

Secondary Online Safety

Parents Information Presentation 2025-26

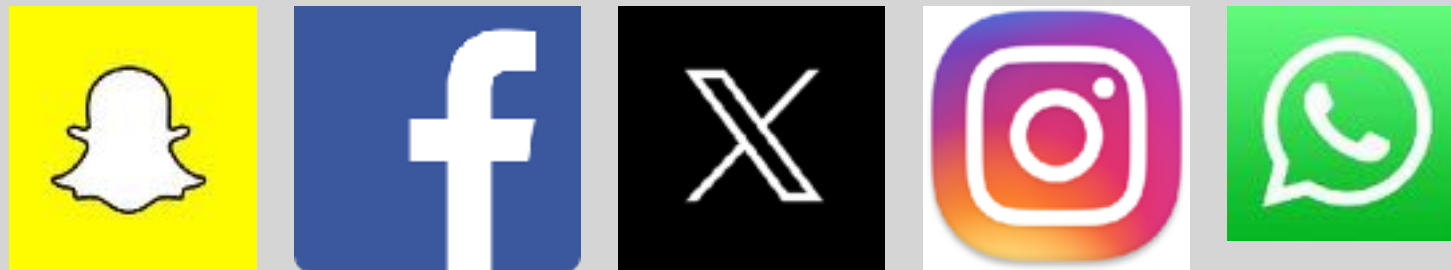
Knowsley CLCs September 2025



What are your children doing online?

Their childhoods may be very different from yours because of the digital playground that is available to them. While this digital playground affords them a whole new set of opportunities, it also brings its own new set of risks.

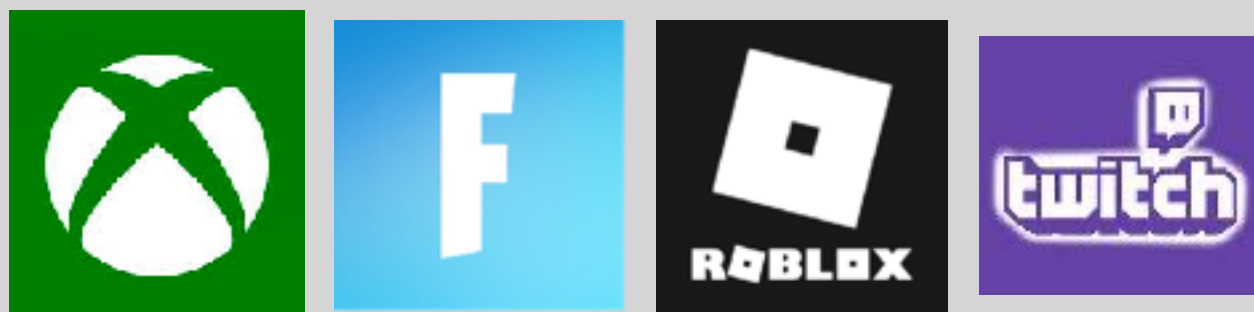
Using social media?



Creating or watching videos?



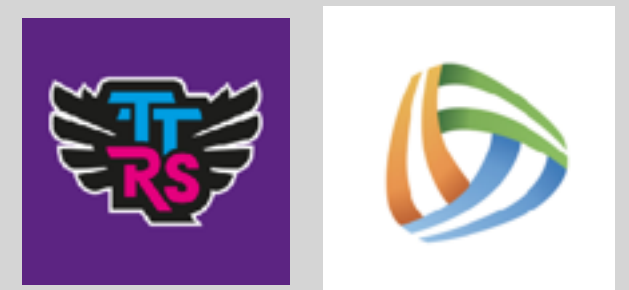
Playing or streaming games?



Using AI



Home learning or home work?





Knowsley
City Learning Centres

Parliament calls for better online protection of children

**Study: Most Parents Worry About Kids' Online Privacy —
but Aren't Doing Anything about It**

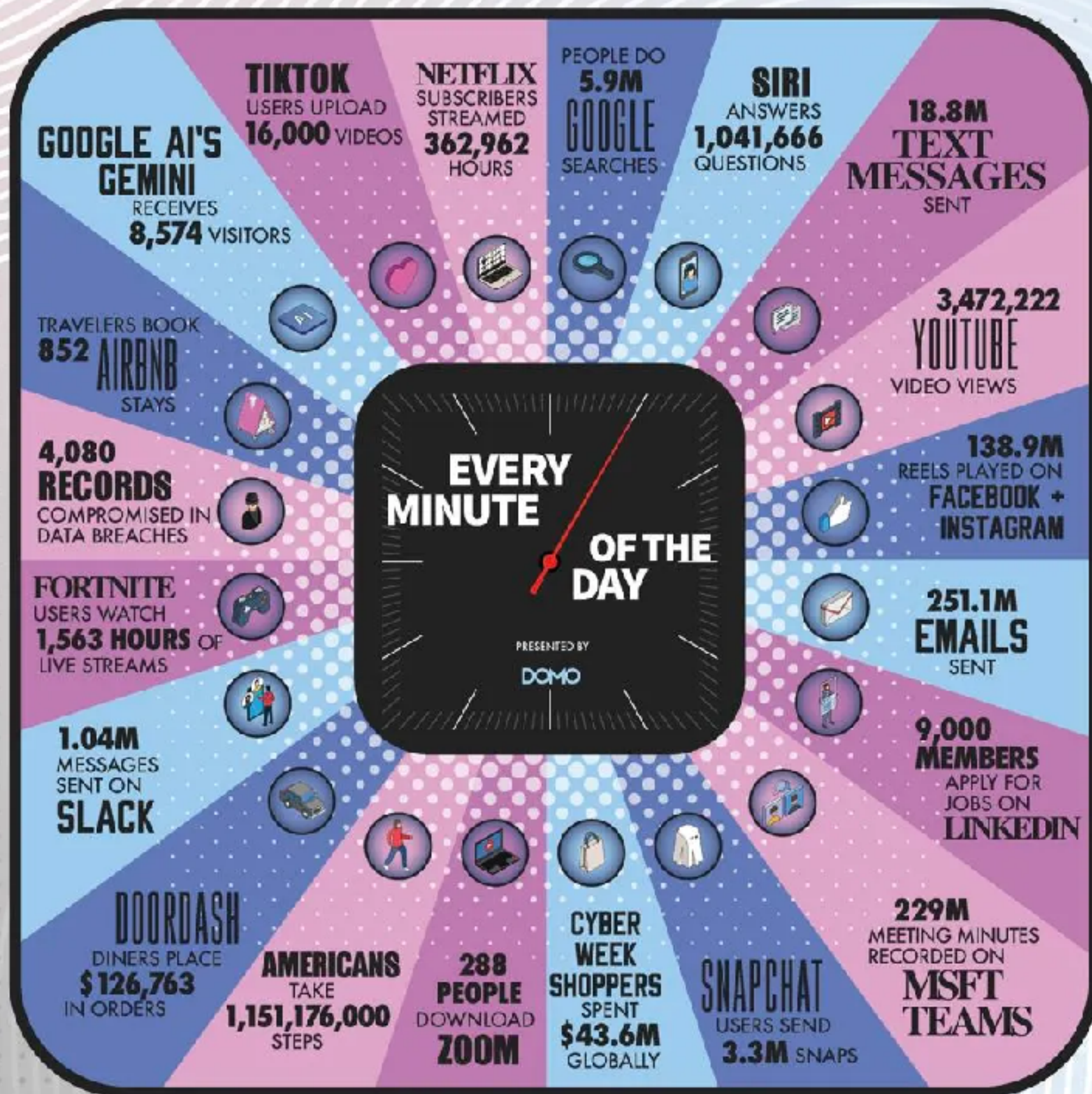
Facebook Has to Answer for Letting Minors Pay for Games

Average teenager has never met quarter
of Facebook friends

**How Facebook and social networking sites
are used by child abuse gangs to groom
victims for 'sex parties'**

Online porn linked to child sex abuse

**Parents worry about strangers — and
advertisers — tracking kids online, says
report**



Children's Tech Trends

Ofcom children's media use and attitudes report

<https://www.ofcom.org.uk/siteassets/resources/documents/research-and-data/media-literacy-research/children/childrens-media-use-and-attitudes-report-2025/childrens-media-literacy-report-2025.pdf?v=396621>

Children's tech trends

8-9



42% have their own mobile phone

97% use any device to go online.

