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ONLINE SAFETY & SOCIAL MEDIA

FOR PARENTS & CARERS

Anna Sarjantson



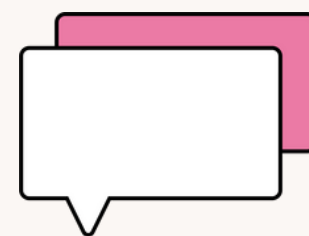
About Me

Hi, I'm Anna!

- ★ Child Online Safety Specialist,
Founder of Screen-Safe
- ★ Mum of two, Years 7 & 10
- ★ CEOP Trained Education
Ambassador
- ★ NSPCC – Keeping Children Safe
Online 2022
Member of
- ★ Governor, High School in Leeds, UK



93% of 5 – 7 yr olds
use video sharing platforms (vsp's)



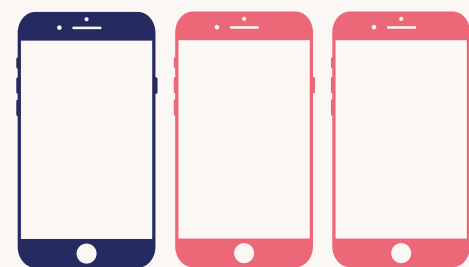
Half

3&4 year olds use
messaging apps

**27% of 11 year olds have
seen pornography!**

 **24% of 3 & 4 yr olds**
have their own social media profile

Almost **1 in 3**
5 – 7yr olds have their
own mobile phone
(28%)



38%



Play games online




8-12 YEARS



- 77% of 8-12 year olds say their parents can't see what they are doing online and 83% can use devices in their bedrooms
- YouTube (75%) WhatsApp (41%), Roblox (40%), Snapchat (36%) and TikTok (33%) are the most popular platforms for this age group.
- 38% of 8-12 year olds gamed with strangers online
- Almost 65% were contacted by a stranger during an online game
- 55% of 8-12 year olds did not tell a parent when bothered by harmful content or unsolicited contact, rising to 63% for 12-14 year olds

