



Internet Safety for Parent and carers

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WHAT WE WILL COVER



Session 1

Introduction



Session 2

What helps, what hinders?



Session 3

What children and young people want and need from parents and carers?



Session 4

Top tips for parents and carers



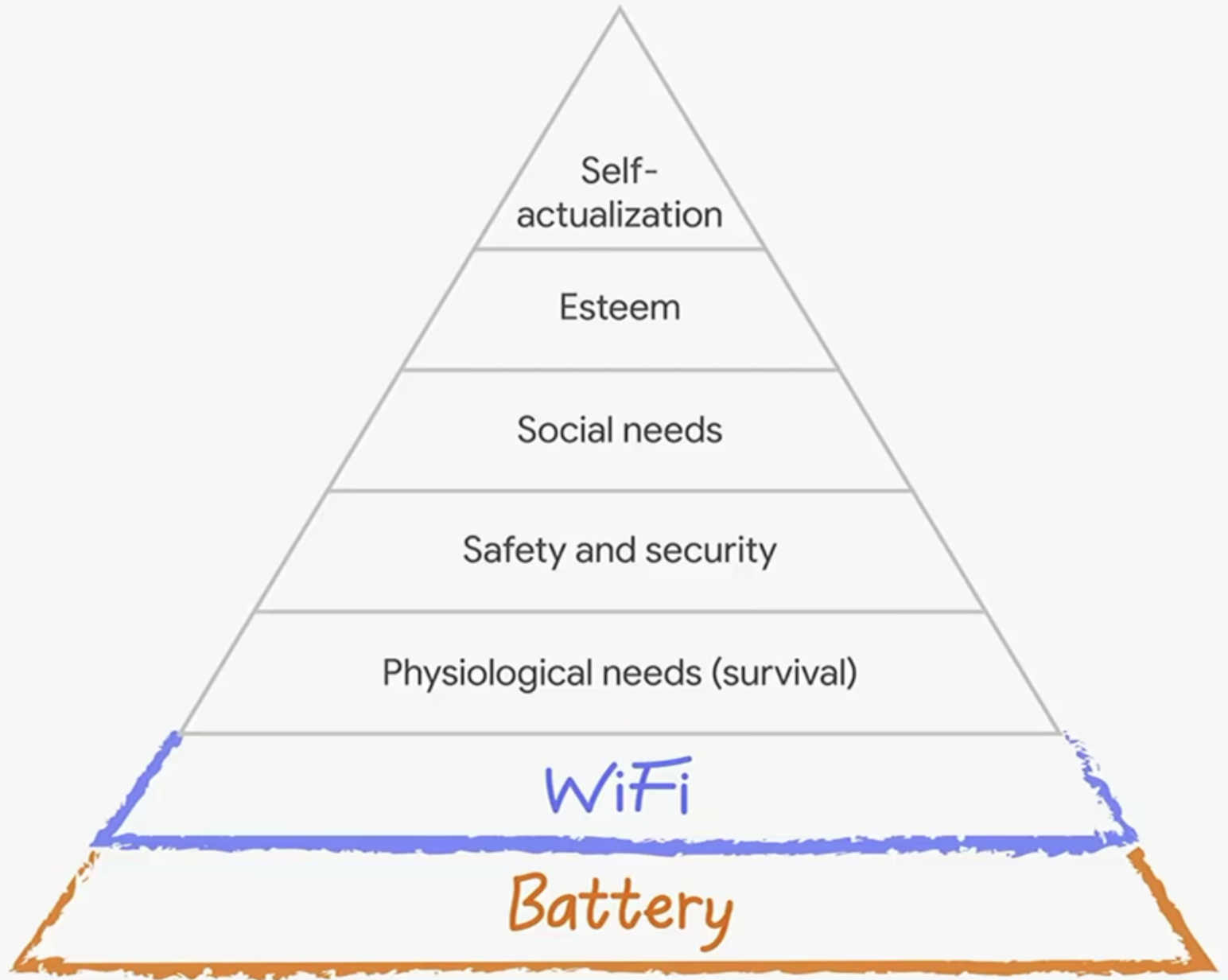
Session 5

Summary & any questions

Introduction



Dave's
~~Maslow's~~
Hierarchy
of Needs



YOUNG PEOPLE FEEL SAFE AND EQUIPPED

- 95 % of young people feel safe online (Nominet 2022)
- Three quarters (73%) of young people feel ‘in control’ of what they see online and feel they understand the steps needed to protect them and their security. (Nominet 2022)
- Young people are most likely to see distressing content on Reddit (70%), Twitter (70%), TikTok (66%), and Tumblr (63%), ranging from violence, to trolling or abuse, and/or sexual content (Nominet 2022)
- 1000% increase in sexual abuse imagery of 7-10 year olds (IWF Jan 2023)
- 375,000 website pages reported to Internet Watch Foundation in 2022, with nearly 70% being actioned (IWF Jan 2023)
- 2195 reports of harmful but legal content in the UK in 2022 (SWgl Feb 2023)

