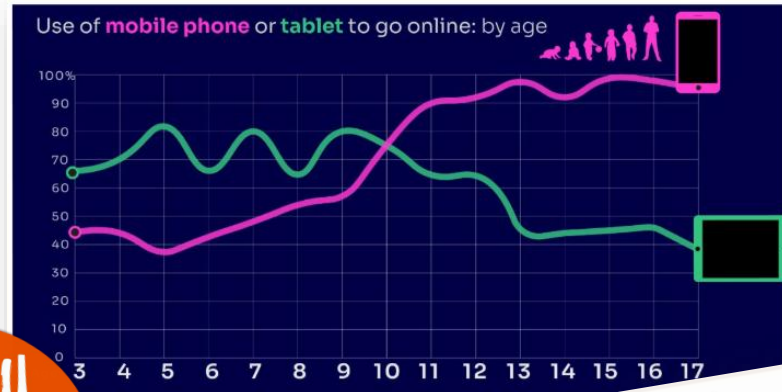


**NEW
for
2025**

PARENT ONLINE SAFETY

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



DID YOU KNOW?



This presentation brings together:

- **Key Findings from:**

- [Children and parents: Media Use and Attitudes report](#)
- [Children's Online User Ages 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



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Warning!





SOCIAL MEDIA AND GAMING

LGfL 

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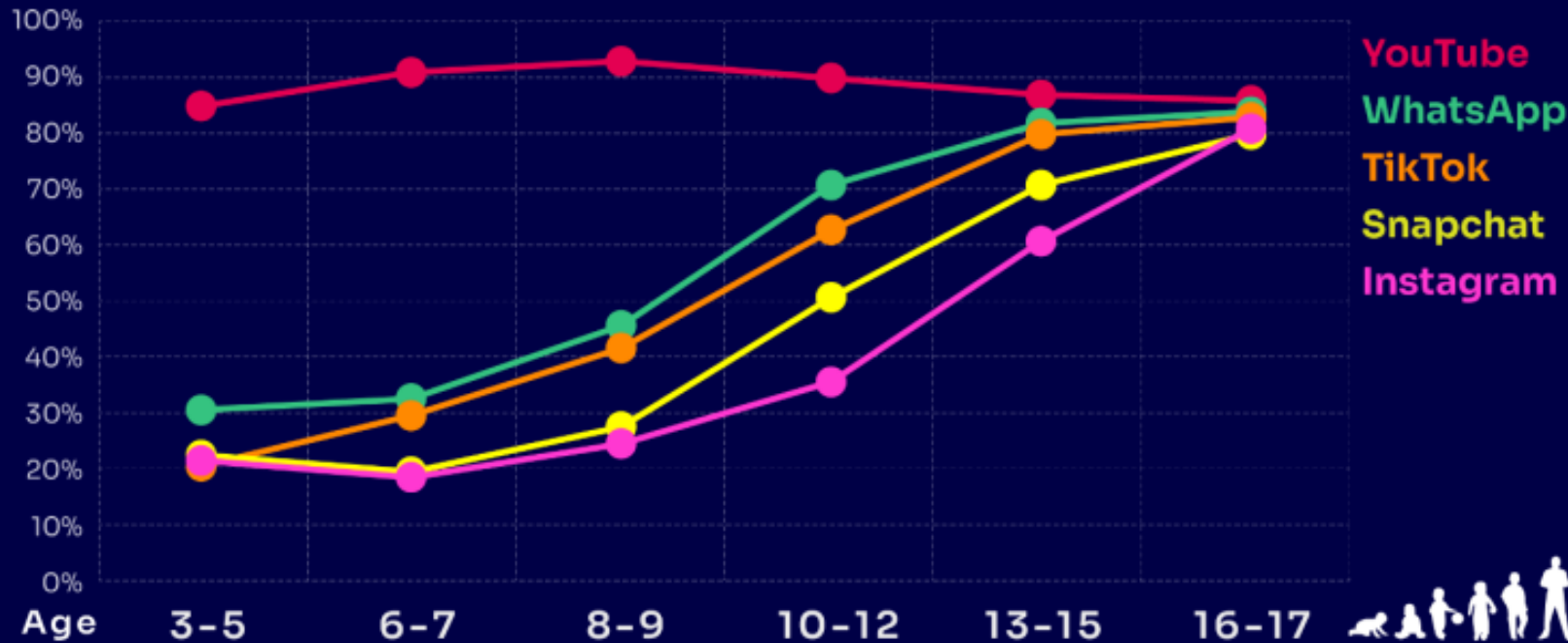


Are you **FAMILIAR WITH THE APPS** and **GAMES** your child is on?

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

DID YOU KNOW?

