudes to whom I thought was a girl, but I now know to be a grown man. They threatened to post my nudes on socials unless I paid them. At first, they wanted £20 so I sent it to them. Then they came back asking for £30, £50, sometimes more."

Boy aged 16, Childline

"I sent nudes to this boy on Snapchat. I thought I could trust him, but I was wrong cos he saved the images to his camera roll. Now he's threatening to post them to my friends and family unless I do stuff on FaceTime. I don't know how to handle this, I've never been so anxious in my life."

Girl aged 15, Childline

✓✓ **Learn about FMSE**

✓✓ **Talk with your child about FMSE**

✓✓ **Know how to support your child and where to report if they become a victim of FMSE**

What does FMSE look like?

If your child has been approached by an offender, they may tell you that they have been:

- contacted by an online account they do not know but appears to be another child or young person

- quickly engaged in a sexually explicit conversation. This may include the offender sharing indecent content first

- pressured into taking nude or semi-nude photos or videos. Or, they may have been blackmailed with images that have been digitally manipulated or **AI-generated**

- blackmailed into sending money or meeting another financial demand, such as buying a pre-paid gift card

Financially Motivated Sexual Extortion (FMSE): advice for parents and carers

How to talk to your child and access support if they need help

NCA National Crime Agency
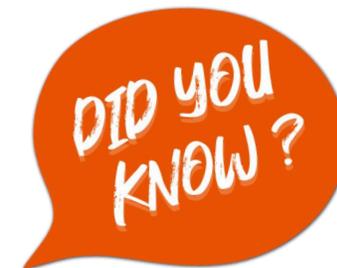
CEOP Education from the National Crime Agency

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.

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https://www.ceopeducation.co.uk/globalassets/professional/nca-fmse-social-campaign-guidance-doc---english.pdf

Livestreaming

Sixteen per cent of children livestream their own videos

- **3-9 year-olds (1 in 10)**
- **10-12 year-olds (2 – 10)**

Why does this MATTER?

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Source: Children and parents: media use and attitudes report 2025

There were more 7-10-year-olds in child sexual abuse material (CSAM) images found by IWF than 11-13s in 2024

