



**Do you want to be  
able to keep up with  
your kids online?**

**internet  
matters.org**

“My kids know more about the internet than I do...”



# What happened in an Internet minute - 2020?



Google  
4.1m search queries



Facebook  
1.3m logged in



Instagram  
698k scrolls



Twitter  
194k tweets



WhatsApp &  
FB Messenger  
59m messages sent



TikTok  
1.4k downloads



Twitch  
1.2m views



400k apps  
downloaded



1.1m  
spent online

# What are children using?



# Media usage by age

**6 in 10** use any device to go online

**2%** have their own tablet



**27%** use a smartphone to go online and **63%** use a tablet to do the same

**62%** play games for just over **6 hours a week**



**66%** play games online



**25%** use a smart speaker in the home

**74%** who own a smartphone are allowed to take it to bed with them



**81%** use their phone to go online and **69%** to do the same

**36%** more likely to watch streams on a mobile device



**35%** play games online



**45%** use a smartphone to go online and **72%** use a tablet to do the same



**37%** own their own smartphone

**98%** spent over 11 hours of streaming from a device per week



**83%** have their own smartphone

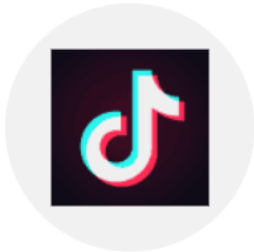
**51%** use YouTube in 2019 compared to **37%** in 2016



**5%** have their own smartphone

# Do you know the age restrictions?

13 year olds and upwards



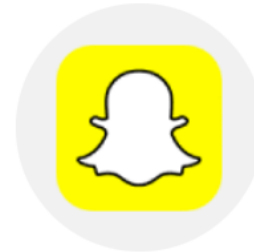
TikTok



Instagram



Facebook



Snapchat



Twitter



YouTube



Houseparty



Kik



Bebo



YouNow



Habbo



Reddit



Yubo



Whisper



Discord

# Age restrictions

16 year olds and upwards



WhatsApp



LinkedIn



Flickr



Vimeo



MySpace



Periscope



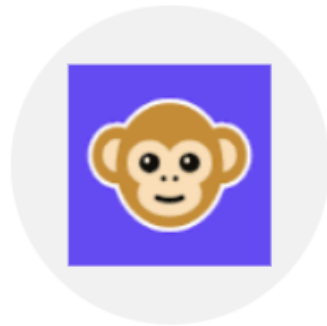
Tumblr

# Age restrictions

Not suitable for under 18 year olds



Clubhouse



Monkey



Meet Me



Live.me



Tagged



YOLO

# What is a friend? (Adult)

**Someone from  
your past**

**A relative**

**A colleague**

**Someone you've  
met**

# What is a friend? (Child)

Someone they  
play online games  
with

Someone they  
met on a forum

A friend of a  
friend

Someone they  
haven't met



Can I be your friend?

*Don't Panic*

4x loading  
3pm - 10pm



# There are lots of positives...



Online games can enhance teamwork and creativity



Add to the child's store of knowledge



Households with computers perform better academically

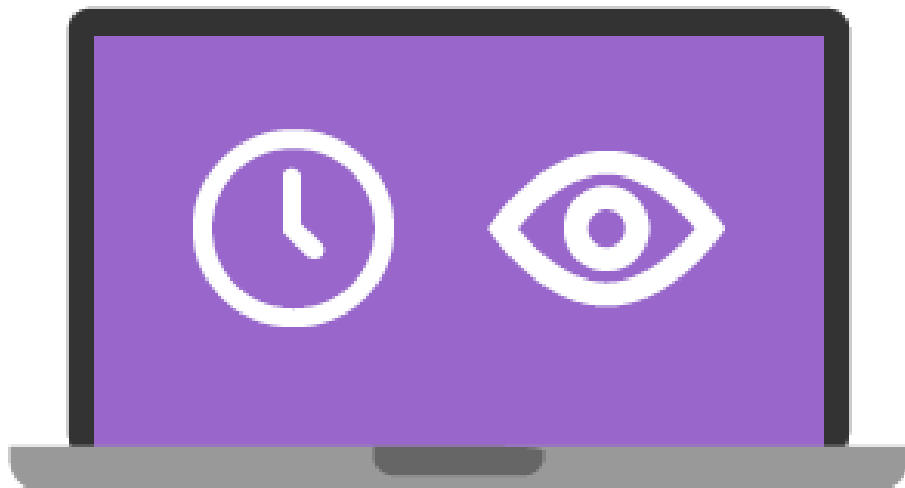


Improve both visual intelligence and hand-eye coordination

**89%** of 8-11 year olds said that using social media made them feel happy and **82%** said it helped them to feel closer to their friends

