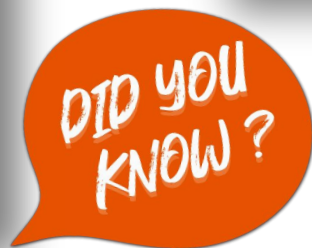
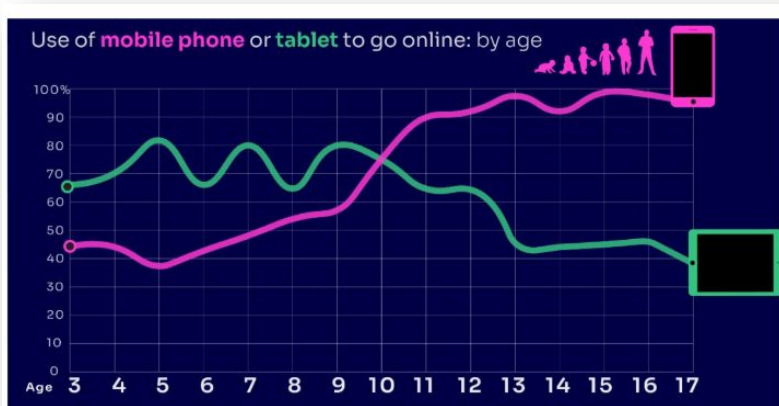
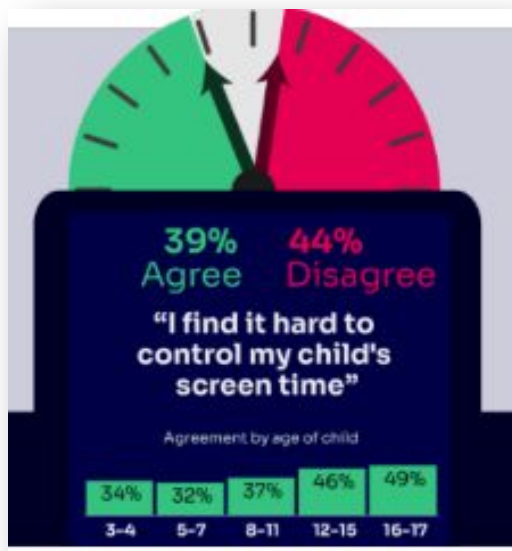


PARENT ONLINE SAFETY



SafeguardED



TALKING TO YOUR CHILD ABOUT LIFE ONLINE

LGfL 

SafeguardED



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

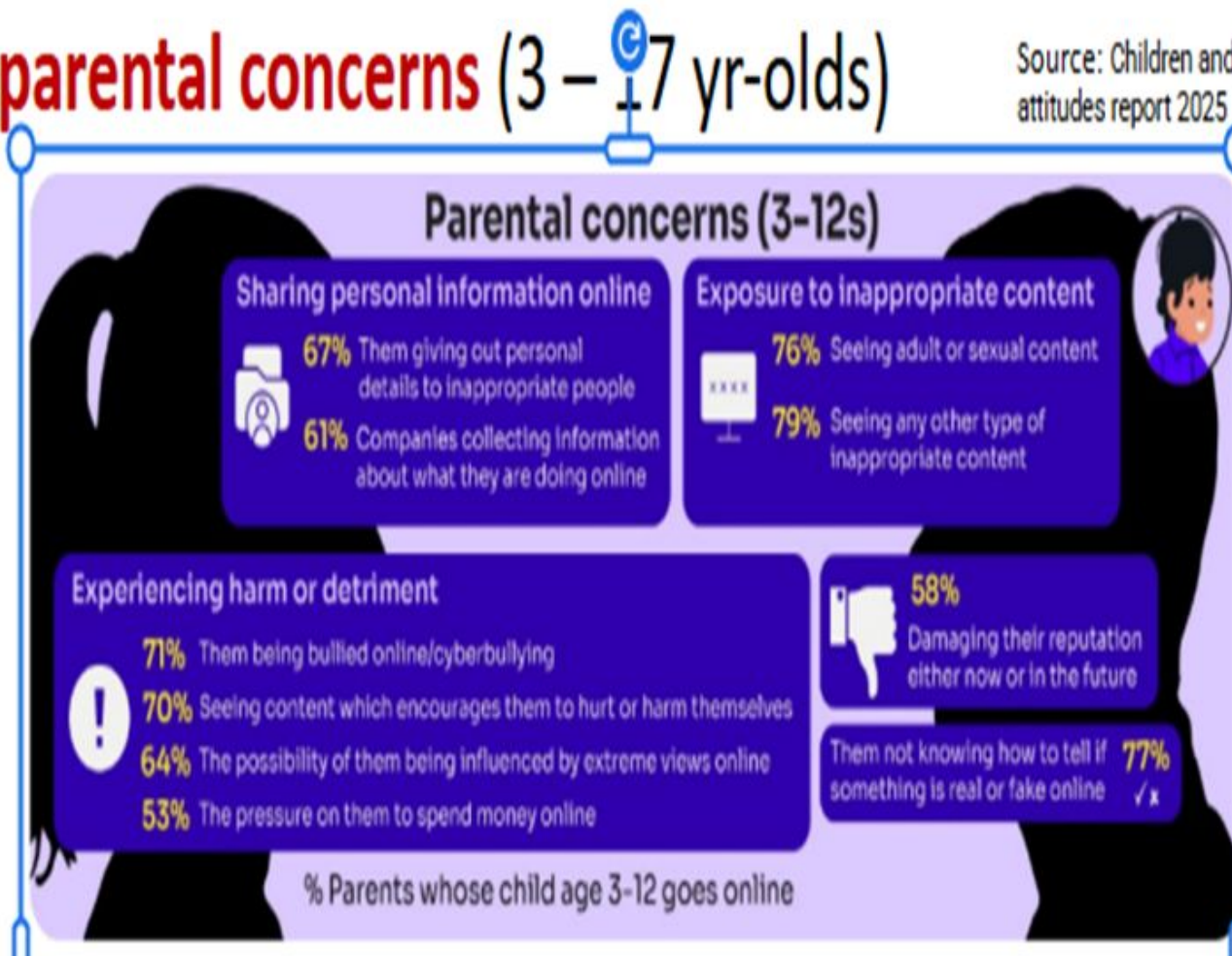


Summary of parental concerns (3 – 17 yr-olds)

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

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

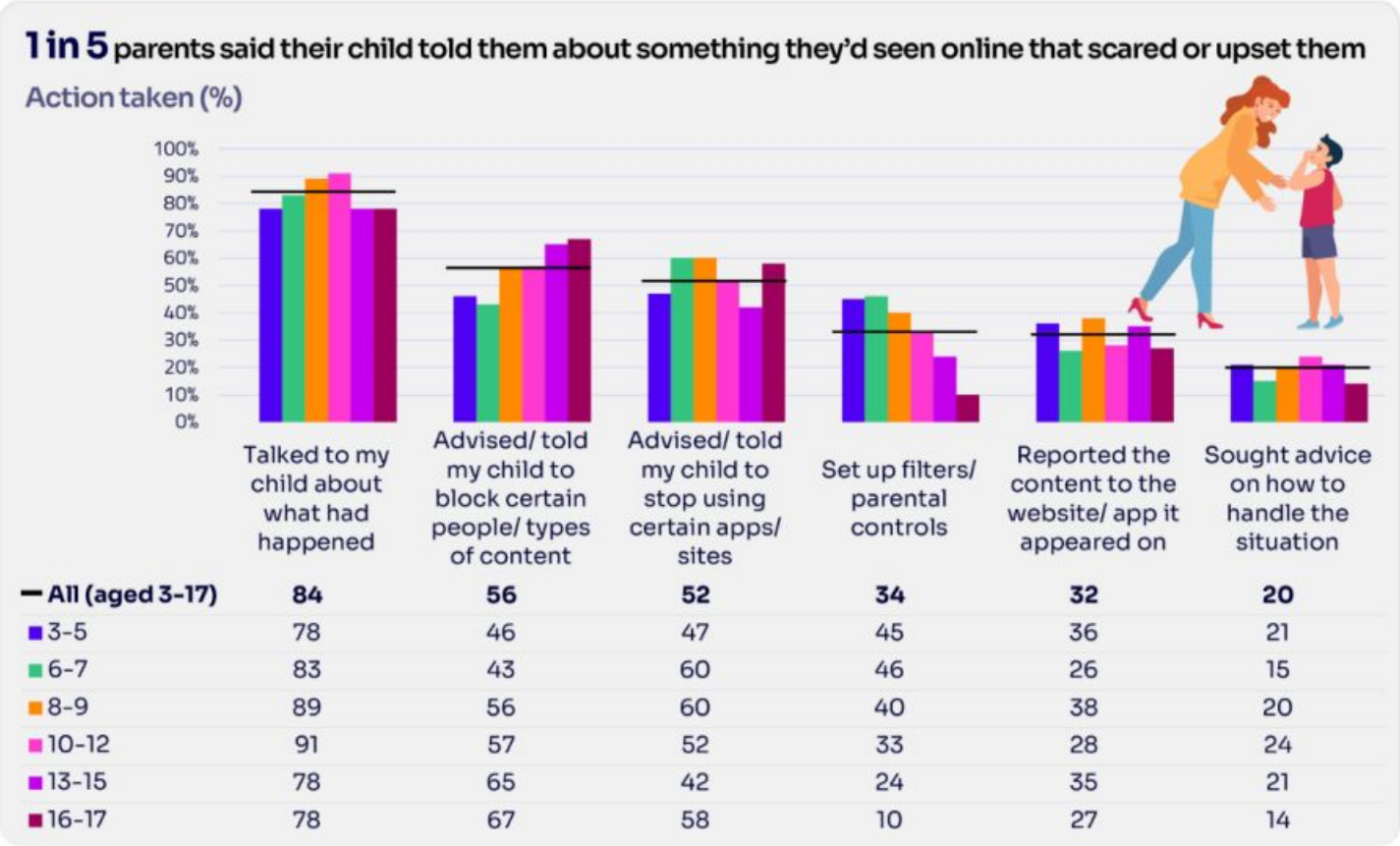
Source: Children and parents: media use and attitudes report 2025





Are you **CONFIDENT** to **TALK TO YOUR CHILD**? Is your child confident to **TALK TO YOU**?