“Parents are often
unaware there is this
online backdoor into
their homes which is leaving
their children vulnerable”

Susie Hargreaves OBE
IWF CEO



**What helps,
what hinders**

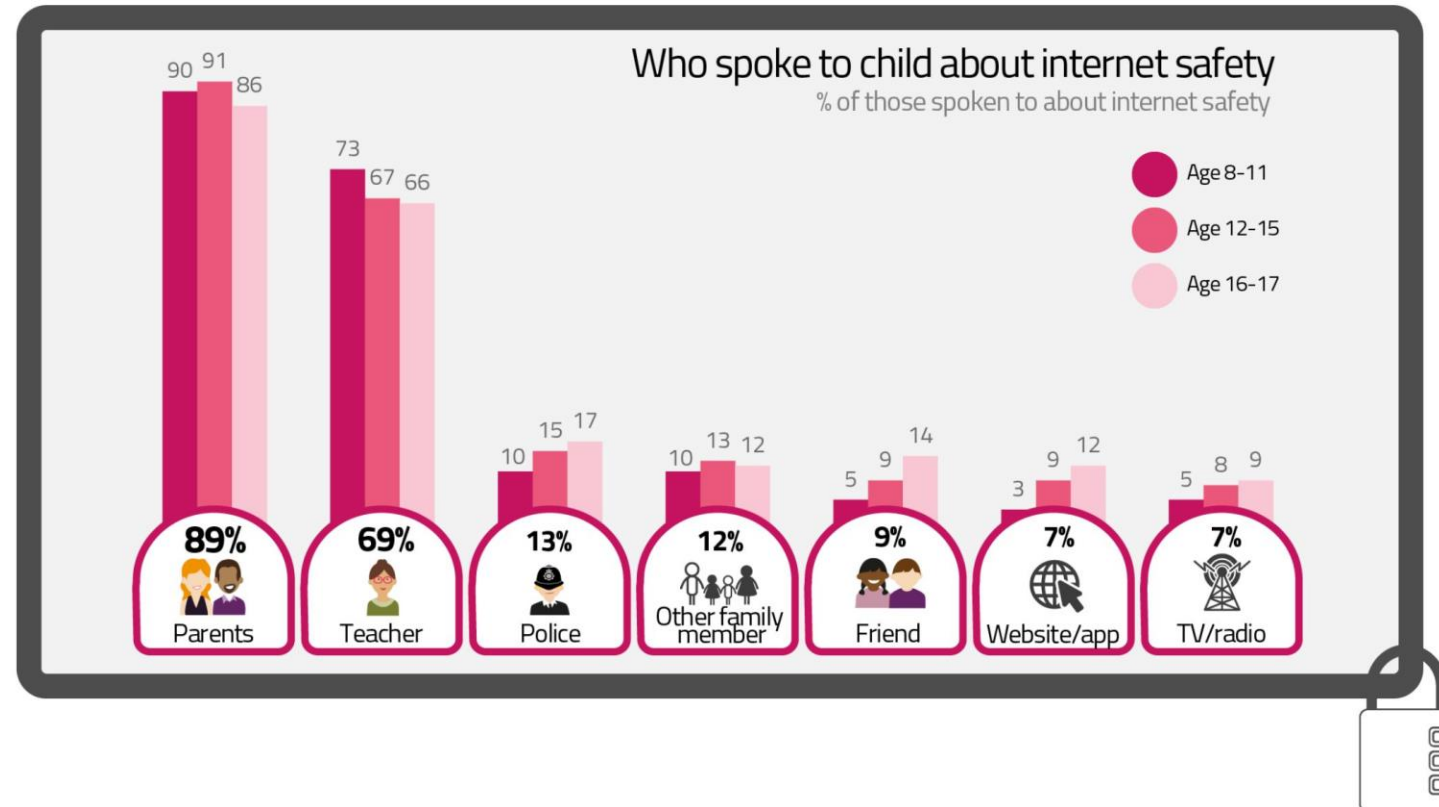


WHAT DOES RESEARCH TELL US?

Most children are being spoken to by a parent or carer.

- Children were most likely to have been spoken to by a parent (89%) followed by a teacher at school (69%)
- 86% of parents have spoken to their child at least once about safety online. 50% said they talk to their child at least every few weeks.

1 in 6 parents and carers aren't talking to their children about online safety.



Sources: Children and parents: media use and attitudes report (Ofcom, 2022)

STRATEGIES USED BY PARENTS AND CARERS

- asking their child what they had been doing online (60%)
- checking their browser or device history (34%)
- talking to them and setting rules about device use (59%)
- using parental controls built into the device (31%)
- using content filters provided by the broadband supplier (27%)



Sources: *Children and parents: media use and attitudes report (Ofcom, 2022)* ,

ACTIVITY

What do you already do as a parent or carer that works well when it comes to supporting your children with being safer online?

