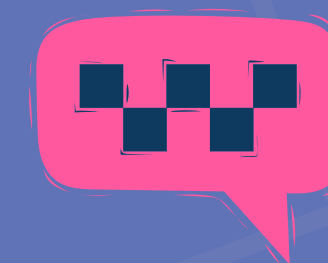


ONLINE SAFETY AT ASHFORD OAKS

“Be Smart, Be Safe Online”



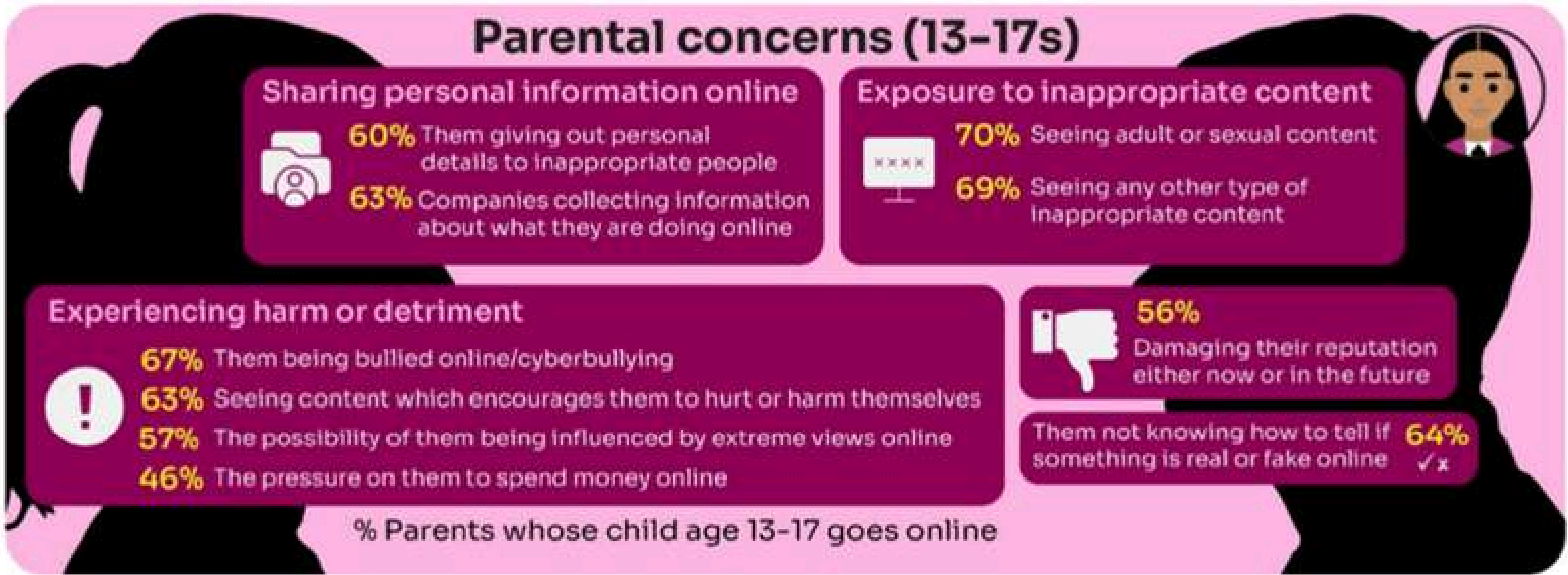
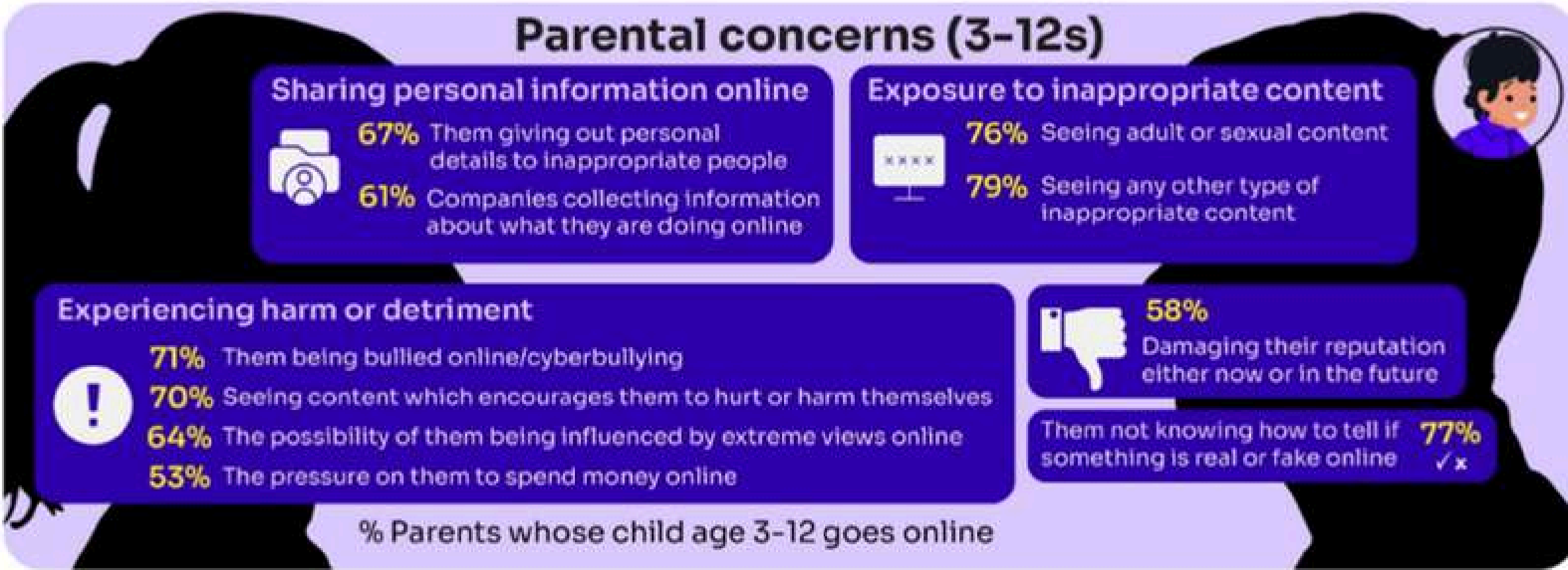


What are you most **WORRIED** about when your child is **ONLINE**?