WHAT WOULD YOU DO?
Are there any areas you would not feel confident or comfortable to discuss?



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

- 92% of 8-12-year-olds say that they would tell a parent
- 85% of 13-17s say that they would tell a parent

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

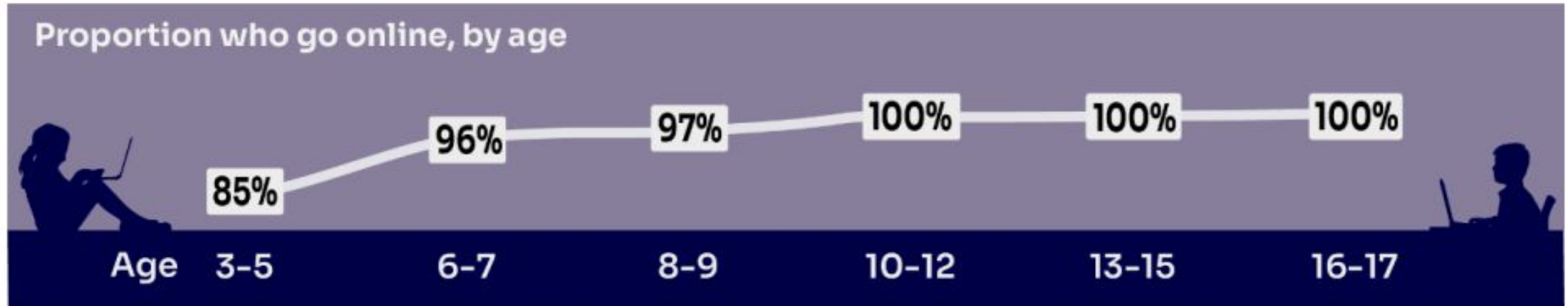




DEVICE USE AND OWNERSHIP

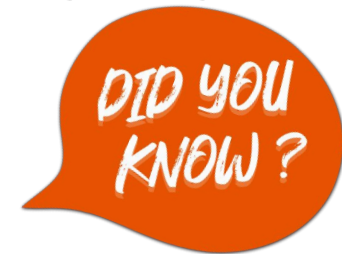


HOW MUCH DO YOU KNOW about your child's life online?



Almost all children (96%) aged 3 – 17 went online in 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**

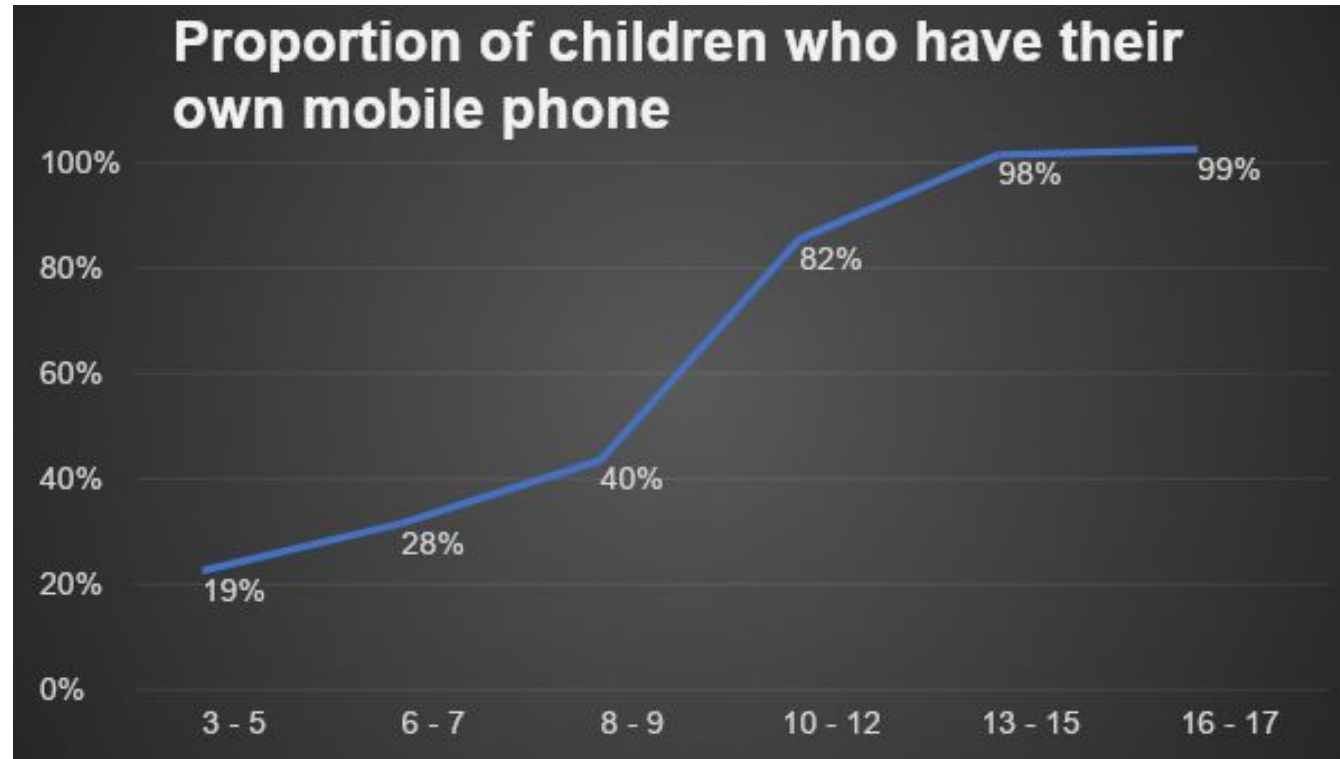
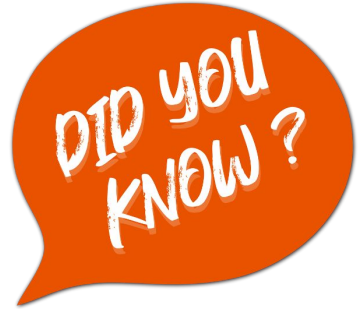




Does your child have their **OWN MOBILE PHONE?** If so, is it a **SMART PHONE?**



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





SMARTPHONE or 'NON'-SMART / BRICK phone?