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

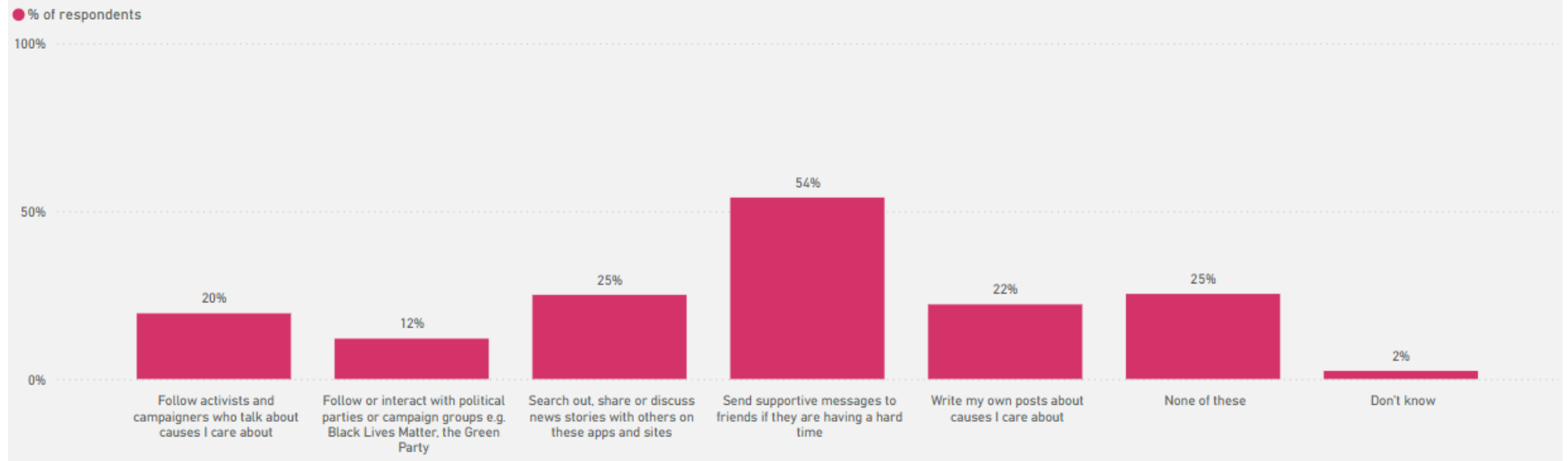


KNOW WHAT THEY DO on social media?

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

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

QC18. Still thinking about social media and messaging apps and sites - like Snapchat, Instagram, WhatsApp and TikTok... Which, if any, of these things do you ever do on social media or messaging apps or sites?





WHY DOES THIS MATTER?

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

Addictive algorithms can make it harder to take a break and maintain a healthy balance between time on and offline



Algorithms can also **target content** similar to what you've already selected/liked/shared

This can prevent you from finding new ideas and perspectives, create **misinformation** and **reinforce stereotypes**

What might they NOT BE TELLING YOU?

DID YOU KNOW?

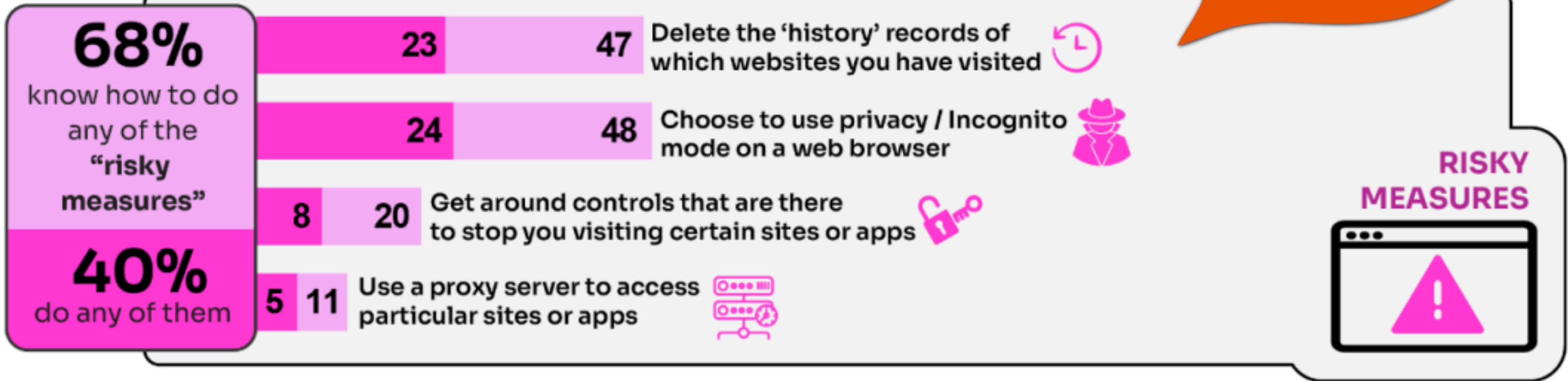
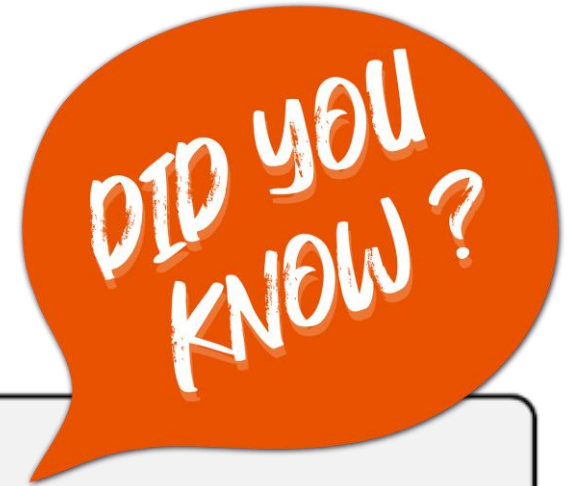
Nearly six in ten (56%) 8-17s use **multiple profiles** on at least one social media platform:

(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



WHY is this 'RISKY'?



40% had engaged in 'risky' behaviour!



What about **WHATSAPP?**

Do you know the **minimum age** to use this? What are the **risks**?



Unwanted contact

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

Inappropriate content

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

Location sharing

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

Cyberbullying

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

Oversharing

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



What can you do?

The infographic features the WhatsApp logo and the text 'WhatsApp safety guide for parents' in green and black. The 'internet matters.org' logo is in a green box. Three yellow boxes display statistics: '13+' for minimum age, '58%' for kids aged 3-17, and '37%' for kids under 13. An illustration of a woman with a smartphone and a checkmark is on the right. The bottom section is titled '5 tips to keep kids safe on WhatsApp' and lists five numbered tips with icons: a lock for privacy settings, a person for contacts, a speech bubble for personal information, a magnifying glass for support, and a checkmark for regular check-ins.