It can also affect younger children
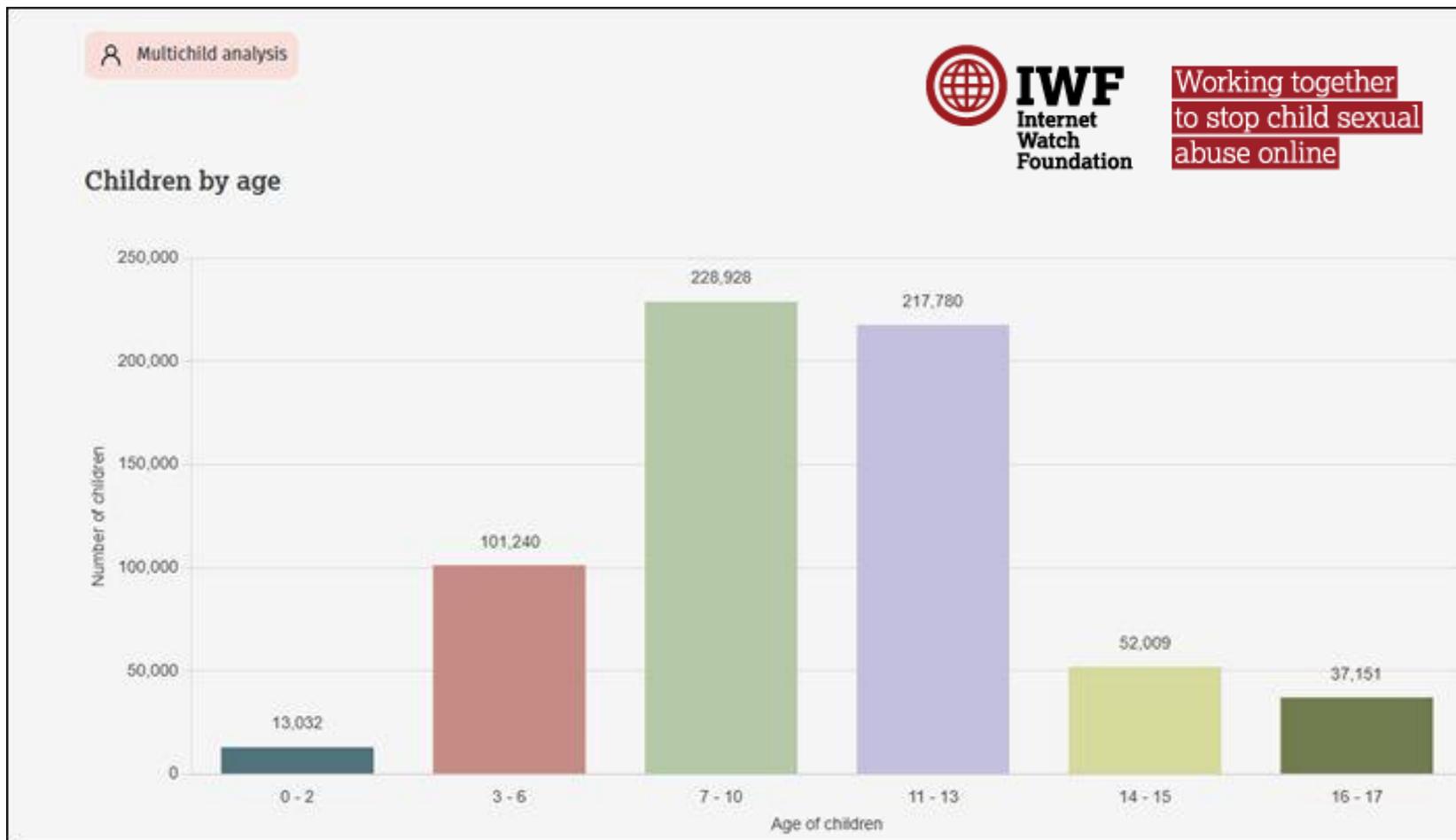
Source: IWF Annual Data & Insights Report 2024, published April 2025
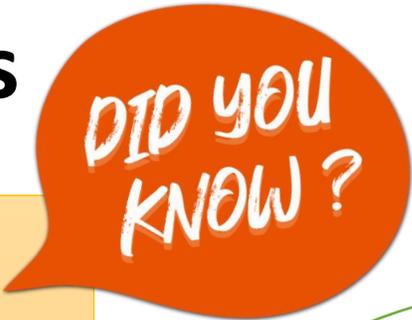
Being safer while live streaming

- **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