WHAT ARE THEY SEEING?

- 
- A group of four teenagers, two girls and two boys, are standing and looking at their smartphones. The boy on the far left is wearing a green jacket and has headphones around his neck. The girl next to him is wearing a grey top and a denim jacket. The boy next to her is wearing a white t-shirt and a green jacket. The girl on the far right is wearing a blue denim jacket and is smiling while holding her phone up. They are all looking down at their phones, which are held in their hands.
- In a class of 15 year olds **75%** had seen a beheading video – The Children’s Commissioner
 - **79%** of teens have seen violent porn before they are 18. – TCC
 - **40%** of teens report it is normal to send ‘nudes’ (Thorn 2022)
 - **Half** of girls 16+ have been sent explicit content of **someone they know**

WHAT IS MY BIGGEST CONCERN AT THE MOMENT?

“Social AI companions are not safe for kids.

They are designed to create emotional attachment and dependency, which is particularly concerning for developing adolescent brains”

CEO of Common Sense Media.

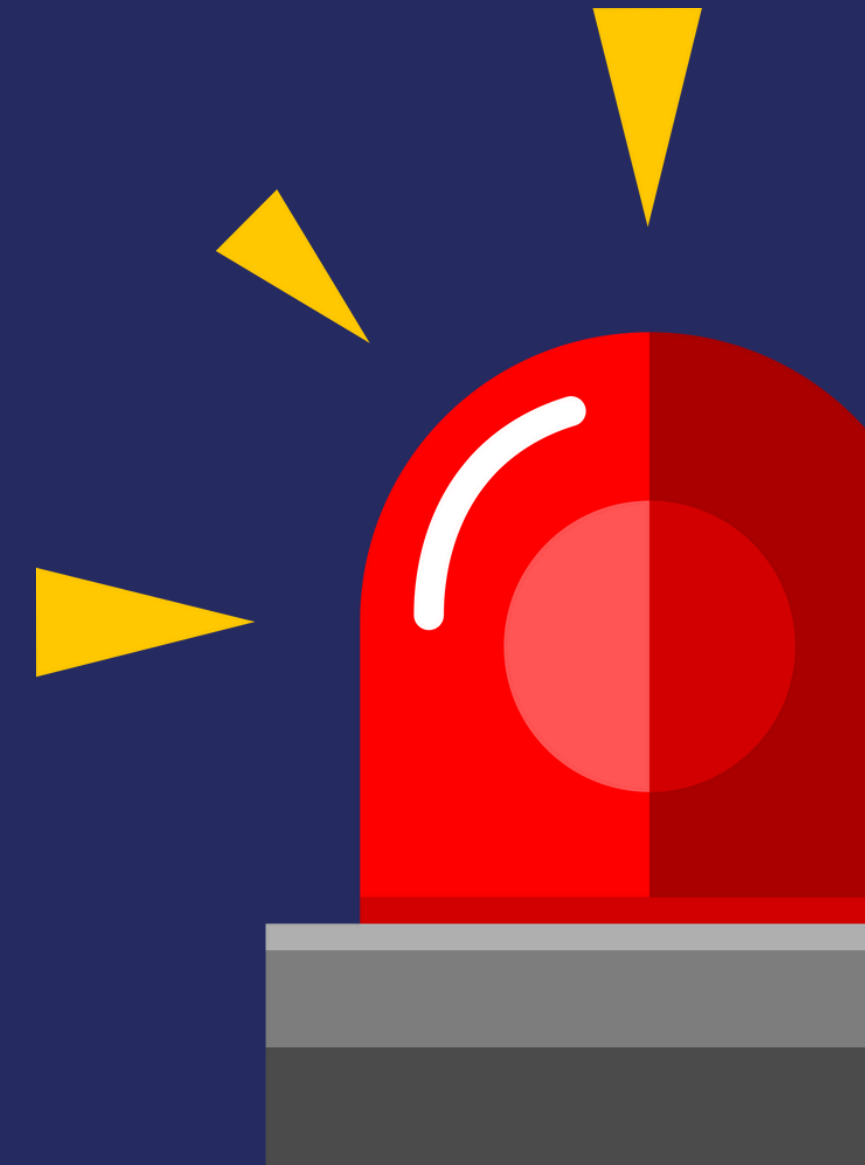
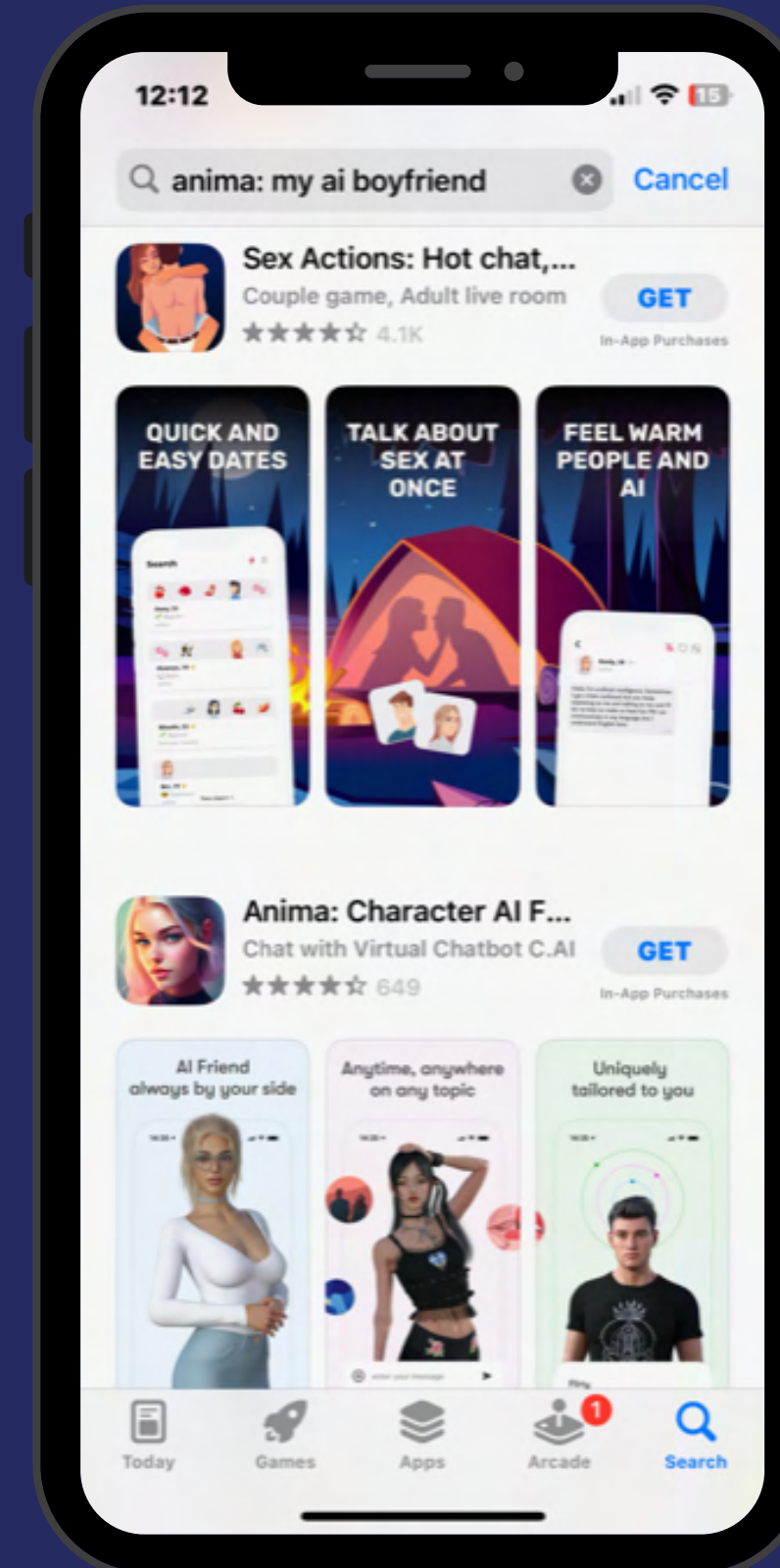
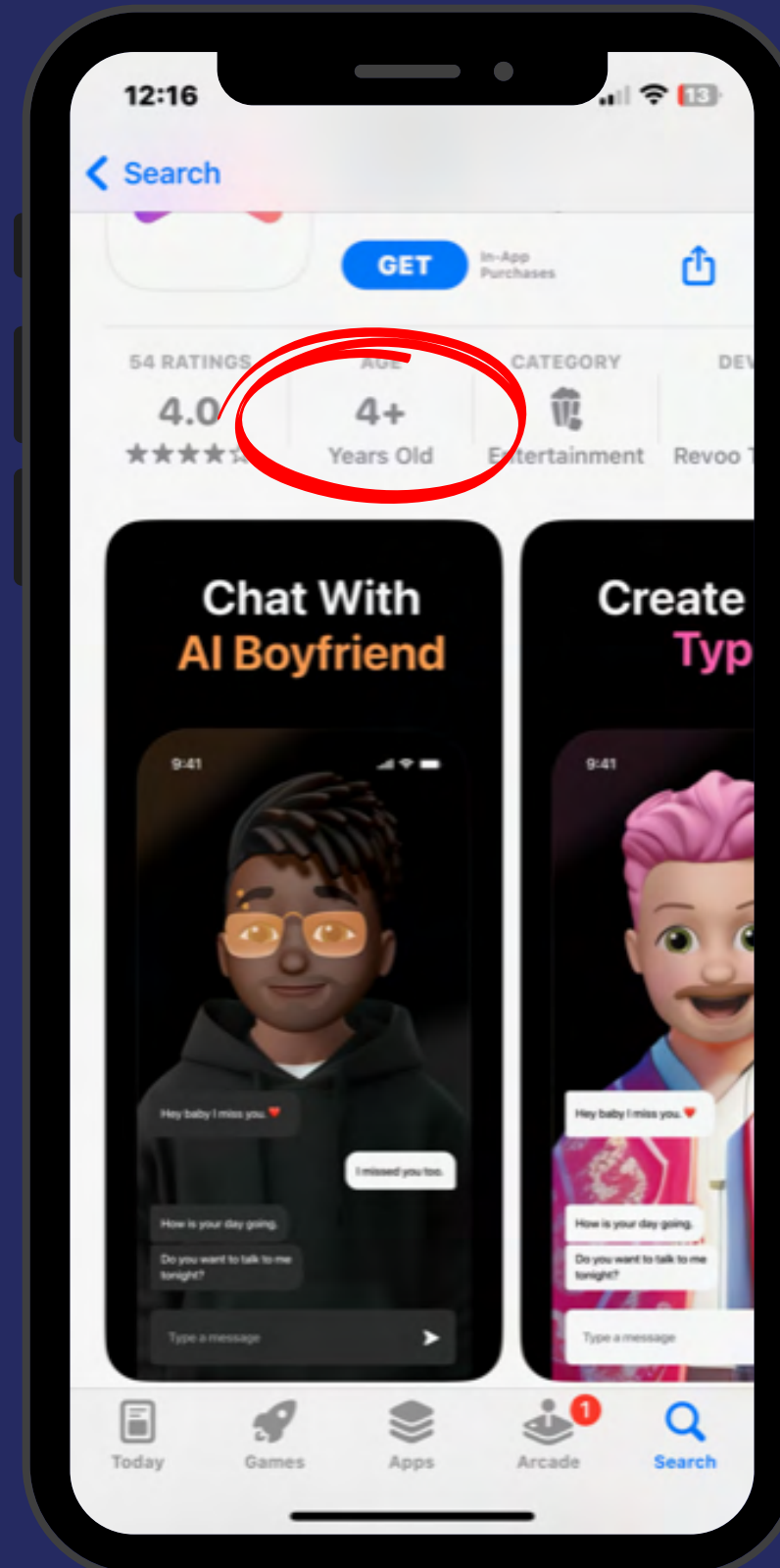
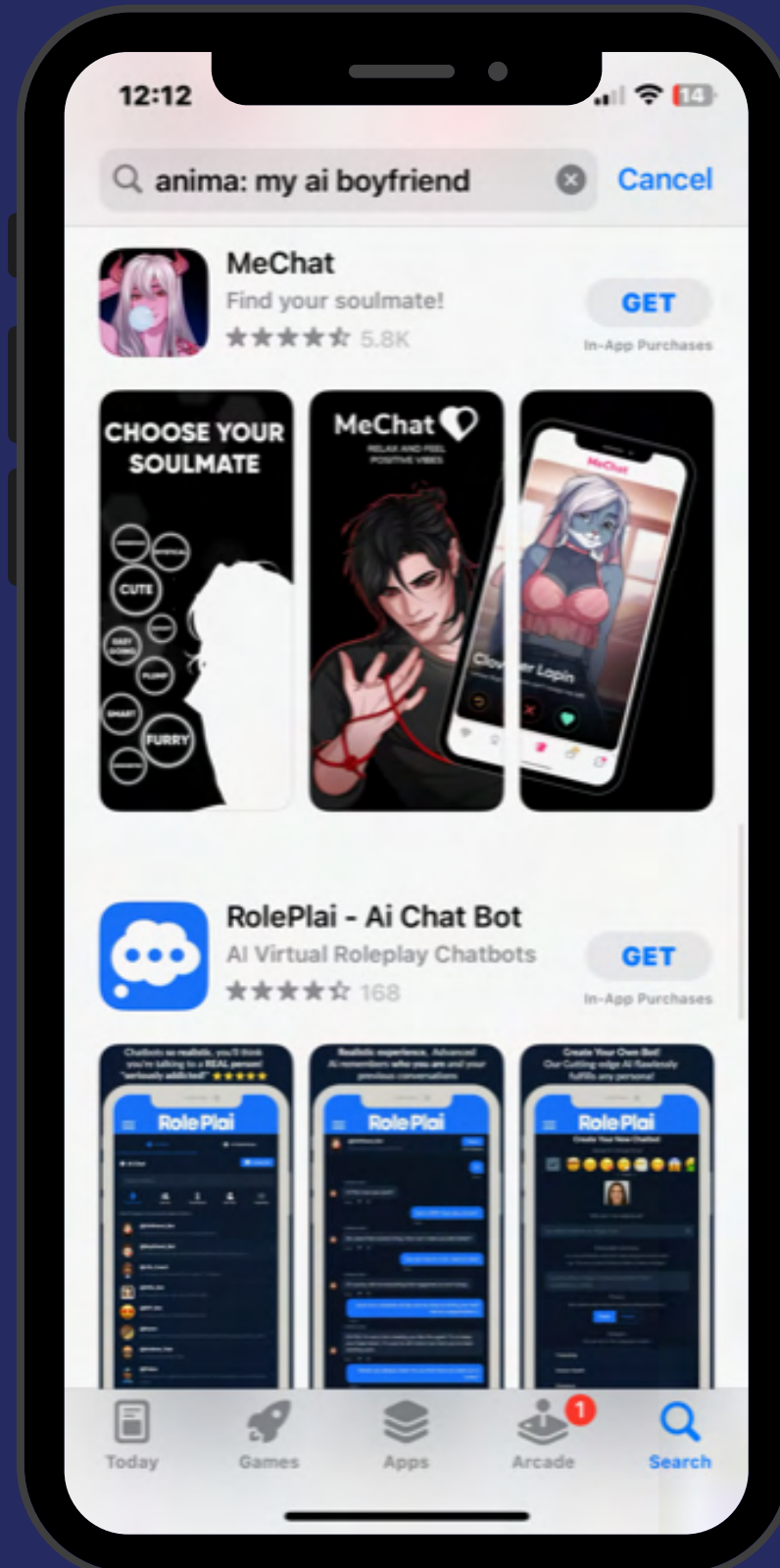