THE CHALLENGES OF ONLINE SAFETY



- Feeling overwhelmed by online risks and pace of changes in technology and social media.
- Fear of the topic area or belief it won't happen to their child.
- Believing their child is too young to learn about it.
- Personal experiences of child sexual abuse or harm online.
- Believing that their child knows enough or more than them already.

WHY PARENTS AND CARERS DON'T TALK TO THEIR CHILD?



- nearly a third (30%) believed their kids were too young to discuss it
- three quarters of parents of 3-17 year olds (76%) feel they know enough to keep their children safe online
- 21% think their child knows all there is to stay safe online
- 20% said they have had some conversations about it in the past and don't see the need to have more.

Sources: *Children and parents: media use and attitudes report (Ofcom, 2022)* ,

CHILDREN NEED SUPPORTIVE PARENTS



‘Children acknowledged the benefits of parents enforcing rules for keeping them safe, such as online controls, but they also felt that parents should trust their children and not be overly restrictive or punish too harshly, as this can affect a child’s willingness to engage and be open with them.’

(Children’s views on well-being and what makes a happy life, UK, Office for National Statistics, 2020)

Young People want adults & carers to:

- develop close bonds with their children to create open and trusting relationships
- be less threats and punishments
- have everyday conversations about [online] relationships (Digital Romance 2017)



WHERE TO START WITH DIFFICULT CONVERSATIONS...



What children and young people want and need from parents and carers



YOUNG PEOPLE WANT & HAVE A RIGHT TO FEEL SAFE

Young people want to be able to have the same support and protections in a virtual world as they do in other areas of their life.

Young people also acknowledged the need for online safety messaging to start from a young age and to keep up to date with an ever evolving space.

The Big Ask, Children's Commissioner for England 2021



ONLINE SAFETY SHOULD START FROM A YOUNG AGE



'I don't feel I was informed of my online safety from a young age and that it was considered a priority. Technology and social media are constantly developing, so why aren't our laws and protections for children on these platforms updating with it?'

Girl, 14

The Big Ask, Children's Commissioner, 2021

WHAT CHILDREN NEED FROM PARENTS AND CARERS?

- Young People need to get online safety messages from a young age
- A building block approach supports children to build on their knowledge and skills
- Messages should be age appropriate to support their development
- It's never too late to start...



SECONDARY-AGE

10 to 13 years

- Very aware of social pressure and expectations
- Still trusting of the information they are presented with
- Aware of what is 'cool' or not
- Starting to break away from parental influence
- Increased awareness of self image, and using online to explore identity
- Don't consider long term consequences
- Look for immediate rewards