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

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

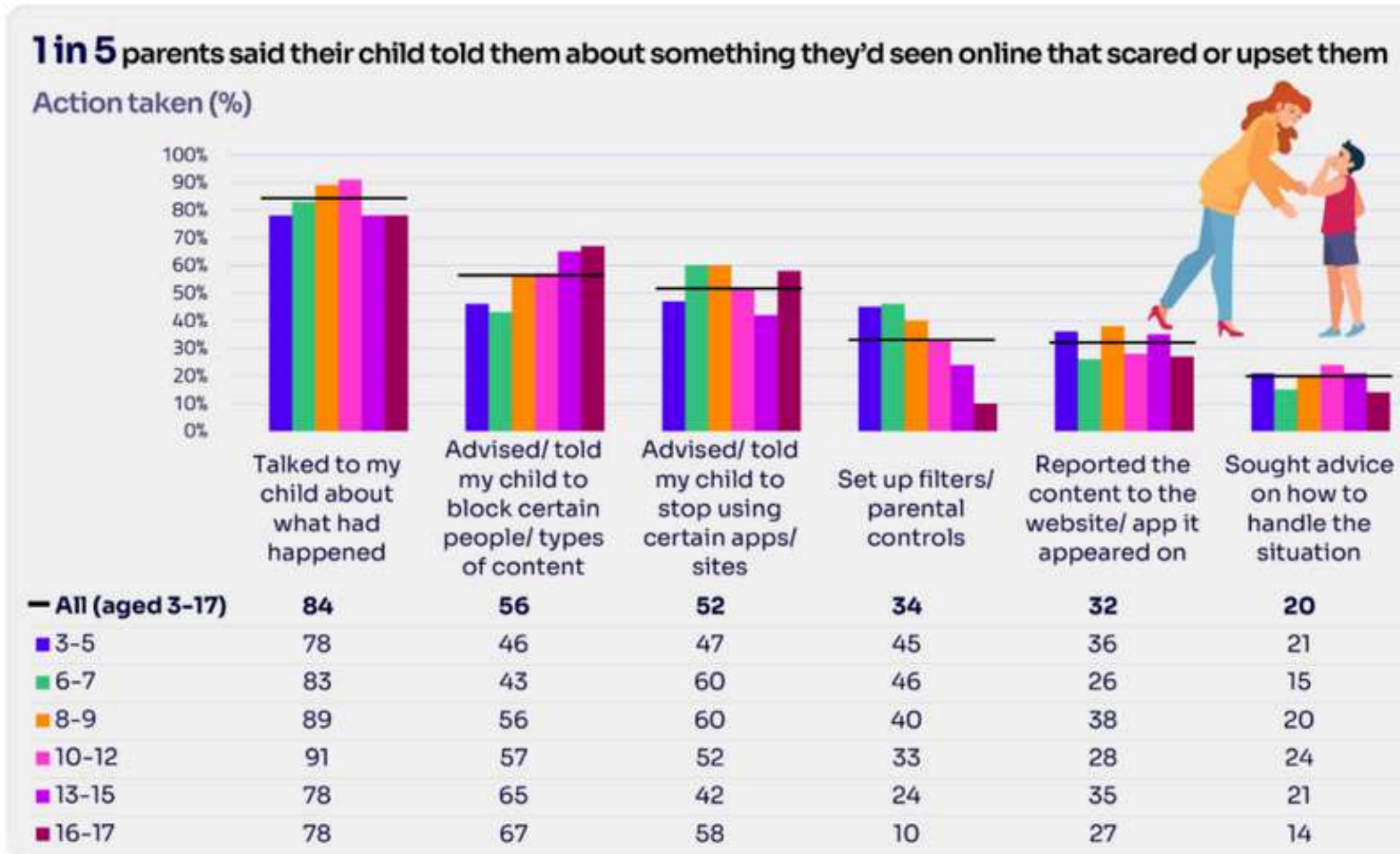




Are you **CONFIDENT** to **TALK TO YOUR CHILD**?

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

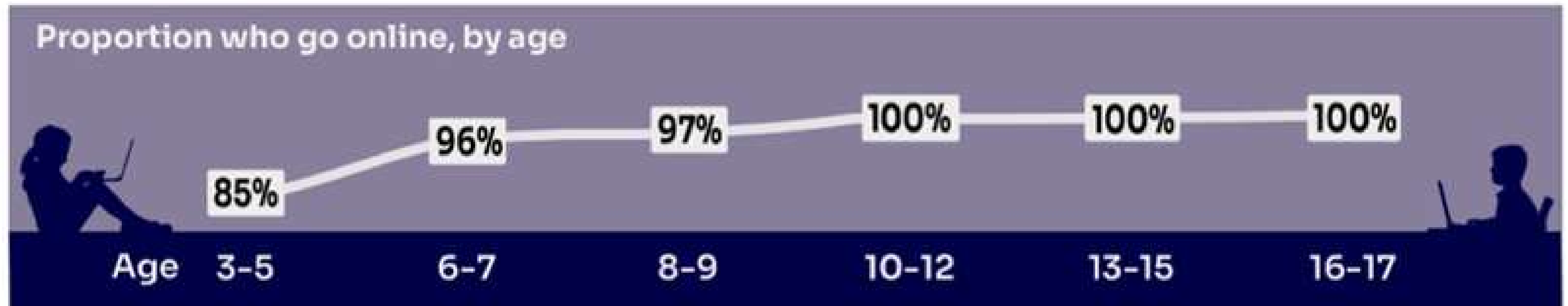
YOU don't need to be an **EXPERT** ... be a **PARENT**

- **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



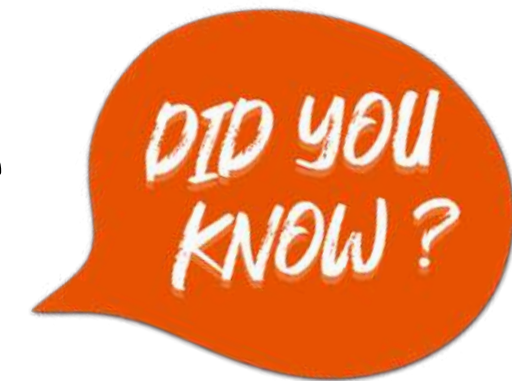


HOW MUCH DO YOU KNOW about your child's life online?



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**

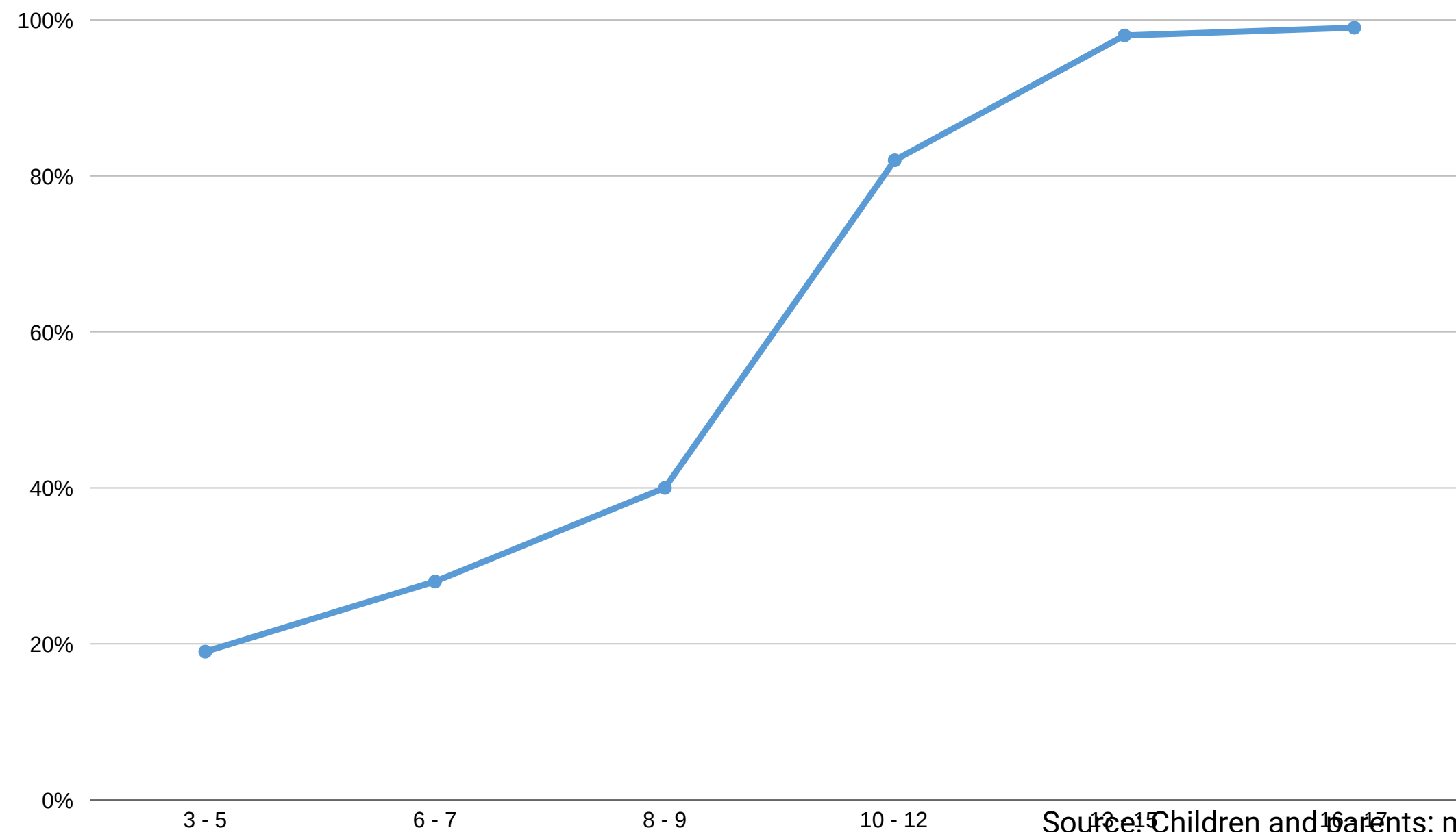
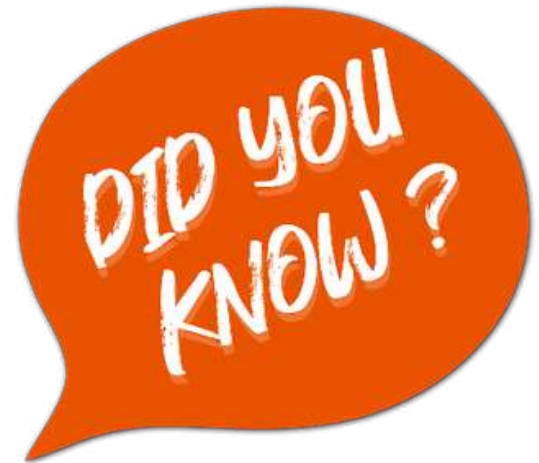