Main Risks:

- Dangerous 'advice'
- Engage in sexual chat or 'role-play' with bot
- Manipulation into forgetting they are chatting with AI
- Withdraw communication from real life people



AI BOY/GIRLFRIENDS AVAILABLE ON AN APP STORE, NEAR YOUR CHILD, NOW!





WHICH ONE(S) ARE AI?





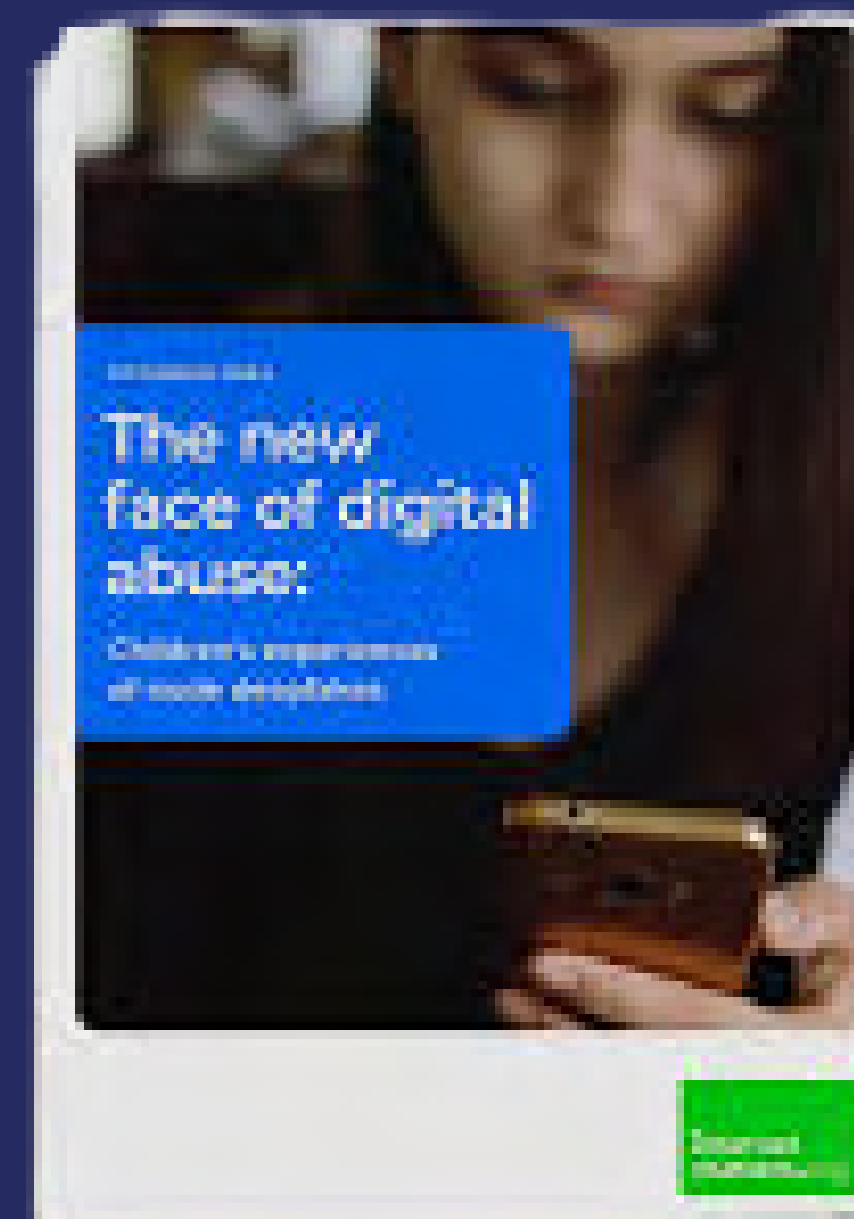
WHICH ONE(S) ARE A

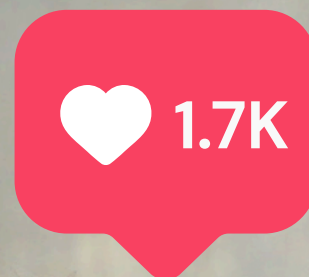


this-person-does-not-exist.com

AI & NUDE DEEPFAKES

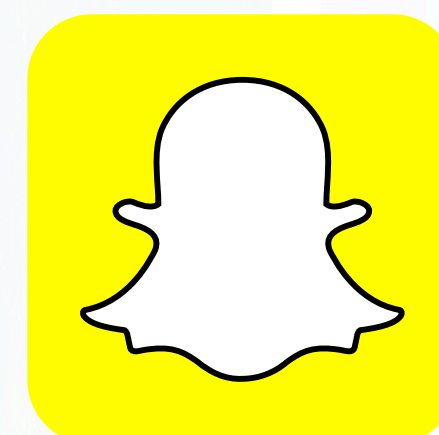
- ▶▶ Nude deepfakes can impact children in a number of ways:
- ▶▶ Child-on-child sexual abuse and harassment