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

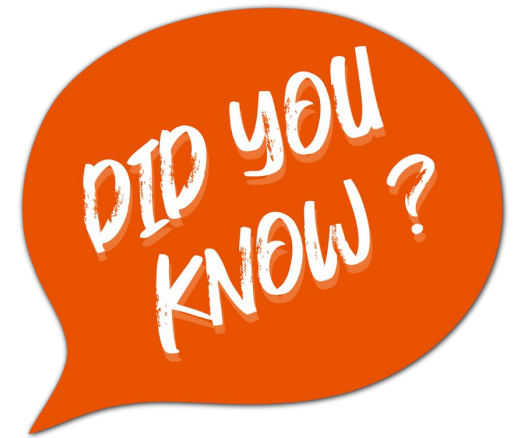
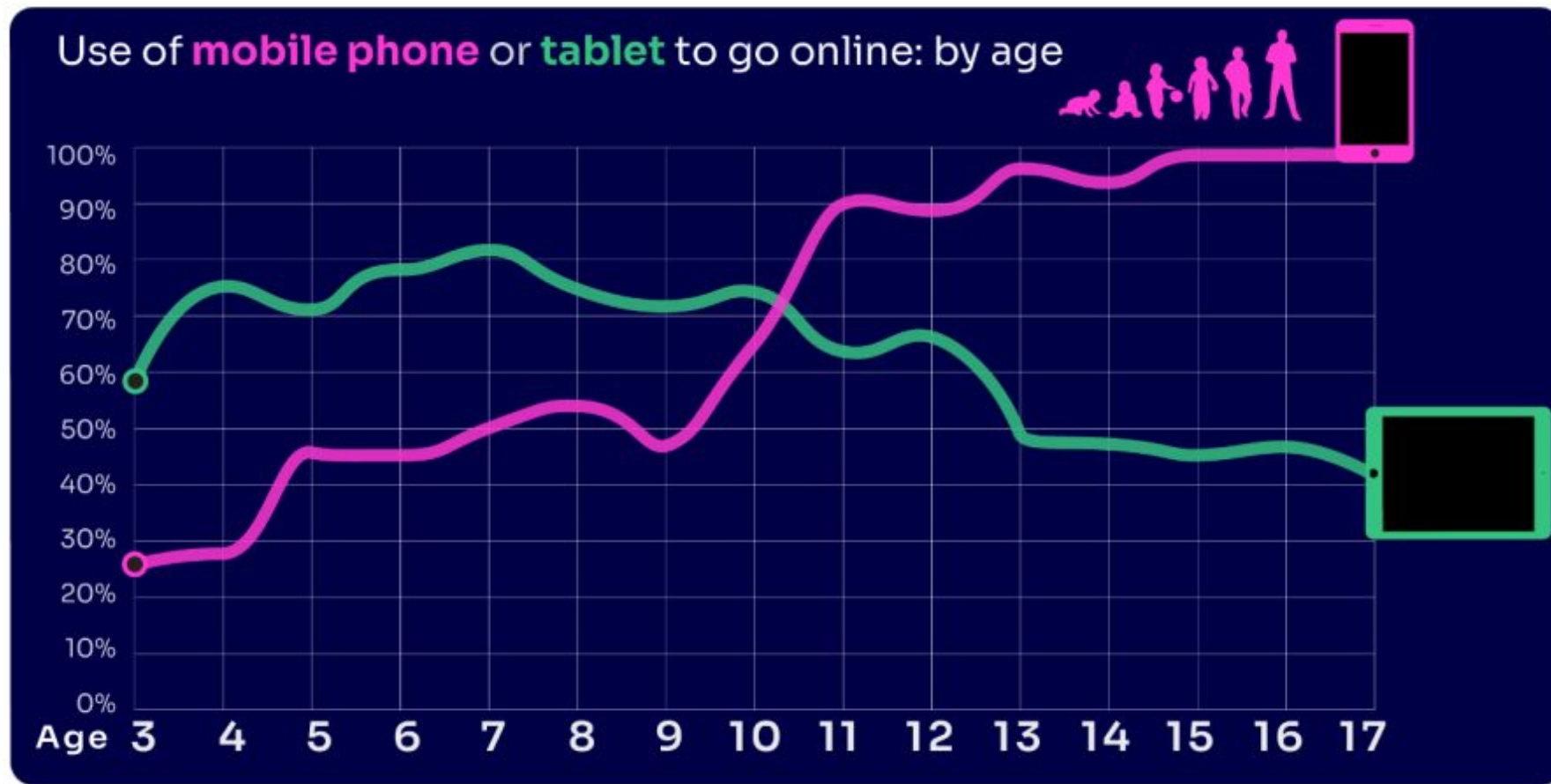


REMEMBER IT'S YOUR CHOICE

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

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





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



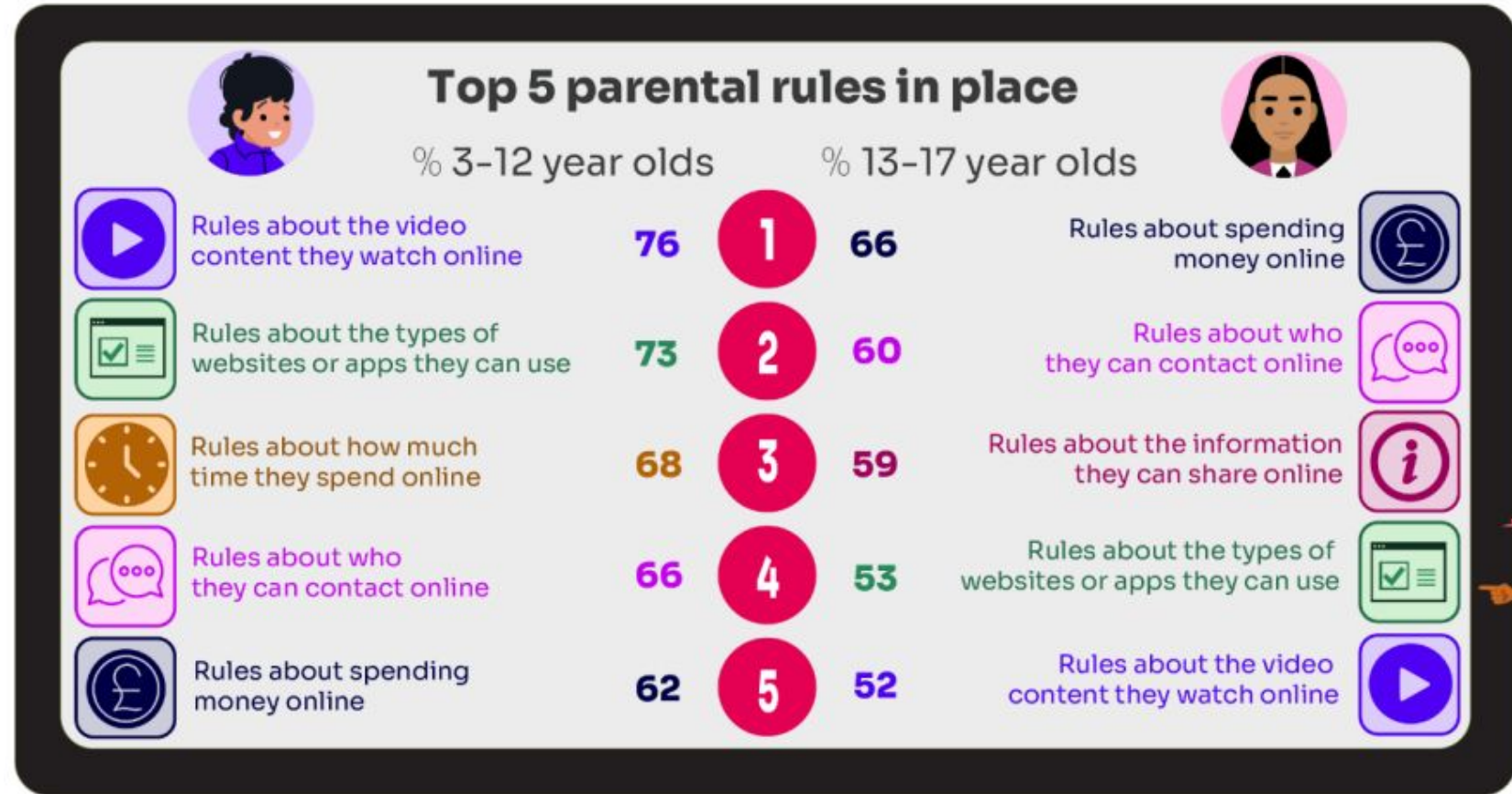
SUPERVISION AND PARENTAL CONTROLS



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

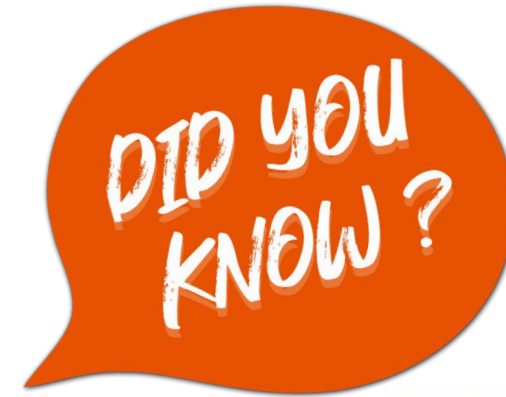
What do you do that **WORKS**?

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





Do you **RESTRICT** their **MOBILE PHONE USE**?
If so, have you found it **CHALLENGING**?



Primary

93% have restrictions at home

74% when in bed at night time

65% when having meals

61% when doing homework

39% when spending time with family



Secondary

81% have restrictions at home

55% when having meals

54% when in bed at night time

36% when doing homework

33% when spending time with family





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%



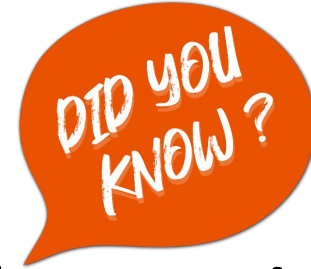
**Asking about what they are
doing or have been doing online**

10-12s	70%
13-15s	64%
16-17s	48%





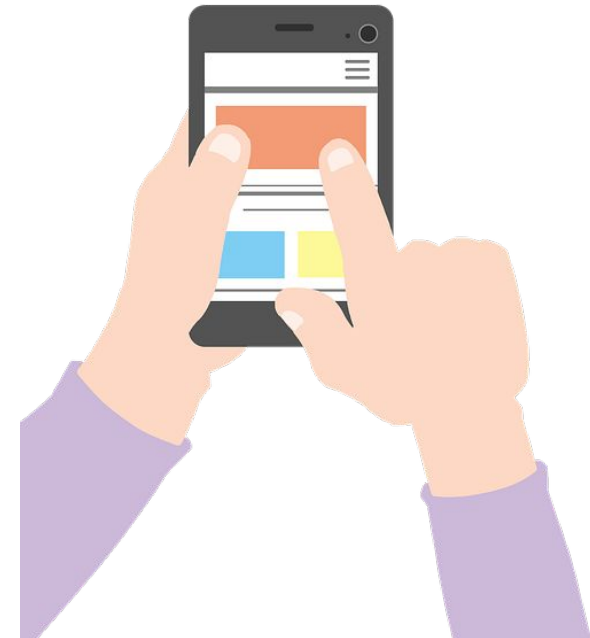
Have you set up parental **CONTROLS/PRIVACY SETTINGS** for **ALL DEVICES** and **NETWORKS**?