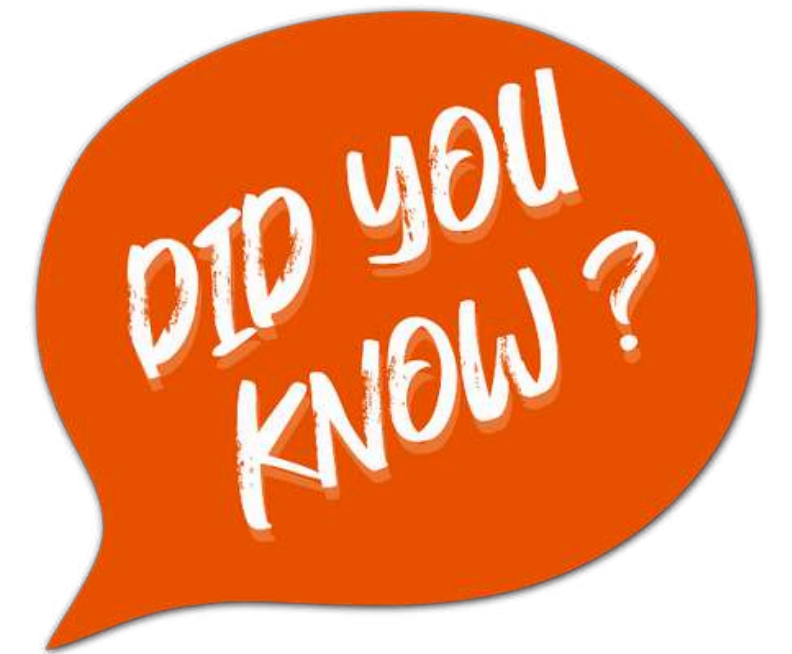
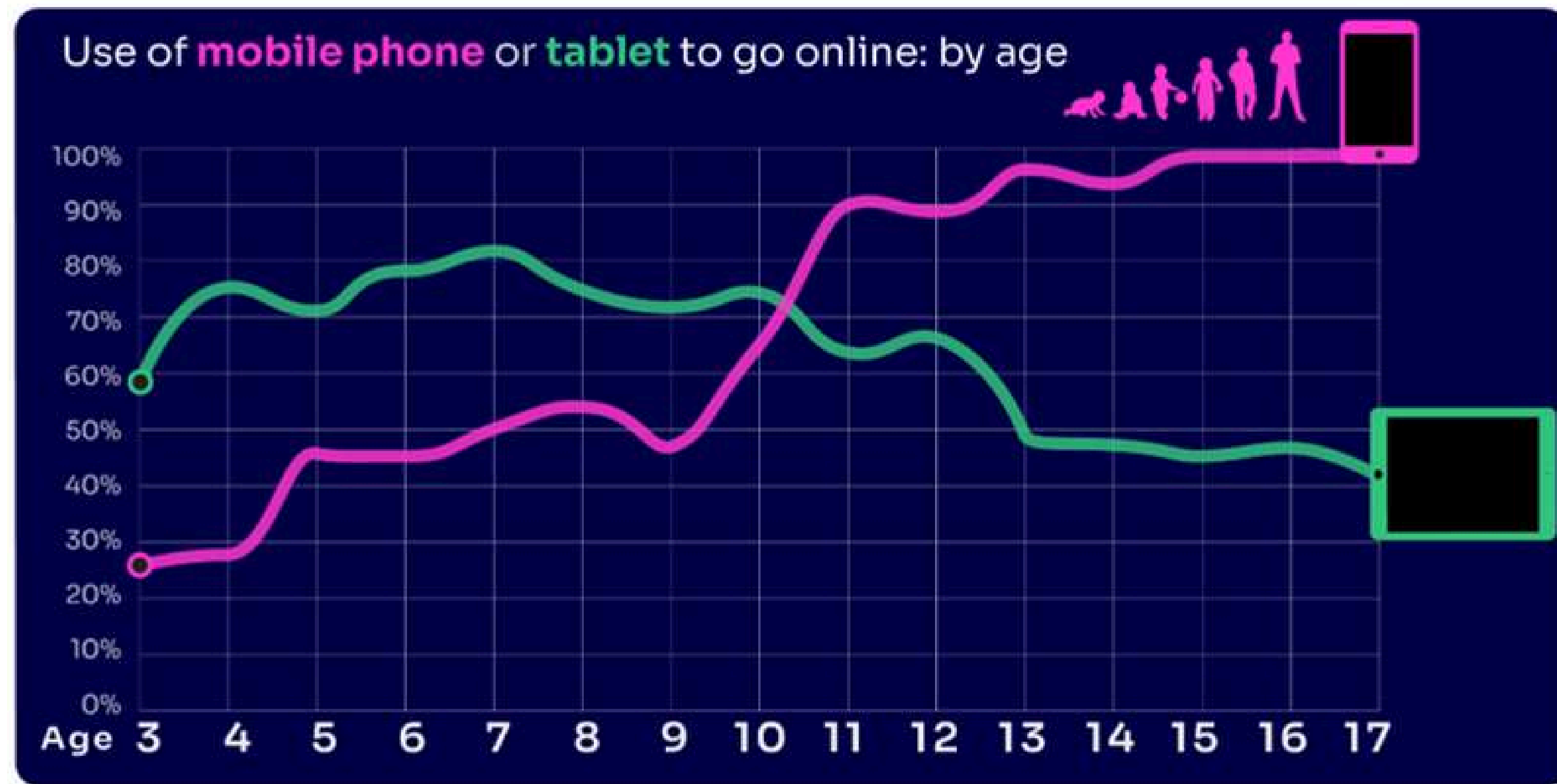
Does your child have their **OWN MOBILE PHONE?** If so, is it a **SMART PHONE?**



