



**Ian McGraw**

**IM Safeguarding Ltd**

**Safeguarding Adviser  
for Education**

**What is the  
biggest Internet  
danger?**



**That we concentrate  
on the dangers and  
forget the benefits.**





# Home Computer

- Discuss “what to do if.....” scenarios
- Set sensible time limits on screen time
- Make sure they have breaks
- Don’t use it as a babysitting service.
- Build their resilience



# Filtering/ Monitoring

- Free download from your ISP
- Your school does the same
- Set up access controls via your router
- Do you check their history
- Look at what they look at



## Computer Monitoring

Learn about your child's computer activities.





Deleted internet history

Virtual Private Networks installed (VPN)

TOR browser

Multiple users

Multiple social media profiles

Cache cleaner

Overwriting data

## Safe Browsing



# Online responsibility - parents

Your children will be watching the way you use technology,

They will copy your behaviour

Make sure there is some consistency in how you role model good behaviour

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

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

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

No phones at the table rule



## 3-4s



1% have their own smartphone,  
19% have their own tablet.

96% watch TV on a TV set, for  
**14h a week.**

30% watch TV on other devices,  
mostly on a tablet.

36% play games, for nearly **6¼h a  
week.**

52% go online, for nearly **9h a  
week.**

69% of these mostly use a tablet to go online.

32% watch TV programmes via OTT services (like  
Netflix, Now TV or Amazon Prime Video).

45% use YouTube, 80% of these say they use it to  
watch cartoons while 40% say funny videos or  
pranks.

1% have a social media profile

## 5-7s



5% have their own smartphone,  
42% have their own tablet.

97% watch TV on a TV set, for  
around **13¼h a week.**

44% watch TV on other devices,  
mostly on a tablet.

63% play games, for around  
**7½h a week.**

82% go online, for around **9¼h  
a week.**

67% of these mostly use a tablet to go online.

44% watch TV programmes via OTT services (like  
Netflix, Now TV or Amazon Prime Video).

70% use YouTube, 65% of these say they use it to  
watch cartoons while 61% say funny videos or  
pranks.

4% have a social media profile.



## 8-11s



**35%** have their own smartphone,  
**47%** have their own tablet.

**94%** watch TV on a TV set, for  
nearly **13h a week**.

**43%** watch TV on other devices,  
mostly on a tablet.

**74%** play games, for around **10h**  
**a week**.

**93%** go online, for around **13½h**  
**a week**.

**45%** of these mostly use a tablet  
to go online, with **24%** mostly  
using a mobile.

**43%** watch TV programmes via OTT services (like  
Netflix, Now TV or Amazon Prime Video).

**77%** use YouTube, **75%** of these say they use it to  
watch funny videos or pranks while **58%** say music  
videos.

**18%** have a social media profile.

**40%** who own a mobile are allowed to take it to bed  
with them, it's **28%** among tablet owners.

## 12-15s



**83%** have their own smartphone,  
**50%** have their own tablet.

**90%** watch TV on a TV set, for  
around **13¼h a week**.

**62%** watch TV on other devices,  
mostly on a tablet or mobile.

**76%** play games, for around  
**13¾h a week**.

**99%** go online, for **20½h a week**.

**53%** of these mostly use a mobile  
to go online, with **23%** mostly  
using a tablet.

**58%** watch TV programmes via OTT services (like  
Netflix, Now TV or Amazon Prime Video).

**89%** use YouTube, **74%** of these say they use it to  
watch funny videos or pranks with same proportion  
saying music videos.

**69%** have a social media profile.

**71%** who own a mobile are allowed to take it to bed  
with them, it's **61%** among tablet owners.



# Cyber Bullying

# Watch out for

belongings getting 'lost' or damaged

physical injuries, such as unexplained bruises

being afraid to go to school, being mysteriously 'ill' each morning, or skipping school

not doing as well at school

asking for, or stealing, money (to give to whoever's bullying them)

being nervous, losing confidence, or becoming distressed and withdrawn

problems with eating or sleeping

bullying others.



Social Media



OCT  
2021

# SOCIAL MEDIA USE AROUND THE WORLD

USE OF SOCIAL NETWORKS AND MESSENGER SERVICES, WITH DETAIL FOR MOBILE SOCIAL MEDIA USE

 SOCIAL MEDIA USER NUMBERS MAY NOT REPRESENT UNIQUE INDIVIDUALS

TOTAL NUMBER OF  
ACTIVE SOCIAL  
MEDIA USERS\*



we  
are  
social

4.55  
BILLION

SOCIAL MEDIA USERS AS  
A PERCENTAGE OF THE  
GLOBAL POPULATION



KEPIOS

57.6%

ANNUAL CHANGE IN  
THE NUMBER OF GLOBAL  
SOCIAL MEDIA USERS



GWI.

+9.9%  
+409 MILLION

AVERAGE AMOUNT  
OF TIME PER DAY SPENT  
USING SOCIAL MEDIA



GWI.