- 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

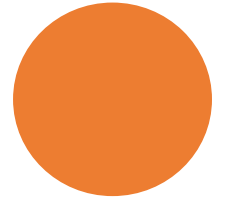
They are important because they allow you to:

- **Block and filter** upsetting or inappropriate content or sites
- **Plan what time and how long** your child can go online for



REMEMBER

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





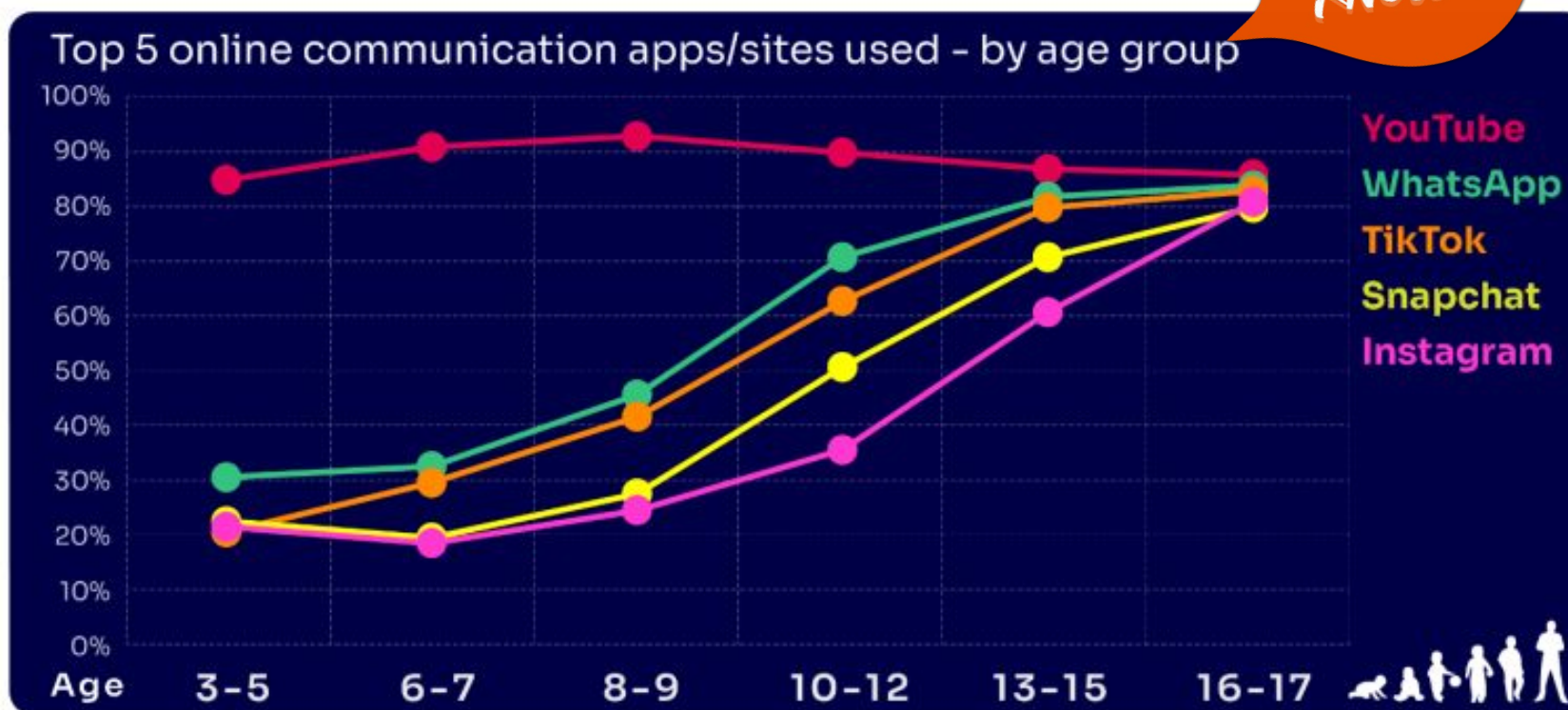
SOCIAL MEDIA AND GAMING



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?



- 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%)



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



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?



WhatsApp safety guide for parents



13+	58%	37%
WhatsApp's minimum age in the UK	Kids aged 3-17 who use WhatsApp	Kids under 13 who use WhatsApp

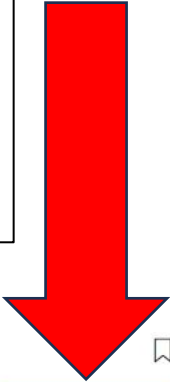
5 tips to keep kids safe on WhatsApp

-  **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.

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 Cor
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 ...		



APP
Snapchat
✓ age 16+ ★★★★★
Send moments in photos, watch curated content; use wisely.
Devices: iPhone , iPod Touch , iPad , Android (2011)

See full review



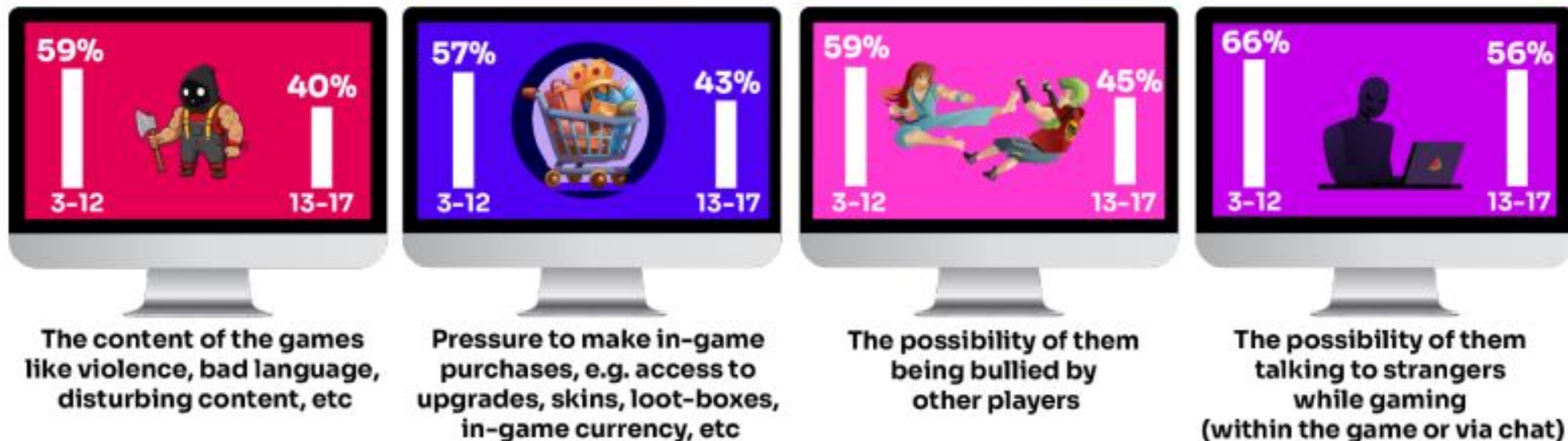
APP
Discord
✓ age 13+ ★★★★★
Voice and video chat; slick features, some mature content.
Devices: iPhone , iPod Touch , iPad , Mac , Android , Windows app (2017)

See full review



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

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



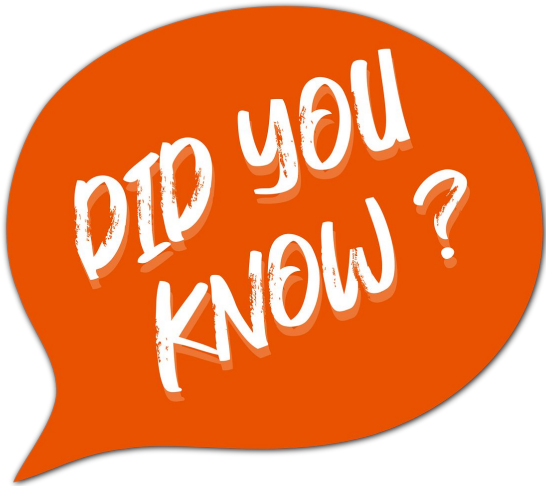
How can **YOU GET INVOLVED?**

- 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



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

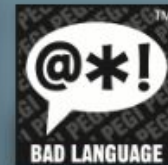
- The age rating confirms that the game content is appropriate for players of certain age
- It considers the age **suitability** of a game, **not the level of difficulty**



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



THE CONTENT DESCRIPTORS



AGE REQUIREMENTS

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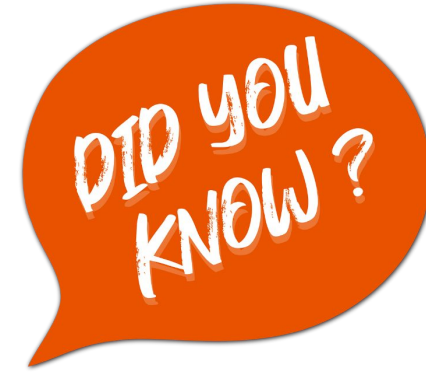
Are **YOU** aware of the **MINIMUM AGE REQUIREMENT** for social media?