Sharing Nudes / Semi-Nudes

DID YOU KNOW ?

Older girls (aged 16-18) were more likely than boys to have ever been exposed to potentially uncomfortable or unwanted types of contact:
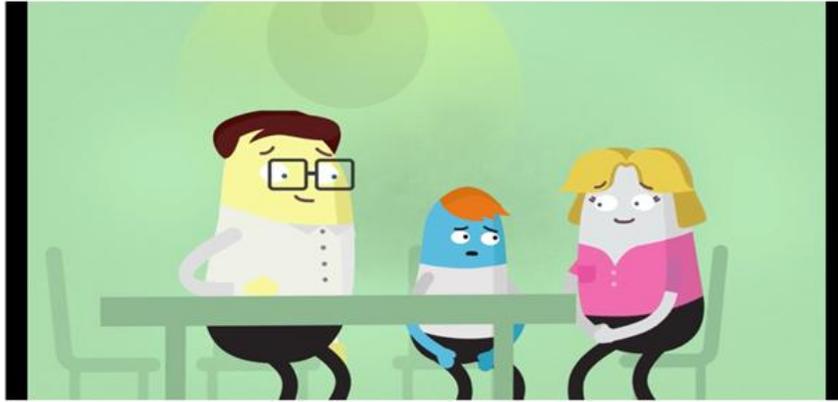
Asked to share naked/half-dressed pictures of themselves
24%