- ▶▶ Adult-perpetrated child sexual abuse material (CSAM) Sextortion





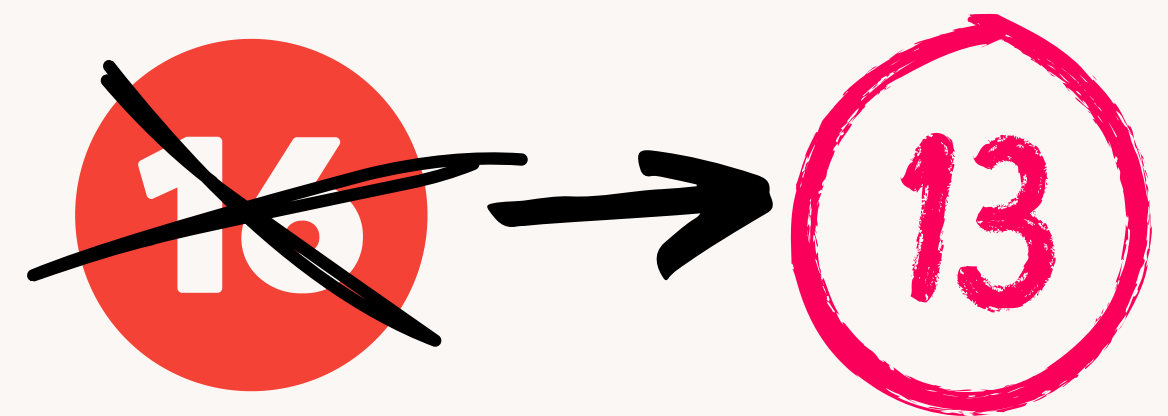
By age 13, 80% of girls distort the way they look online.

(Dove Campaign)



WHAT'S UP WITH WHATSAPP?

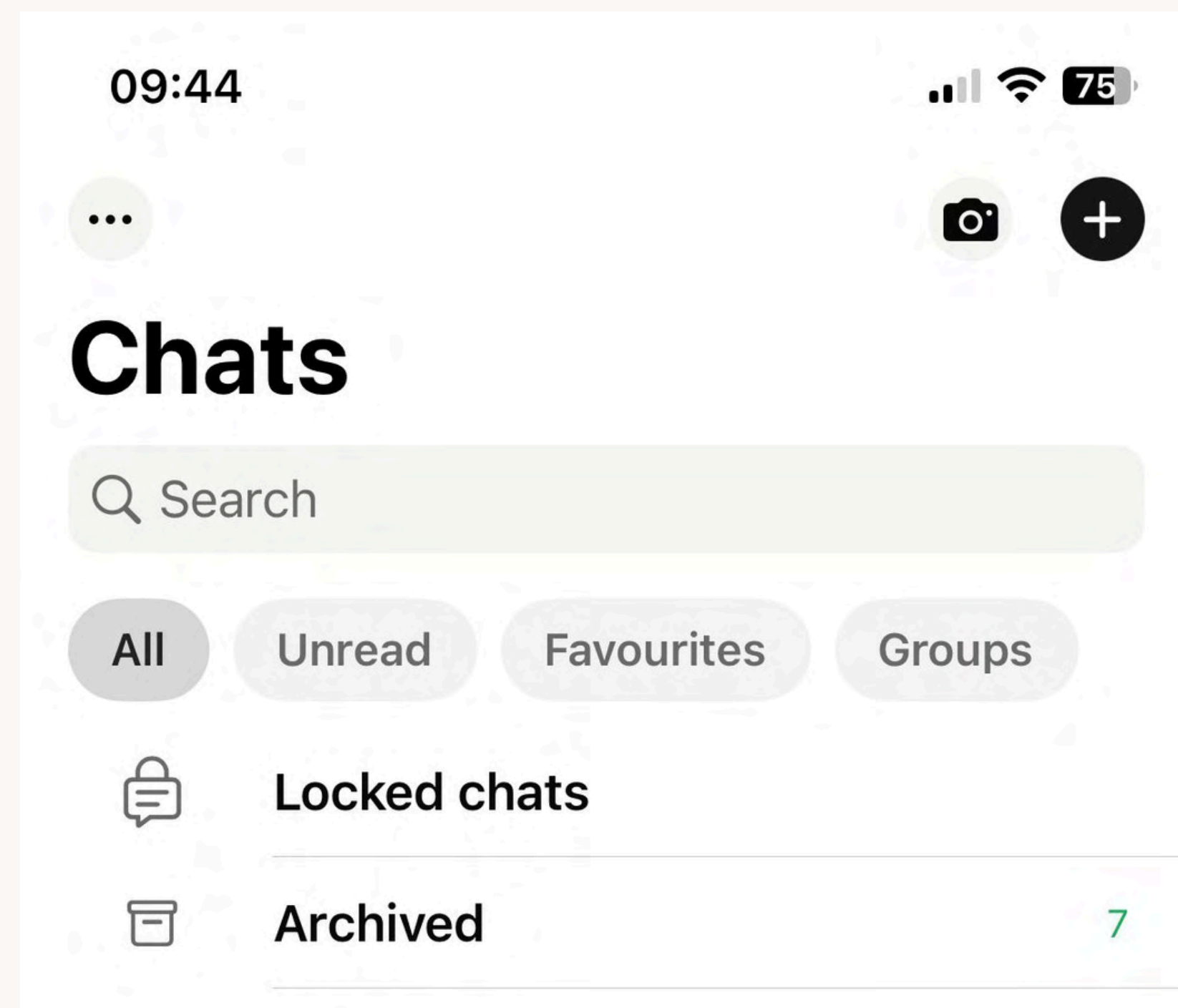
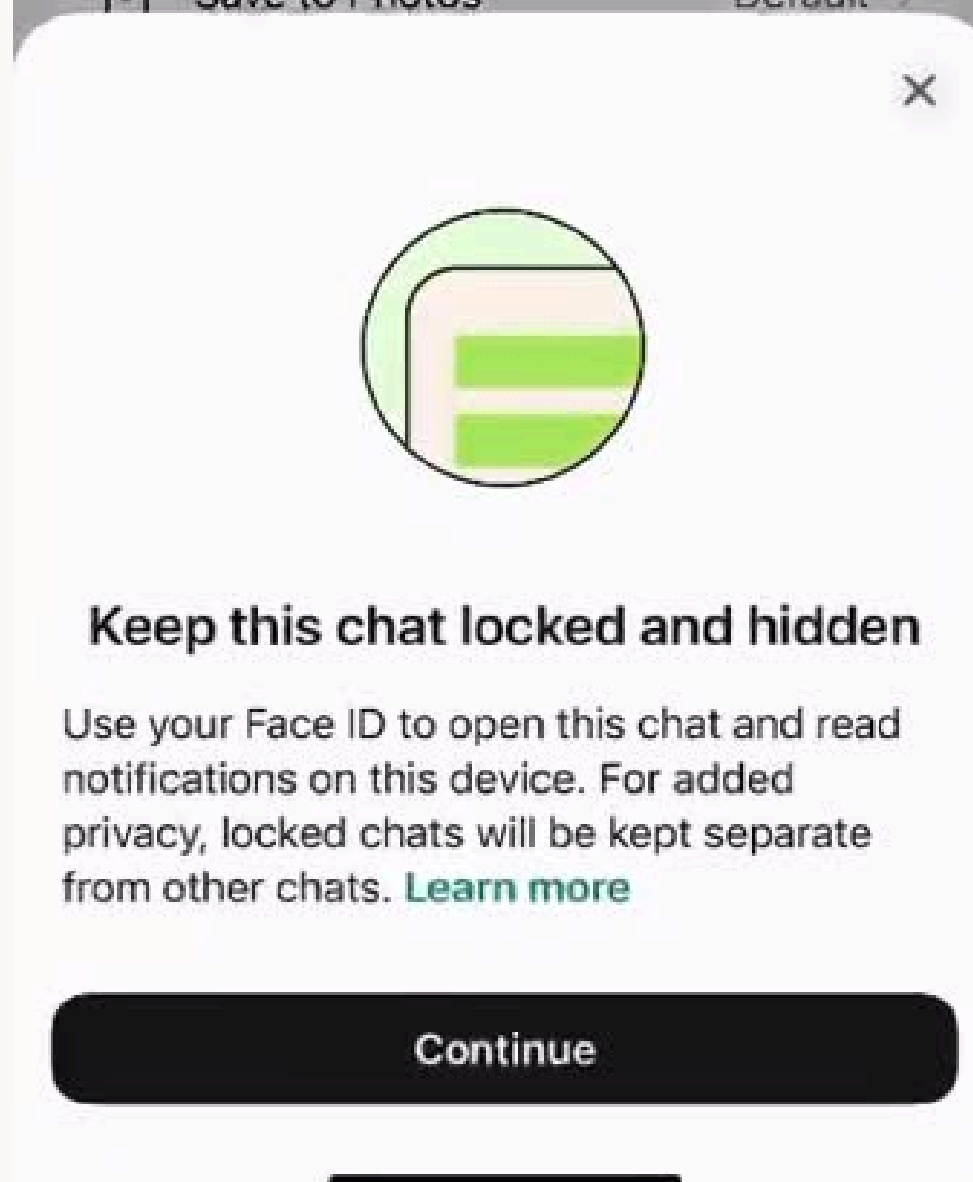
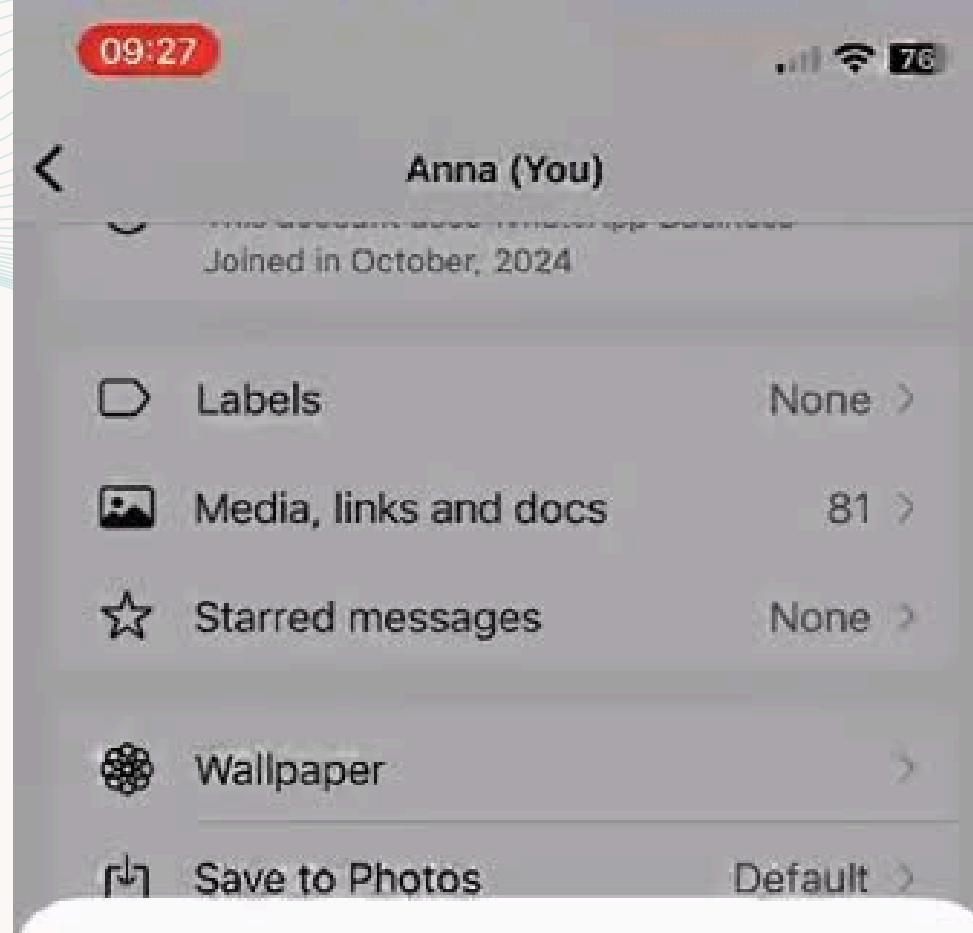
- Most popular messaging app in primary schools
- Often first experience of social media 'chatting' for kids
- Easy to get out of control
- Easy for cyberbullying to occur/exclusion
- Overwhelm
- Risk of being sent inappropriate content
- Scams/ privacy risk
- Access to strangers