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.

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

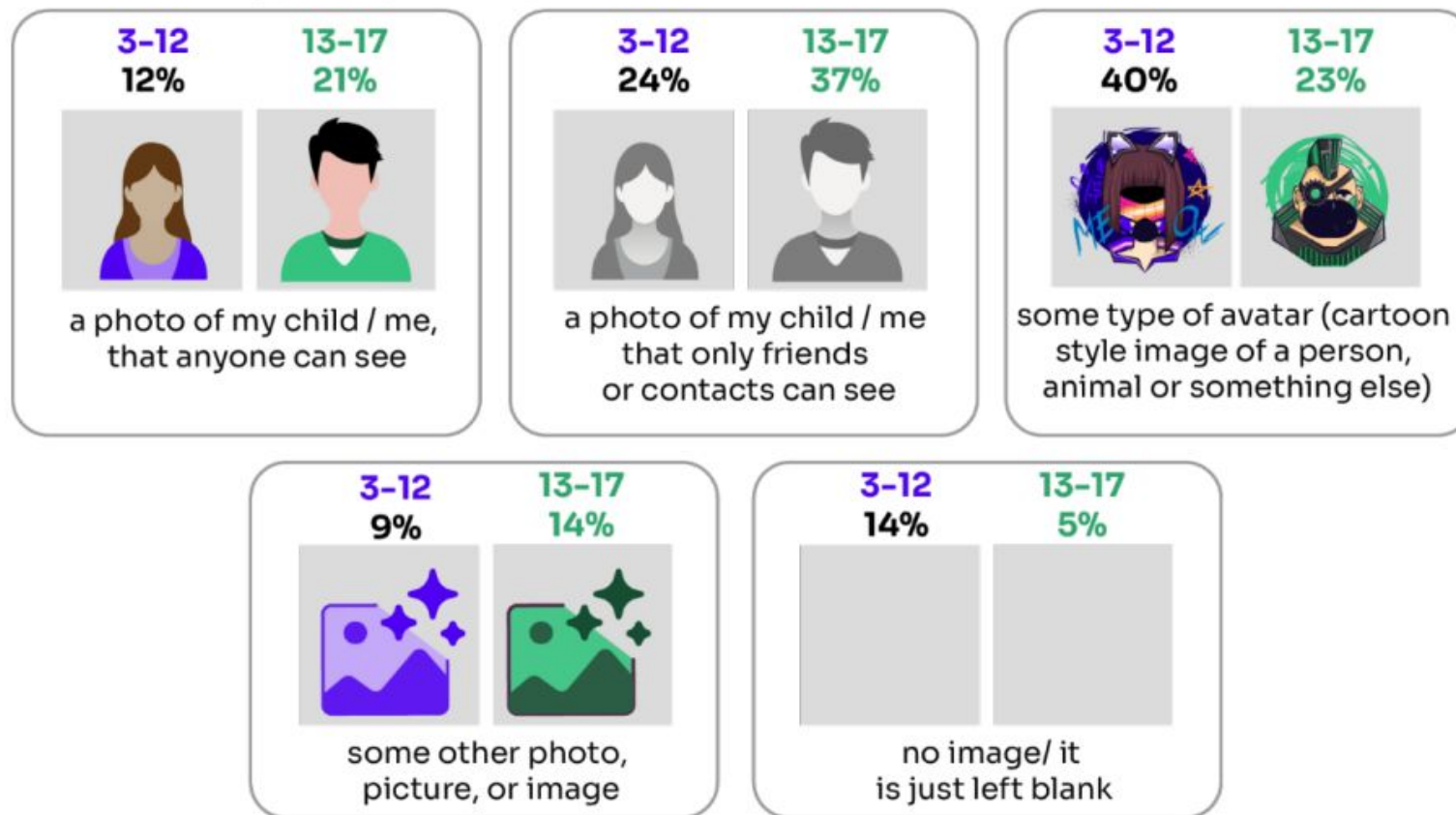
Despite there being a minimum age requirement of 13 for using most social media apps, over half of 3-12-year olds (55%) were reported as using at least one social media app or site, an increase on last year, when 51% of these children did so.



Do you know what they **SHARE**?

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

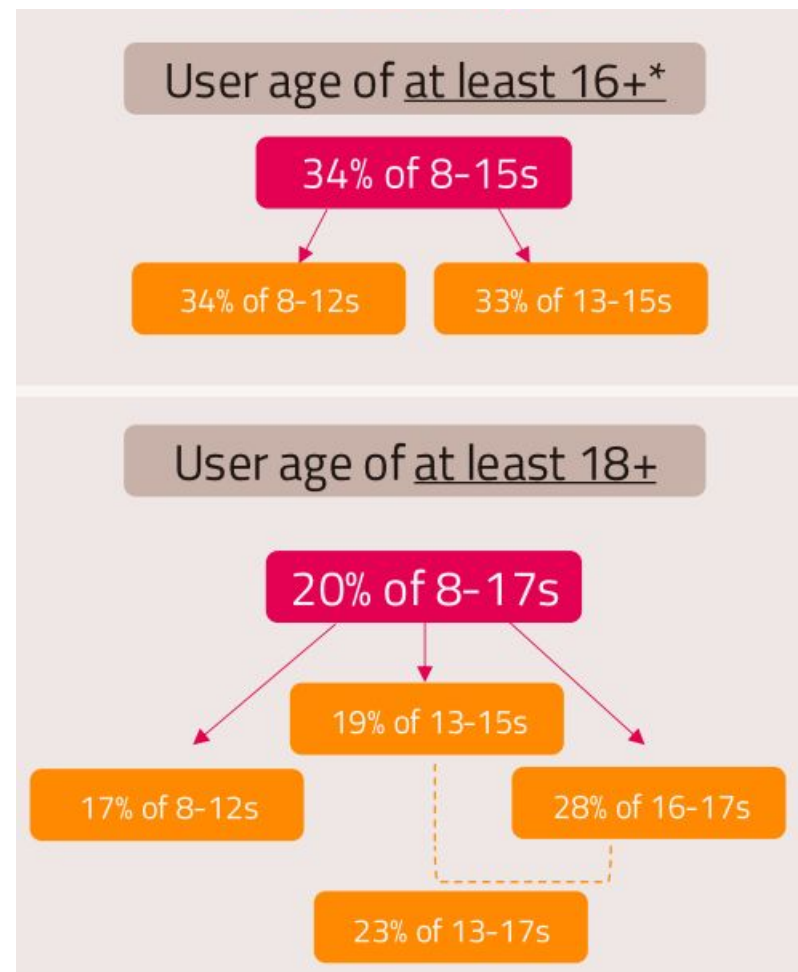
Type of profile picture used (among those with a profile)





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.**

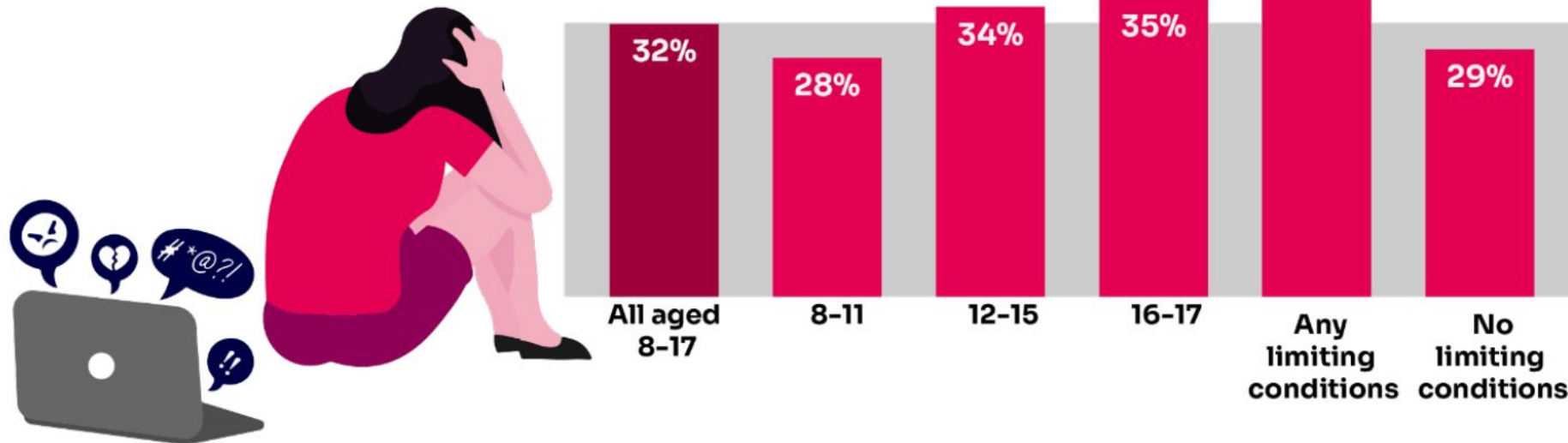




RISKS AND NEGATIVE EXPERIENCES

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

Current issues that schools are dealing with right now Include:

Gen AI

Pornography

Threats to
harm family
members if
they don't...