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



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



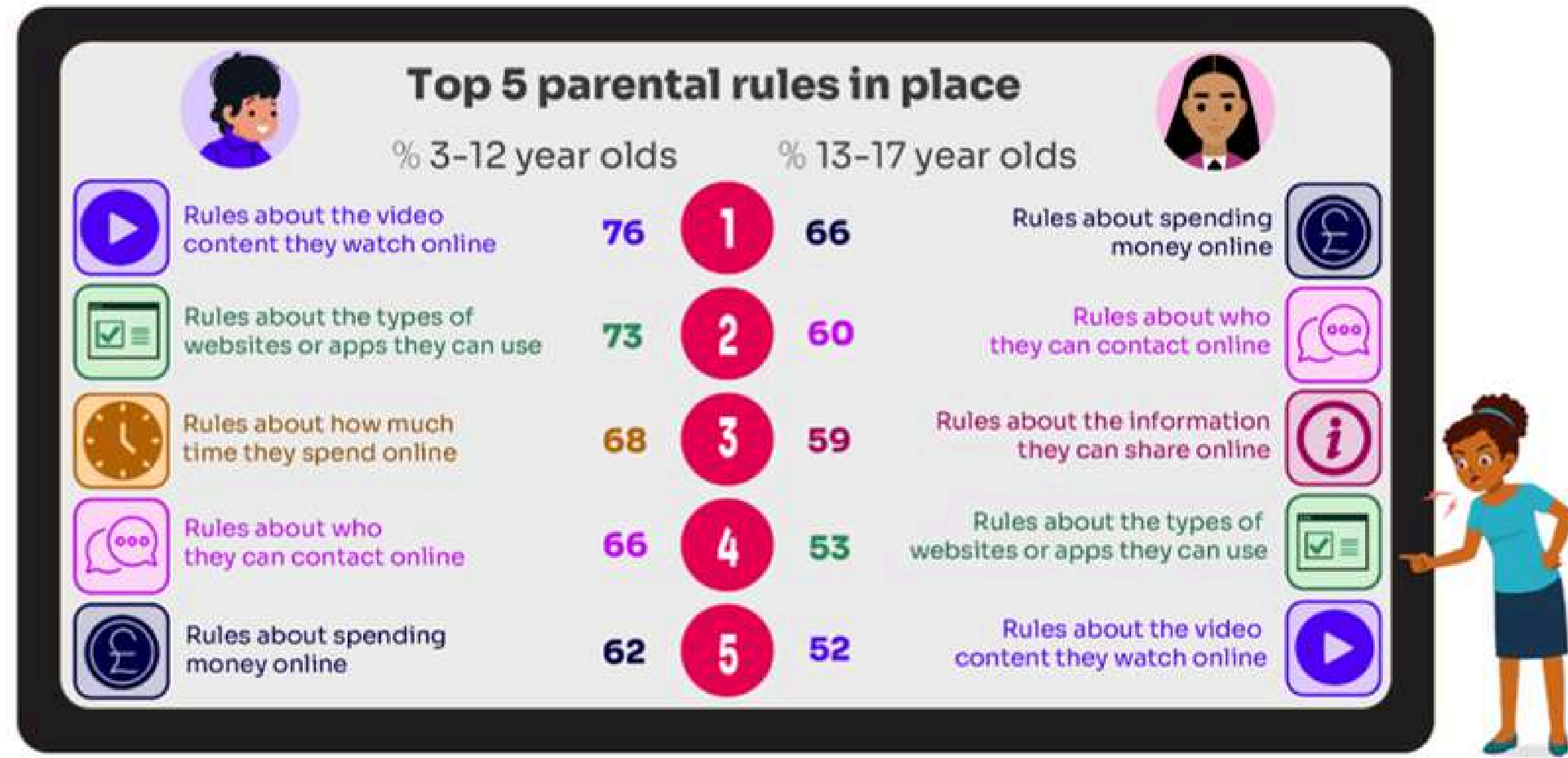
- By age 11, nine in ten children own their own mobile phone, distinct from using a family device
- This correlates with transition from primary to secondary school.



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

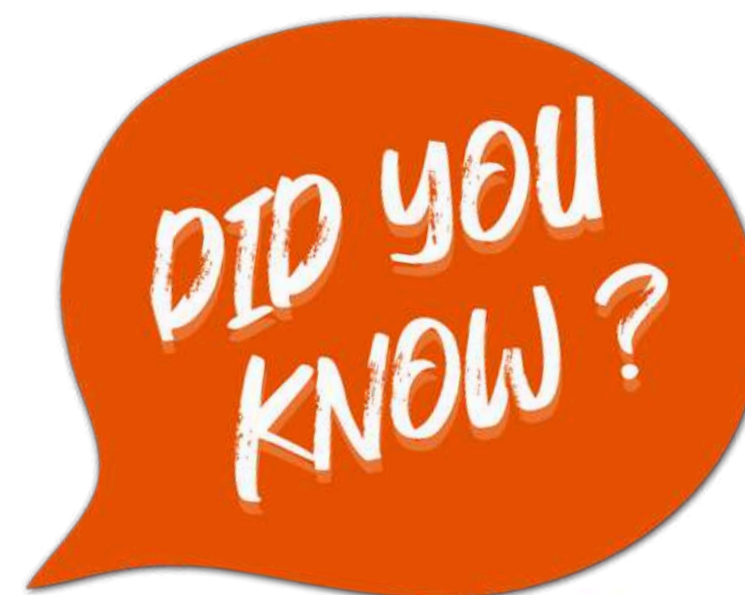
What do you do that **WORKS**?

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%



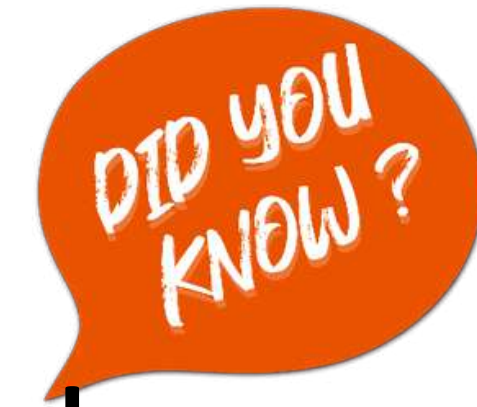
Asking about what they are doing or have been doing online

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





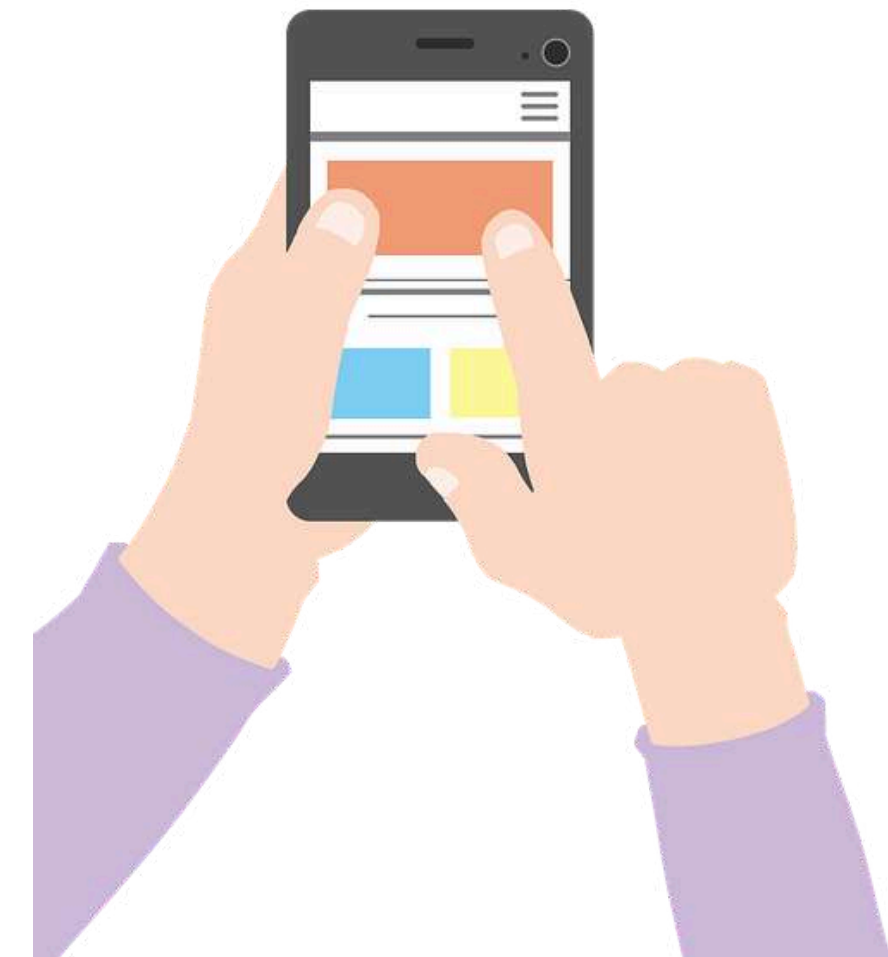
Have you set up parental **CONTROLS/PRIVACY SETTINGS** for **ALL DEVICES** and **NETWORKS**?