WhatsApp
safety guide for parents

internet matters.org

13+
WhatsApp's minimum age in the UK

58%
Kids aged 3-17 who use WhatsApp

37%
Kids under 13 who use WhatsApp

5 tips to keep kids safe on WhatsApp

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



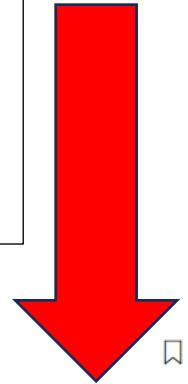
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Visit <https://www.internetmatters.org/resources/whatsapp-safety-a-how-to-guide-for-parents/#whatsapp-safety-tips> for advice for parents

Find ratings and reviews for parents on apps, games and social media at commonsensemedia.org



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



[See full review](#)



APP

Snapchat

✓ age 16+ ★★★★★

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

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

APP

Discord

✓ age 13+ ★★★★★

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

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

[See full review](#)



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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**?

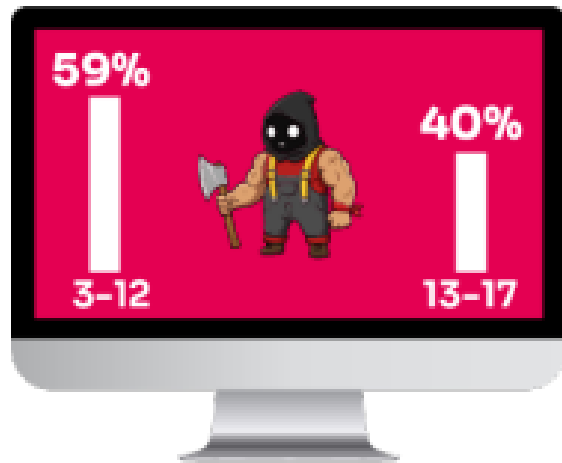
- Are you familiar with who they are in **contact** with whilst playing games?
- Have you asked about the **chat** facility?
- Do you know the **content** and **age restrictions** for these games?





What are **YOU** most **WORRIED** about when it comes to **GAMING**?

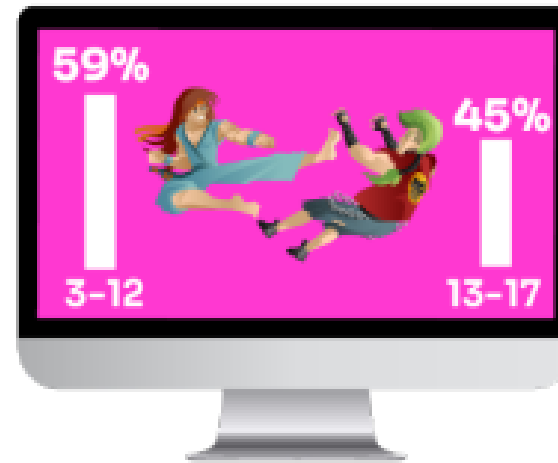
Parental concerns about gaming (% of parents of children who game)



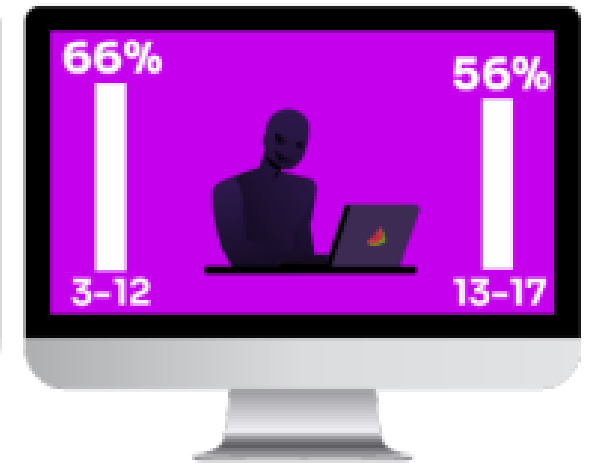
The content of the games like violence, bad language, disturbing content, etc



Pressure to make in-game purchases, e.g. access to upgrades, skins, loot-boxes, in-game currency, etc



The possibility of them being bullied by other players



The possibility of them talking to strangers while gaming (within the game or via chat)

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

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

DID YOU KNOW?

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

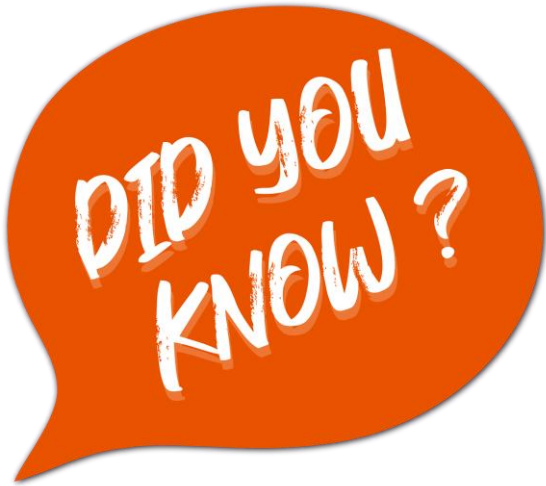
How can **YOU GET INVOLVED?**



- 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

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

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



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



THE CONTENT DESCRIPTORS



IN-GAME PURCHASES



FEAR



DISCRIMINATION



DRUGS



GAMBLING



BAD LANGUAGE



VIOLENCE



SEX

AGE REQUIREMENTS

LGfL 

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

83% of parents of 3-17s are aware of a minimum age requirement to have a profile on social media apps

BUT ONLY
33% of parents knew the correct age requirement
(13 yrs)

More than a third (37%) say they would allow their child to have a profile on sites or apps before they had reached the minimum age.

Find ratings and reviews for parents on apps, games and social media at www.commonsensemedia.org

What about YOUNG PEOPLE?