An internet
made for
adults
accessible to
children

Bullying

Nudes
pressure to
share and
receiving them

**Lack of
role
models**

**Grooming
Exploitation**

**Violent
misogyny**

Radicalisation

**Fake
accounts
profiles**

**Self-harm
suicide
content**

**Disinformation
Misinformation**
what can you believe?

**Sexual
extortion**

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**.

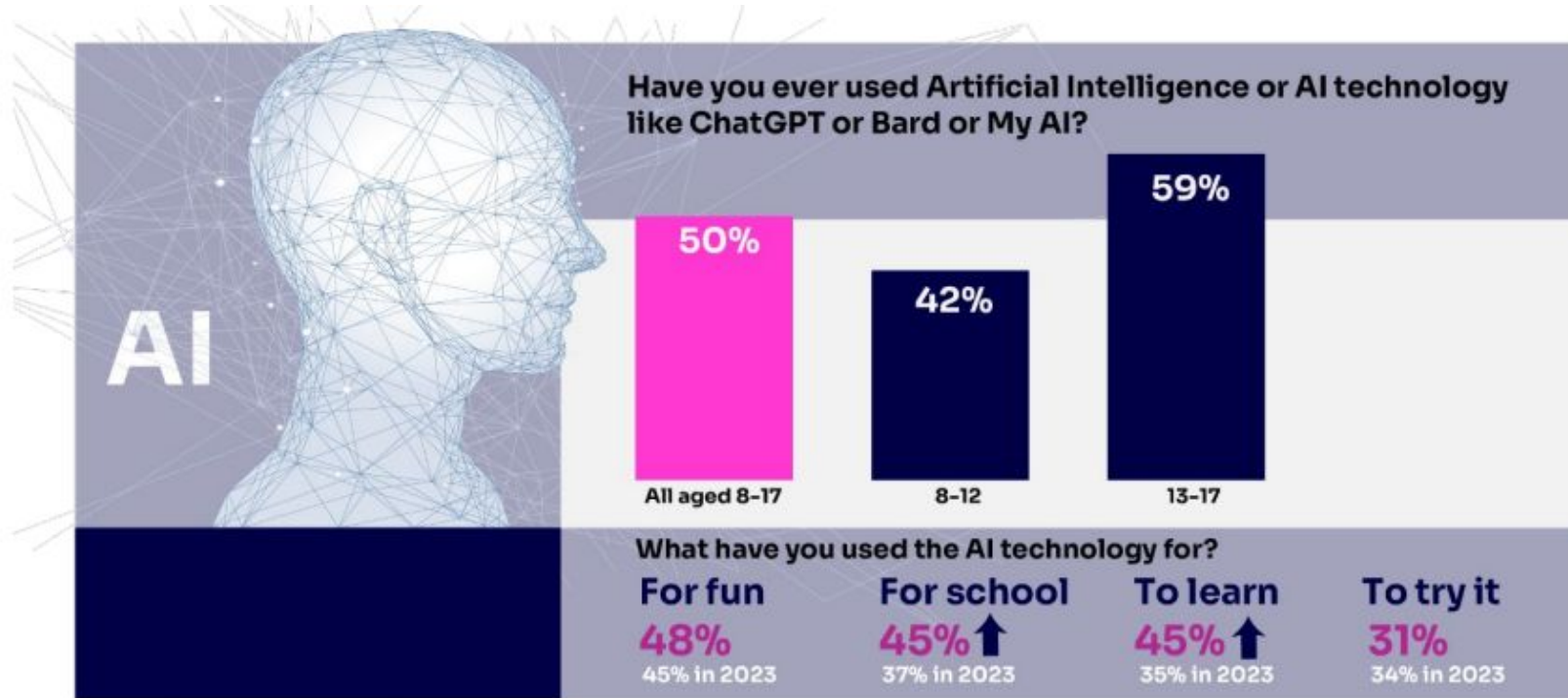
Updated to clarify misinformation, disinformation and conspiracy theories are safeguarding harms

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

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

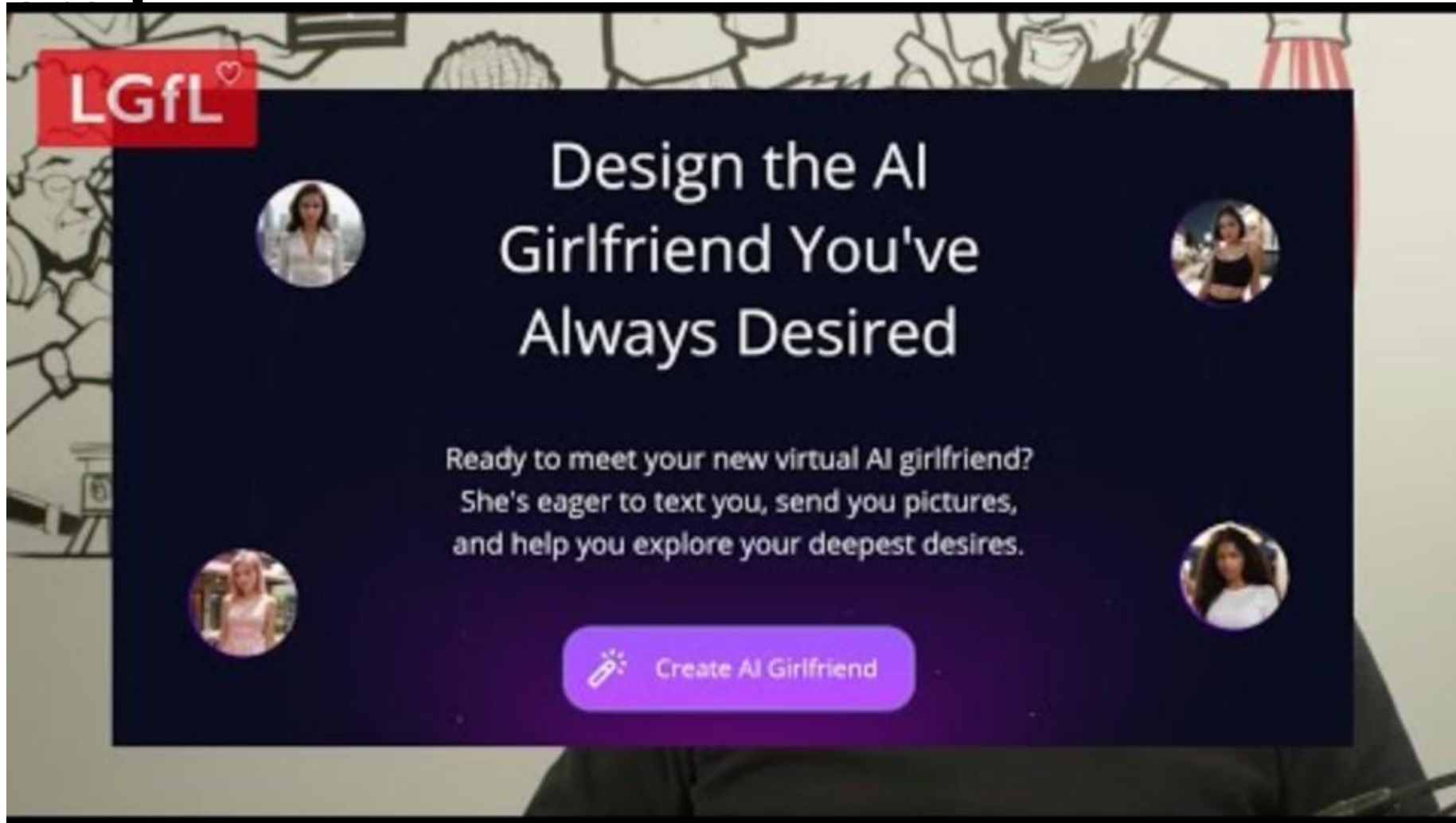
commerce: risks such as online **gambling, inappropriate advertising, phishing** and or **financial scams**

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





Generative AI – what do you think the risks are ?