Majority of children under 13 have at least one social media profile

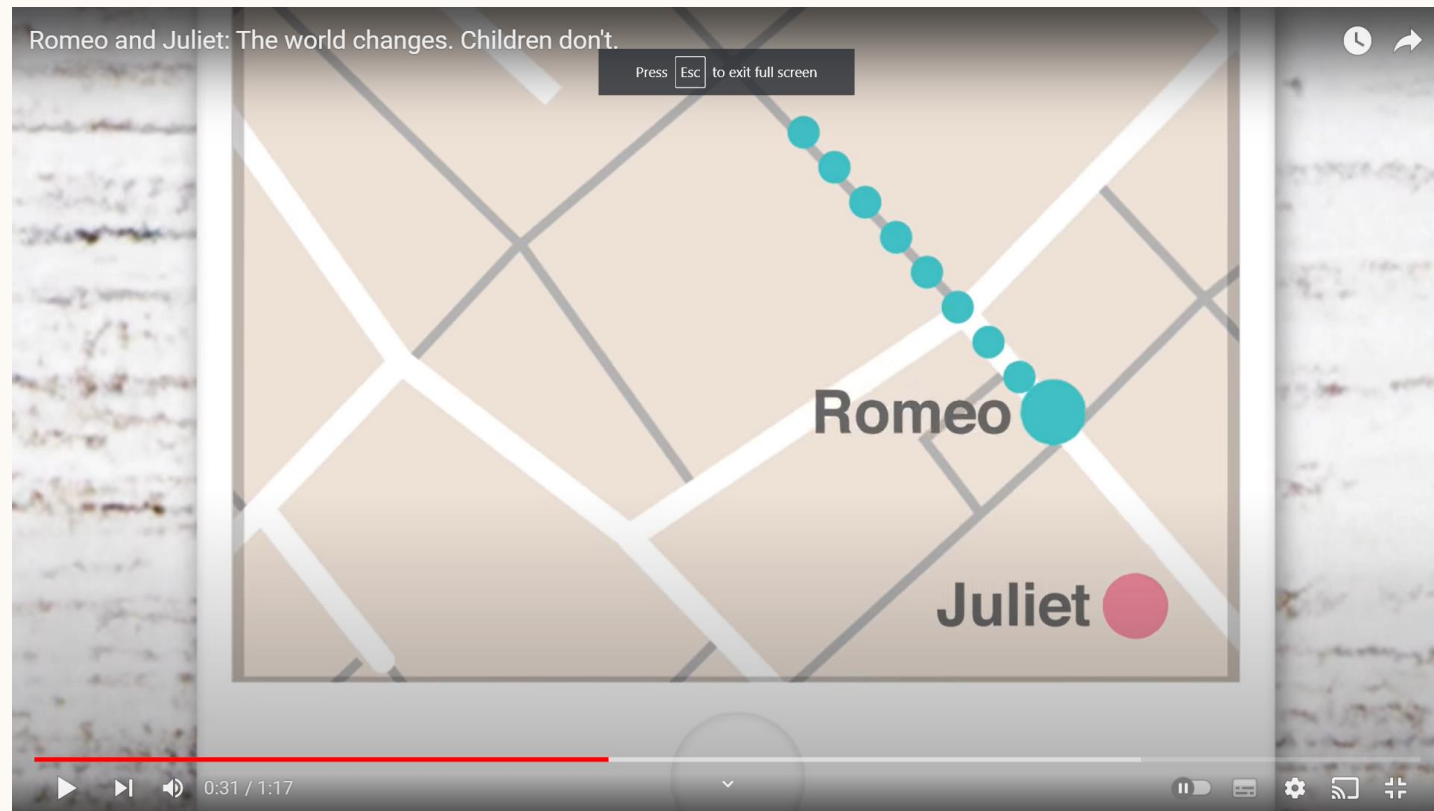


Over 50% use TikTok to view and create videos



Over 80% use messaging sites and apps

ROMEO & JULIET



SECONDARY-AGE 2



14 to 18 years

- Significant psychological changes and critical stage of mental and physical development
- Often think the risk of harm doesn't apply to them.
- They may be choosing to access adult content
- Highly dependent on peers for a sense of wellbeing and need to feel part of a group
- Will be exploring their sexuality and testing out relationships



16% of 8 to 17 year olds chatted to people they didn't know whilst playing games



More than 97% use messaging sites and apps



More than 91% have a social media profile

Top tips for parents and carers



SOCIAL WEB FRAMEWORK



Viewing



Sharing



Chatting



Friending

SOCIAL WEB: VIEWING



Benefits

Opportunity for children and young people to:

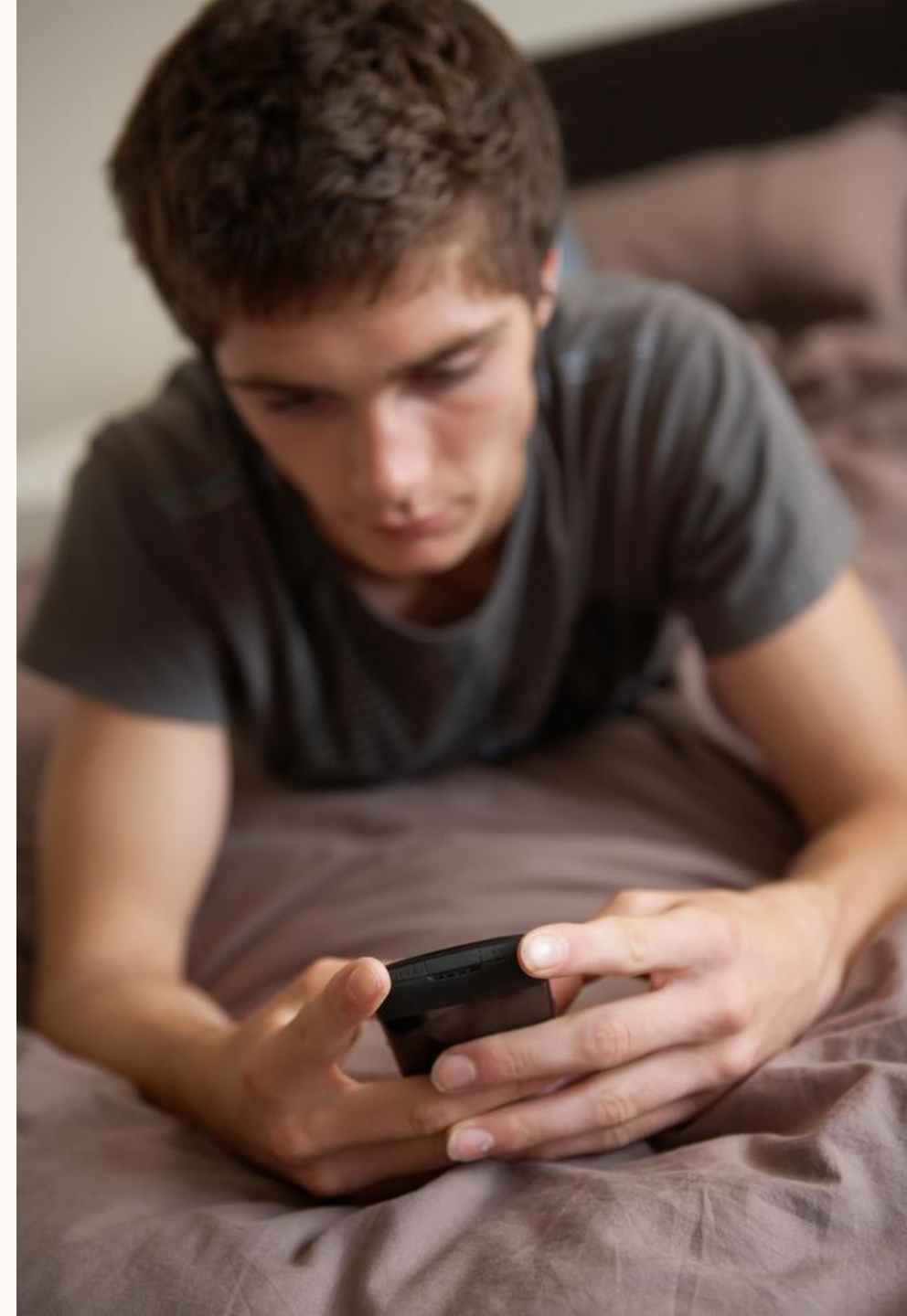
- Be entertained
- Learn
- Get information and support