To go online: **73%** use a tablet, **51%** use a mobile phone, and **37%** use a laptop

74% use messaging sites/apps

96% use video sharing platforms

61% use live streaming sites/apps

57% use social media and **69%** have their own social media profile

Across these categories the top 3 sites/apps used by this age group are Youtube (**93%**), WhatsApp (**46%**) and TikTok (**42%**)

65% play games online

80% watch TV or films on any type of device other than a TV set (**85%** on a TV set)

41% watch live TV | **74%** watch SVoD (Such as Netflix, Amazon Prime or Disney+)

10-12



82% have their own mobile phone

100% use any device to go online.

To go online: **81%** use a mobile phone, **68%** use a tablet, and **48%** use a laptop

94% use messaging sites/apps

99% use video sharing platforms

73% use live streaming sites/apps

81% use social media and **86%** have their own social media profile

Across these categories the top 3 sites/apps used by this age group are Youtube (**90%**), WhatsApp (**71%**) and TikTok (**63%**)

77% play games online

79% watch TV or films on any type of device other than a TV set (**87%** on a TV set)

41% watch live TV | **77%** watch SVoD (Such as Netflix, Amazon Prime or Disney+)

Children's tech trends

13-15



97% have their own mobile phone

100% use any device to go online.

To go online: **96%** use a mobile phone, **47%** use a tablet, and **56%** use a laptop

99% use messaging sites/apps

98% use video sharing platforms

82% use live streaming sites/apps

95% use social media and **96%** have their own social media profile

Across these categories the top 3 sites/apps used by this age group are Youtube (**87%**), WhatsApp (**82%**) and TikTok (**80%**)

84% play games online

79% watch TV or films on any type of device other than a TV set (**84%** on a TV set)

39% watch live TV | **75%** watch SVoD (Such as Netflix, Amazon Prime or Disney+)

16-17



99% have their own mobile phone

100% use any device to go online.

To go online: **98%** use a mobile phone, **44%** use a tablet, and **59%** use a laptop

99% use messaging sites/apps

99% use video sharing platforms

82% use live streaming apps/sites

98% use social media and **98%** have their own social media profile

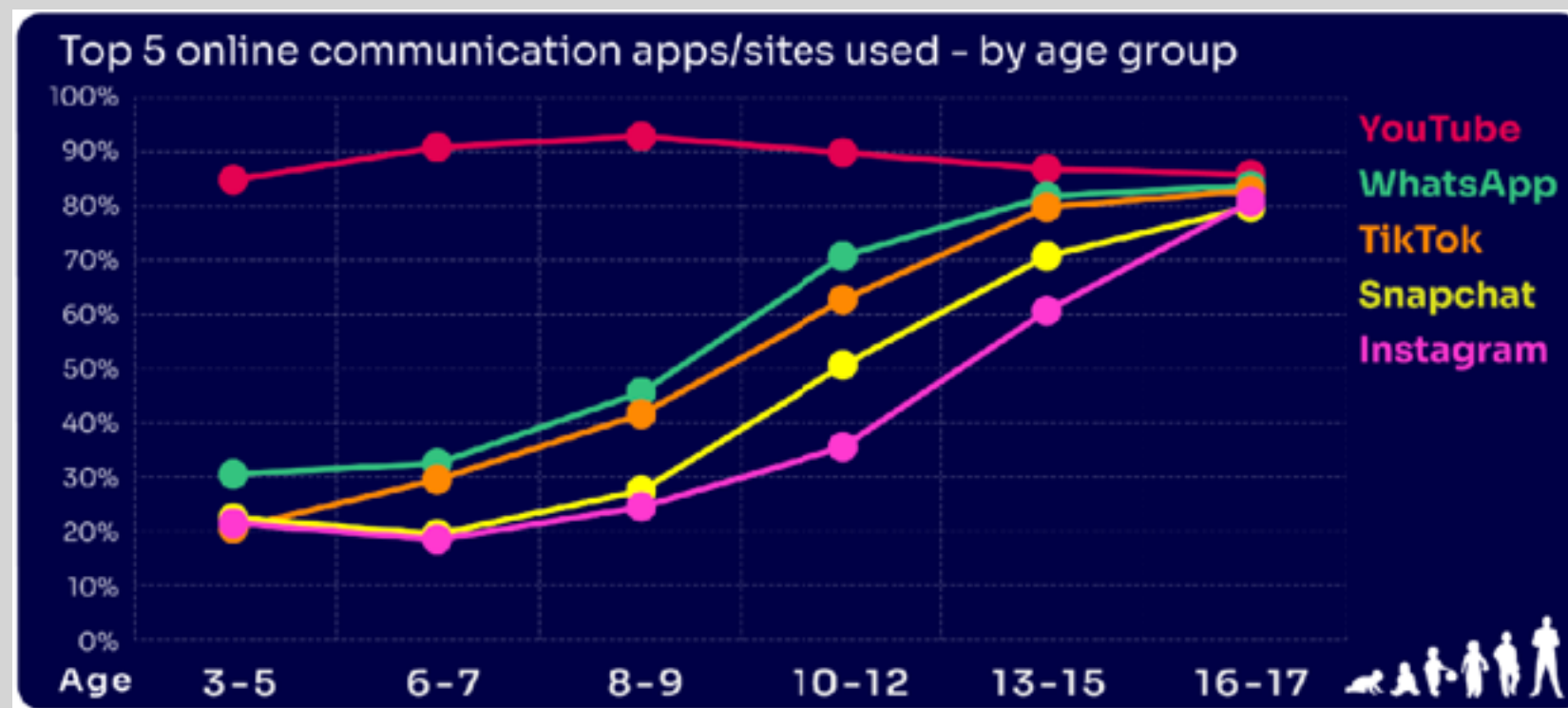
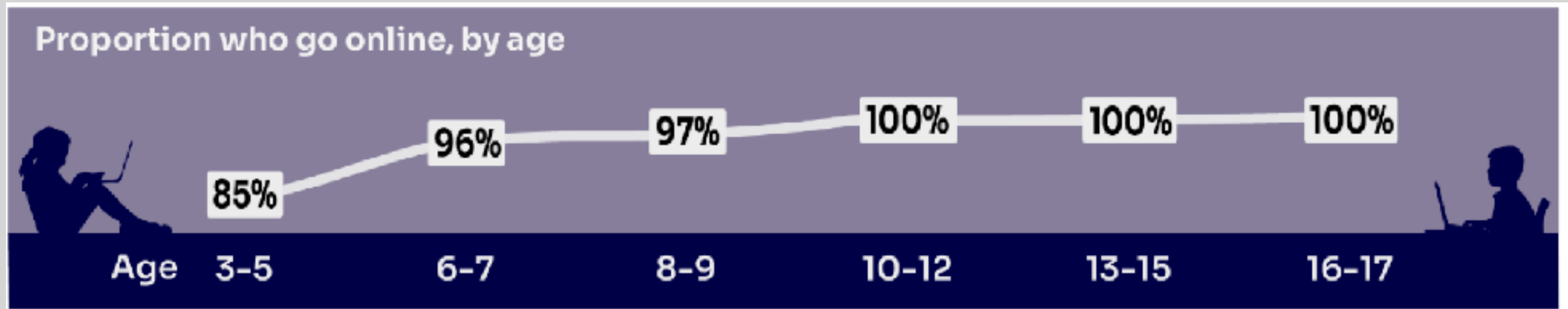
Across these categories the top 3 sites/apps used by this age group are Youtube (**86%**), WhatsApp (**84%**) and TikTok (**83%**)

83% play games online

86% watch TV or films on any type of device other than a TV set (**83%** on a TV set)