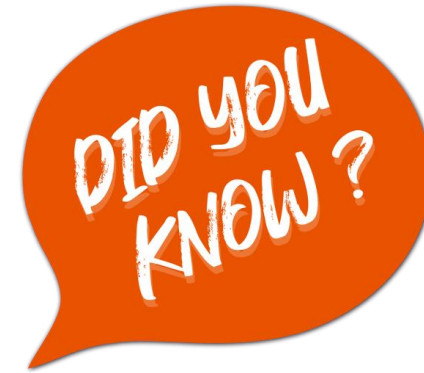
- Three quarters (**75%**) of children are aware of **minimum age** requirements
- A third (**33%**) of **8-17 yr-olds** admit to **giving a fake age online** to access a new app/site
- Up to a **quarter** had **changed their date of birth** on their profile since initially setting it up
- **25%** of **8-12 yr-olds** were more likely to change it on Snapchat



WHY is this **WORRYING?**

SECRET

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

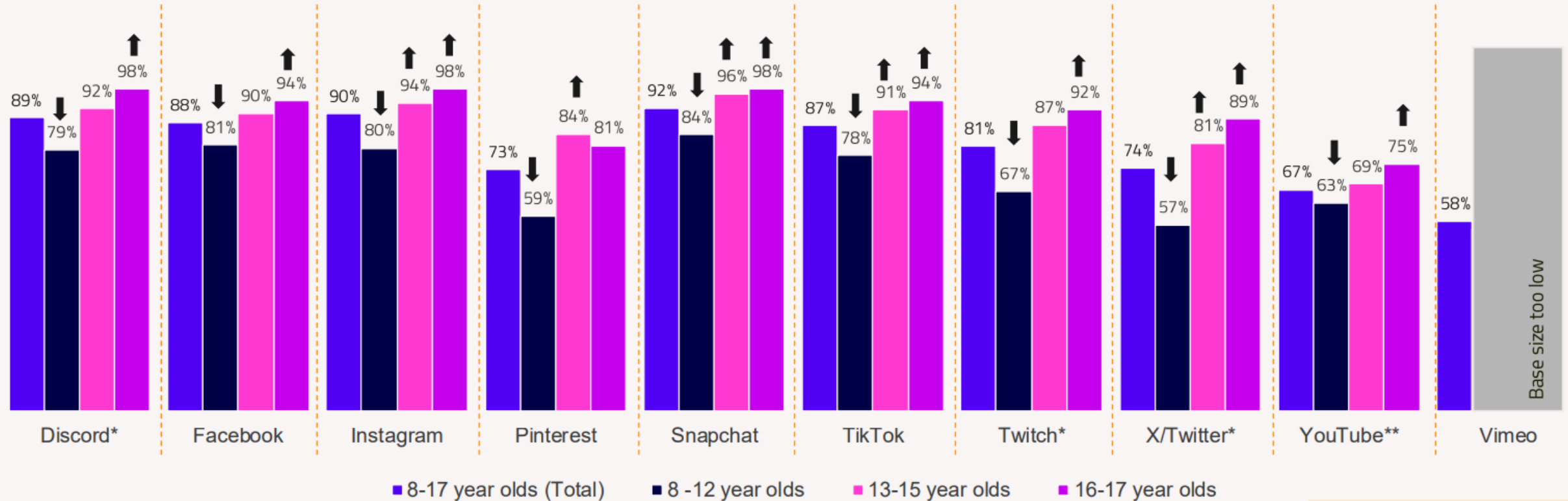


- YouTube/YouTube Kids (44%)
- WhatsApp (23%)
- TikTok (23%)
- The proportion of 8-9s with an Instagram profile increased from 8% in 2023 to 14% in 2024

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.

The majority of online service users (e.g., social media) in each age group have their own profile on at least one online service, with the likelihood of having a profile generally increasing with age. This pattern has remained consistent with Jan/Feb 2024 (W2).

Proportion of **children 8-17** who use each online service that have their own profile – by age group of child (Wave 4):