Potential harms

- Anyone can post and share content
- Inappropriate, sexual or violent content online
- Content shared with the intention of harm/grooming

PORN


- It is estimated that at least one-third of young people starting secondary school will have viewed pornography, by the end of S2 over 95% will have.
- It is often difficult for adults to understand just how accessible this material is to children and young people. Many young people say that they first see pornography by accident, perhaps through pop ups or watching 'reaction videos' on YouTube, that is watching other people react to watching particularly graphic pornography.



YOU MAY FIND THE FOLLOWING INFORMATION USEFUL






- **What to do if your child has seen something inappropriate online:**
<https://www.thinkuknow.co.uk/parents/article/s/what-to-do-if-your-child-has-seen-something-inappropriate-online/>
- **Teens and sexual content online:**
www.thinkuknow.co.uk/parents/articles/teens-and-the-sexual-content-on-social-media
- **Viewing pornography online:**
https://www.thinkuknow.co.uk/11_18/lets-talk-about/sex-and-sexual-content/viewing-pornography-online/

PARENTS AND CARERS





- Keep talking regularly with your child about what they like to do online
- Use the social web framework to talk about the benefits and dangers in each of the four areas, so they can build their critical thinking skills
- Support your child to be safer on the apps, games or sites they use
- Ask the awkward so those difficult topics become a part of everyday conversations.

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 <p>Critical thinking online www.thinkuknow.co.uk/11_18/lets-talk-about/socialising-online/critical-thinking-online</p>	 <p>Privacy settings www.thinkuknow.co.uk/11_18/lets-talk-about/online-safety/privacy-settings</p>
 <p>Online contact and staying safe www.thinkuknow.co.uk/parents/articles/online-contact-and-staying-safe</p>	 <p>Group chats https://www.thinkuknow.co.uk/11_18/lets-talk-about/socialising-online/group-chats</p>
 <p>Safer online dating www.thinkuknow.co.uk/parents/articles/safer-online-dating-how-to-support-your-child</p>	 <p>Healthy friendships www.thinkuknow.co.uk/11_18/lets-talk-about/relationships/healthy-friendships</p>

Help for your child



Report concerns about online sexual abuse to the CEOP Safety Centre
<https://www.ceop.police.uk/Safety-Centre>



childline
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Call or message Childline if they are worried and want someone to talk to.

www.thinkuknow.co.uk/parents

SOCIAL WEB: SHARING



Benefits

Sharing pictures and videos can be:

- Fun
- Creative
- Way to express themselves

Potential harms

- It's easy to share online
- They can feel pressurised, uncomfortable or blackmailed
- Unintended impact on others from sharing content

HOW DO YOU TAKE IT BACK?

28



<https://www.thinkuknow.co.uk/parents/articles/Nude-selfies-a-parents-guide>



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

LIVE STREAMING

WHAT?

Live Streaming is a visual broadcast live over the internet. Videos are unedited and are viewed in real time, similar to live TV.

- People engage more with live videos.
- It allows for huge audiences
- Popularity is growing
- 6/10 young people view Live Streaming sites, although only 15% produce their own content


WHY?