# But technology can affect children's development...

- **Sleep cycles** are affected by blue light from screens
- Screen-based entertainment **increases central nervous system arousal**
- Children today are **more forgetful** than OAP's
- One study found that the **more distracted** you are, the less able you are to experience empathy
- Gaming platforms use persuasive design in order to keep people using their product, and **children are particularly vulnerable** to these tactics.



# And there are risks ...

## The 4 Cs

### Contact

This includes accepting 'friends' they've never met, which may open them to being groomed or pressured or bullied to send images of themselves. Also, disclosing personal information about themselves (passwords/addresses, school details, etc).

### Content

This relates to what they see online or could potentially be exposed to i.e. sexualised material, pro self-harm websites, etc.

### Conduct

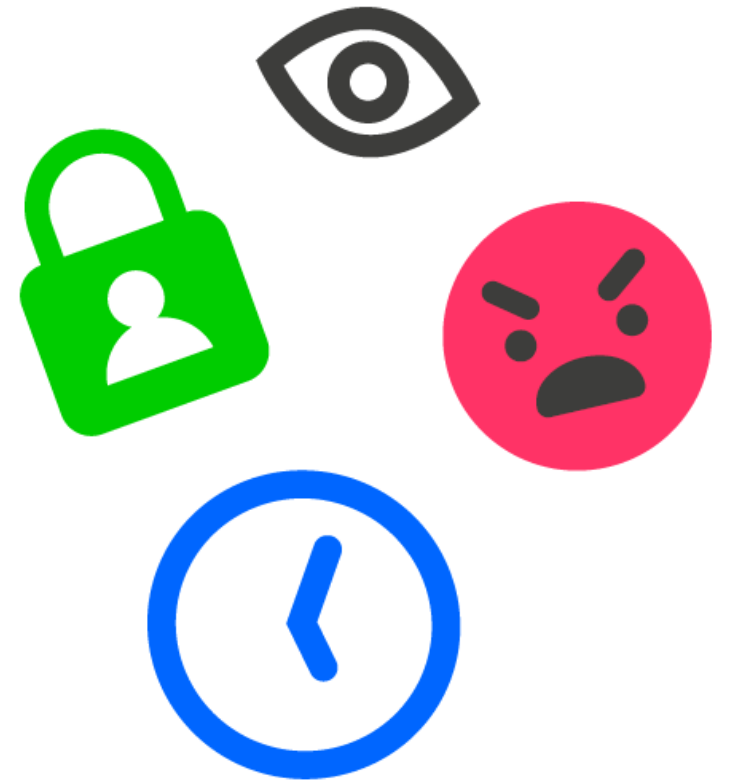
This relates to a child's behaviour online - such as cyberbullying, online hate, posting inappropriate content of others or themselves.

### Commercialism

This relates to the hidden costs in apps and advertising that your child may be exposed to.

# Risks parents are concerned about

| Concerns                    | % of parents |
|-----------------------------|--------------|
| Encouraging self-harm       | 62%          |
| Privacy and data collection | 50%          |
| Cyberbullying               | 45%          |
| Radicalisation              | 41%          |
| Excessive screen time       | 25%          |



# Risk is not harm

Positive action can limit risks becoming harmful. Here are 5 tips for parents:

- 1 Understand the risks
- 2 Communicate regularly
- 3 Keep the risks in proportion
- 4 Agree on helpful mediation strategies
- 5 Develop coping strategies that foster resilience