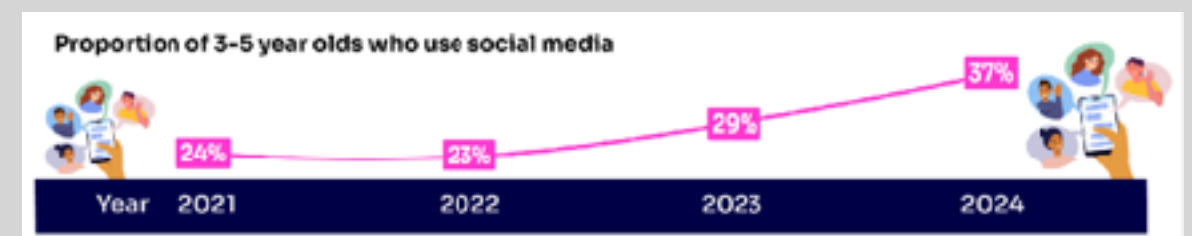
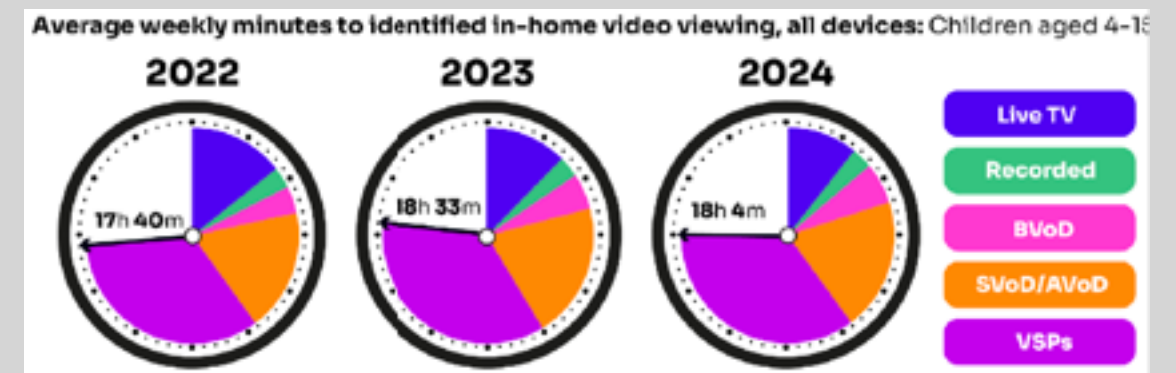
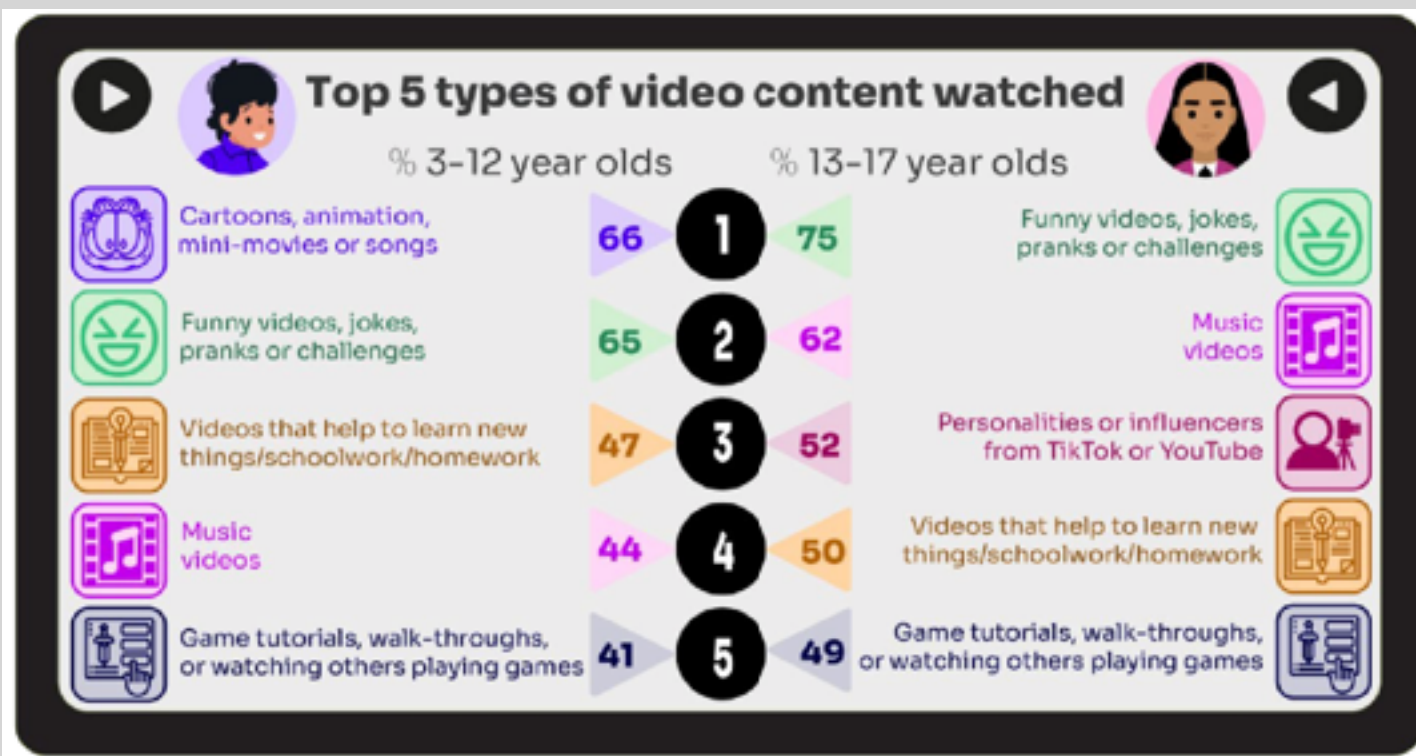
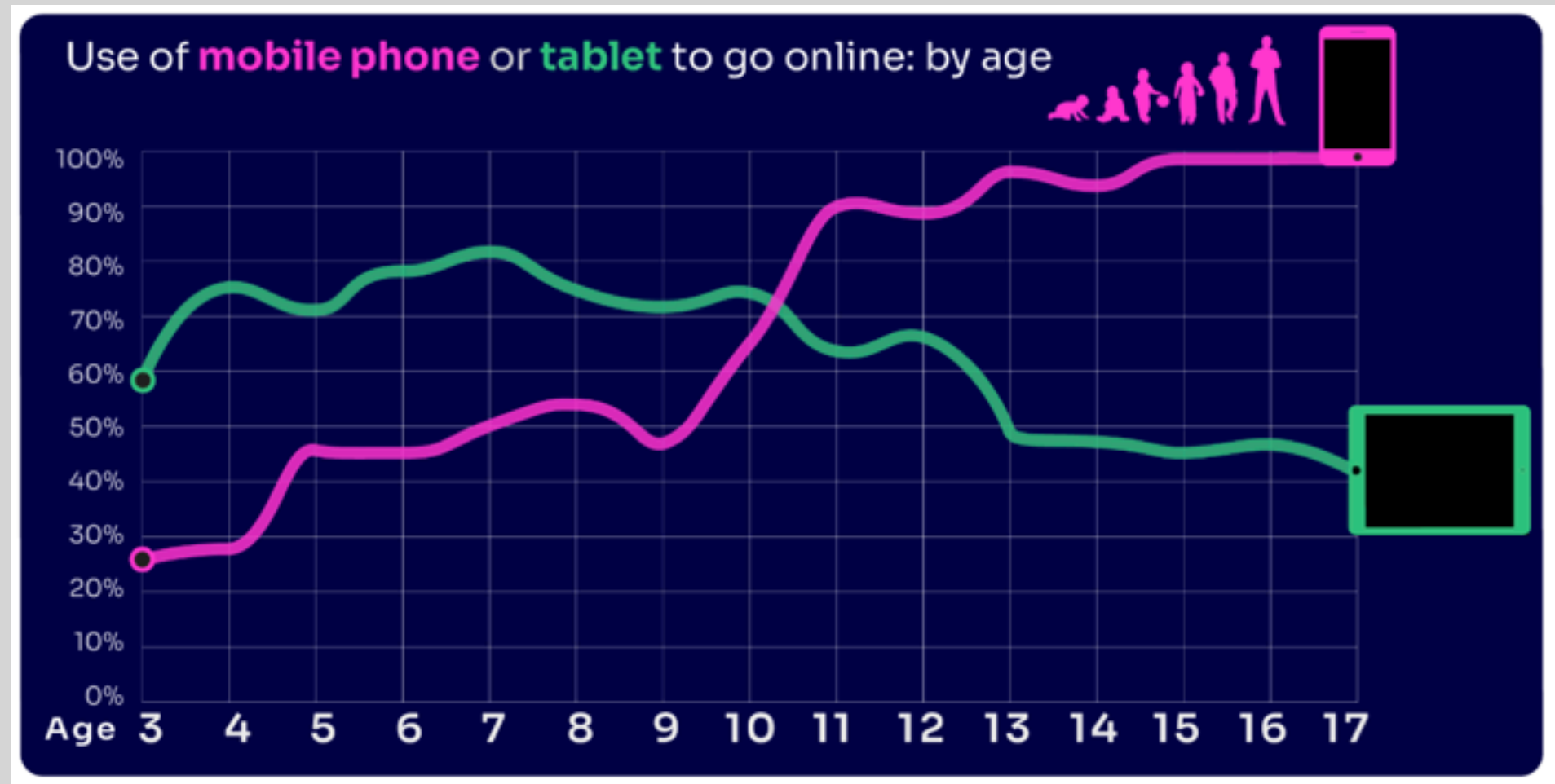
33% watch live TV | **81%** watch SVoD (Such as Netflix, Amazon Prime or Disney+)

Children have greater access to the internet than ever before.



But this means the internet has greater access to children than ever before.

The way children interact with what they see online has changed in recent years and continues to change as they grow older.