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 relationships 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

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

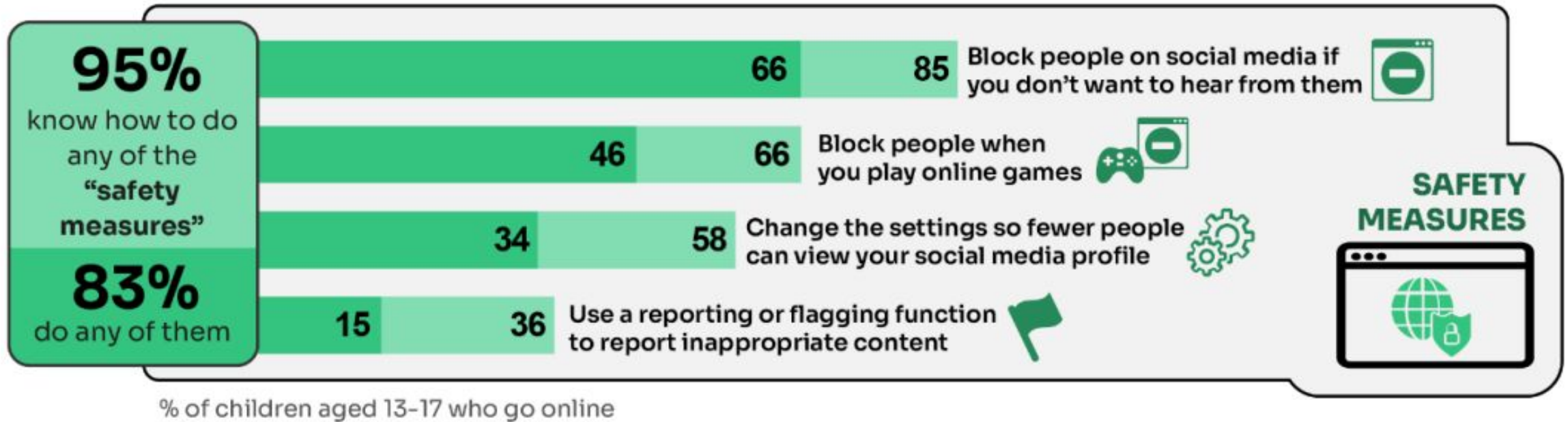


STAYING SAFE ONLINE AND REPORTING

LGfL 

SafeguardED

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



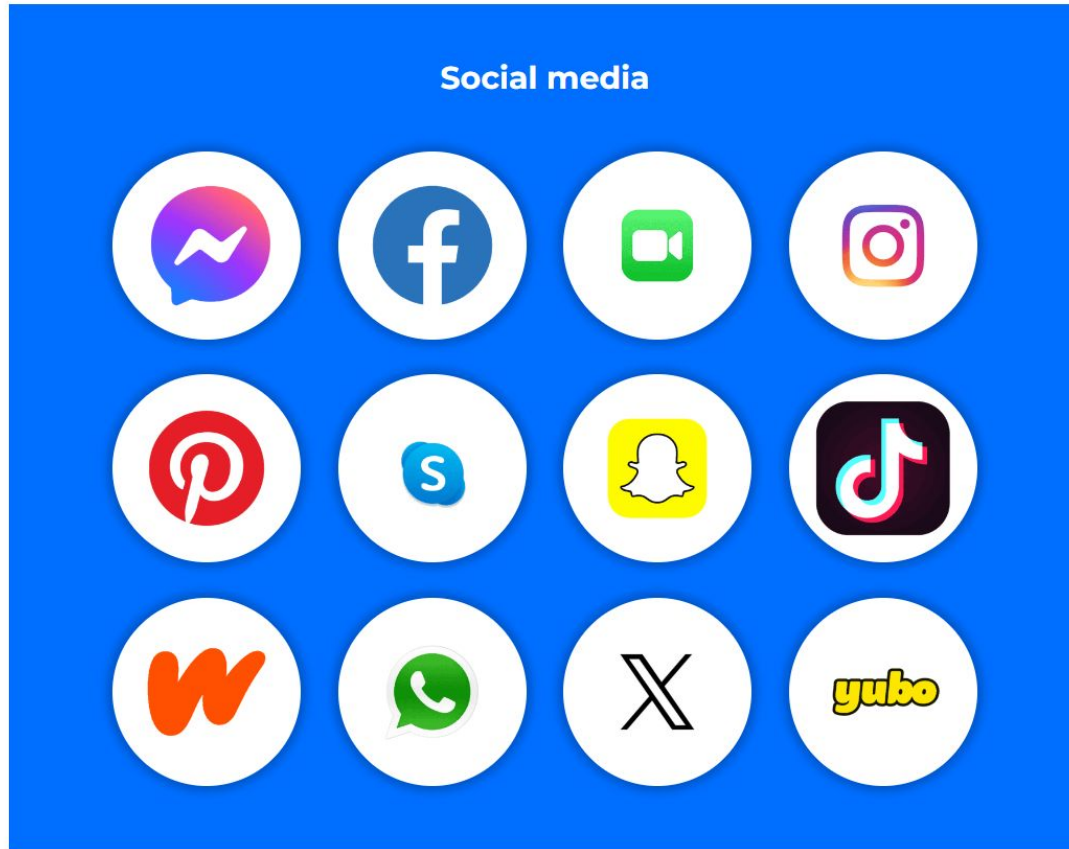
Only 15% had used a reporting or flagging function
(36% were aware of these functions)



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

Step-by-step Guides

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

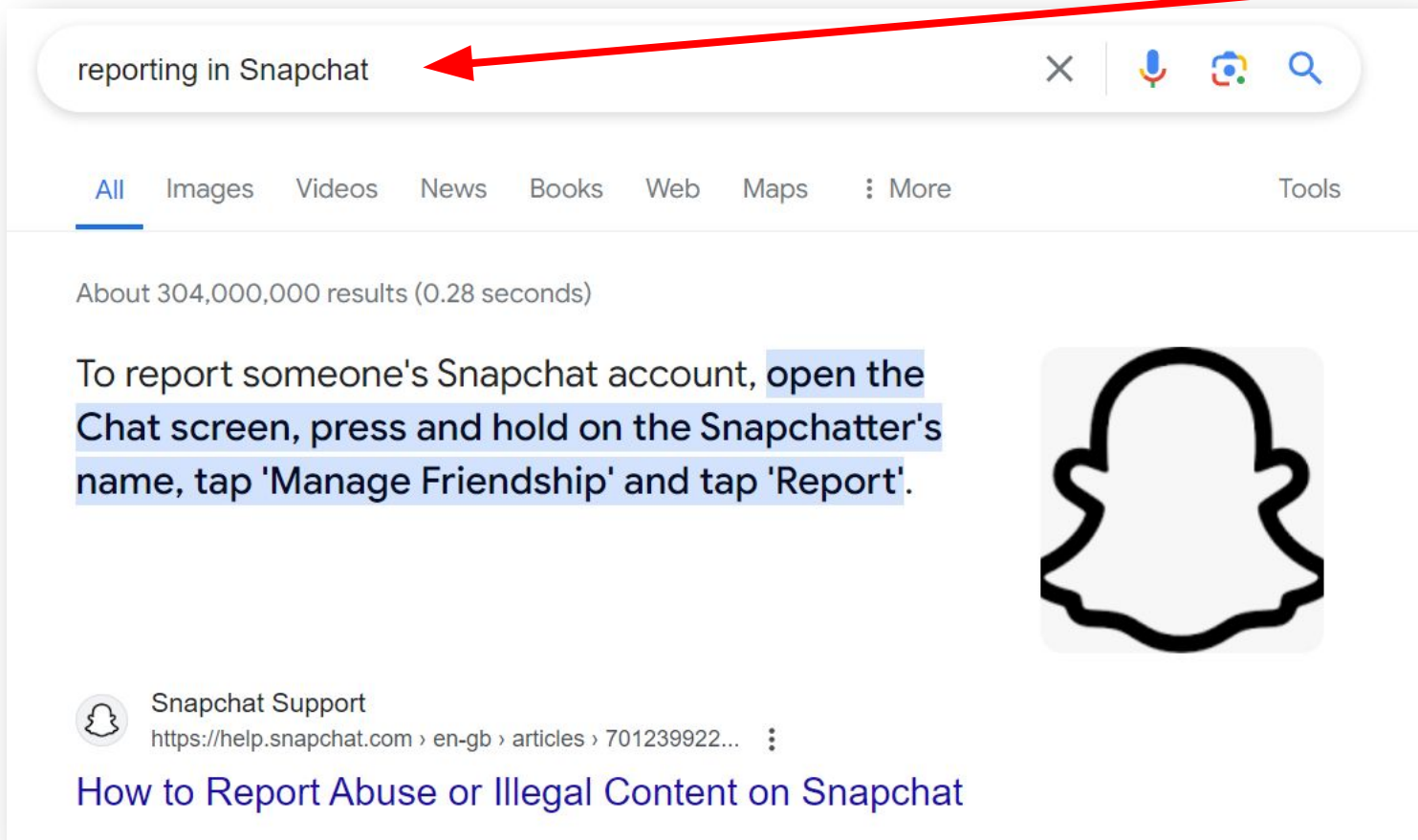


Internet Matters has helpful guides for social media apps and sites at internetmatters.org/parental-controls/social-media

Popular Parental control guides



[Search our step by step guide](#)