Receiving pictures or videos of naked / half-dressed people
32%

Source: Children and parents: Media use and attitudes report
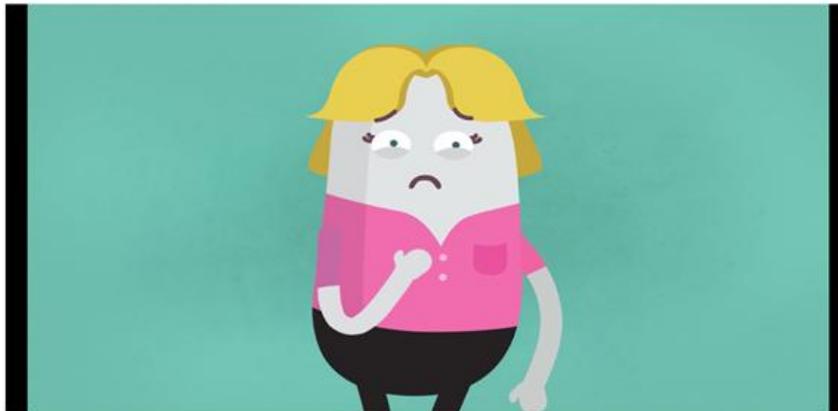
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So, what can YOU do?

Nude Selfies: Understanding Why

Nude Selfies: Talking to your child

Nude Selfies: When should I be worried?

Nude Selfies: Where to get help

www.thinkuknow.co.uk_

youtu.be/XjV0lKYpakk?si=6ONdtZJRjfB6bSRj – what parents and carers need to know
youtu.be/E5LA2nKHVZ0?si=gU3_jXFF51TU3vTq – when should you be worried?

CEOP

Pornography

Average age children first view pornography is 13

DID YOU KNOW ?

CHILDREN'S COMMISSIONER

Evidence on pornography's influence on harmful sexual behaviour among children

May 2023

Substantial proportions viewed it at a much younger age – **27% by age 11 and 10% by the age of 9**
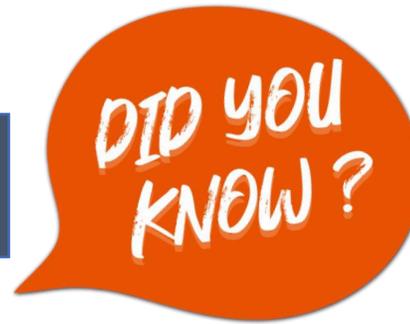
Unbearable **pressure to view hardcore** pornography even if they do not want to

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**

?

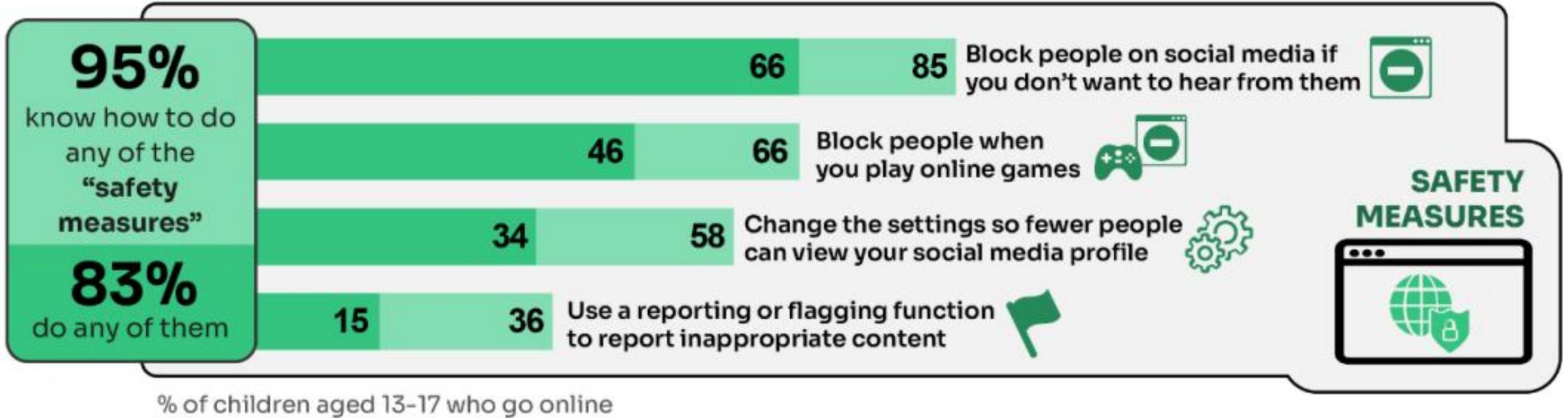Would you know how to talk to your child about pornography?