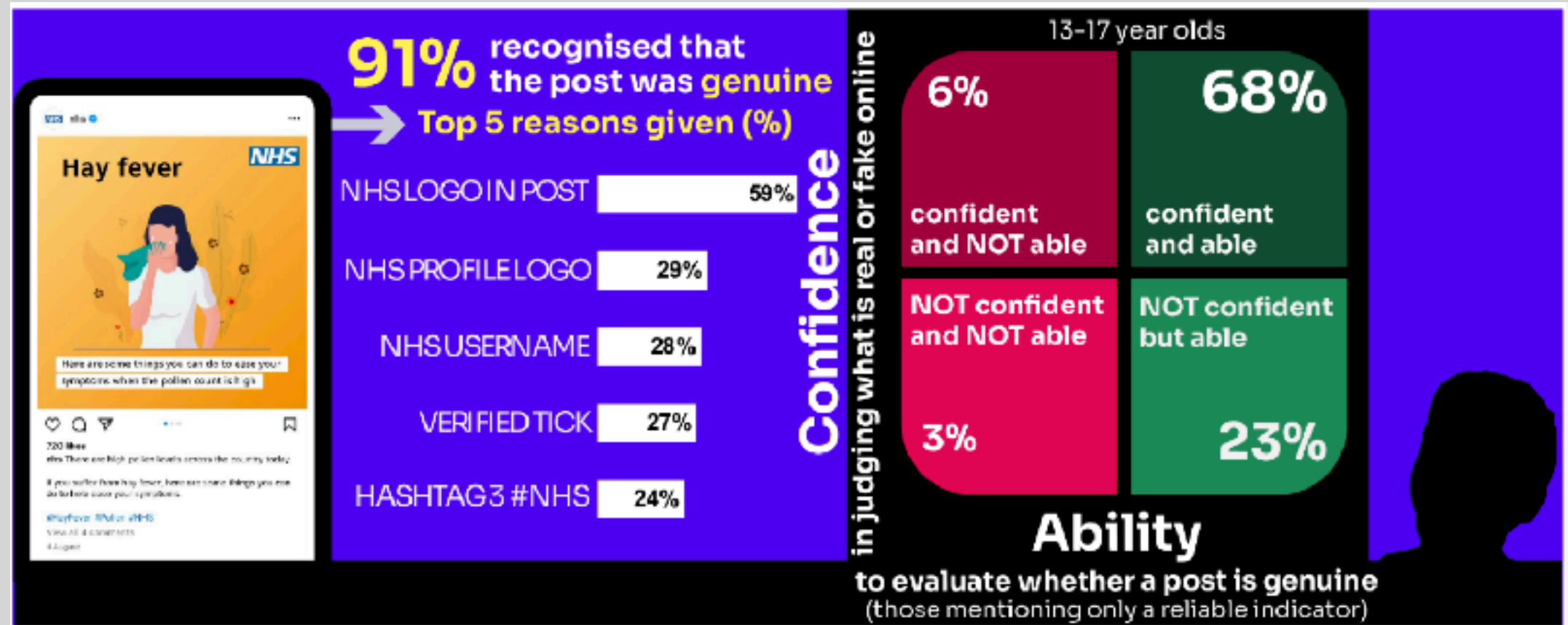
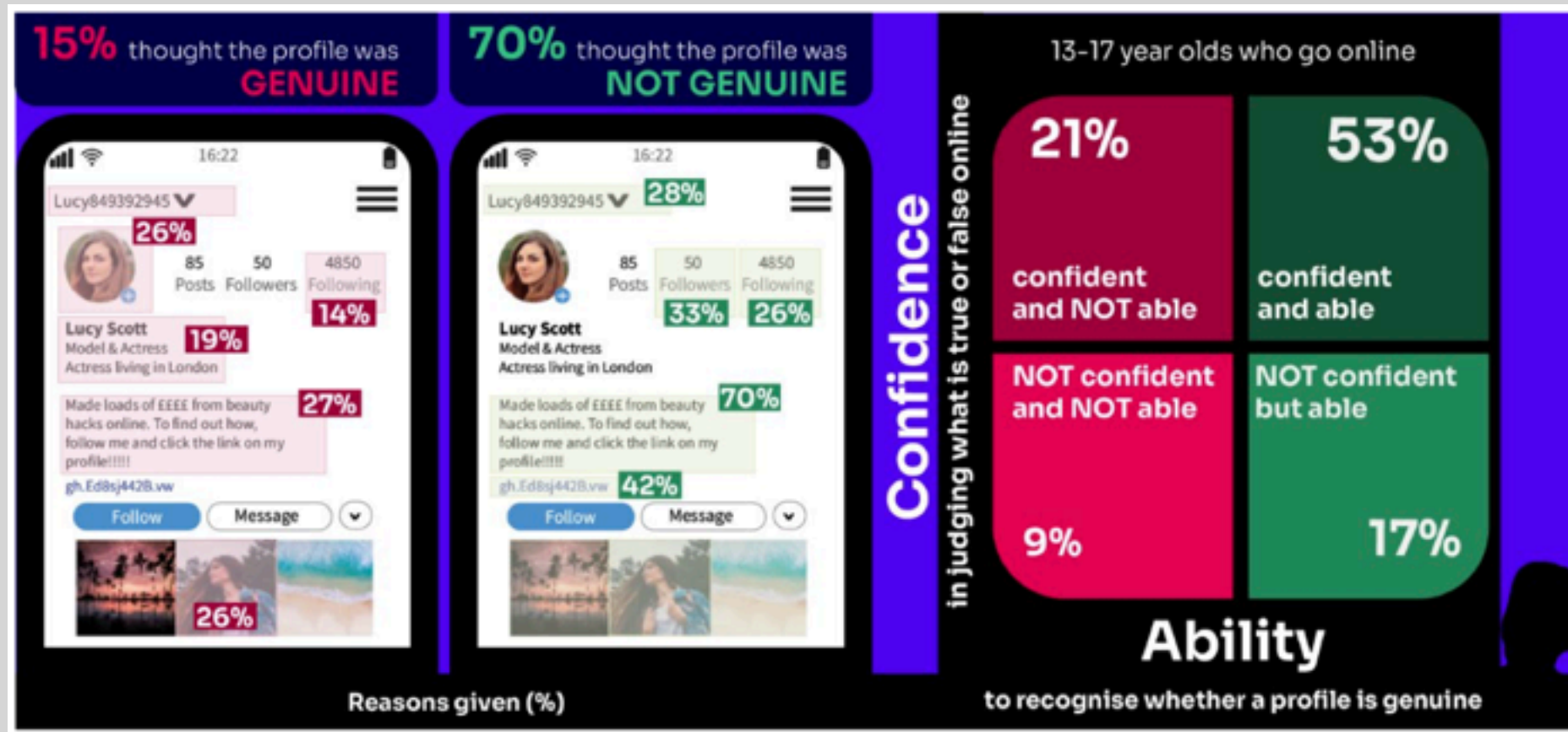


BVoD - Broadcast Video on Demand
(iplayer, ITVX, All4, etc.)

SVoD - Streaming Video on Demand
(Netflix, Amazon Prime, Disney+ etc.)

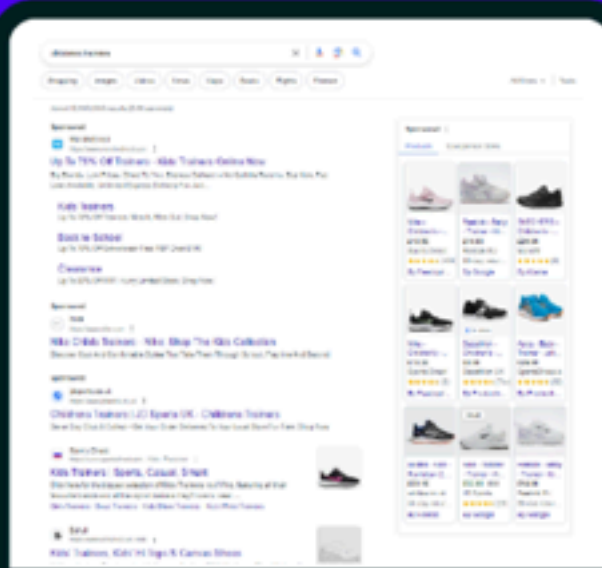
VSPs - Video Sharing Platforms
(Youtube, Tiktok, Twitch, etc.)

Fake News



Fake News

Look at the top four results, do you know why these appear first?