2H 27M

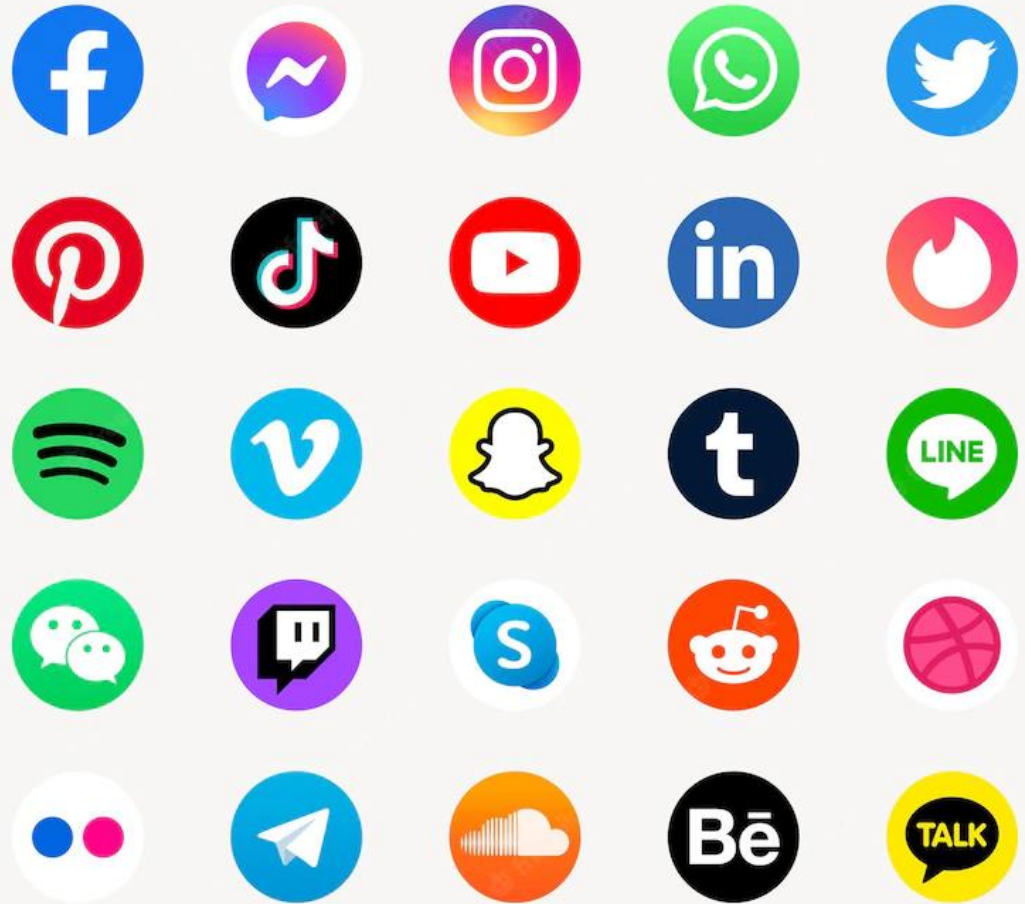
AVERAGE NUMBER OF  
PLATFORMS USED EACH  
MONTH PER INTERNET USER



6.7

How many  
do you  
recognise?

## SOCIAL MEDIA ICONS





# Most Popular Social Media Networks in the UK

---

Facebook – 51.5M

---

YouTube – 35.5M

---

WhatsApp – 30.1M

---

Instagram – 28.8M

---

Twitter – 17.5M

---

TikTok – 17.3M

---

LinkedIn – 31.2M

---

Snapchat – 19.8M

---

Tumblr – 7M

---

Reddit – 6.3M

13

# Age Restrictions on Social Media

## 13

Facebook  
Twitter  
Instagram  
Snapchat  
TikTok  
Kik  
Ask.fm  
Houseparty  
Periscope

Tumblr  
Pinterest  
Reddit



## 13+

YouTube  
WeChat  
Whisper  
Yubo



(13+ means with  
parental consent)

## 16

LinkedIn  
Whatsapp



## 18

Tinder  
Bumble  
Hinge





# Facebook & Instagram



Do young people use Facebook?