# Dealing with inappropriate CONTENT

**4.7**  
million

URL's showing  
pornographic content –  
**more than 12%** of the internet

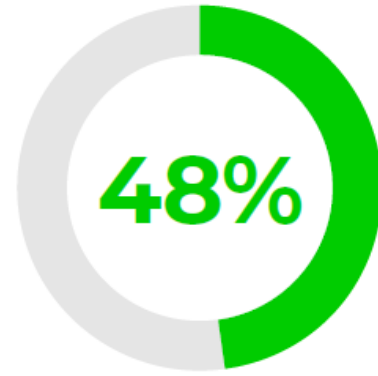
**11**  
years

Average age to **first**  
**view porn online**

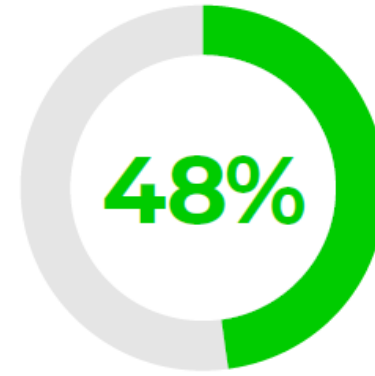
**1/3**

of children have **seen explicit**  
**images** by age of 10

# Dealing with inappropriate CONTACT



of secondary school children  
have talked to strangers  
on social media



of 11 year olds **have a**  
social media profile

# Dealing with inappropriate CONTACT

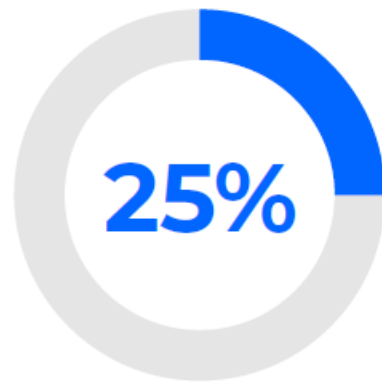
## What to talk about

- Sometimes people hide behind fake profiles for dishonest reasons
- Agree how they will respond to requests from people they don't know in real life
- Never ever to meet up with anyone they don't know in real life

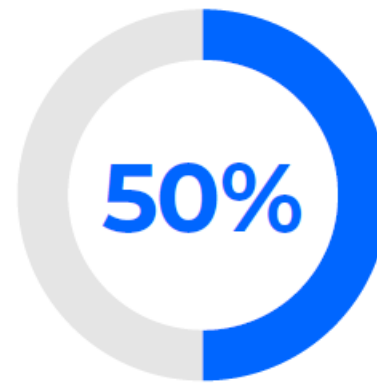
## Top tips / tools to use

- Set up safe social media profiles that don't share personal information
- Turn off geolocation settings on devices
- Use the strongest privacy settings on social media
- Learn how to report/block/mute

# Dealing with inappropriate CONDUCT



of children **will**  
experience cyberbullying



of children **say someone**  
has been nasty online

# Dealing with inappropriate CONDUCT

## What to talk about

- Talk to a trusted adult if they experience anything upsetting online
- Think carefully about sharing images of others
- Be responsible online, remembering they are creating their own digital footprint

## Top tips / tools to use

- Report inappropriate posts/content to the social media providers
- Think carefully about using monitoring apps that identify inappropriate behaviour

# Dealing with 'SEXTING'

15-40%

of young people are involved in sexting  
Threat comes **mostly from peers** and is often coercive

## What to talk about

- It's hard to control where images might be shared
- It's illegal to create or share a sexual image of a child under 18



## Top tips / tools to use

- **The T-shirt test** – if you wouldn't wear the picture on your T-shirt, don't share it online
- If your child is involved in sexting, contact CEOP & Childline who can help to remove images

# What are children taught in school?

ICT  
curriculum

PSHE  
lessons

Appropriate  
filters and  
monitoring  
system

Curriculum  
and safeguarding  
assessed as  
part of Ofsted  
framework



# Controlling tech time

Your children will be watching the way you use technology and they will copy; make sure there is some consistency in how you **role model** good behaviour:

1

Turn off notifications on apps to avoid that constant 'ping'

4

'No phones at the table' rule or 'no phones between 6 and 7' rule

2

Buy an alarm clock so you don't have devices in the bedrooms

5

Family tech-free days!