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Source:
https://www.childrenscommissioner.gov.uk/resource/pornography-and-harmful-sexual-behaviour/

STAYING SAFE ONLINE AND REPORTING

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What do YOUNG PEOPLE do to STAY SAFE ONLINE?

95% know how to do any of the "safety measures"

83% do any of them

66	85	Block people on social media if you don't want to hear from them
46	66	Block people when you play online games
34	58	Change the settings so fewer people can view your social media profile
15	36	Use a reporting or flagging function to report inappropriate content

SAFETY MEASURES

% of children aged 13-17 who go online

Only 15% had used a reporting or flagging function
(36% were aware of these functions)

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Go to 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

Source: Children and parents: media use and attitudes report 2025

Do YOU know HOW TO REPORT to apps / sites?

Internet Matters has helpful guides for social media apps and sites at internetmatters.org/parental-controls/social-media

Step-by-step Guides

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

Social media

Popular Parental control guides

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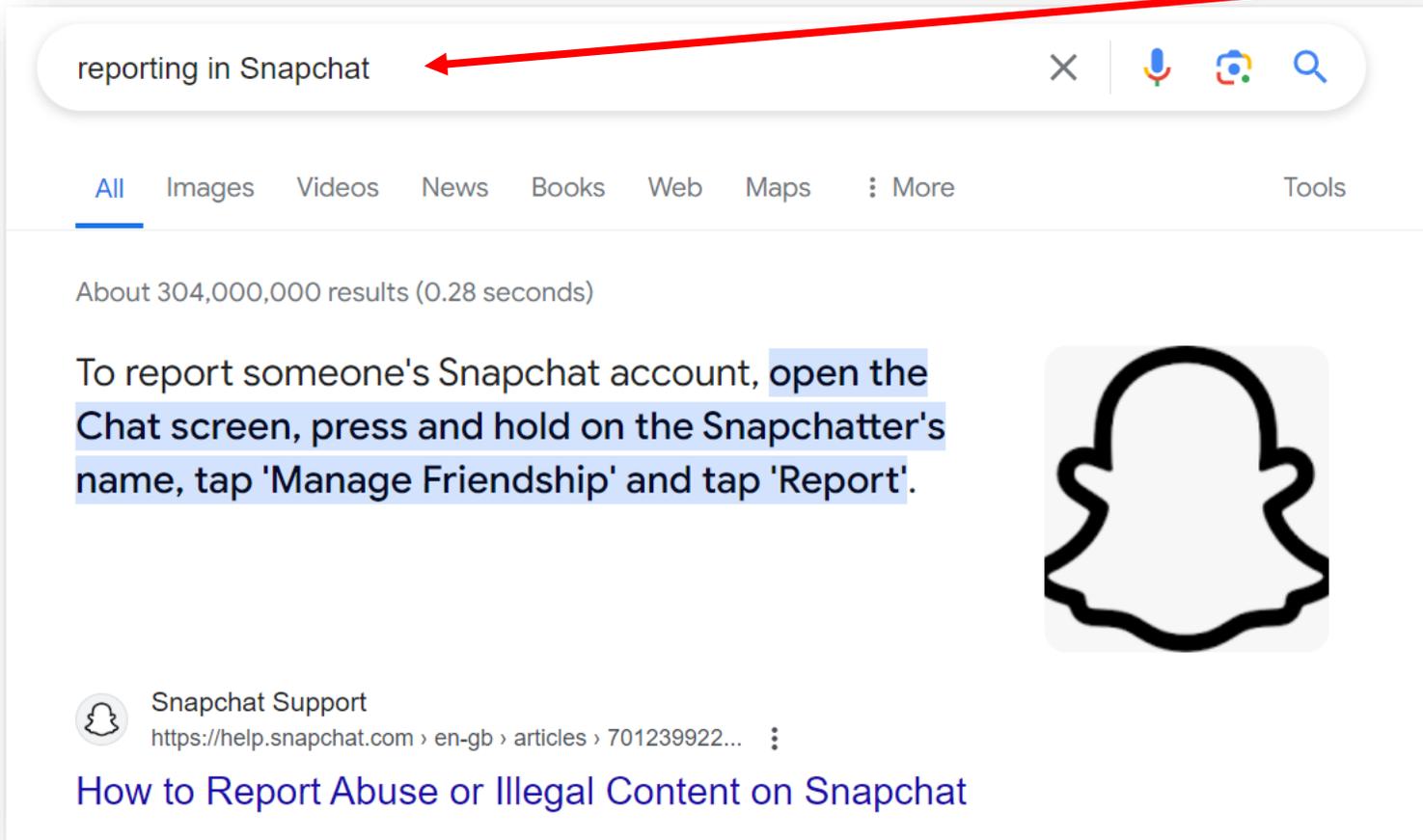
A simple **Google search** with the site name, **e.g. 'reporting in Snapchat'** will bring up the steps to take and signpost to the reporting page