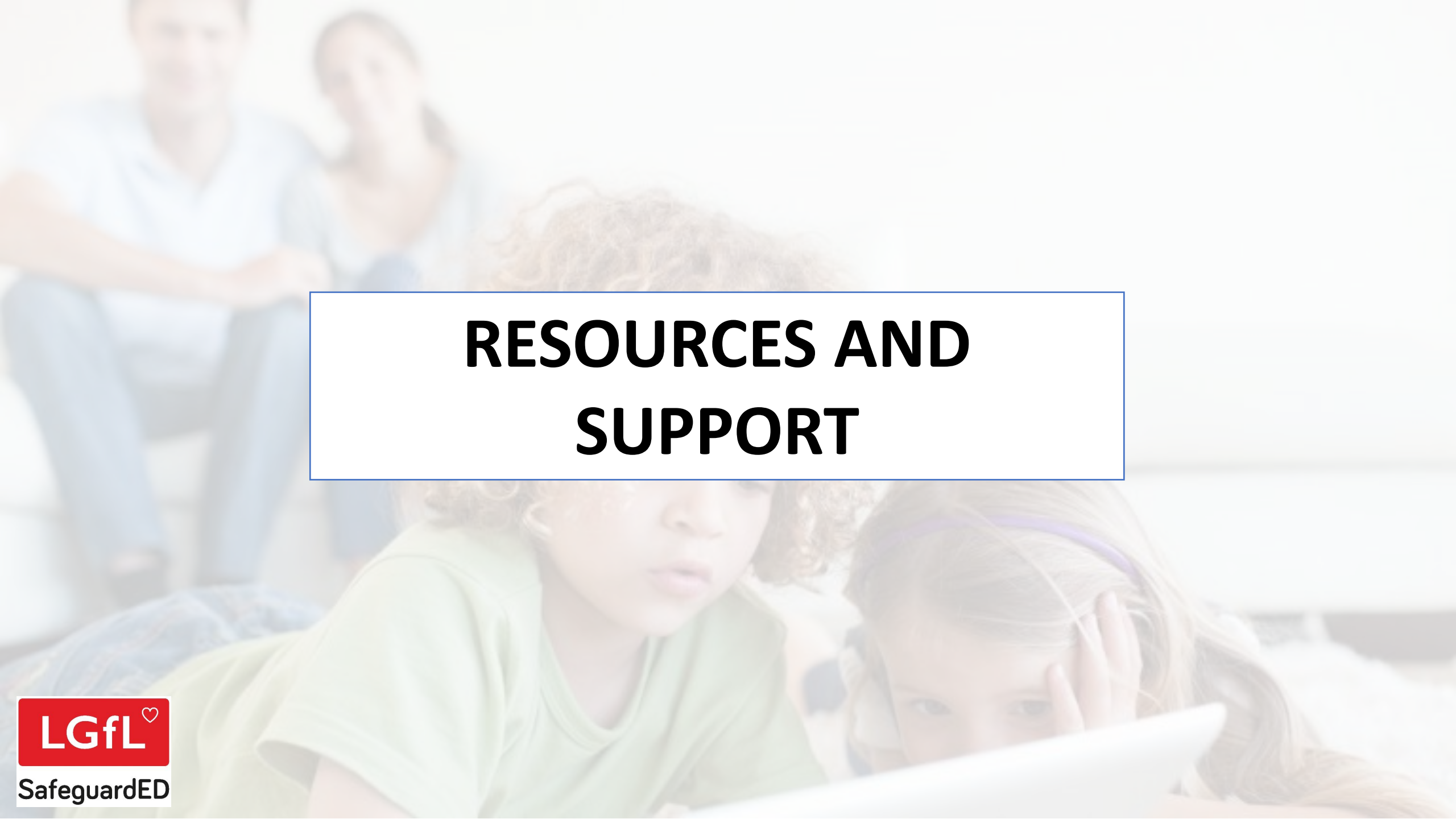


A simple **Google search** with the site name, e.g. '**reporting in Snapchat**' will bring up the steps to take and signpost to the reporting page

Remember!



- ✓ **Before signing up to any app/site, check that your child meets the minimum age requirement for the platform to understand the risks**
- ✓ **Remind your child to be cautious about accepting friend requests** - a real friend is someone they/you know in real life, not a 'friend' they met gaming or in a chat room. Encourage them to **ask you for advice** if they are unsure.
- ✓ **Stress the importance of not sharing personal information** with online 'friends'
- ✓ **Keep passwords confidential**
- ✓ **Check their privacy settings** - emphasising the importance of not sharing personal information with strangers, and keeping passwords confidential are all important steps
- ✓ **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

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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

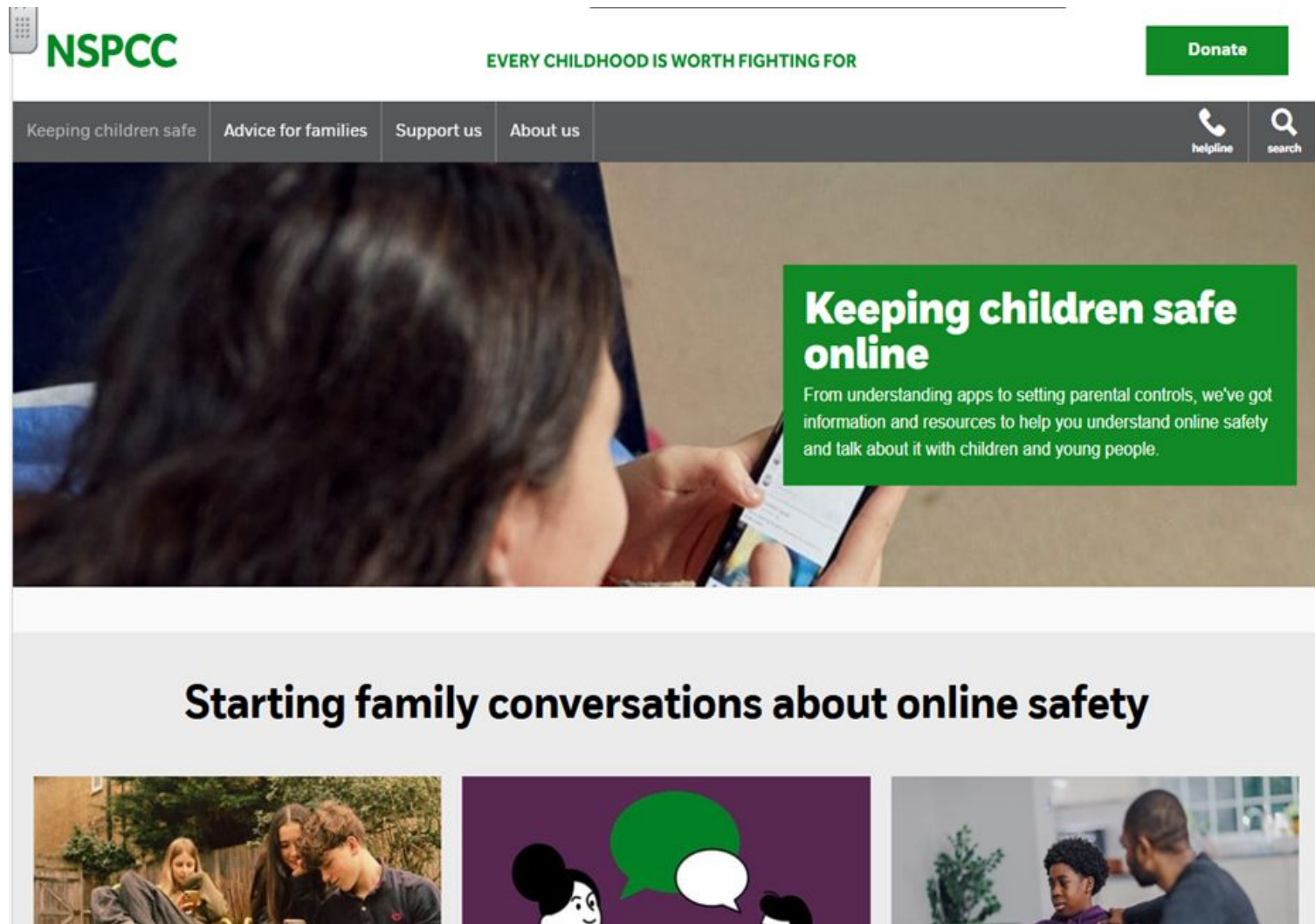


LGfL  **SafeguardED**



SafeguardED

[Keeping children safe online | NSPCC](#)



The screenshot shows the NSPCC website header with the logo, tagline 'EVERY CHILDHOOD IS WORTH FIGHTING FOR', and a 'Donate' button. A navigation bar includes links for 'Keeping children safe', 'Advice for families', 'Support us', and 'About us', along with 'helpline' and 'search' icons. The main content area features a large image of a child using a smartphone, overlaid with a green box containing the title 'Keeping children safe online' and a paragraph: 'From understanding apps to setting parental controls, we've got information and resources to help you understand online safety and talk about it with children and young people.' Below this is a section titled 'Starting family conversations about online safety' with three images: a family outdoors, a cartoon of two people talking, and a man and a young boy indoors.

NSPCC

EVERY CHILDHOOD IS WORTH FIGHTING FOR

Donate

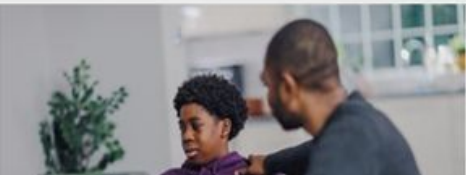
Keeping children safe | Advice for families | Support us | About us

helpline search

Keeping children safe online

From understanding apps to setting parental controls, we've got information and resources to help you understand online safety and talk about it with children and young people.

Starting family conversations about online safety



Thank you all for coming!

All this information will be
available for you to read at your
leisure on the school website