- 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

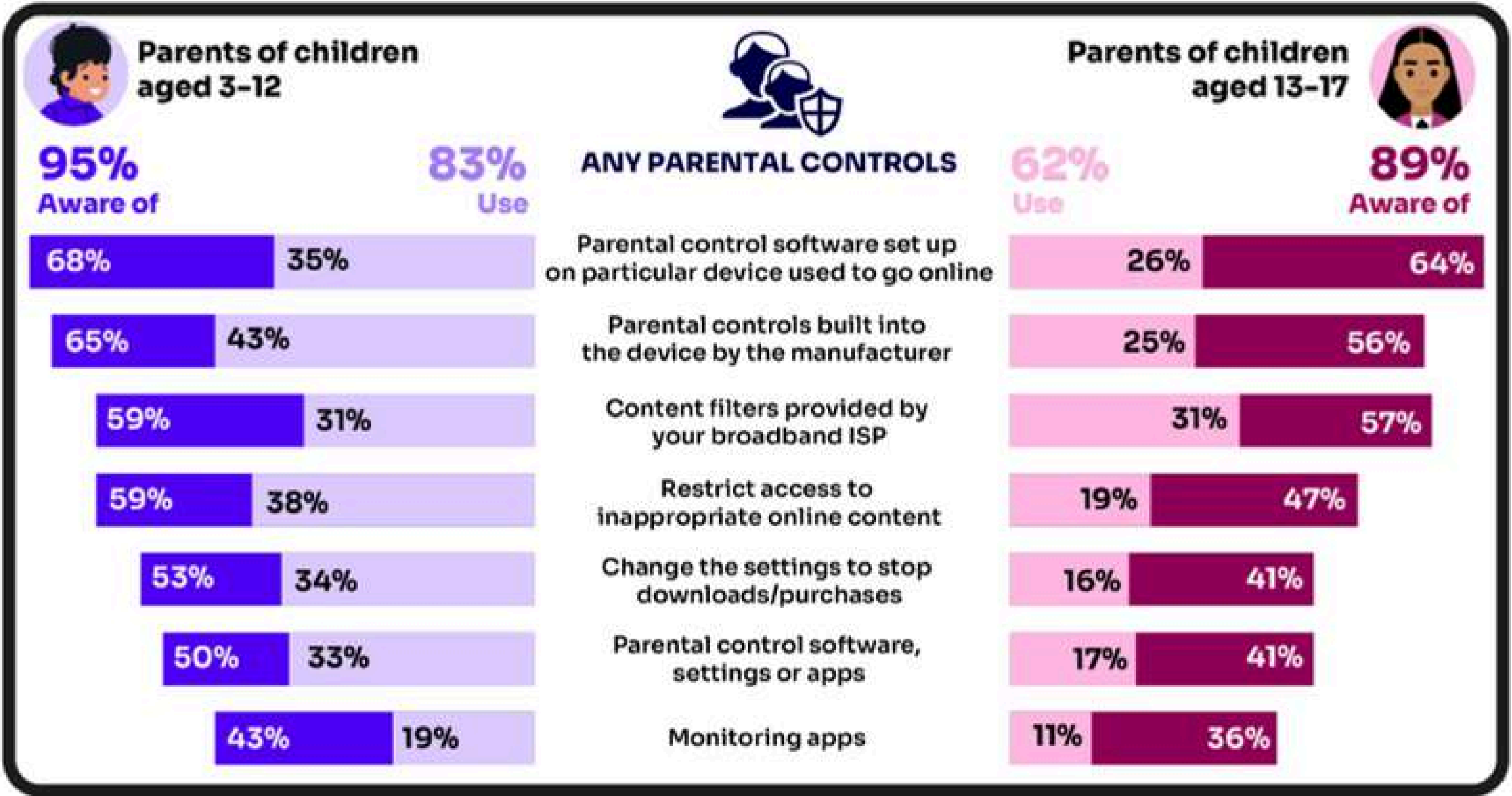
They are important because they allow you to:

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





Are you **AWARE** of these **PARENTAL CONTROL TOOLS**?
Which ones have **YOU USED**?



‘I prefer to supervise my child’s online use by talking to them about setting rules’
(39%)

A few apps you could try are...



Qustodio



(iOS only)



Google Family Link

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*

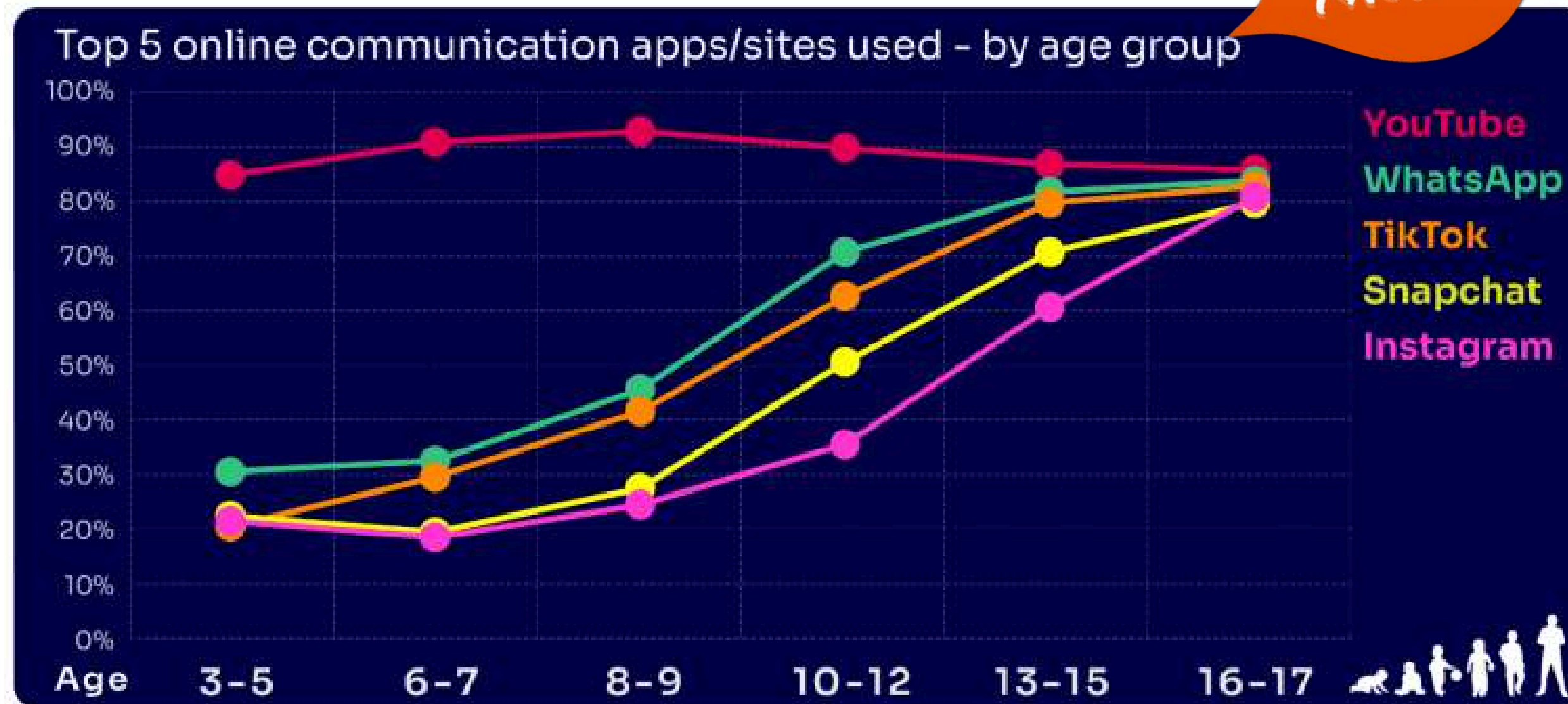




Are you **FAMILIAR WITH THE APPS** and **GAMES** your child is on?