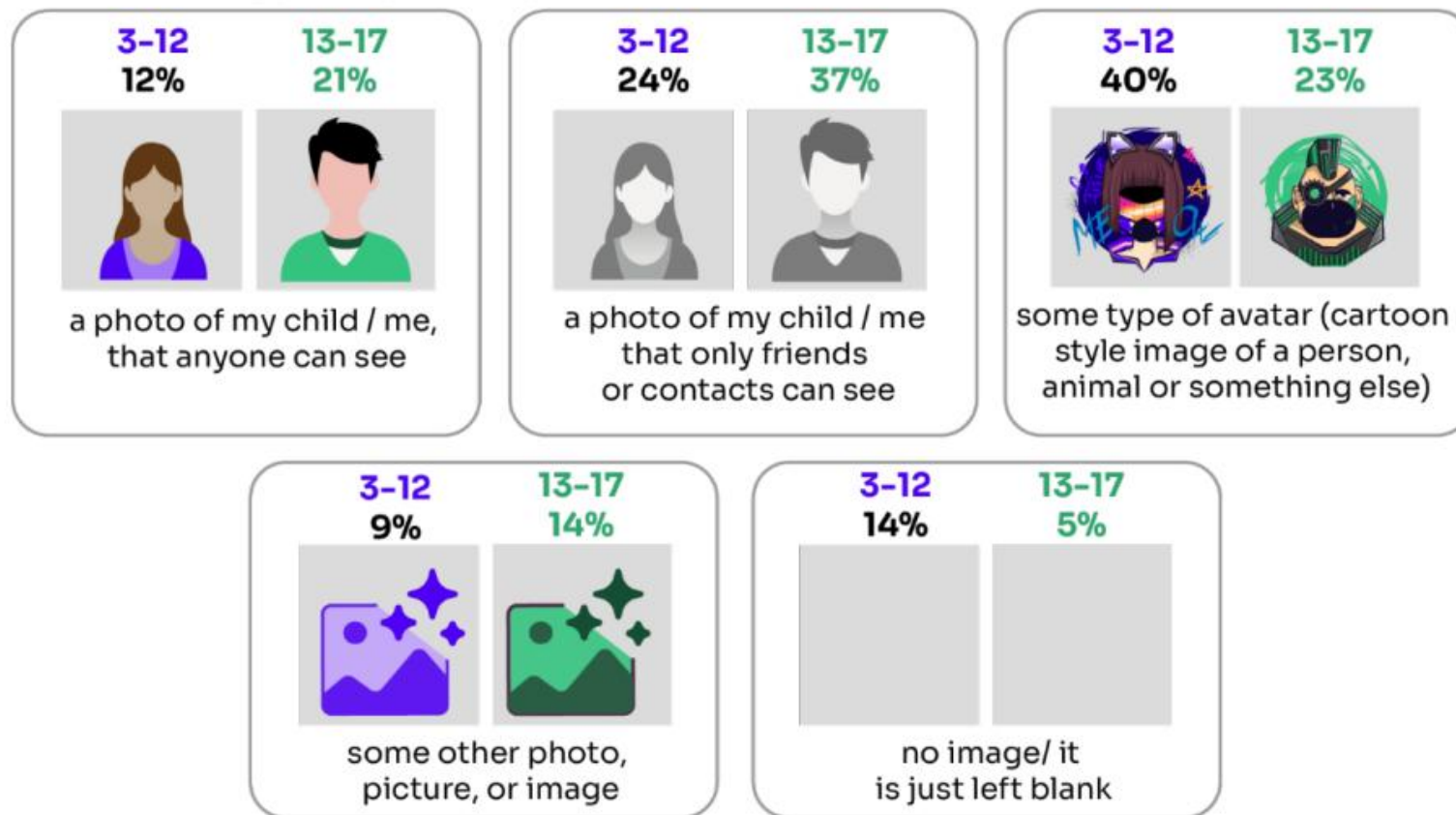




Do you know what they **SHARE**?

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

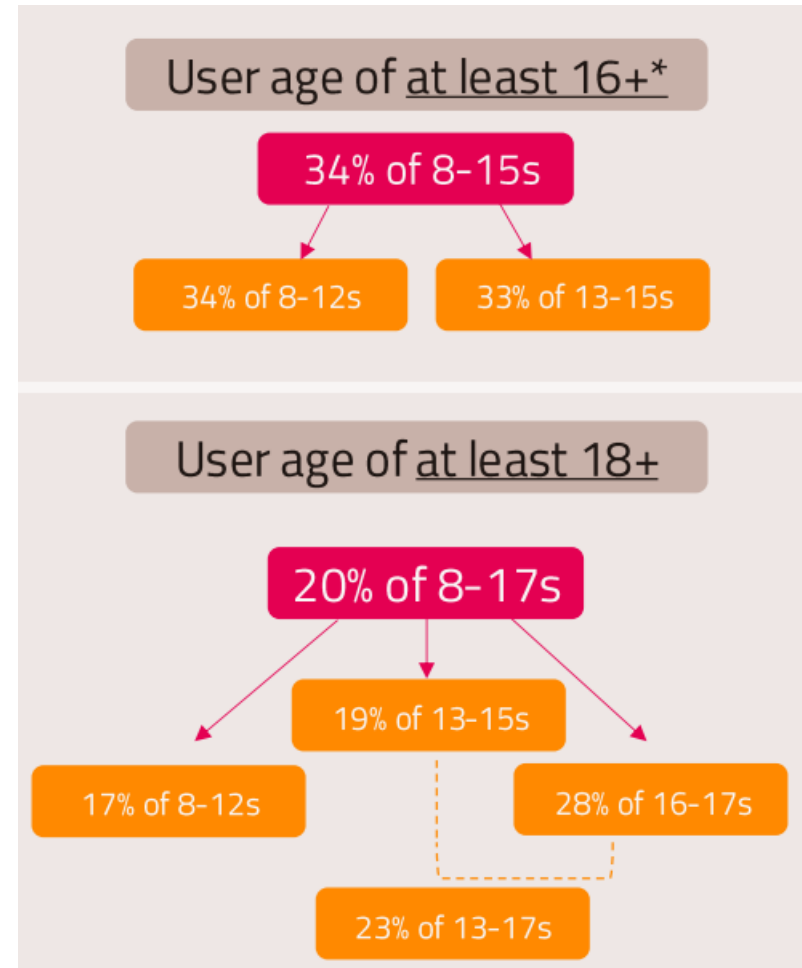
Type of profile picture used (among those with a profile)





Why does this **MATTER**?