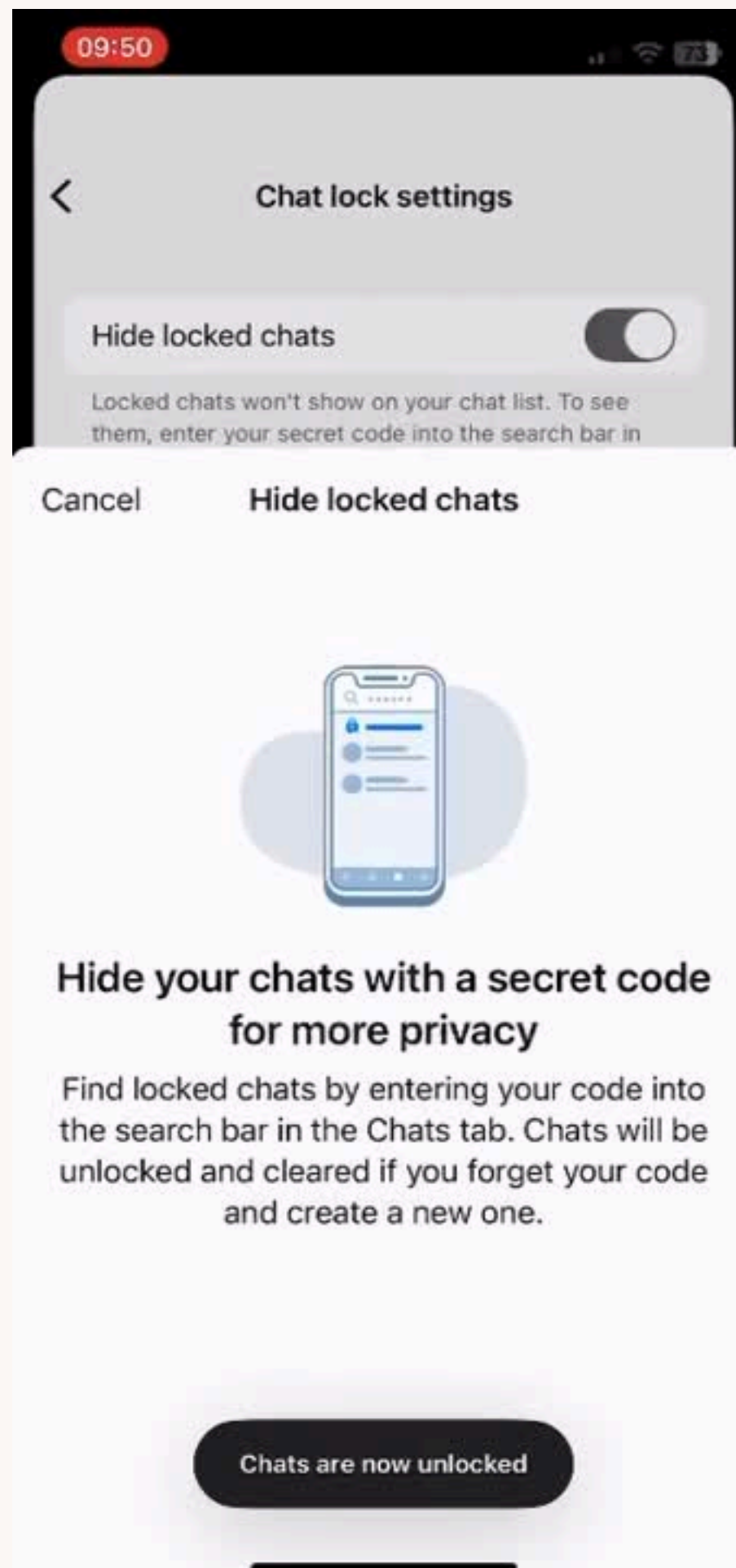


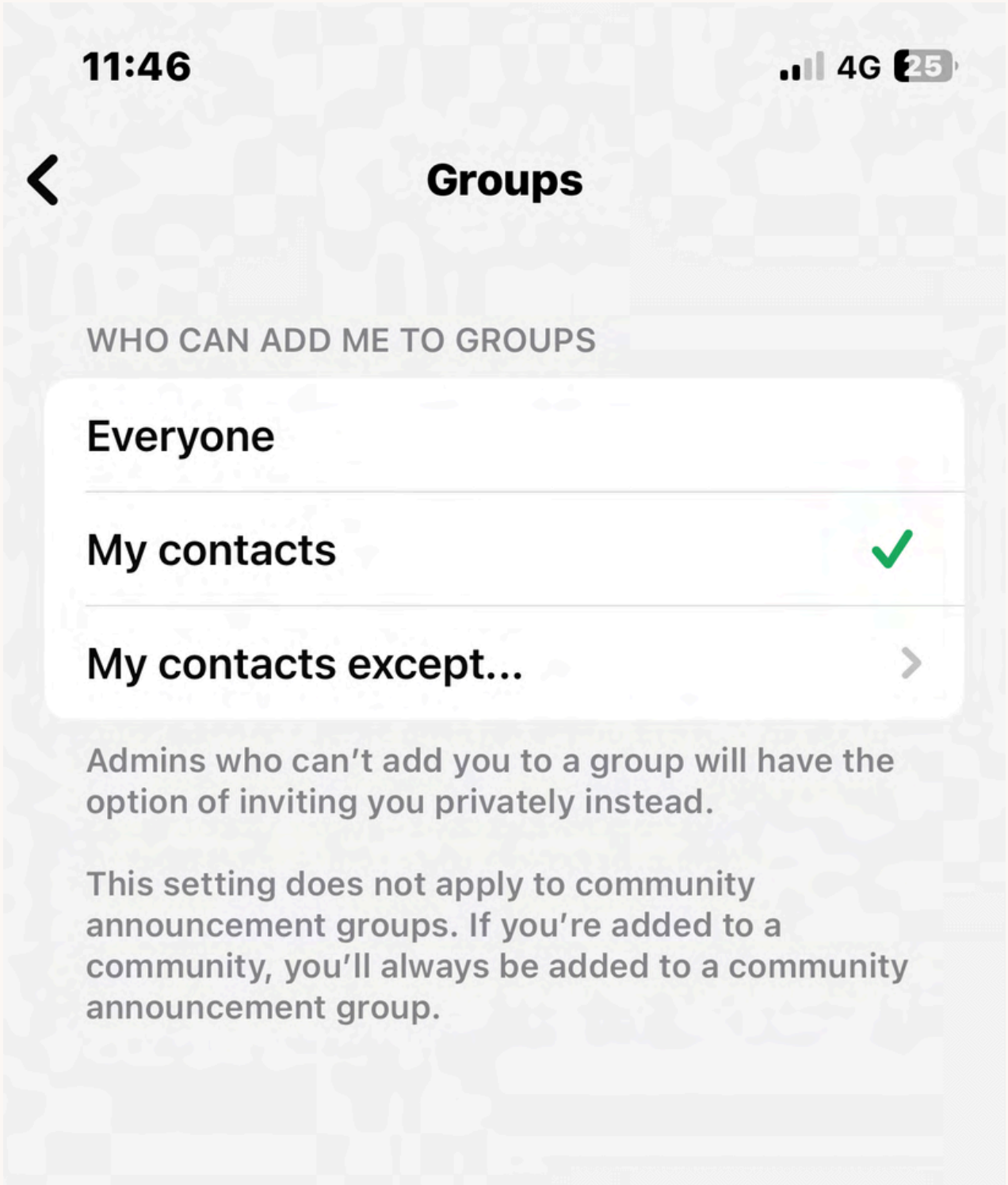
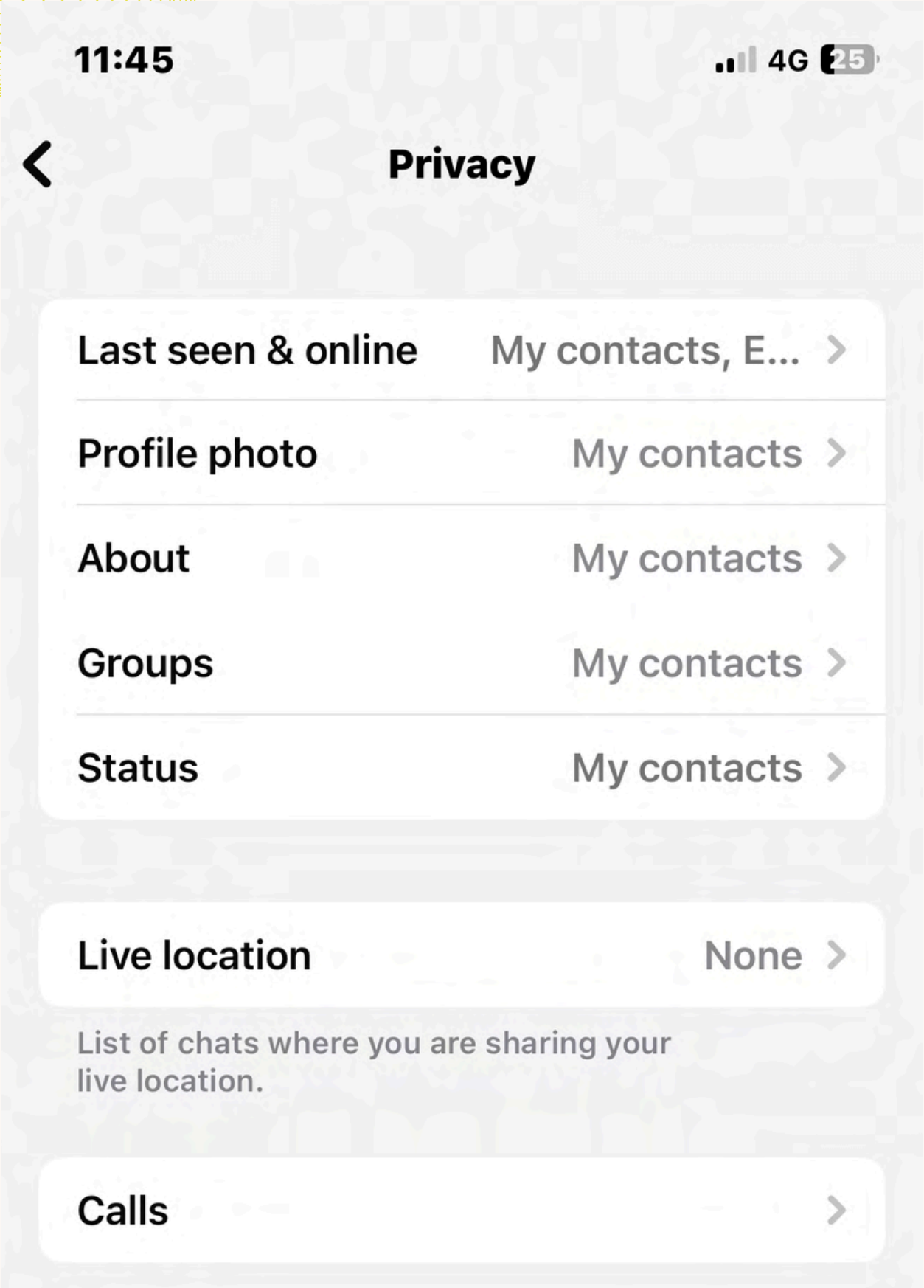
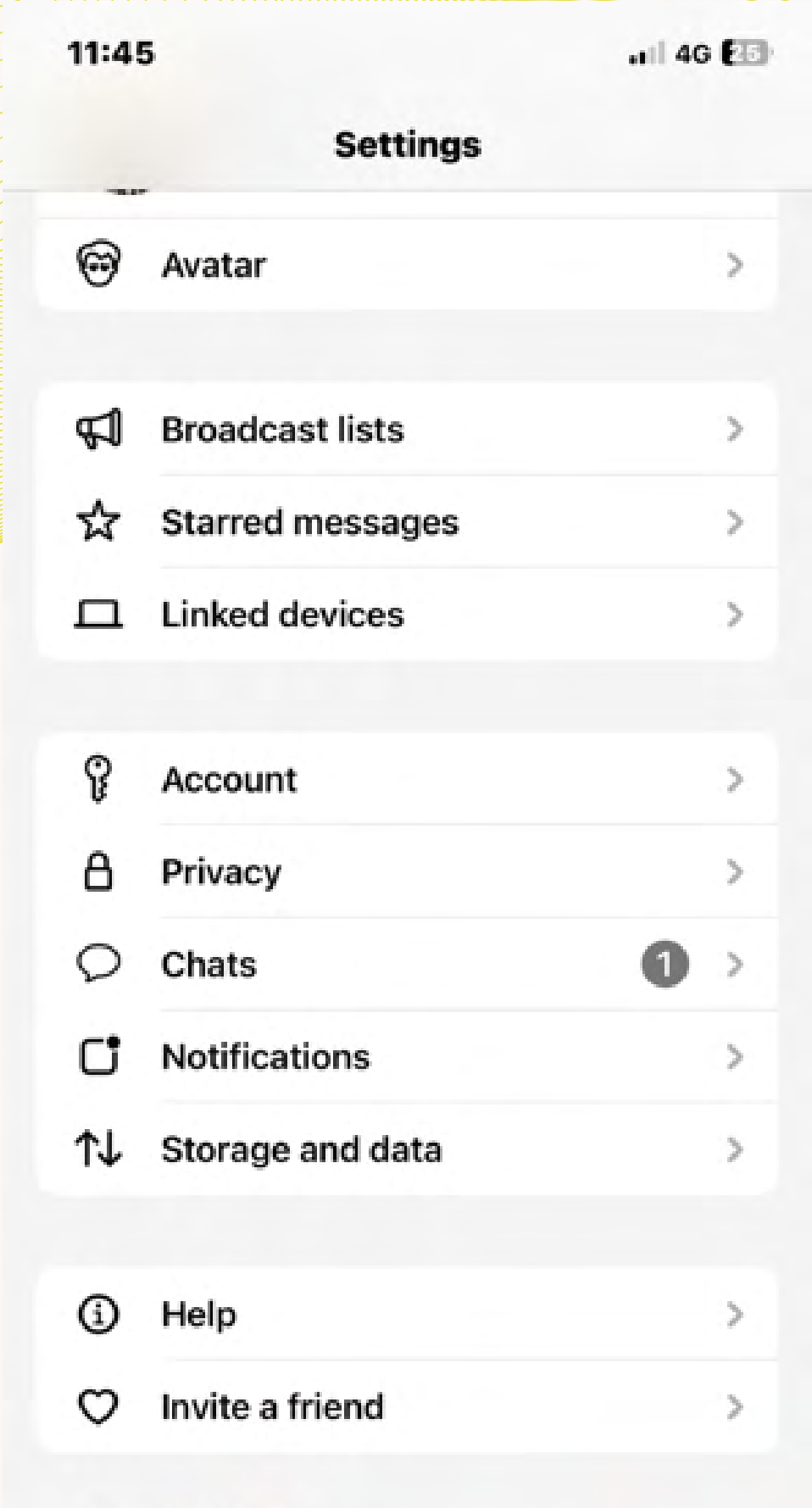
"We believe this feature will be great for people who share their phones from time to time with a family member, or in moments where someone else is holding your phone at the exact moment an extra-special chat arrives," Meta

Chat Lock
for your most
personal chats









THE BAD



The new 'Teen Accounts' on Instagram DON'T stop any of this

- Non stop content
- Fake profiles
- Fake happiness and success
- Lots of filters on faces and life
- Lots of advertising pushed at them
- Data and information collected
- FOMO
- Comparisonitis
- Peer pressure
- Addiction
- Cyberstalking
- Privacy risks

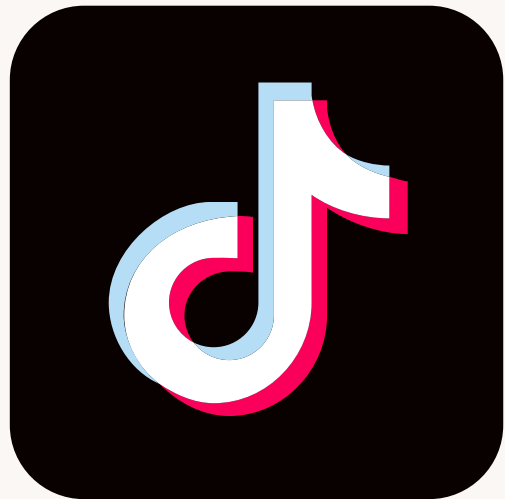


THE DANGEROUS

- Self harm
- Suicide ideation
- Eating disorders
- Depression/anxiety
- Disappearing messages
- Misogyny
- Self medication/diagnosis
- Porn
- Grooming
- Cyberbullying
- Hate and violence
- Toxic 'beauty tips'



WHAT ARE THE RISKS?