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

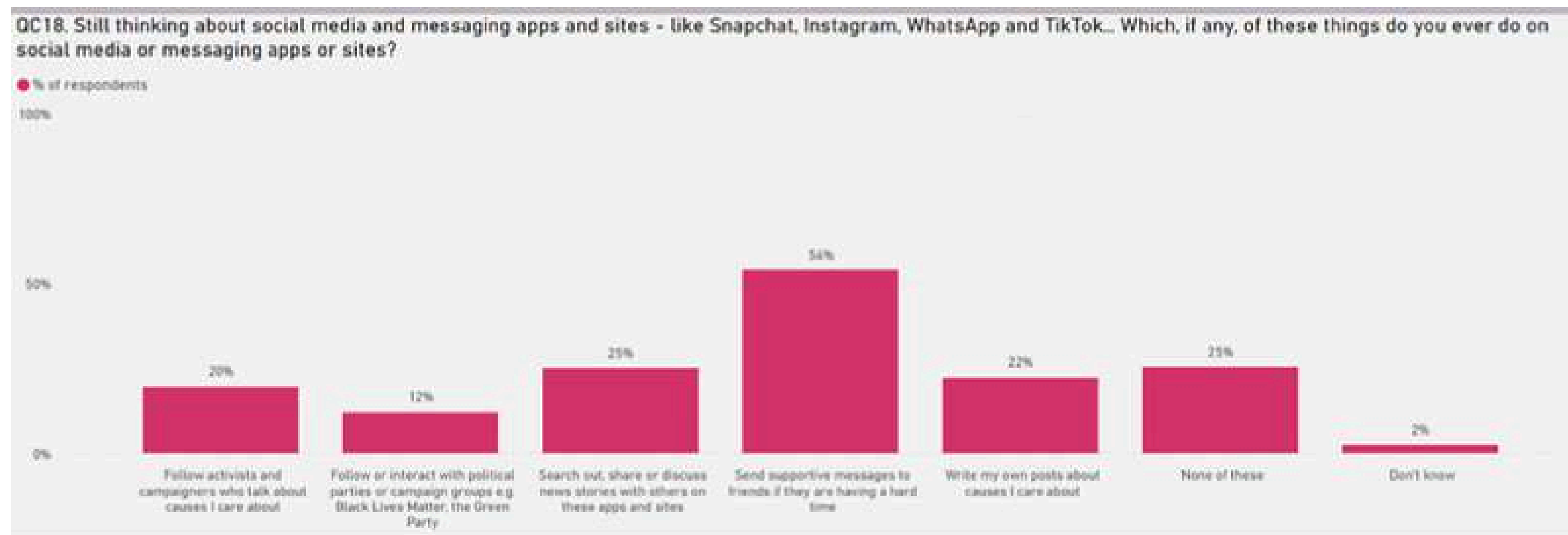
- 13-17s are most likely to have profiles on **WhatsApp**
- (62%), **Snapchat** (62%) or **TikTok** (61%)



KNOW WHAT THEY DO on social media?

Eight in ten (81%) of all children aged 8-17 use at least one social media app/site for following friends, people and organisations, reading, liking or sharing content

TikTok was the most favoured platform to message and communicate with friends.





WHY DOES THIS MATTER?

Young people can **get around age restrictions** on apps and websites, increasing the risk of them coming to harm online

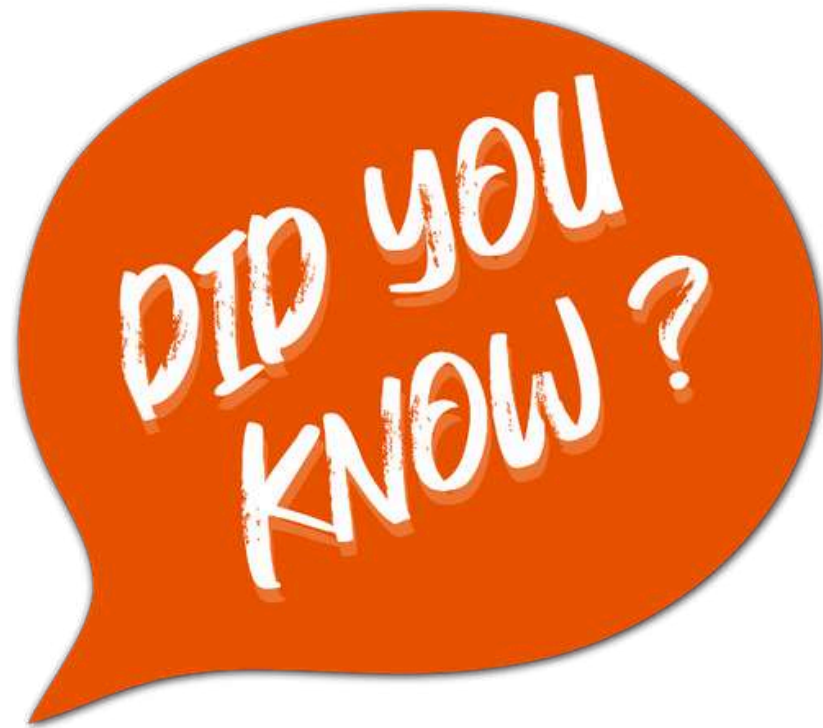
Addictive algorithms can make it **harder to take a break** and maintain a healthy balance between time on and offline



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?



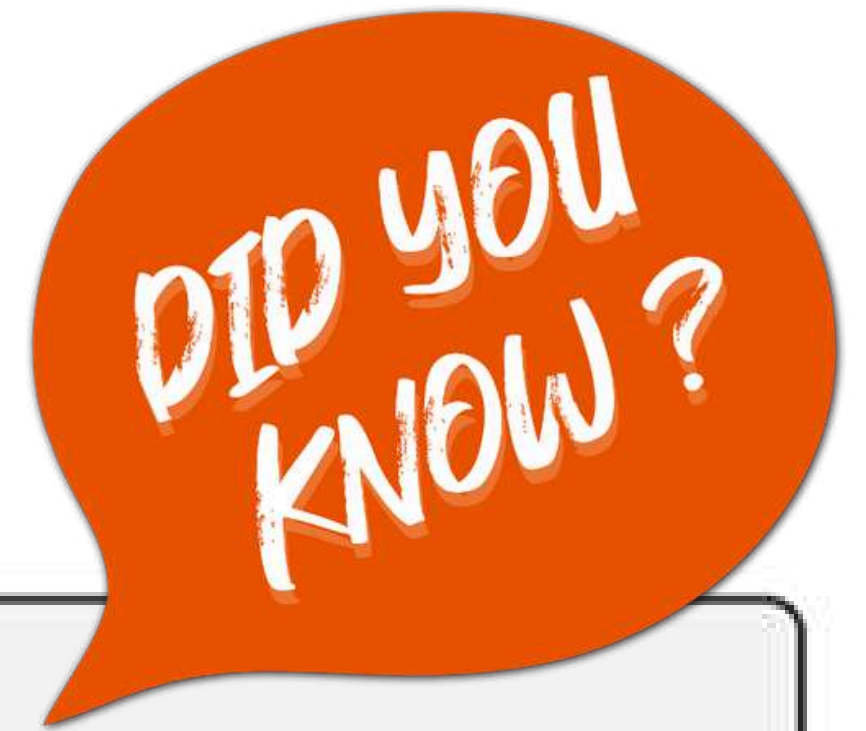
Nearly six in ten (56%) 8-17s use **multiple profiles** on at least one social media platform:

(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



WHY is this **'RISKY'**?





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	monitored. This means that your child could see or hear harmful or upsetting content
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	child feels safe to reveal private or risky information or images. However, there is



WhatsApp safety guide for parents



13+

WhatsApp's
minimum age
in the UK

58%

Kids aged 3-17
who use
WhatsApp

37%

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](https://www.commonsensemedia.org)



Common Sense Media website interface showing filters and app reviews.

Filters:

- By Age: Preschoolers (2-4), Children (5-11), Teens (12-17), Young Adults (18-24), Adults (25+)
- By Topic: Screen Time, Learning, Social Media, Computers, Online Safety, Identity and Community, More...
- By Platform: iOS, Android, Amazon, Kindle, Roku, FireTV, Chromecast, More...

App Reviews:

- Snapchat**
APP
✓ age 16+ ★★★★★
Send moments in photos, watch curated content; use wisely.
Devices: iPhone, iPod Touch, iPad, Android (2011)
- Discord**
APP
✓ age 13+ ★★★★★
Voice and video chat; slick features, some mature content.
Devices: iPhone, iPod Touch, iPad, Mac, Android, Windows app (2017)

Actions:

- See full review (with bookmark icon)
- See full review (with bookmark icon)



Do you know the **DIFFERENCE** between an '**ONLINE**' **FRIEND** and a real one? How does this differ from your **CHILD'S VIEW**?