- Sharing videos instantly and live can feel exciting
- Showcase talents
- Campaign against issues
- Spontaneously share their thoughts with an audience
- Show events like music concerts
- Tutorials e.g. putting on makeup and explaining what they are doing whilst doing it


YOU MAY FIND THE FOLLOWING INFORMATION USEFUL 1

- **Nude selfies: what parents and carers need to know:**
www.thinkuknow.co.uk/parents/articles/Nude-selfies-a-parents-guide
- **Critical thinking online:**
www.thinkuknow.co.uk/11_18/lets-talk-about/socialising-online/critical-thinking-online/
- **Privacy settings:**
www.thinkuknow.co.uk/11_18/lets-talk-about/online-safety/privacy-settings/


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www.thinkuknow.co.uk/parents/articles/online-contact-and-staying-safe


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SOCIAL WEB: CHATTING



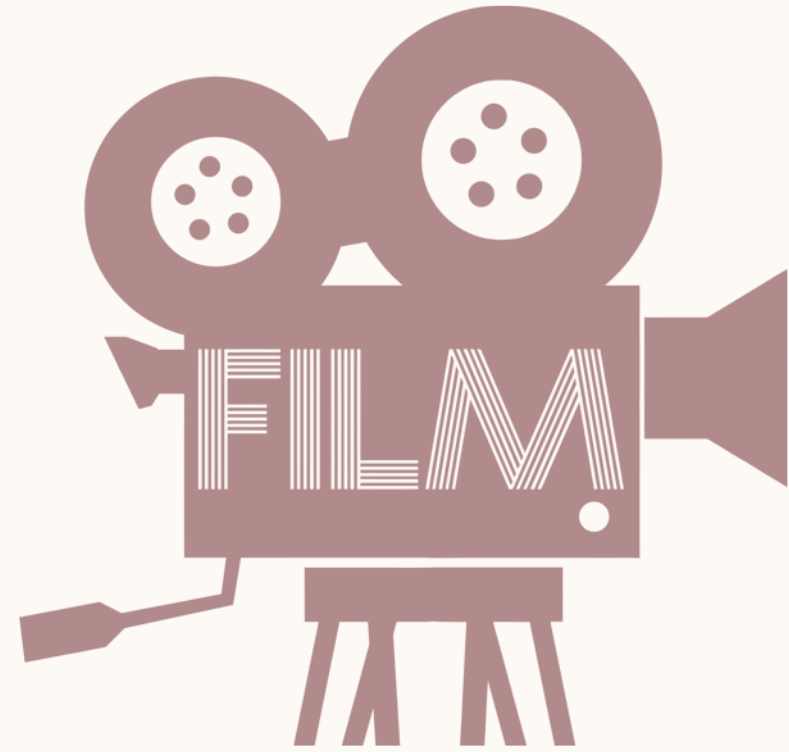
Benefits

- developing social skills
- fun of talking to new people
- being part of a community that is supportive

Potential harms

- Sharing too much personal information
- Inappropriate, sexual or violent conversations
- Pressure to do or say something they don't want to

BE IN CTRL



YOU MAY FIND THE FOLLOWING INFORMATION USEFUL 2


- **Online contact and staying safe:**
www.thinkuknow.co.uk/parents/articles/online-contact-and-staying-safe
- **Group chats:**
https://www.thinkuknow.co.uk/11_18/lets-talk-about/socialising-online/group-chats
- **Flirting online:**
https://www.thinkuknow.co.uk/11_18/lets-talk-about/relationships/flirting-online

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SOCIAL WEB: FRIENDING



Benefits

- Maintaining existing friendships
- Making new friends who have similar interests
- Sharing experiences

Potential harms


- The person may not be who they say they are
- Unhealthy friendships
- Pressure to do or say something they don't want to




Talking regularly with your child about relationships and sex can help develop shared understanding, trust and support between you. Talk little. Talk often. Ask The Awkward.

YOU MAY FIND THE FOLLOWING INFORMATION USEFUL 3

- **Safer online dating:**
www.thinkuknow.co.uk/parents/articles/safer-online-dating-how-to-support-your-child
- **Healthy friendships:**
https://www.thinkuknow.co.uk/11_18/lets-talk-about/relationships/healthy-friendships
- **Online friendships:**
https://www.thinkuknow.co.uk/11_18/lets-talk-about/relationships/online-friendships


PARENTS AND CARERS  Education from the National Crime Agency

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ONLINE RISKS – 4 Cs

Content

Aggressive, sexualised or incorrect information & imagery.

Contact

Targeted and introduced to high risk relationships that promote exploitation.

Conduct

Witness, participate in or becoming the victim of harmful peer behaviours.