Your child's social media age



Ask them about their "friends"



Delete/ block the ones they don't know



Must not be friends with teachers



Monitor your accounts/ lock down

# Social Media and Children

Obsessed with  
being popular

Not enough likes

Affects mental  
health

Depression




Anxiety

Disrupts sleep

Continually  
comparing  
themselves to  
others

---



## Overall Downloads

- 1  TikTok
- 2  Instagram
- 3  Facebook
- 4  Snapchat
- 5  Pinterest
- 6  Twitter
- 7  Discord
- 8  Twitch
- 9  LinkedIn
- 10  Monkey

## App Store Downloads

- 1  Instagram
- 2  TikTok
- 3  Facebook
- 4  Snapchat
- 5  Pinterest
- 6  Twitter
- 7  Discord
- 8  Twitch
- 9  LinkedIn
- 10  Monkey

## Google Play Downloads

- 1  TikTok
  - 2  Instagram
  - 3  Facebook
  - 4  Snapchat
  - 5  Pinterest
  - 6  Twitter
  - 7  Discord
  - 8  Twitch
  - 9  LinkedIn
  - 10  LIKE Video
-



address

school

license plate number

town

last name

photograph

username

credit card numbers

birthday

first name

street

parents' names

social security number

cell phone number

PRIVATE INFORMATION

credit card numbers

parents' work

telephone number

password

state



## Privacy

---

*If the world knows  
your child's  
birthday and their  
dog's name, they  
may also know  
their email  
password.*



HELLO,  
MY NAME  
IS \_\_\_\_\_

**Hello, my age is**  
\_\_\_\_\_



## Personal Information

Only their first name.

No other family details.

No telephone numbers or email addresses.

Where they live or what school they go to.

Photos - nothing that can identify or give their location away.

Mobile media – Location services off.

# 5 INTERNET SAFETY TIPS FOR KIDS



We ask permission before using the internet

We only use websites/apps the teacher has chosen

We tell a grown-up if we see anything we don't like

We tell a grown-up if someone is mean to me

We tell a grown-up if we chat to someone we don't know

# Chat Rooms



# Chat Rooms

Grooming galore

No one is who  
they say they are

95% of unsolicited  
approaches will be  
an adult.

Never give out  
personal  
information

NO webcamming

Avoid at all costs

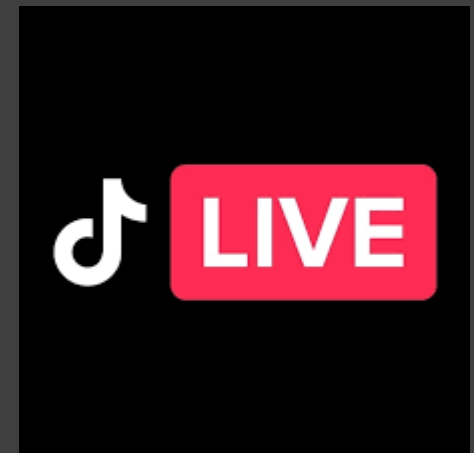
# Gaming







Live Streaming



# Live Streaming

IWF

68,000 reports were tagged as including “self-generated” child sexual abuse content – a 77% increase on 2019’s total of 38,400 reports.

Children are mainly groomed by a person lying about their age/ gender

Videos are recorded on tablet phones or via a webcam.

Children are coerced, threatened or manipulated into abusing themselves.

96% of victims were girls in a home environment  
of victims were girls in a home environment

# WHAT IS A SOCIAL MEDIA INFLUENCER?

## WHO THEY ARE

Social media icons with a great following and credibility within a certain niche. They could be:





# Effects on children

---

Marketing and sales

---

Clothing

---

Beauty products

---

Tech

---

Body image

---

Medicines

---

Music

---

Lifestyle



# Online Pornography

Most children will  
access online  
pornography by 11  
years old

Over 65% of  
pornographic  
videos display  
sexual violence

Children are  
influenced by what  
they see online (TV,  
social media etc)

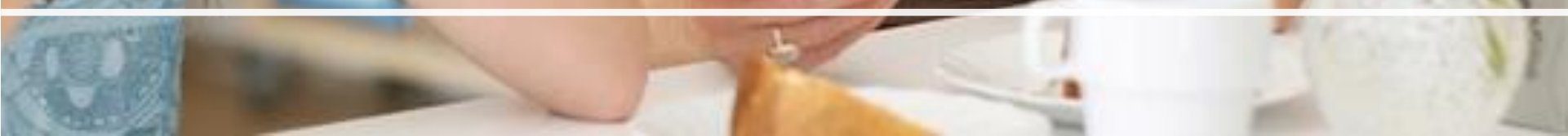
PEGI ratings do  
matter

Intimate  
relationship abuse

Addiction



Sharing nudes



# Sharing nudes

Children and Young People sharing explicit photos

Illegal?

They don't know the risks

Where does the photo go

What can the Child do

What can it lead to





# Mobile Phones





# Mobile Phones

- Give them an old phone (children lose everything)
- Own the account and the password
- Speak to Airtime Provider about access controls
- Location services set to passive
- Watch the WiFi

# GPS



# Information Sources





# Guidance

[Ofcom research](#)

[UKCCIS Sexting Guidance - sharing nudes and semi nudes](#)

[CEOP – Thinkuknow](#)

[UKCCIS Education for a Connected World](#)

[Childrens online risks](#)

[Online safety questions for Governors](#)

[NSPCC Online abuse](#)

[UK Safer Internet Centre](#)

# Tech/ Media



Thank you for listening