8-17 year olds

49%

These are adverts/ been paid to be here

43%

These are the most popular results

32%

These are the best results

33%

ONLY GAVE CORRECT RESPONSE

Confidence

in recognising online advertising

57%

confident and NOT able

NOT confident and NOT able

4%

13-17 year olds

36%

confident and able

NOT confident but able

2%

Among search engine users

Ability

to recognise paid-for results returned by Google searches
(all only giving the correct response)

Which of these are reasons why they might share a post about the product shown?



She is being paid with money or being given gifts by the company or brand to share this

73%

33%

She wants to share this information with her followers

24%

She thinks this product or brand is cool / good to use

Confidence

in ability to identify paid-for endorsements

25%

confident and NOT able

NOT confident and NOT able

2%

68%

confident and able

NOT confident but able

5%

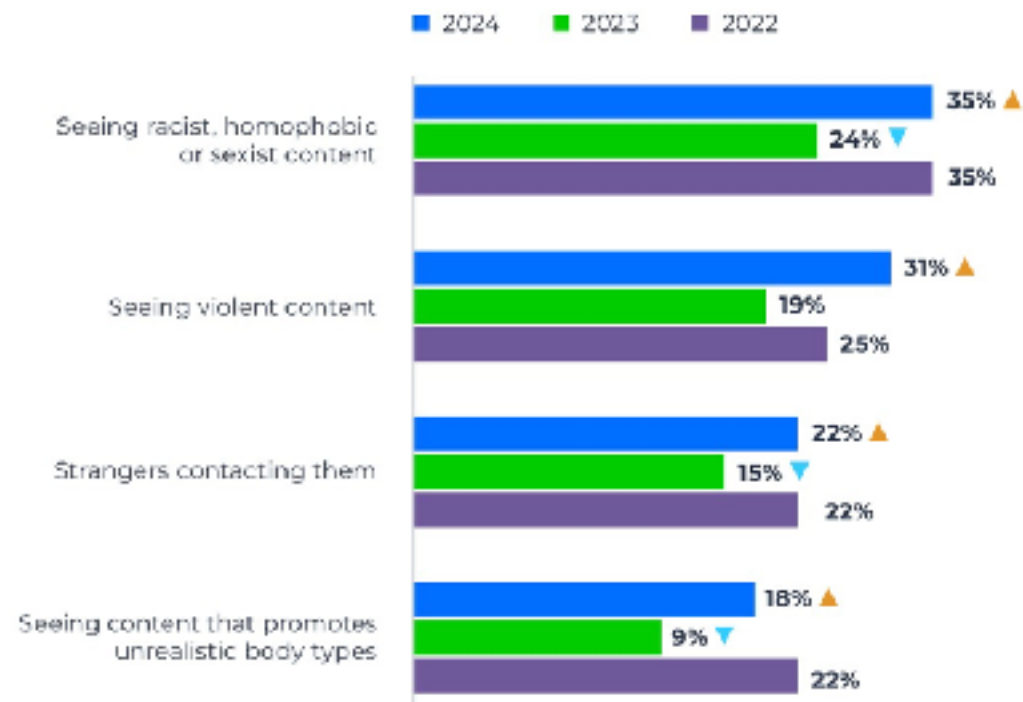
Ability

to recognise paid-for endorsement
% of 13-17 year olds who go online

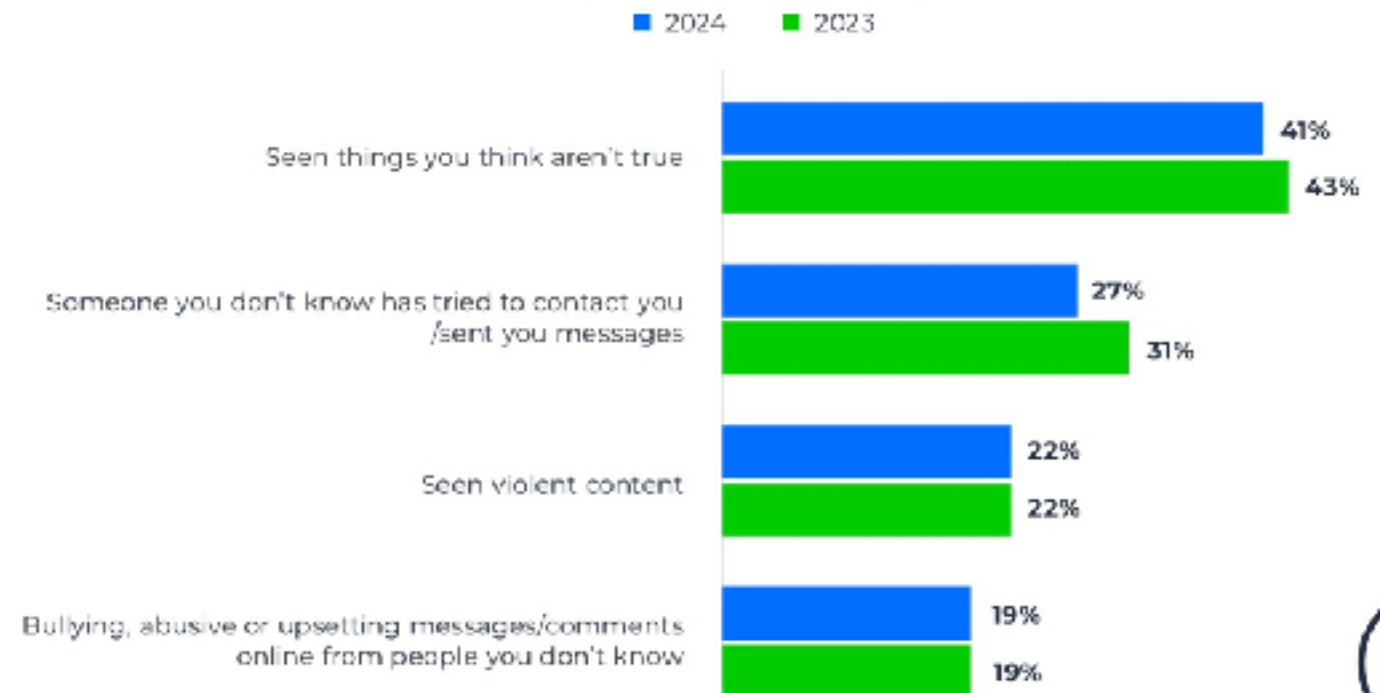


What is your child's bedtime story tonight?

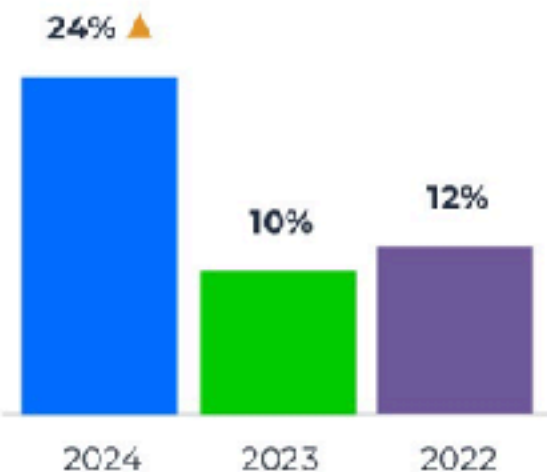
Children who said they found the following experiences upsetting or scary
 (% selected 6/7 on a 1-7 scale, with 7 being 'I found it really upsetting or scary', child data)



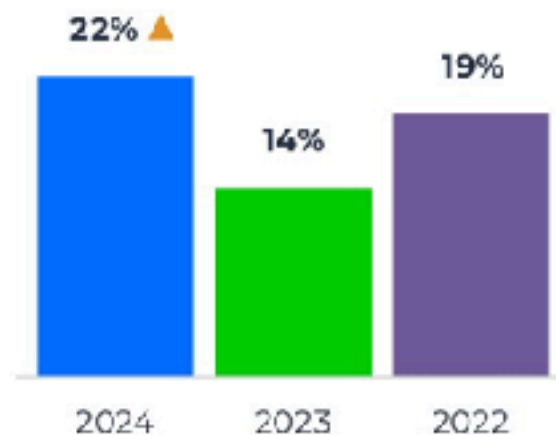
Experiences of potentially harmful online content or interactions
 (% experienced, child data)



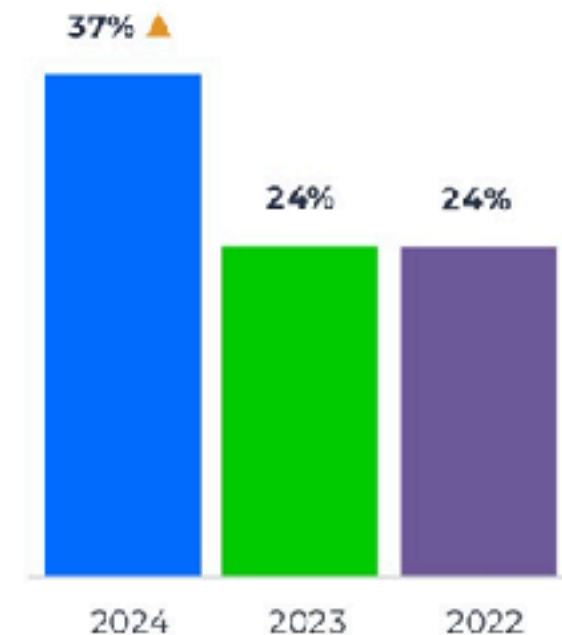
Having upsetting experiences interacting with others online (e.g. bullying)
 (% 'all the time' or 'quite a lot', child data)



Turning down opportunities to meet friends so they can stay online
 (% 'all the time' or 'quite a lot', child data)



Avoid apps, website or games because of how people act to on them
 (% 'all the time' or 'quite a lot', child data)



Internet safety risks for school-age children

There are 4 main kinds of internet safety risks for children.