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

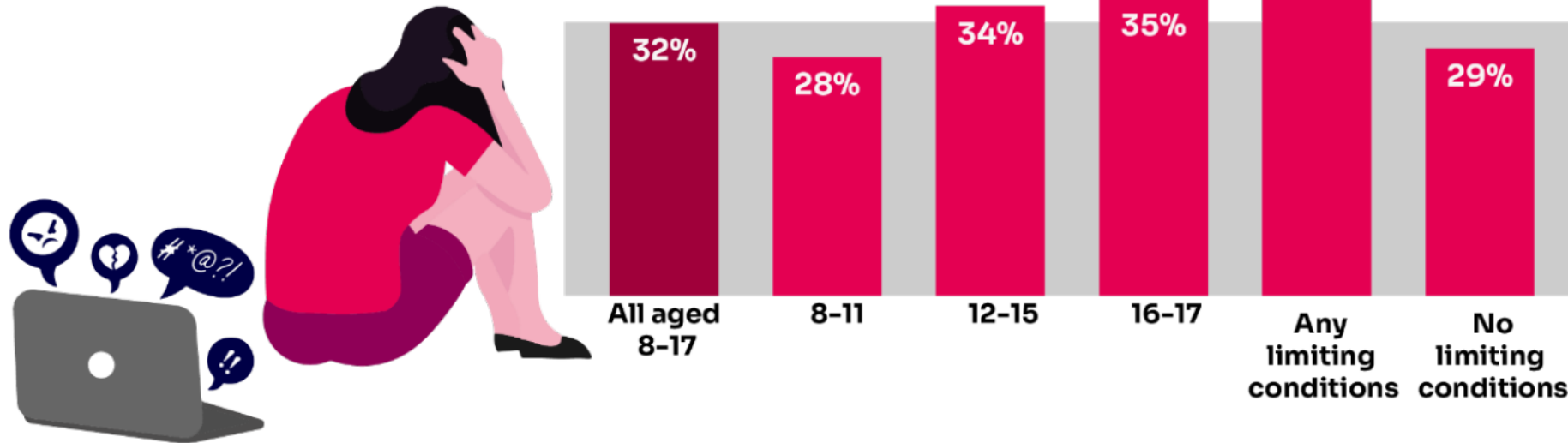




RISKS AND NEGATIVE EXPERIENCES

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?



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

Source: Children and parents: Media use and attitudes report

A stylized illustration of a parent and a child. The parent is on the right, wearing a suit and glasses, with their arm around the child. The child is on the left, with long hair, looking towards the parent. The illustration is in a light grey, sketch-like style.

PARENTSAFE

Keeping your children safe: online & beyond

TOP TOPICS (porn, bullying, extremism, fake news...)

We have selected our top two or three resources to help parents on six key themes, which we think are important to all families. Take a look and see what you think - even if you think it may not apply to you.

Body Safe

Accessing Pornography

Bullying

Extremism & Radicalisation

Gangs & County Lines

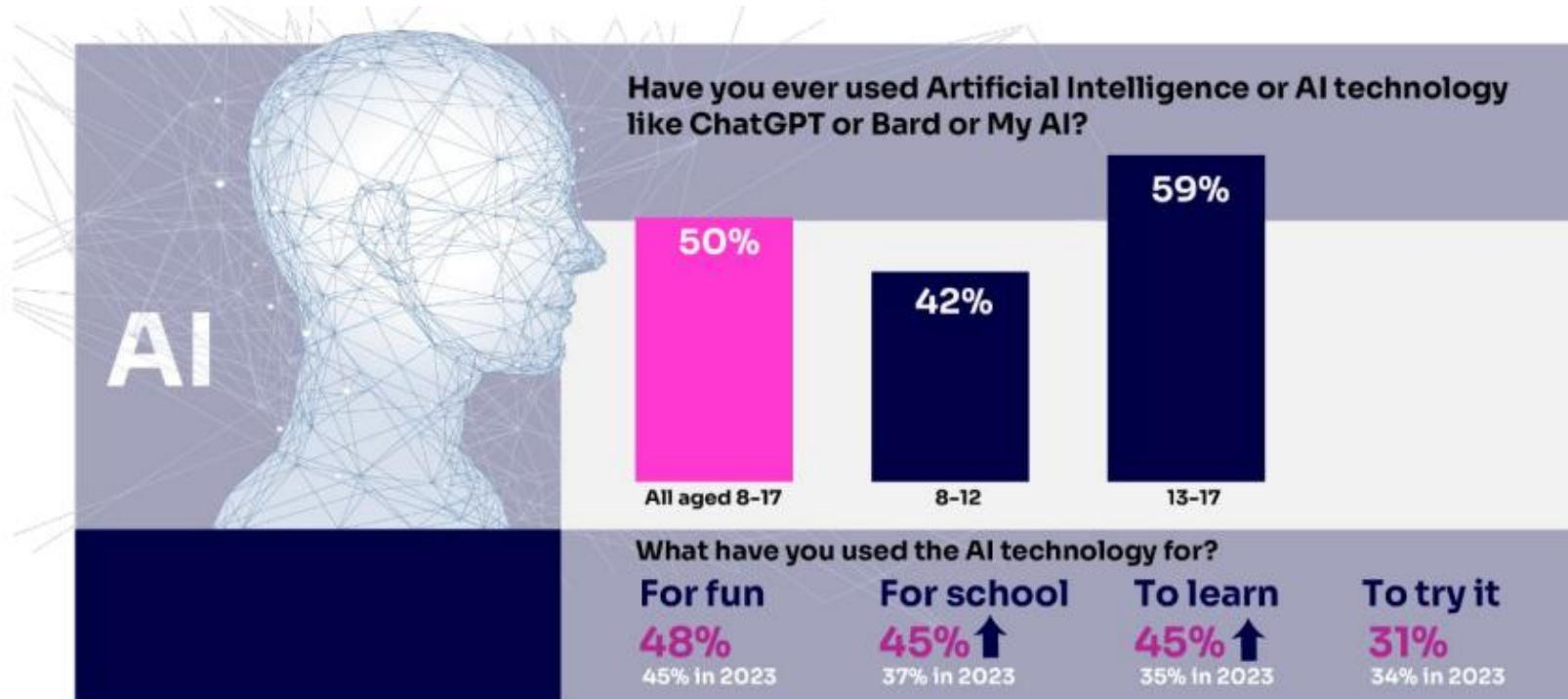
Fake News & Hoaxes

LGfL 

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<https://parentsafe.lgfl.net/>

Half of children say they use artificial intelligence (AI) tools



Childnet Cheat Sheet GenAI
PDF Format (844.65kB)




Generative AI – what do you think the risks are ?