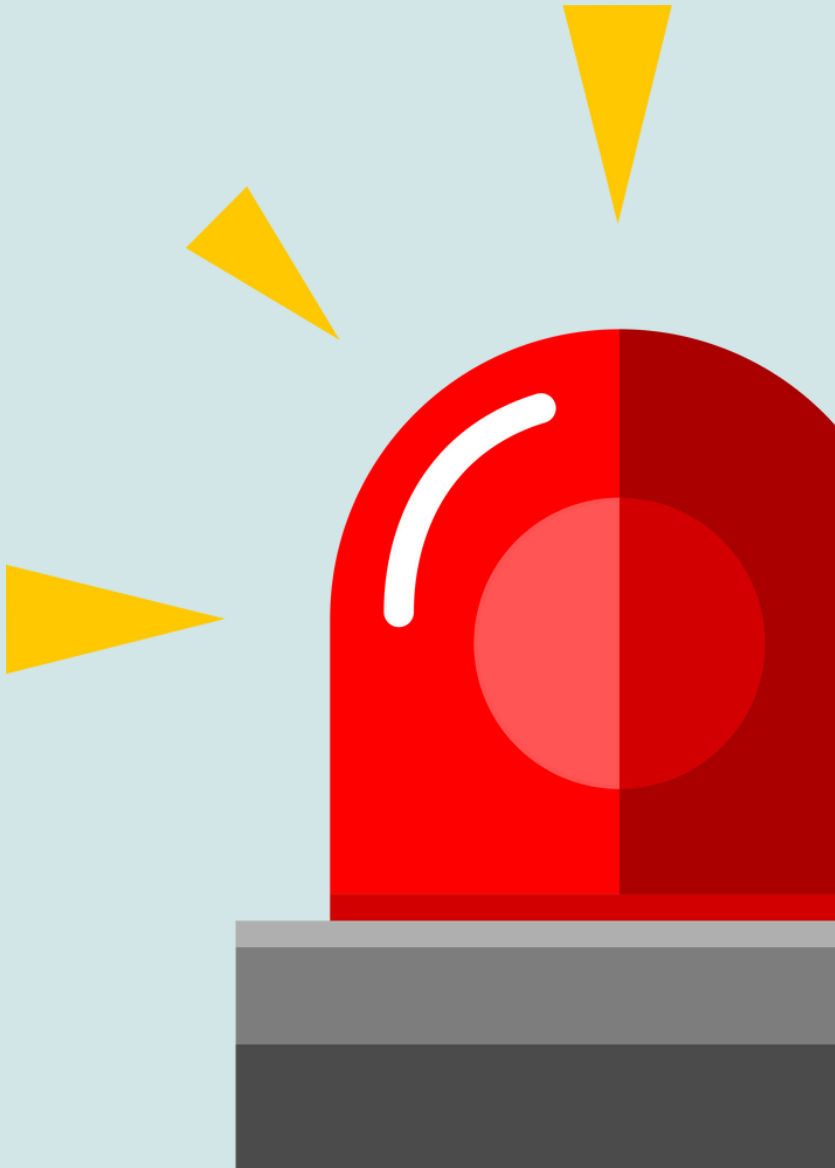
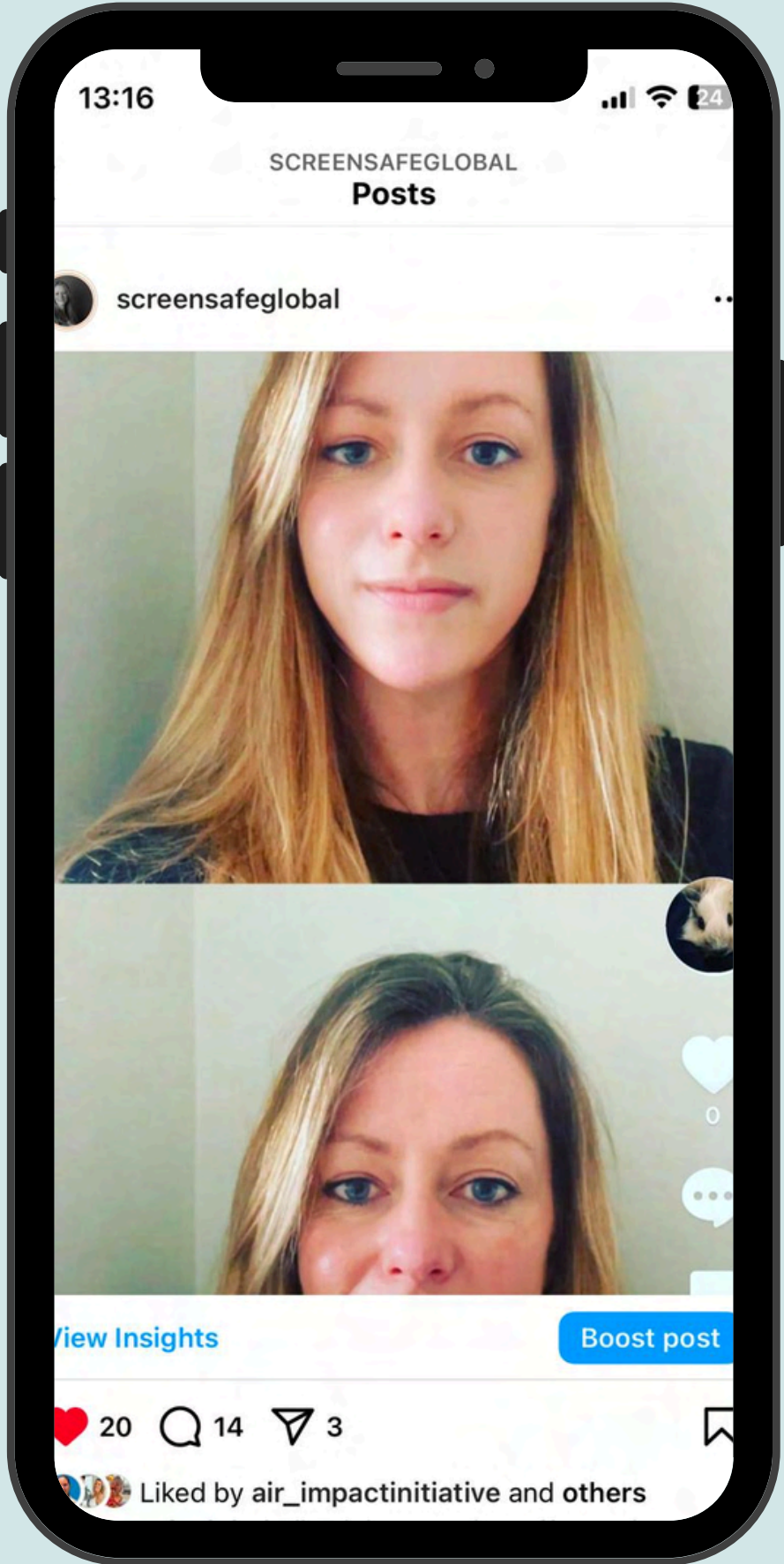
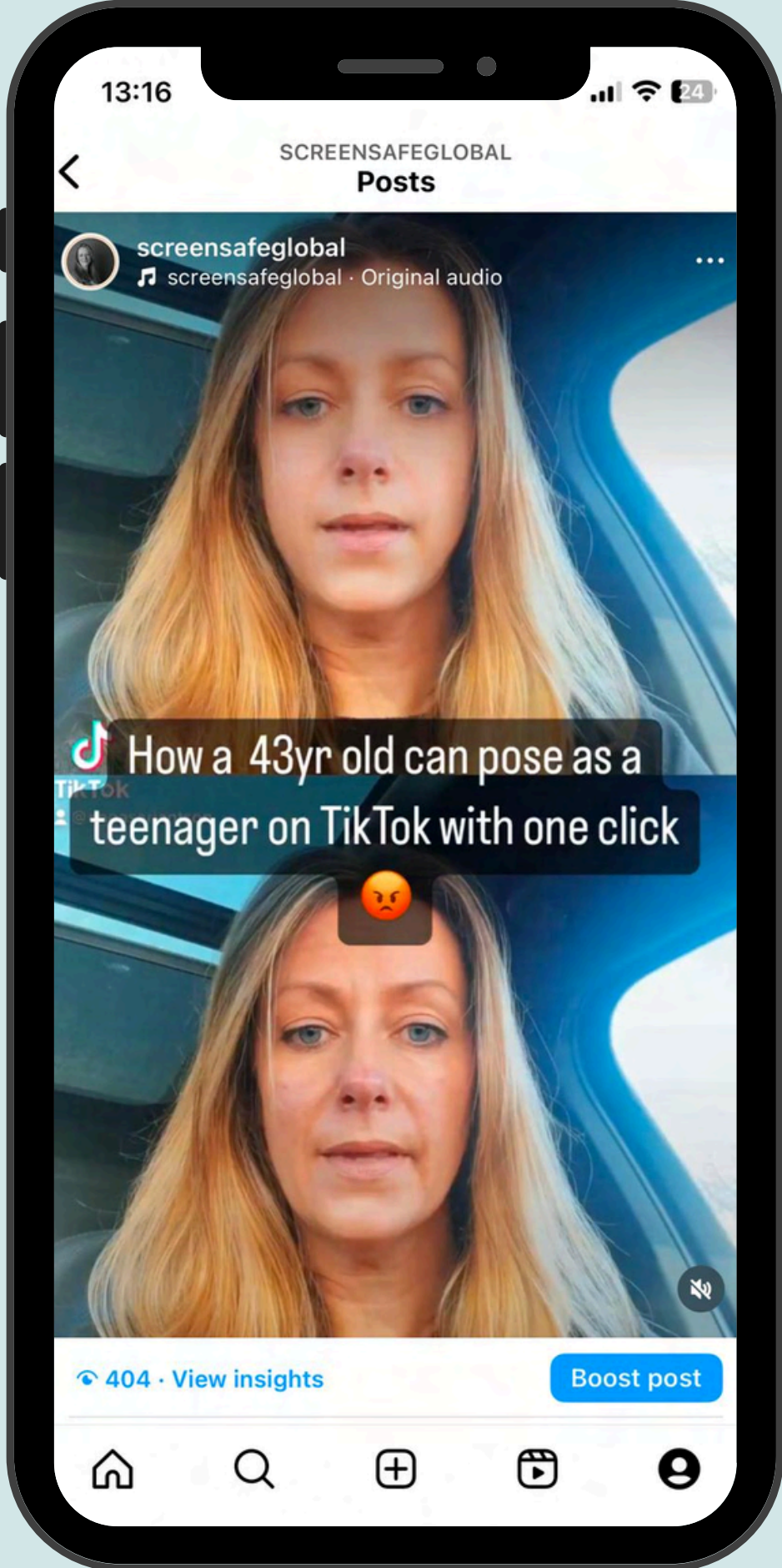
- TikTok **Trends** – “**Blackout Challenge**” – where users are encouraged to choke themselves until they lose consciousness
- TikTok **Lives**
- TikTok’s “**For You**” feed, which uses an algorithm to suggest videos based on user behavior, sometimes promoted content relating to self-harm and eating disorders to vulnerable teenagers . (BBC)



- Your child has to agree to you having supervision
- They can turn it off any anytime and it's not passcode protected.
- Vanish mode
- Sextortion

New Teen Features:

- Time Limits
- Age verification
- Restricted content for under 18's
- Parental controls up to 16
- Quiet mode (notifications)
- Set to private by default for under 16's



Predators!