Content Risks

Illegal, inappropriate, harmful, e.g. Fake news, deep fake images, racism, misogyny, self-harm, extremism, pornography.

Contact Risks

Bullying, grooming, sexual harassment, exploitation, influencing, 'end-to-end encryption.

Conduct Risks

Acting in ways that might hurt others or being victims of this behaviour—privacy, digital footprint, health and wellbeing, nudes and semi-nudes, copyright and live streaming.

Contract Risks

Contracts, membership agreements, or terms and conditions that they aren't aware of or don't understand. Online gambling, advertising, phishing scams, financial scams and micro-transactions.

**What's in the
news?**

New report reveals how risky and unchecked AI chatbots are the new 'go to' for millions of children

Internet Matters Team | 14th July, 2025

👍 5 Likes ➦ Share



Musk launches AI girlfriend available to 12-year-olds

xAI's 'crazy in love' chatbot Ani designed to engage in sexual conversations with users



James Titcomb
Technology Editor

Related Topics
Elon Musk, Artificial Intelligence, Ofcom, Big tech, Children

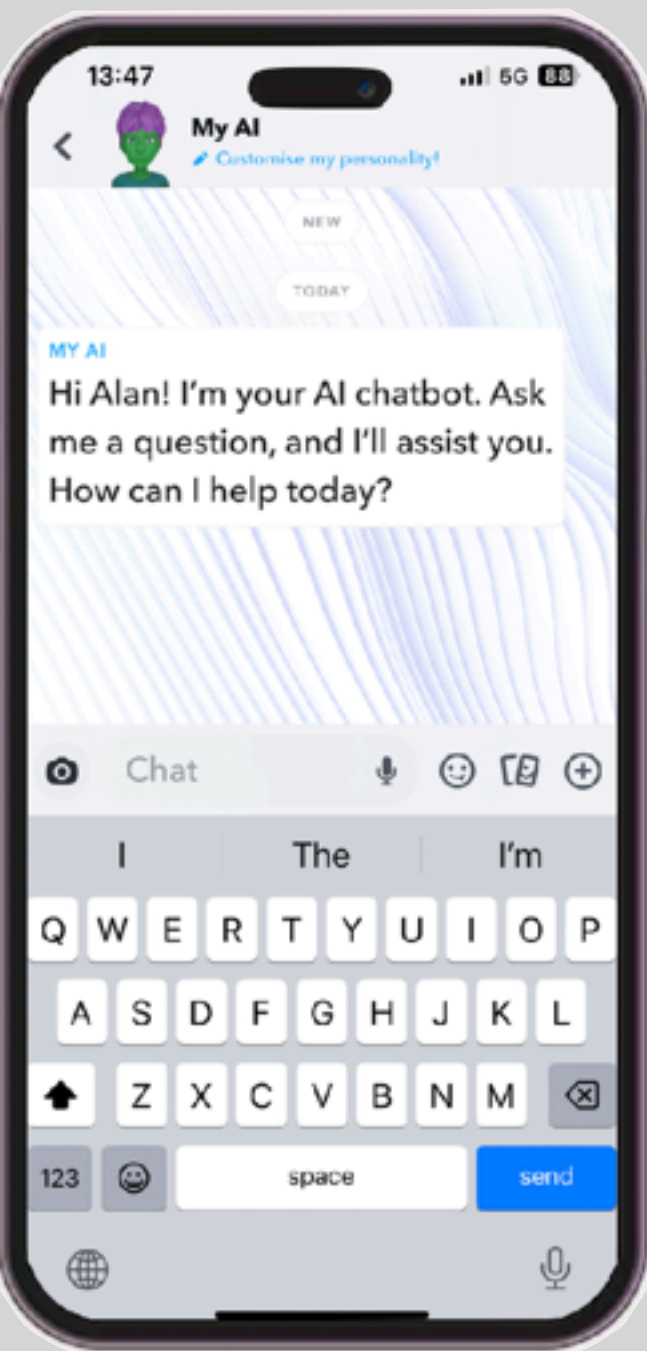
16 July 2025 2:41pm BST

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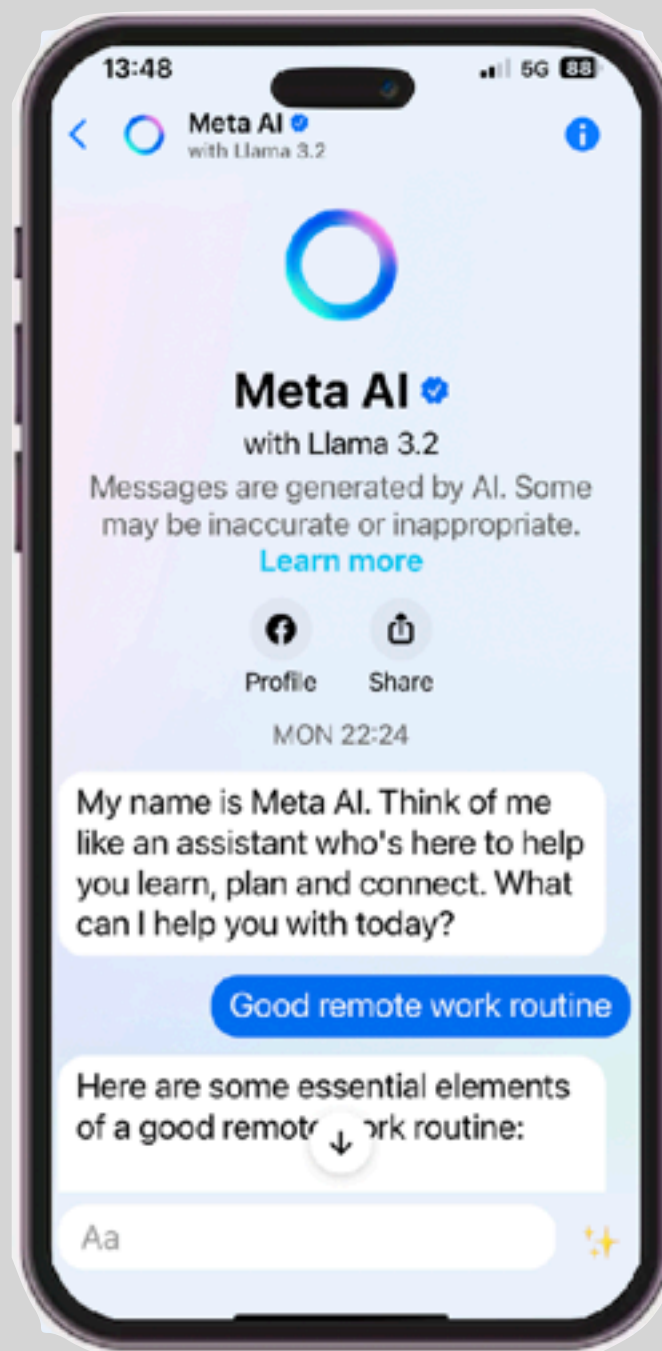
🎁 Gift this article free



AI is already on your phone...