Remember!

Before signing up to any app/site
check that your child meets the minimum age requirement

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.

Stress the importance of not sharing personal information with online 'friends'

Keep passwords confidential

Check their privacy settings

emphasise the importance of not sharing personal information with strangers

Report any content

e.g. a post, image or harmful, misleading or damaging comment

Reporting doesn't guarantee immediate removal

platforms assess reported content based on their rules and policies

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

THE MIX
Essential support for under 25s

CLICK CEOP
Advice Help Report

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

REPORT REMOVE
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 0800 1111

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

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Go to reporting.lgfl.net to find out more

CRITICAL THINKING

Does your child TRUST everything they see online?

For young teenagers (12-15s), although TikTok continues to be their most-used single source for news, their most trustworthy source for news is their family.

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

Source: Children and parents: media use and attitudes report 2025
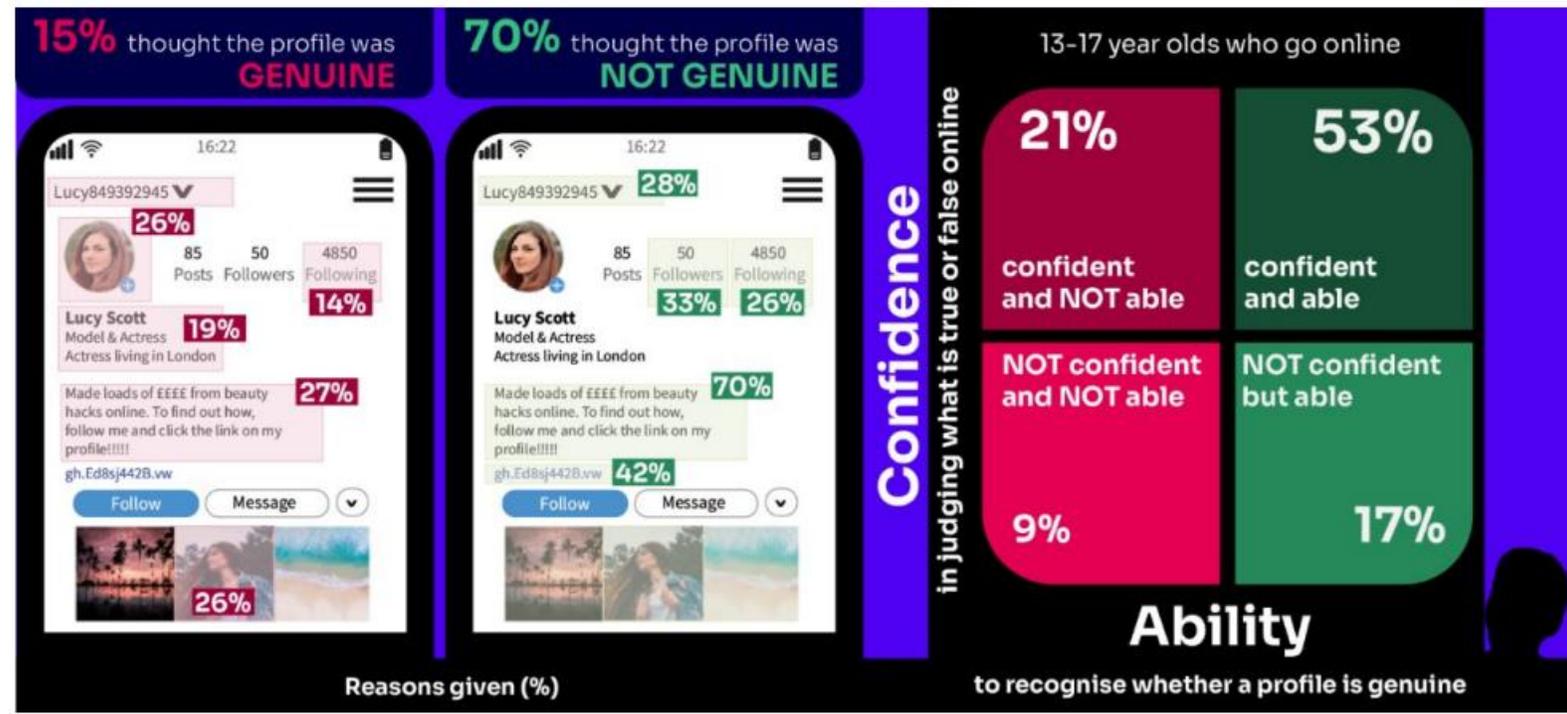
DISINFORMATION / MISINFORMATION / FAKE NEWS – **what do these terms mean to you?**

Try our Critical Thinking Quiz at
believe.lgfl.net

Match the terms to the definitions

- **Disinformation**

    what you want to achieve by sharing certain messages or content

- **Misinformation**

    presenting inaccurate stories or hoaxes as factual reporting or journalism

- **Fake news**

    accidentally sharing inaccurate information – not trying to trick anyone

- **Agenda**

    deliberate and selective use of facts and/or misleading information to influence choices, actions or beliefs

- **Propaganda**

    deliberately sharing inaccurate information – to trick, confuse or influence

- **Disinformation**   deliberately sharing inaccurate information – to trick, confuse or influence

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BELIEVE IT OR NOT?

Match the terms to the definitions

- **Stereotype**

information that is true and backed up by evidence

- **Opinion**

background or surrounding information to help you fully understand something that could have a different meaning on its own

- **Fact**

a fixed or oversimplified idea about what someone or something is like

- **Context**

a belief based on personal feelings, which cannot be proved

BELIEVE IT OR NOT?

goingtoofar.lgfl.net

GOING TOO FAR?