Predators love the many 'sneaky' features of Snapchat

Parents aren't there!

Few parents have used Snapchat compared with other platforms, with many not even knowing anything about the platform. No following from Mum & Dad then!

Snap Map

For My Eyes Only

My AI

Filters/Lenses/ Cameos

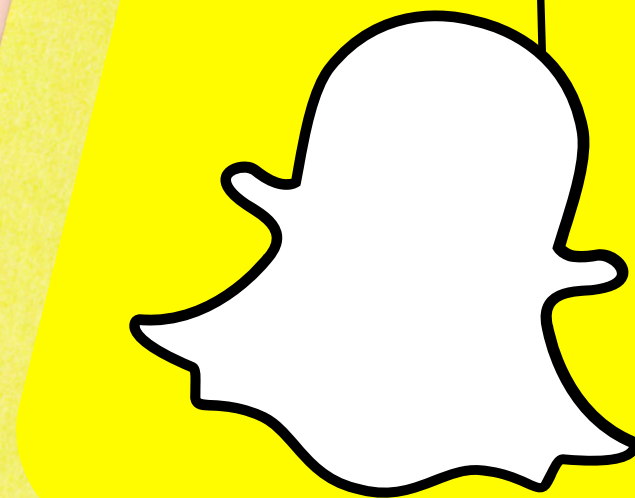
100's, always changing ranging from funny & harmless to scary, creepy and OTT in the glamour stakes.

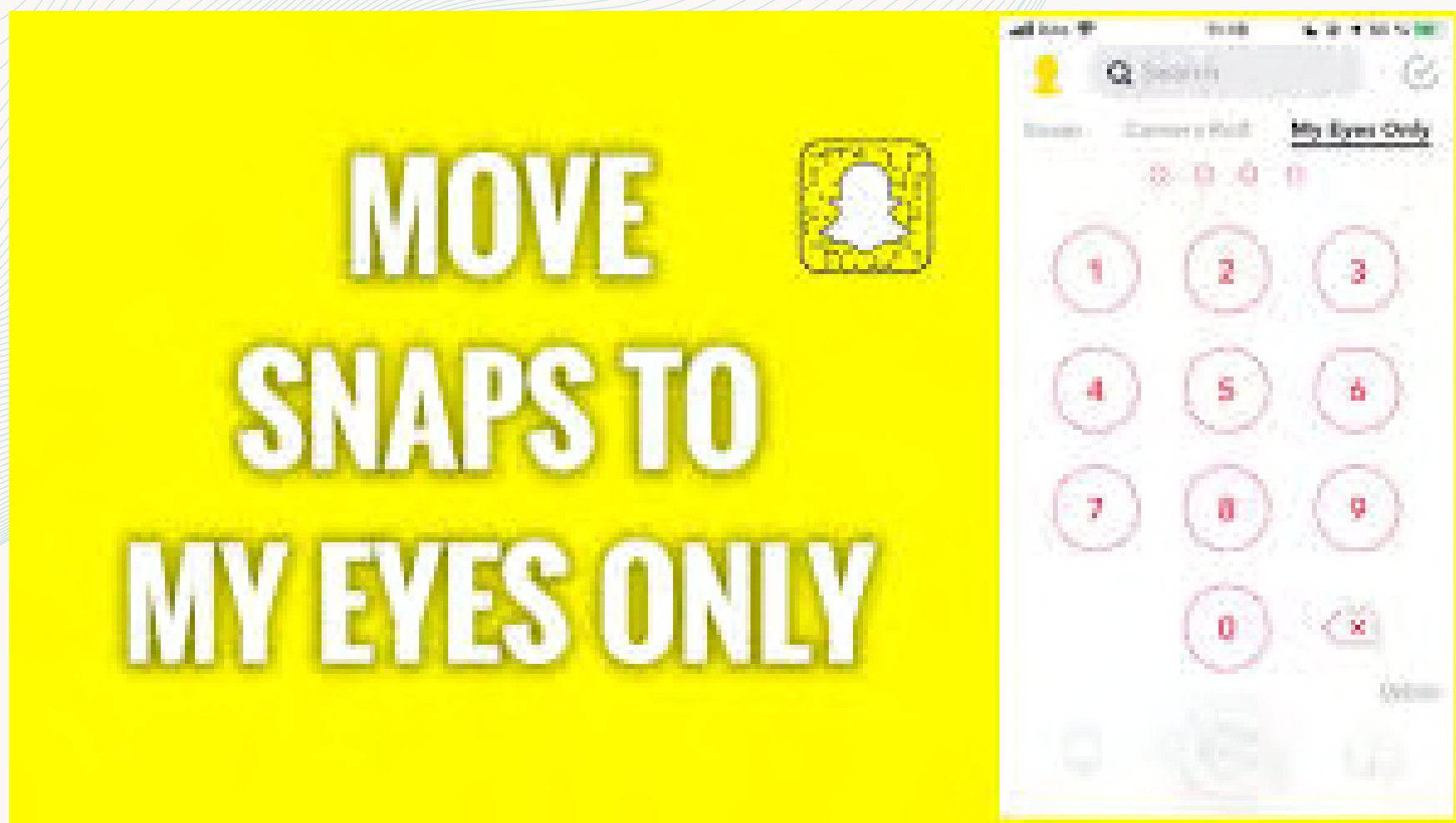
Snap Streaks

Sent on a daily basis to friends to encourage use and maintain your 'snap streak'

Disappearing messages

Drug Dealers love Snapchat





My Eyes Only is for Snaps that you want to keep extra private!

After you move Snaps and Stories from your Memories to My Eyes Only, you'll need to enter your My Eyes Only passcode to see them again

If you don't remember your current My Eyes Only passcode, follow these steps to create a new one.
Acknowledge that creating a new passcode will delete all Snaps in My Eyes Only and tap 'Continue'

I lost Snaps I had saved to My Eyes Only after I reset my passcode.
My Eyes Only adds an extra layer of protection to Snaps you want to keep private. Unfortunately, this means that when you reset your forgotten My Eyes Only passcode, Snaps saved with your former passcode are deleted.

To respect your privacy, Snapchat Support cannot recover forgotten My Eyes Only passcodes or deleted Snaps for you.

NEGATIVE IMPACTS OF SOCIAL MEDIA ON CHILDREN & TEENS

- Increased levels of anxiety and depression
- Feelings of loneliness
- Self diagnosis
- Body Dismporphia
- Eating Disorders
- Self Harm
- Suicide Ideation



- Reduced real life contact and communication
- FOMO
- Need for validation through likes or number of friends.
- Cyberbullying
- Sextortion
- Not just a girl issue

Surprise!

Don't forget to
check your spotify
settings and who
your child is
listening to!



Have you heard of the 'Sephora Kids' Trend?

"Children and tweens are buying products containing ingredients such as retinol, harsh exfoliating acids or pricey moisturisers, toners and serums designed to minimise the effects of aging"

Children and teens are spending around \$14.7 million at Sephora, a dollar amount that has more than doubled in the last two years.

Promotion of fast fashion, expensive luxury brands for skincare. Social and environmental disaster. Constant pressure/fueling for more more more!



ONLINE GAMING

41% of children aged 8–11 have interacted with
strangers in online games.
(Source: Internet Matters)

START

Children tend to be much younger when they start gaming compared to accessing social media



***Currently laws exist to provide protection to
Tech companies, not the children.***

***Yes, your child could go on and encounter
none of this but.....***

ROBLOX



- Online platform aimed at children
- Categorises the games as all ages, 9+ 13+ or 17+
- Over 40 million games
- 80m daily active users
- 21% 9-12
- 21% under 9
- 42% under 12 (will be more)
- Recently won Nickelodeon Kids award 2024

Also described as.....

WHAT WAS FOUND?

- Whole section of '**Adult studios**' many of them available to children of any ages. Over 100K members, gamers openly soliciting sexual favours and trading **CSAM**
- **Erotic** Role Play Games where gamers engage in rape and sexual fetishes
- 100's of '**Diddy Games**' Run from Diddy, Survive Diddy, Escape to Epstein Island.
- Let's look at some examples of content being created and allowed on this platform aimed at **children as young as 4, 5**.
- Parents do not realize such content is on there and it is **FULL of predators**



XYZ ROOMS?!

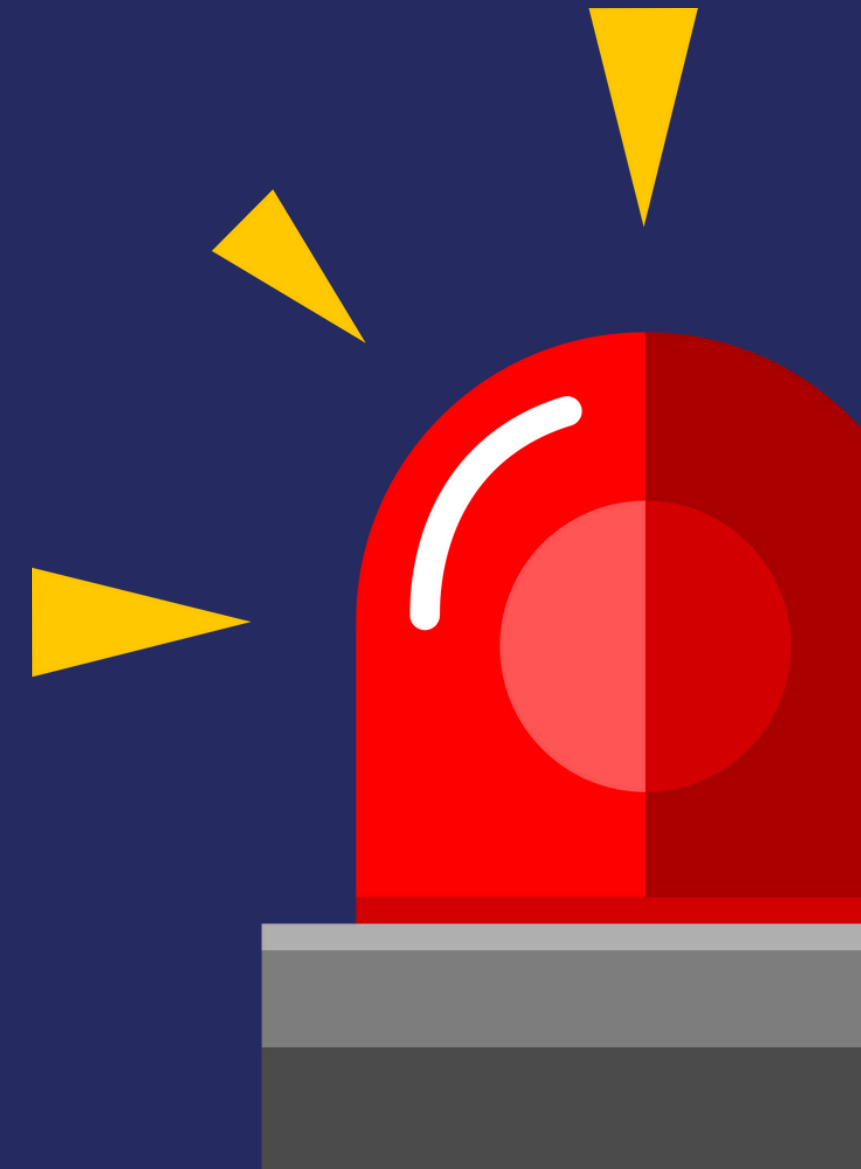
Games on Roblox all set in bathrooms where you go to engage your characters in sex acts. **31 million visits**

Adult studios over 3000 – openly trading CSAM material and soliciting sexual activity with minors. Hosting illegal, content illegal – happening online somehow allowed.