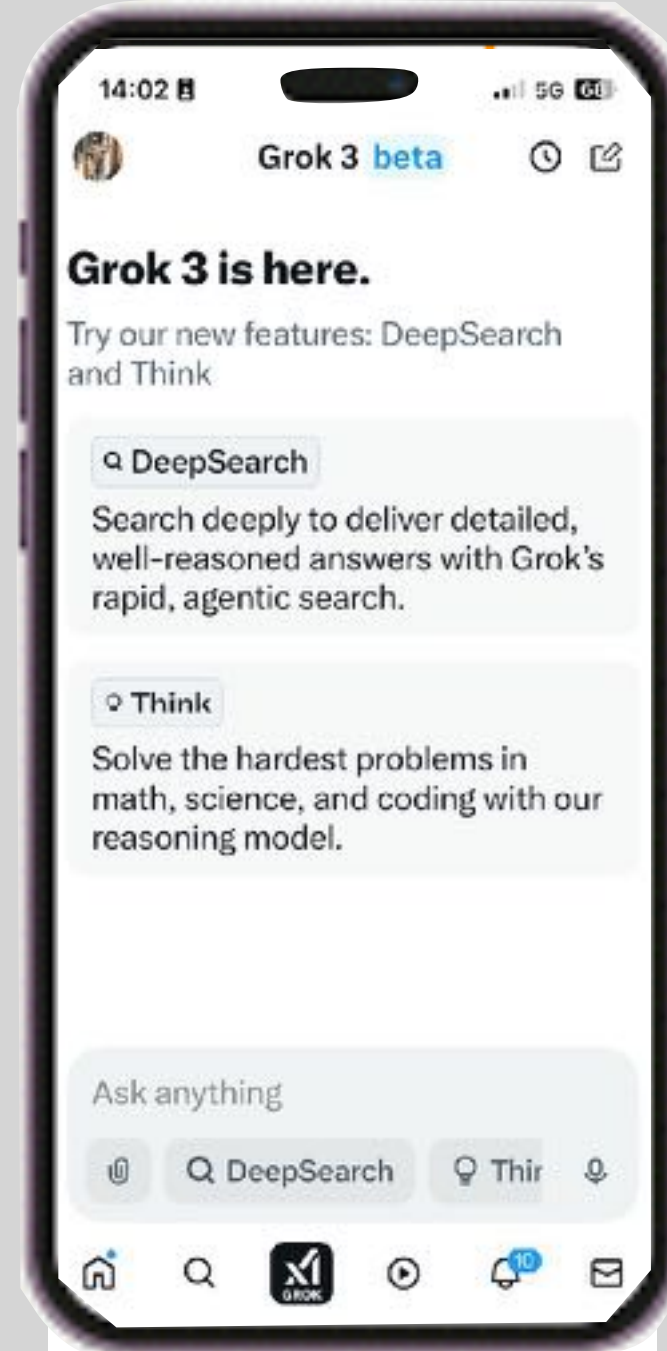
Snapchat



Instagram/Messenger/
WhatsApp



Apple Intelligence / Gemini
Chat GPT



X - Grok 3

How People Are Really Using Gen AI in 2025

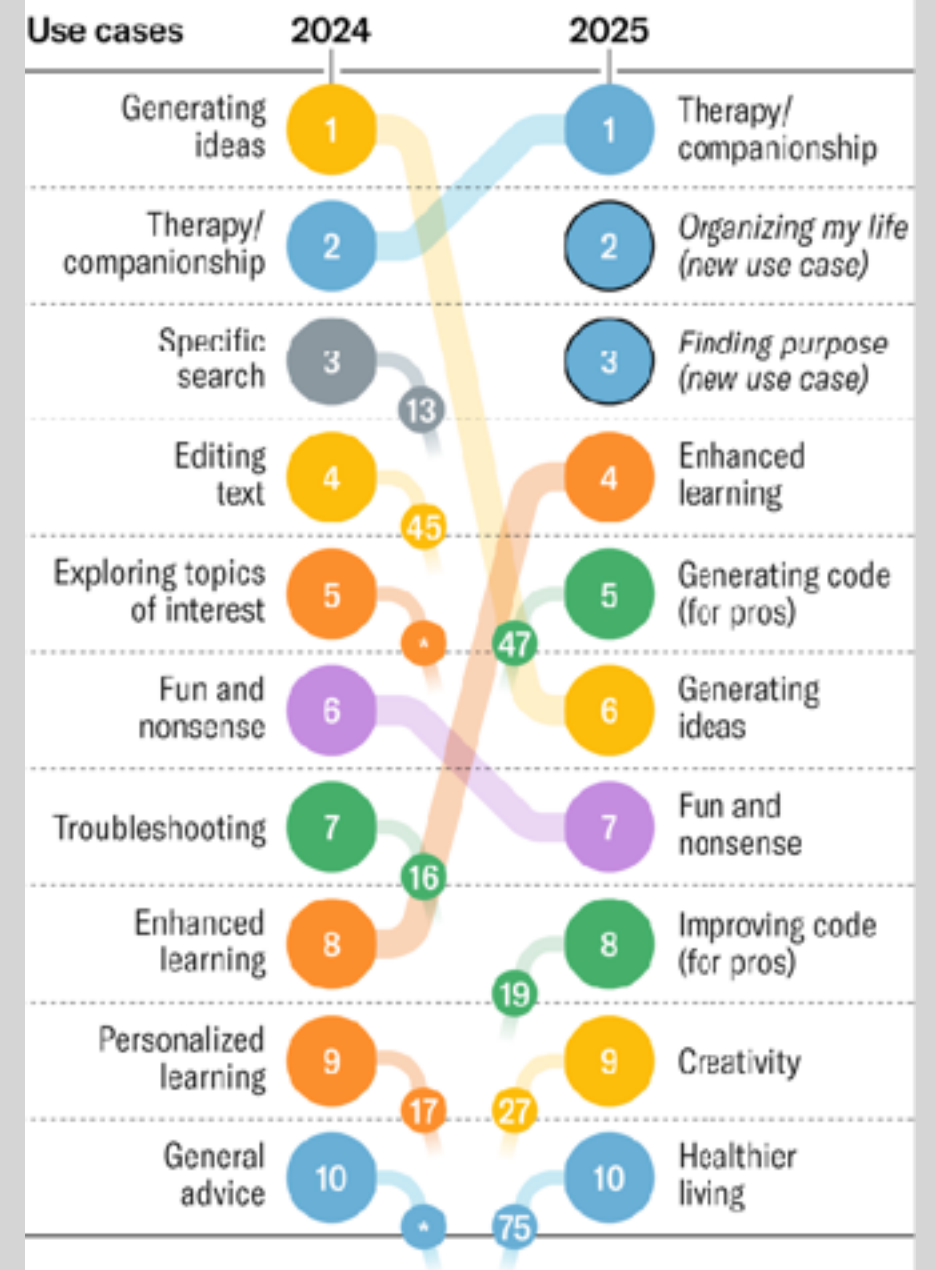
Therapy and Companionship is now the #1 use case.

This use case refers to two distinct but related use cases. Therapy involves structured support and guidance to process psychological challenges, while companionship encompasses ongoing social and emotional connection, sometimes with a romantic dimension.

Top 10 Gen AI Use Cases

The top 10 gen AI use cases in 2025 indicate a shift from technical to emotional applications, and in particular, growth in areas such as therapy, personal productivity, and personal development.

Themes



*Did not make list of top 100 in 2025

Source: Filtered.com

Who are they aimed at?