THE LAW AND ONLINE EXTREMISM

- **Stereotype**   a fixed or oversimplified idea about what someone or something is like

- **Opinion**   a belief based on personal feelings, which cannot be proved

- **Fact**   information that is true and backed up by evidence

- **Context**   background or surrounding information to help you fully understand something that could have a different meaning on its own

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Echo chambers create **misinformation**, reinforce **stereotypes** and distort one's perspective, making it harder to consider opposing viewpoints

Social media can act as an **'echo chamber'** - a place where individuals find their ideas supported and echoed by other like-minded individuals

A **filter bubble** is a type of echo chamber created by algorithms that keep track of what you click on

———

Websites use **algorithms** to show content similar to what you've already selected. This can prevent you from finding new ideas and perspectives online

Sharing things that appeals to others in echo chambers makes it more **popular** and **spread faster** – even if it isn't true!

And makes it easier to **confirm existing beliefs**

What can you do about filter bubbles?

- Look at things **in context**

- **Look for evidence** to separate facts from opinion

- **Question** what you come across and consider other points of view

- Follow accounts you might not always agree with, so algorithms can show you a **variety** of viewpoints

- Only share something if you're **certain**

- Just because you **WANT** it to be true, doesn't mean it is!

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 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

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Are **YOU** aware of the **IMPLICATIONS** your **ACTIONS** could have?

Could be you the law?

Or putting yourselves or others at risk?

Let's take this quiz
together at
takingastand.lgfl.net

Visit goingtoofar.lgfl.net to find out more.

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?

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GOING TOO FAR?

THE LAW AND ONLINE EXTREMISM

- 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

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GOING TOO FAR?

THE LAW AND ONLINE EXTREMISM

- '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

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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?

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- 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

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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?

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- 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

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RESOURCES AND SUPPORT

Visit 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

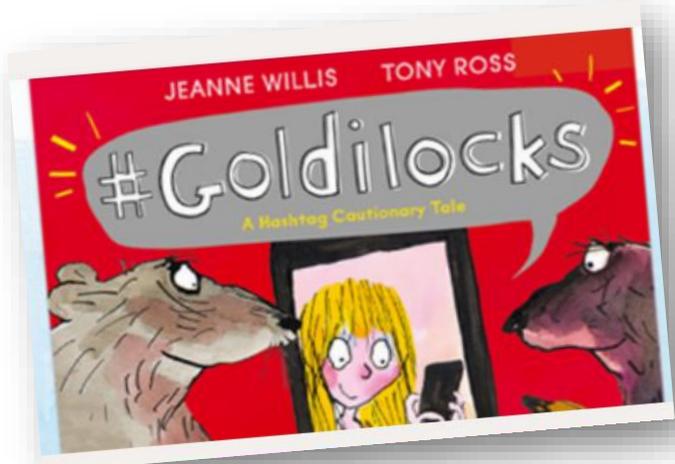Find conversation starters, story time ideas and top tips to reinforce key safety messages at **parentsafe.lgfl.net**

Discussion Guide

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

Children's COMMISSIONER

Be Mindful
Connect
Give to others
Be Active
Get Creative

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

JEANNE WILLIS   TONY ROSS
#Goldilocks
A Hashtag Cautionary Tale

THE ONLINE ZOO

Digital Family Agreement

LGfL DigiSafe ®

PARENTSAFE
Keeping your children safe: online & beyond

LGfL
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SIX TOP TIPS

For Parents To Keep Your Children Safe Online

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.

Be Mindful · Connect · Give to others · Be Active · Get Creative

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 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

○ Get to know them first - ask about qualifications, experience (freelance? umbrella body?) & approach
○ Take up references and speak to them if you can
○ 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)
○ Find out which platform they will use and its safety features

2) Establish clear rules

○ Sessions must always be arranged via you; the tutor should not contact your child directly between sessions, send private messages or change communication platform
○ A tutor is not a friend – they should behave in a professional way, like a teacher
○ Sessions must not be recorded without your approval
○ Try to be in the room for all sessions, especially for younger children, and certainly the first time
○ 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

○ The rules apply to them and the tutor
○ A tutor is a teacher not a friend
○ Neither tutor nor child should share personal information, private messages or photos & videos
○ They must never meet without your approval or communicate on a different platform
○ Who their trusted adults are at home and school
○ 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

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

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

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 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

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

parentsafe.lgfl.net