LGfL

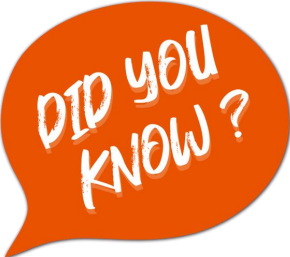
Design the AI Girlfriend You've Always Desired

Ready to meet your new virtual AI girlfriend?
She's eager to text you, send you pictures,
and help you explore your deepest desires.

 Create AI Girlfriend



Generative AI – find out how nudify apps might impact young people or why a teenager might make friends with a chatbot



SafeguardED

[WeProtect](https://www.weprotect.com)



Why not share this poster with parents?

GEN-AI & SAFEGUARDING RISKS



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.

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

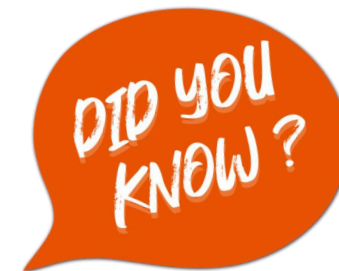


Parents and carers template letter

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.

Livestreaming



Sixteen per cent of children livestream their own videos

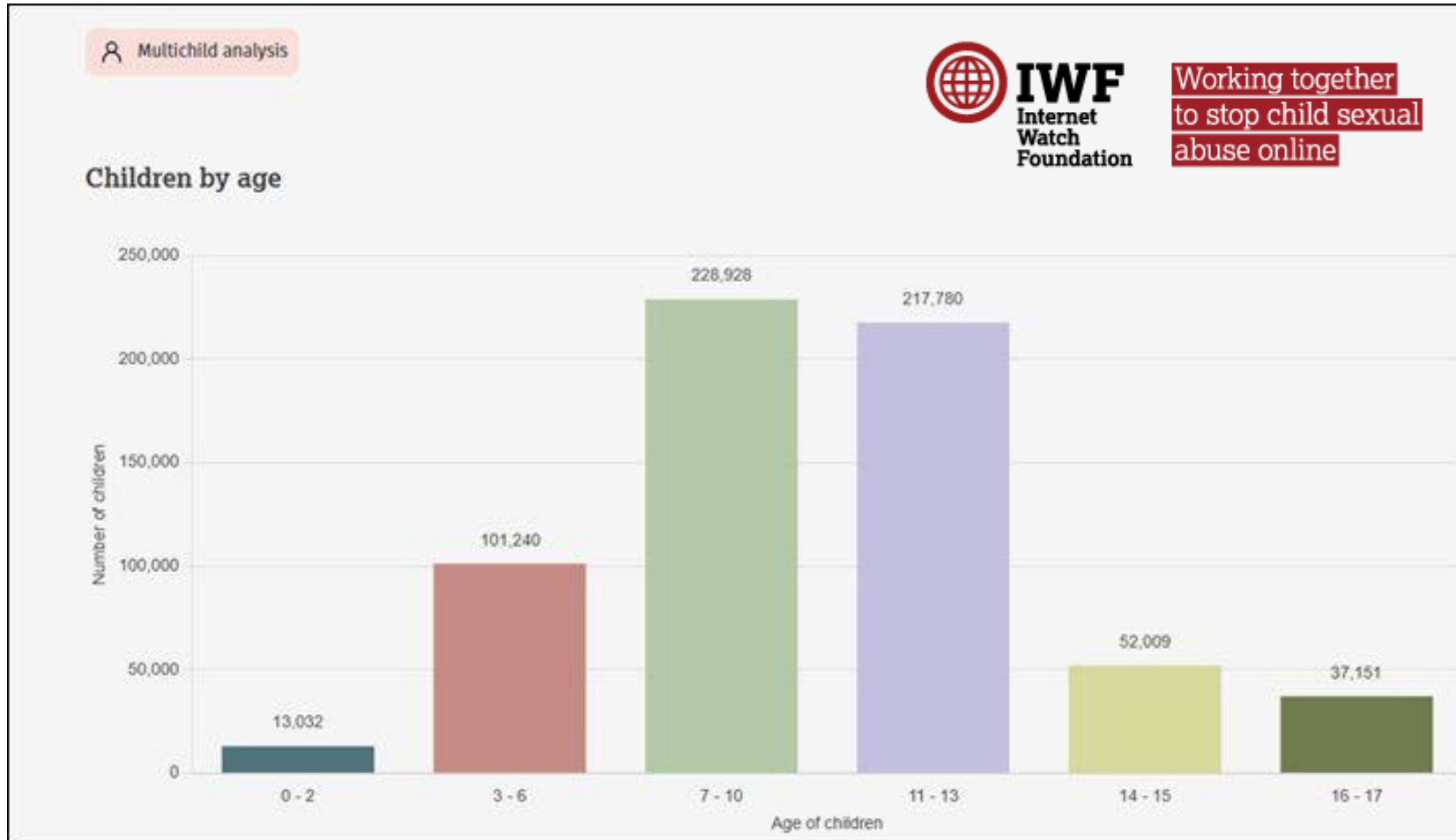
- **3-9 year-olds (1 in 10)**
- **10-12 year-olds (2 – 10)**



Why does this MATTER?

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

So, what can **YOU** do?



Sharing Nudes / Semi-Nudes

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

DID YOU KNOW?