Contract

Party to or victim of identify, theft, fraud or scamming

HELP AND SUPPORT FOR YOUNG PEOPLE

Trusted adults – A family member or a trained professionals such as teachers, youth workers, social workers

Police – Emergency and non-emergency numbers, non-emergency online form



National Crime Agency

Young people can report concerns about child sexual abuse and exploitation to NCA
www.ceop.police.uk/safety-centre

childline

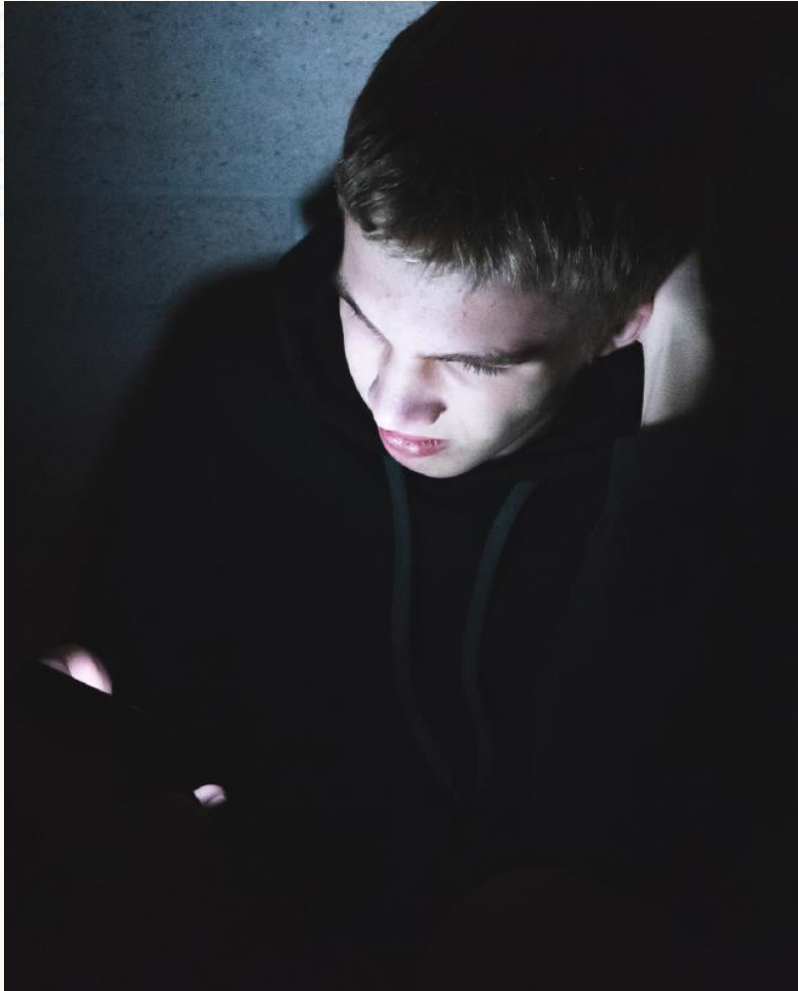
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ChildLine