3

Keep phone on silent in your pocket or bag when you pick the kids from school



# Controlling tech time

And there are tactics you can put in place **to help manage** their screen time....

1

Set a good example

2

Talk together about the time spent online

3

Agree on appropriate length of time they can use their device

4

Get the whole family to unplug & create screen-free zones

5

Use technology/apps to help manage screen time e.g. Forest App



# Three things to teach your child



Be a confident  
communicator



Be a critical  
thinker



Be a capable  
tools user

# Be SMART

# S

## **Stay Safe**

Don't give out your personal information to people / places you don't know.



# M

## **Don't Meet Up**

Meeting someone you have only been in touch with online can be dangerous. Always check with an adult you trust.



# A

## **Accepting Files**

Accepting emails, files, pictures or texts from people you don't know can cause problems.



# R

## **Reliable?**

Check information before you believe it. Is the person or website telling the truth?



# T

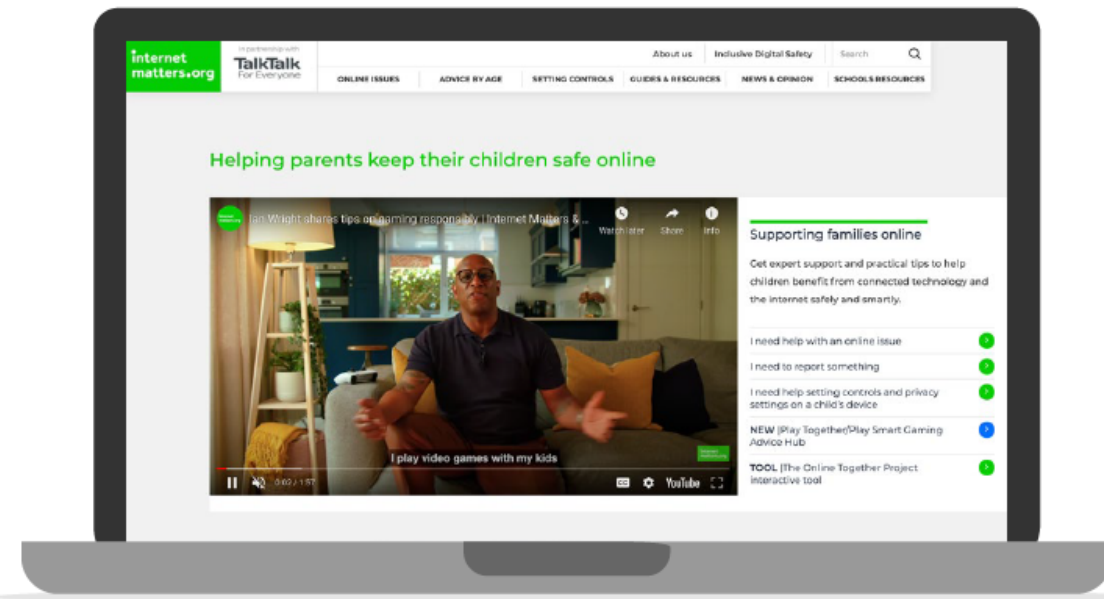
## **Tell Someone**

Tell an adult if someone or something makes you feel worried or uncomfortable.

Follow  
these SMART  
tips to keep  
yourself safe  
online!

# Internet Matters

Our vision is to motivate & educate parents to guide their children to stay safe online



InternetMatters



internetmatters



@im\_org

# Other useful support services



## Child Exploitation & Online Protection Centre

For concerns about online sexual abuse or the way someone has been communicating online  
[ceop.police.uk/CEOP-Reporting/](https://ceop.police.uk/CEOP-Reporting/)

The logo for the National Society for the Prevention of Child Abuse (NSPCC). It consists of the letters 'NSPCC' in a bold, green, sans-serif font.

## NSPCC Net Aware

A guide to social networks that children use  
[net-aware.org.uk](https://net-aware.org.uk)

 **UK Safer Internet Centre**  
Helping children and young people stay safe online



## Childline 0800 1111

24 hour free helpline service for children and young people

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