Asked to share naked/half-dressed pictures of themselves

24%

Receiving pictures or videos of naked / half-dressed people

32%

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

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

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

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

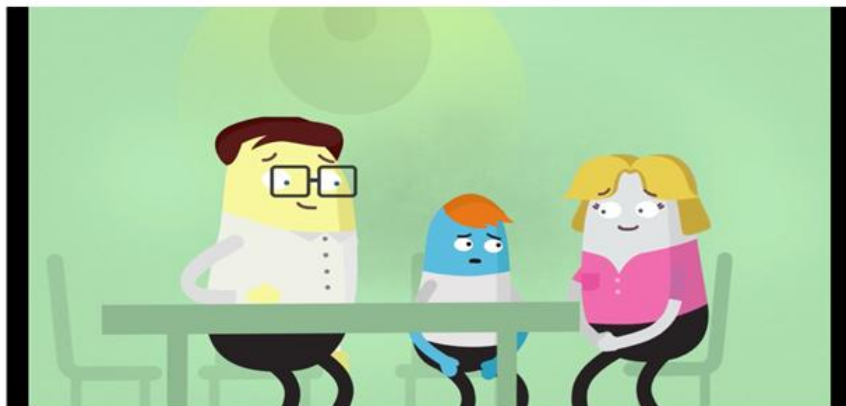
One 15-year-old* who contacted Childline said:

[NSPCC Targeting of Girls Online Report](#)

“I’ve been sent lots of inappropriate images online recently, like pictures of naked people that I don’t want to see. At first I thought they were coming from just one person, so I blocked them. But then I realised the stuff was coming from loads of random people I don’t know. I’m going to try and disable ways people can add me, so hopefully I’ll stop getting this stuff.”

So, what can **YOU** do?

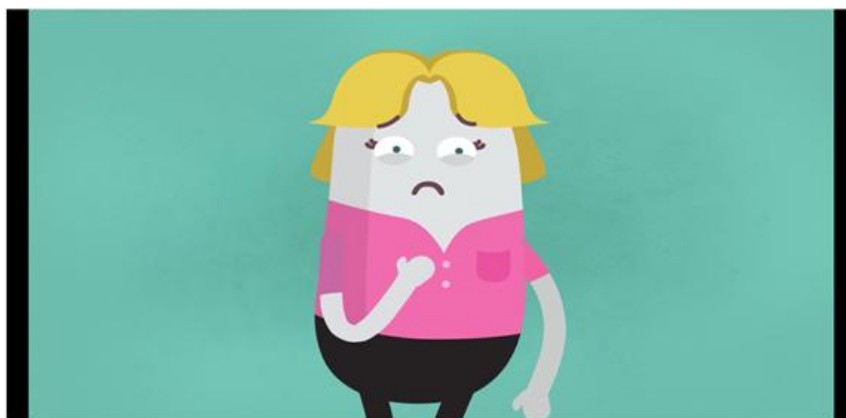
Nude Selfies: Understanding Why



Nude Selfies: Talking to your child



Nude Selfies: When should I be worried?



Nude Selfies: Where to get help



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

Pornography

Average age children first view pornography is 13

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

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

Degrading acts and **violence against women**

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

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

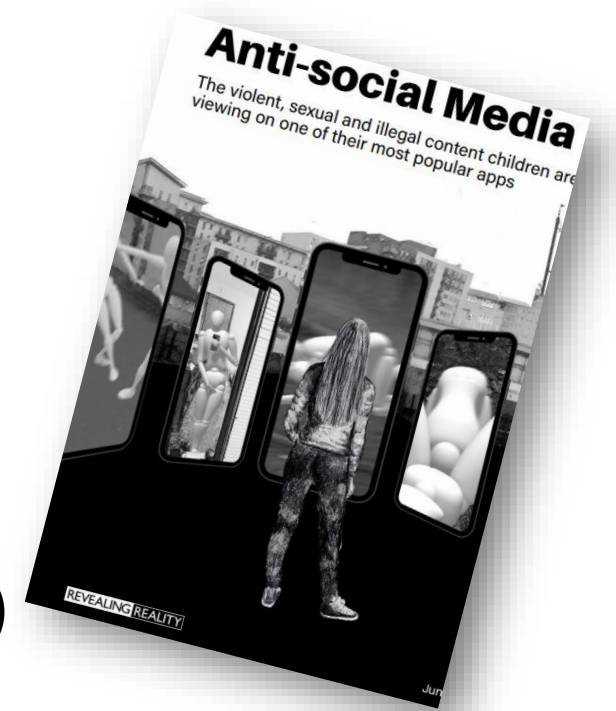
Wide **prevalence of on social media platforms** such as Twitter, **Snapchat** and **Instagram**



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

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

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



UK Reporting Helplines and Services for Children and Young People

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



NCA

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



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

Report Remove

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



ChildLine

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



SafeguardED

Go to reporting.lgfl.net to find out more

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



RESOURCES AND SUPPORT

LGfL 

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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

parentsafe.lgfl.net



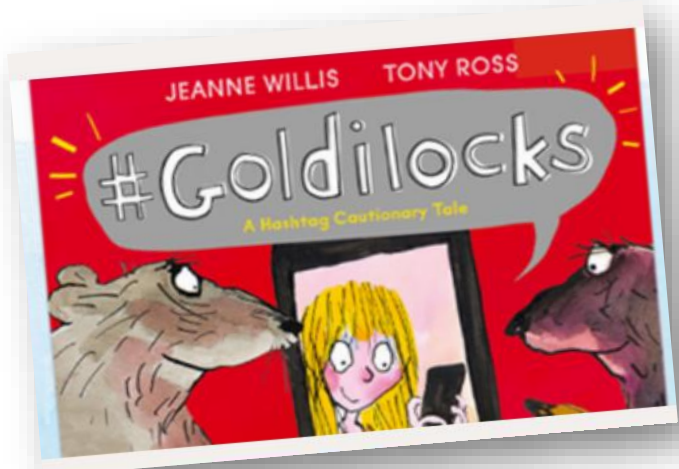
LGfL  SafeguardED



SafeguardED

TALKING TO CHILDREN ABOUT LIFE ONLINE

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



Discussion Guide

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



PARENTSAFE

Keeping your children safe: online & beyond



Where to get help?

- Safeguarding Team:
 - Mrs Hinton
 - Ms Nelson-Cole
 - Mrs Riley
 - Ms Vasques
 - Miss David
- Report any concerns to the School Office via email or phone
- Policies on the School Website