CONDO GAMES – BEWARE!

CAN YOU MAKE IT SAFER?

- Play in common area
- Turn on all parental controls
- Turn off chat filters
- Play offline – but then can't play with friends
- Parental pins, lock pin codes
- Make sure Roblox knows how old your child really is
- Use restricted mode, so nobody can send your child messages
- Make sure you're monitoring
- Remember you can say NO



FAMILY GAMING DATABASE

- Read game reviews
- Game Finder
- Age appropriate
- alternatives

 familygamingdatabase.com



WHAT IS GROOMING?

Grooming is when **someone builds a relationship, trust and emotional connection with a child or young person** so they can manipulate, exploit and abuse them.

2022, there were **over 6,000 reports of online grooming incidents** in the UK, many of which took place on social media platforms

The anonymity offered by **these platforms makes it easier** for adults to disguise their true identities and exploit young users.

SEXTING

The term 'sexting' is used to describe the sending and receiving of sexually explicit photos, messages and video clips, by text, email or posting them on social networking sites.

(Internet Matters)

Nearly 1 in 10 UK teens has been pressured to share explicit images of themselves. (Source: NSPCC)

SEXTORTION

Sextortion is a type of blackmail where someone is forced to perform sexual acts online (typically on a web cam), send sexualised pictures of themselves, provide money or other services. **(Internet Matters)**

Documentary

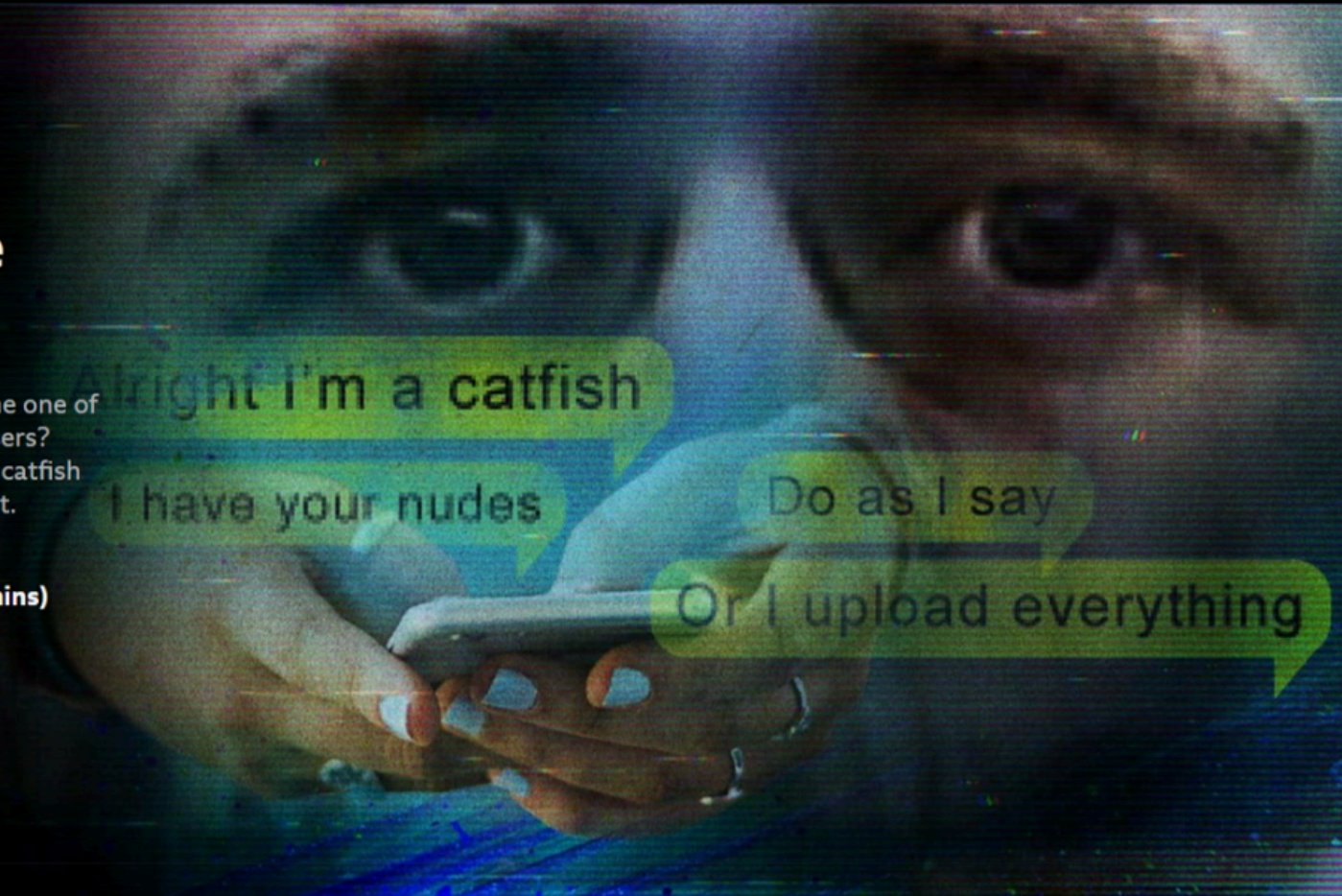
Teen Predator/Online Killer

How does a Northern Irish teen become one of the world's worst online child sex abusers? Victims, families and police share how catfish killer Alexander McCartney was caught.

Series 1: 2. A Race against Time (29 mins)

▶ 17 mins left

+ Watchlist



Episodes

More Like This



Series 1: 1. Uncovering a Predator

Alexander McCartney is questioned by police after a 12-year-old girl is catfished online.

23 mins left



Series 1: 2. A Race against Time

Thousands more victims are revealed as police race to get McCartney remanded into custody.

17 mins left



Series 1: 3. Justice

After one of McCartney's victims is found dead, police fight to bring him to justice.

29 mins

SO WHERE NOW?

IT'S NOT ALL DOOM AND GLOOM!

Focus on your actions and behaviours – the ripple effect

We all want to reduce children's experiences of online harms – a lot of what I've covered tonight touches on the more serious harms but we need to tackle the everyday harms that can also have an impact on children's wellbeing

Don't try and tackle everything at once, or feel you have to know about every app and platform

NUMBER 1 TIP! NO DEVICES IN THE BEDROOM

- Create **Your Own Tech Agreement** as a family/household (Free Templates available on my site)
- **NO DEVICES IN BEDROOMS**
- **(keep an eye on bathrooms too!)**
- **Set parental controls** and monitor screentime (Internet Matters is great for all apps, devices and games)
- **Check all privacy settings** on any accounts your child is using
- **Talk to your child** about privacy, personal information and consent
- **Delay access** to smartphones & social media as long as possible



- **Be prepared to have conversations** about porn, grooming, sextortion, sexting and relationships – age appropriately
- **Have lots of regular, relaxed chats** about their online world instead of ‘big, serious, embarrassing’ ones.
- **Friendships!!** Especially important for Year 6 – 7 transition
- **Expect them to make mistakes** and let them know you are always there to help, not blame.
- **Get involved in their online world**, who do they follow? why? what games are they playing?
- **Look at alternatives** to a smartphone – Nokia’s, Watches,
- **Take it one step at a time!**

Remember you are not alone in finding this difficult to navigate – help is there.

THANK YOU!

Email: anna@screen-safe.co.uk

Mobile: 07840807246

Stay in touch

Please connect or follow me on socials for regular updates and tips

LinkedIn



Instagram



Facebook



HOW CAN I SUPPORT YOU?

- Sign up to my newsletter & download my Family Tech Agreements via my website www.screen-safe.co.uk
- Listen to my podcast – The Screen-Safe Podcast
- Request a parent session (group or 1- 1) or school workshop
- Request a parent session at your workplace

I am launching a brand new parent and carer membership this month to provide regular ongoing support and information for parents across all ages and stages.

If you would like to be kept informed for when this opens please click the link below or visit my website.

[Join the waitlist here!](#)

Feel free to share with anyone else you feel may be interested or benefit.

Thank you.



**Scan here to
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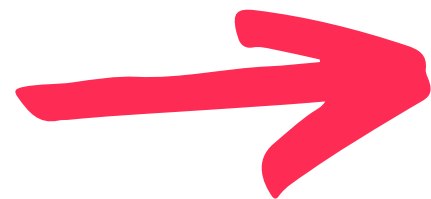


Family Tech Agreements
available to download here



Thank You!

Helpful links & resources



- <https://www.common sensemedia.org/>
- BBC Bitesize for quizzes/games to support online safety
- Internet Matters – The most comprehensive and up to date breakdown of all parental controls available across each device, game and platform.
- youngminds.org.uk – mental health charity
- Report Remove Tool – IWF
- <https://saferinternet.org.uk/report-harmful-content> – Report Harmful Content
- ChildLine: ChildLine is the UK's free, confidential helpline for children and young people. They offer advice and support, by phone and online, 24 hours a day.
- EACH: EACH has a freephone Helpline for children experiencing homophobic, biphobic or transphobic bullying or harassment: 0808 1000 143. It's open Monday to Friday 10am–5pm.
- Kidscape: [information for young people](#)