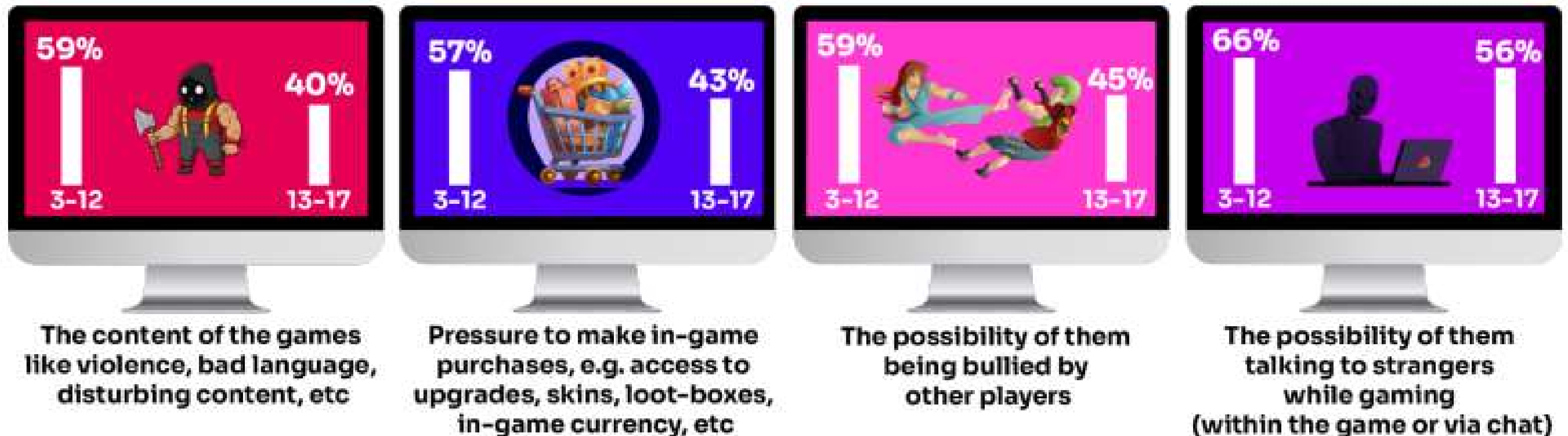
- Are you familiar with who they are in **contact** with whilst playing games?
- Have you asked about the **chat** facility?
- Do you know the **content** and **age restrictions** for these games?





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

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

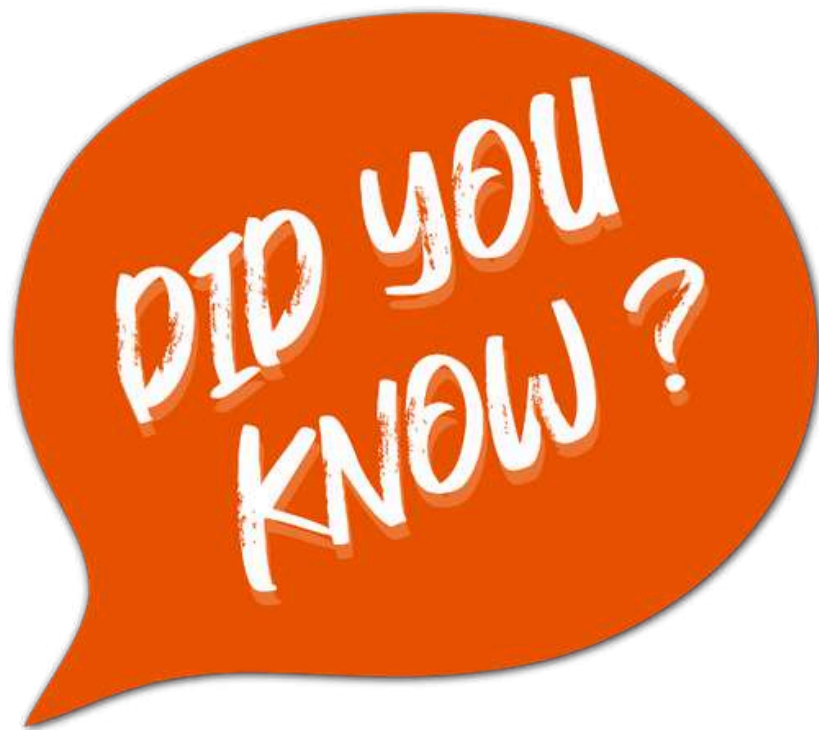


How can **YOU GET INVOLVED?**

- 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 day
- SETUP these restrictions in **parental settings** with your child

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**





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.

What about YOUNG PEOPLE?

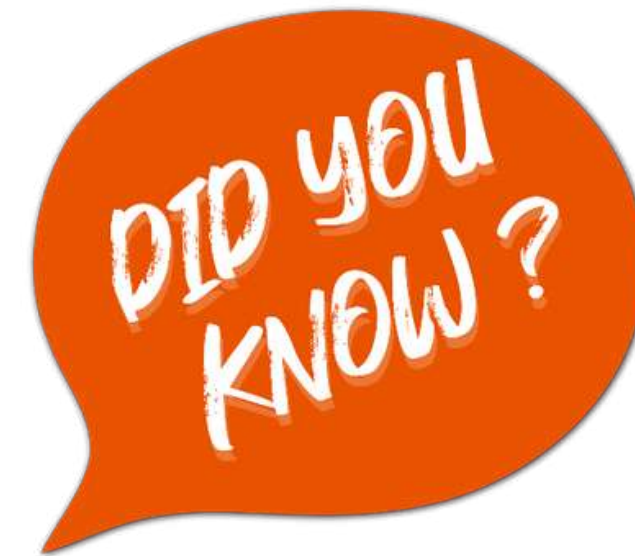
- Three quarters **(75%) of children are aware of minimum age** requirements
- A third **(33%) of 8-17 yr-olds admit to giving a fake age online** to access a new app/site
- Up to a **quarter had changed their date of birth** on their profile since initially setting it up
- **25% of 8-12 yr-olds were more likely to change it on Snapchat**



WHY is this **WORRYING?**



Four in ten under-13s have a profile on social media apps or sites...

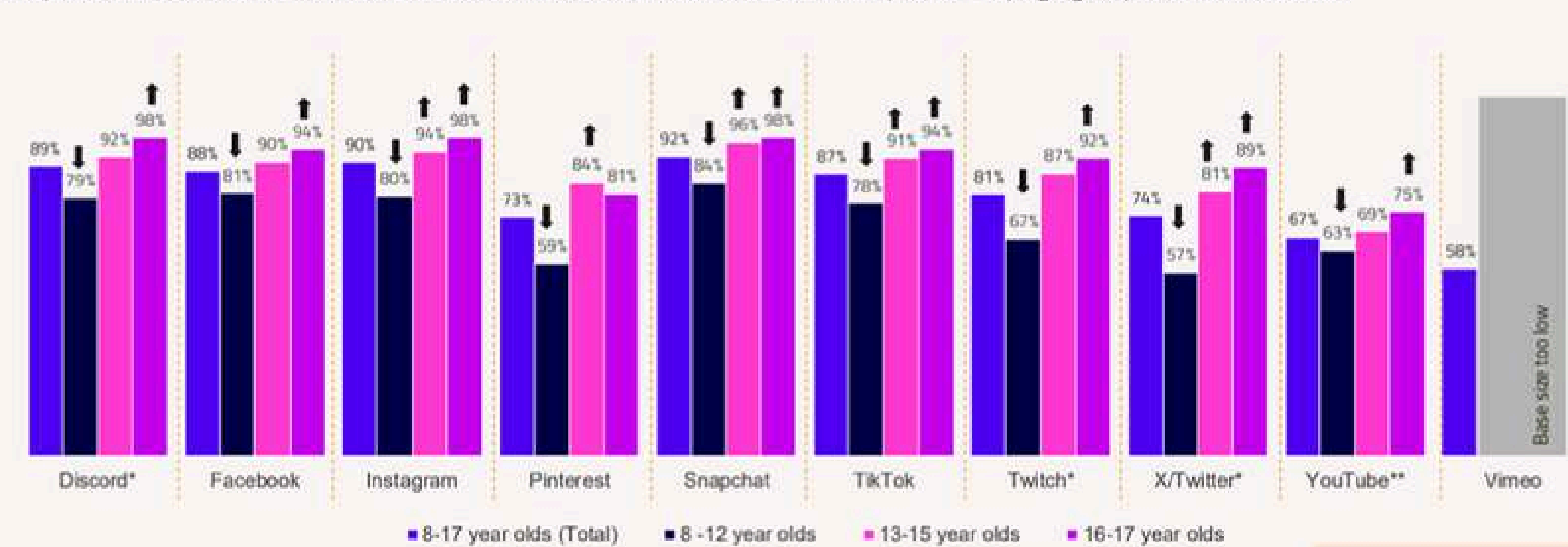


- YouTube/YouTube Kids (44%)
- WhatsApp (23%)
- TikTok (23%)
- The proportion of 8-9s with an Instagram profile increased from 8% in 2023 to 14% in 2024

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.