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

Summary



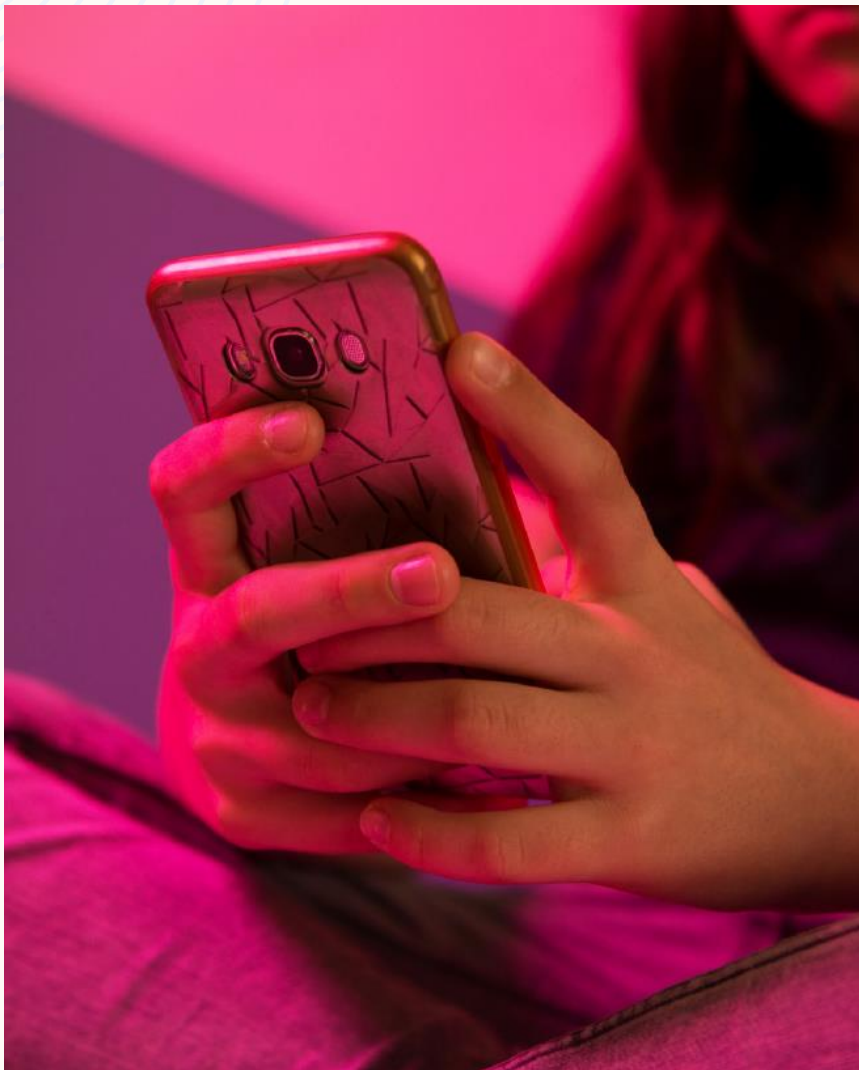


UNDERSTAND THE PLATFORMS

The first step parents can take to learn how platforms, algorithms, and content shape their children's lives is to understand them. Given how important apps are to children's lives and development, we should be as curious about them as we might be about who their children's friends are, what subjects they like at school, and what hobbies and interests they have.

An algorithm is a set of rules and signals that social media sites use to show their users the videos, pictures or articles that they are most likely to interact with.

Algorithms mean that no two people on an app like TikTok will see exactly the same content, even if they follow the same accounts or have similar profiles. This is because the algorithms learn from our online behaviour, and make decisions about what content to show us based on lots of different information.



TALK OPENLY & REGULARLY ABOUT SOCIAL MEDIA

Their lives online provide the tapestry of content that they chat about, bond over, and help them to understand their own lives.

Ask them what they see on their feeds, what they're interested in, and what their feed is giving them. You might learn from them as much as you teach them and it also gives you the opportunity to learn what their looking at and what the algorithm might throw up next.



NEGOTIATE AND MAKE AGREEMENTS

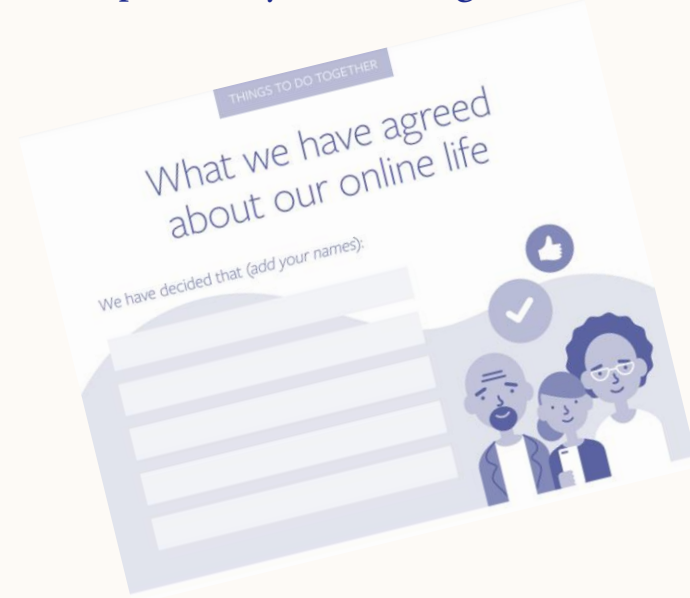
There is a delicate balance between privacy and secrecy. Young people may consume content compulsively that they might not realize is harmful.

Today, many parents will sit in their living rooms and know exactly where their children are - upstairs in their bedroom - but have absolutely no idea who they are with, what content they are consuming, and what effect that might have on them. Negotiating an agreement with children is a healthy way to establish boundaries, trust, and accepted norms that will encourage further dialogue.

If you suspect a child is exhibiting worrying behaviour or attitudes, seek help (lots of details provided at the end).

PRACTICAL STEPS

- Set up a family internet agreement.



- Parental controls and set ups offer safety solutions & peace of mind.

- Understand privacy settings and help young people to use them.

- Manage time...



- Report Concerns
<https://www.ceop.police.uk/safety-centre/>

PLACES OF ADVICE & SUPPORT FOR PARENTS

- National Crime Agency CEOP- <https://www.thinkuknow.co.uk/parents>
- Internet Matters <https://www.internetmatters.org>
- UK safer Internet Centre <https://saferinternet.org.uk/guide-and-resource/parents-and-carers>
- National Online Safety <https://nationalonlinesafety.com/>
- Safer Schools NI <https://saferschoolsni.co.uk/harmful-content-andrew-tate/>
- Culture Reframed <https://www.culturereframed.org/>
- Reward Foundation <https://rewardfoundation.org/>
- Upstream Project <https://www.theupstreamproject.org.uk/>



SOURCES OF ADVICE AND HELP

internet
matters.org

learn about it / talk about it / deal with it



National
Online
Safety[®]



UK Safer
Internet
Centre

www.saferinternet.org.uk





What's one thing you are going to take from tonight's information and do differently in your family?

Any questions?

**THANK YOU
FOR LISTENING**