The majority of online service users (e.g., social media) in each age group have their own profile on at least one online service, with the likelihood of having a profile generally increasing with age. This pattern has remained consistent with Jan/Feb 2024 (W2).

Proportion of children 8-17 who use each online service that have their own profile – by age group of child (Wave 4):

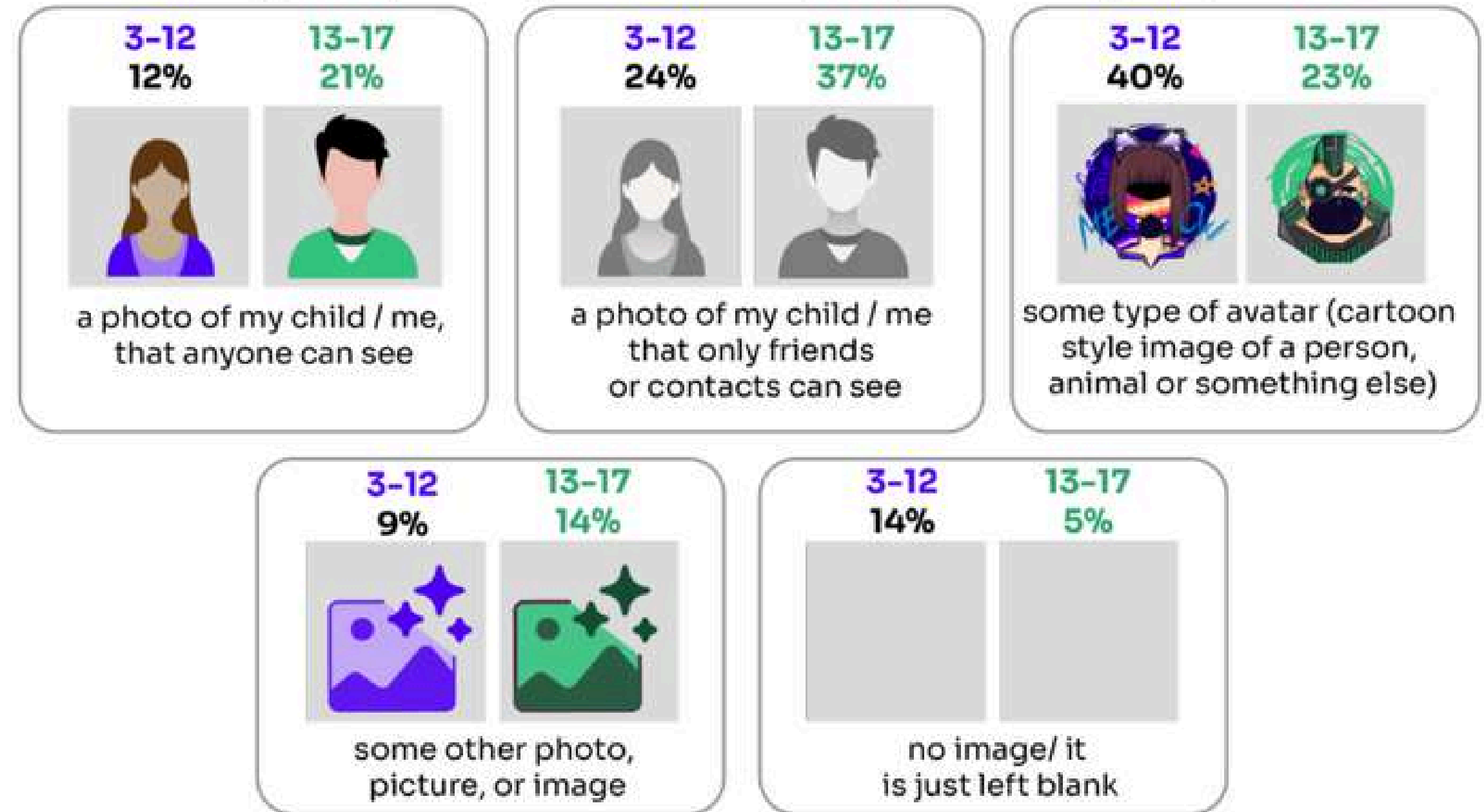




Do you know what they **SHARE**?

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

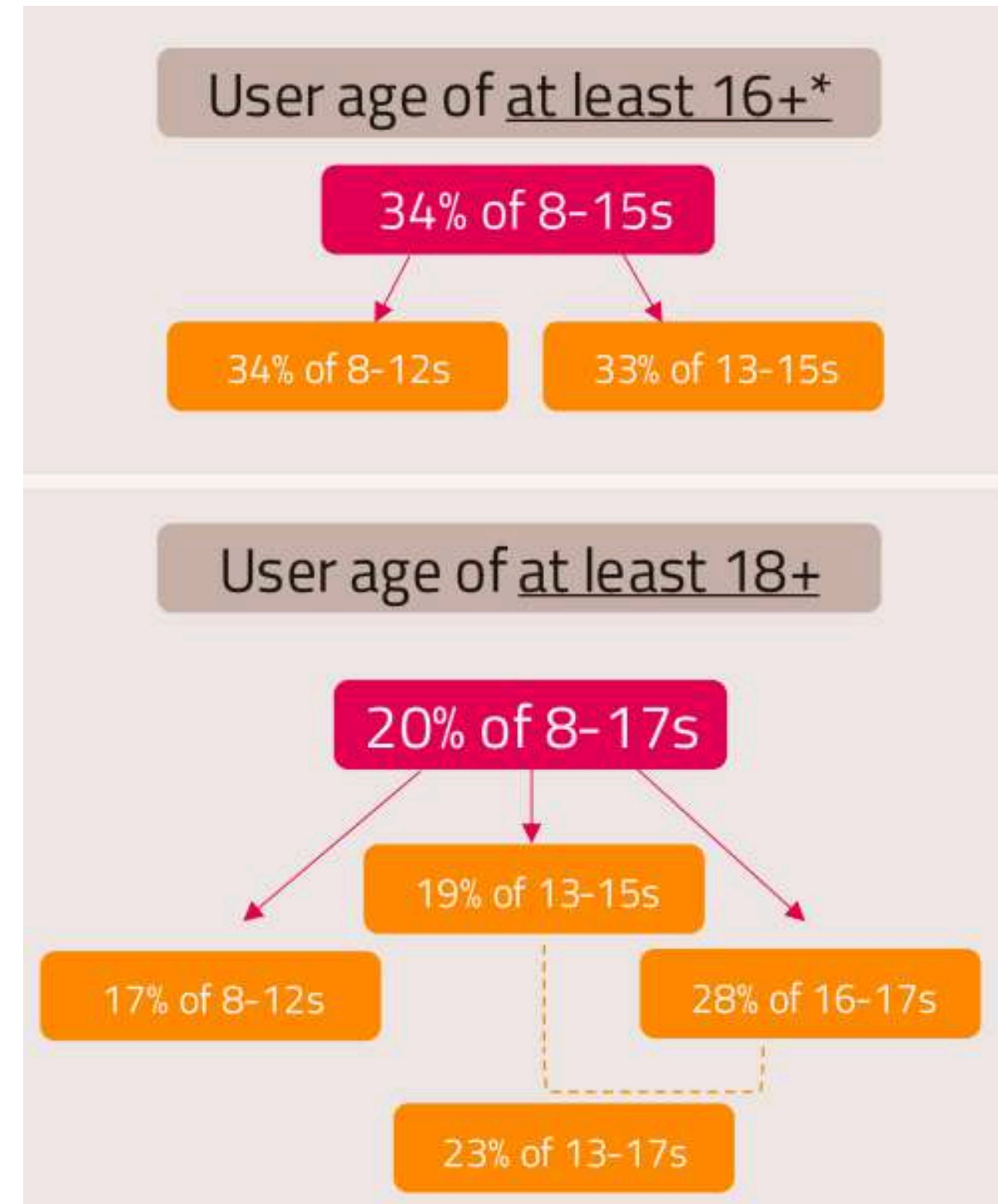
Type of profile picture used (among those with a profile)





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.**



Thank You