Tolan: Alien Best Friend 12+

Chat and hang out together

Portola

Designed for iPhone

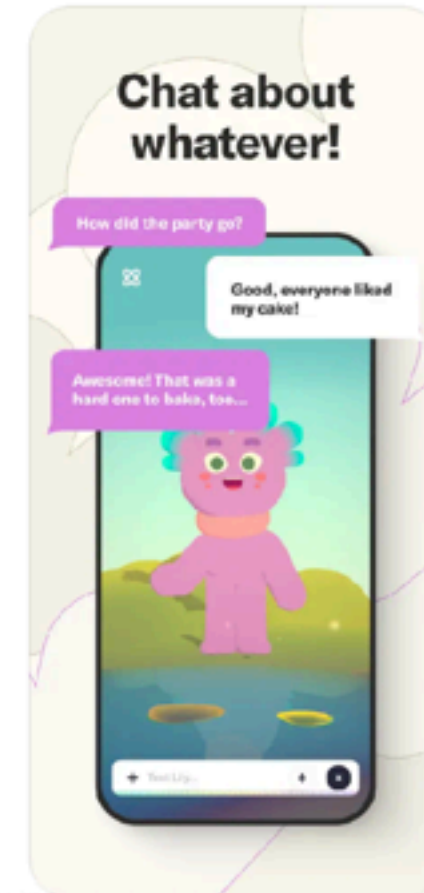
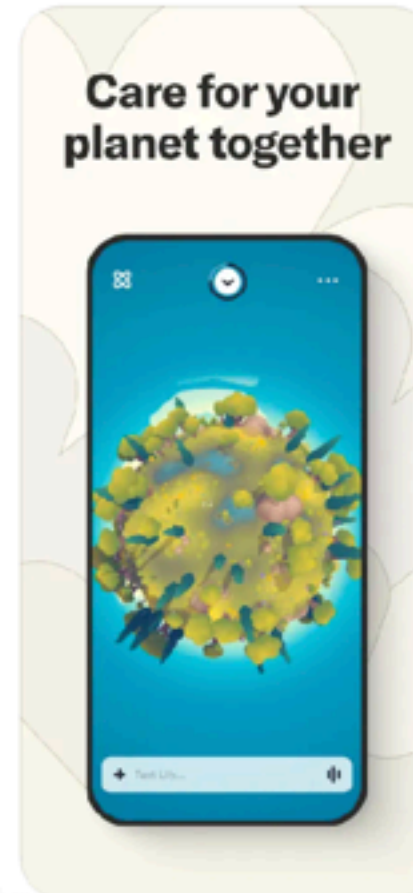
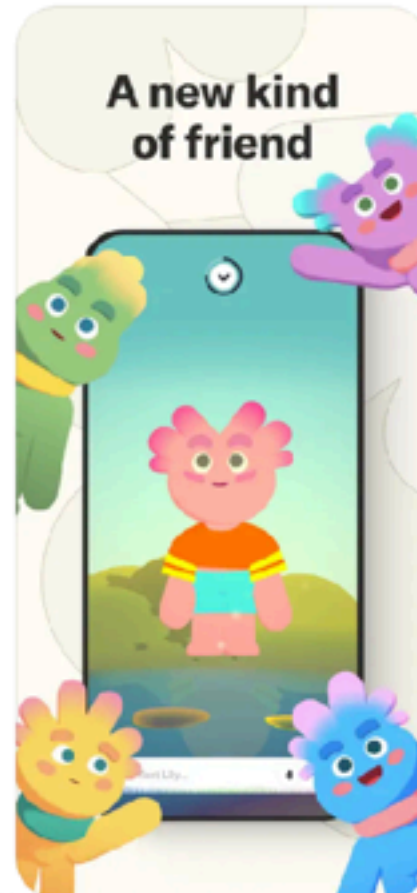
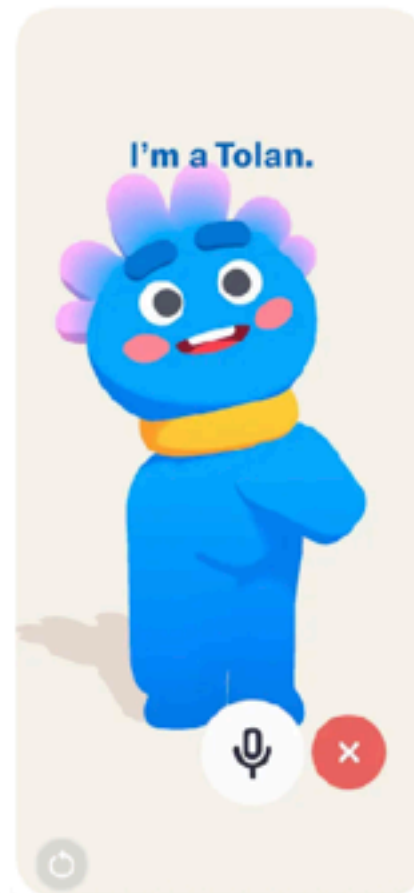
#4 in Graphics & Design

★★★★★ 4.8 • 80.2K Ratings

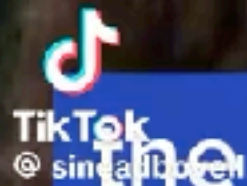
Free - Offers In-App Purchases

[View in Mac App Store](#)

iPhone Screenshots



We don't want kids to prefer AI over humans



the Biggest potential concern with AI chatbots & kids

g with A.I. Chatbots at Home

FORCING STREAMERS TO SHOW MOR

15:09 Mon 17 Jun

< Search



Talkie: AI Character Chat

Dream AI, Wonder Kingdom

Get

In-App Purchases

8.4K RATINGS

4.1

★★★★☆

AGE

17+

Years Old

CHART

No. 29

Entertainment



📱 iPad and iPhone Apps

Embark on a Unique AI Experience with Multi-Modal Magic

Discover a World of AI Personalities

Immerse yourself in a creative journey with diverse AI personas, from crafting your ic

Events

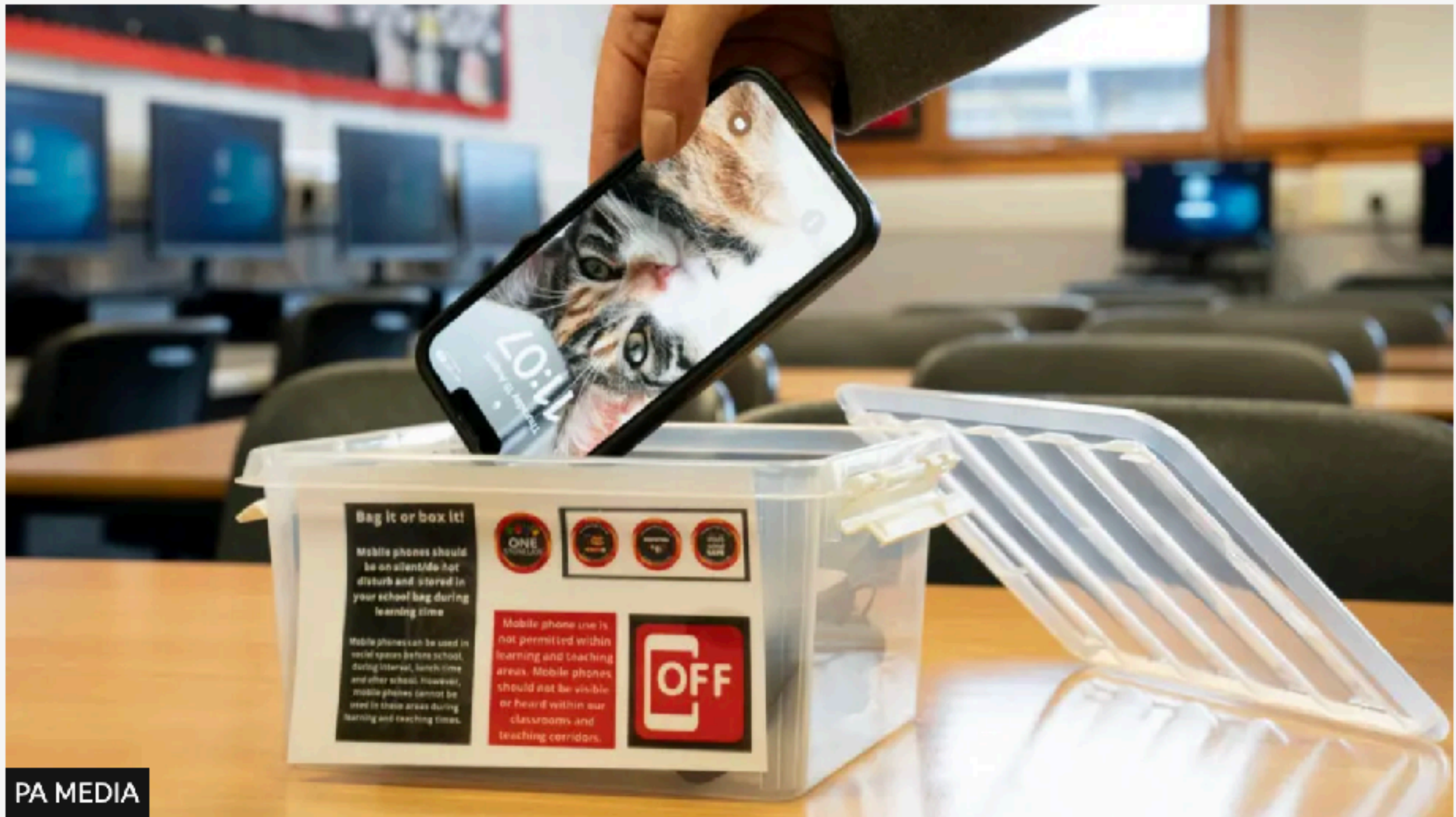
HAPPENING NOW



📅 Today

🚀 Games

School smartphone bans - are they effective?



PA MEDIA

Many schools are locking away students' phones to prevent access during classes

Ofsted: culture change needed to tackle 'normalised' sexual harassment in schools and colleges

Sexual harassment, including online sexual abuse, has become 'normalised' for children and young people, a review from Ofsted has found.

Harassment is now the norm in our schools, Ofsted warns

Sexual harassment is a routine part of life, schoolchildren tell Ofsted

Pupils say incidents in school and online are too common to bother challenging or reporting

Girls asked for nudes by up to 11 boys a night, Ofsted finds

© 10 June 2021

What the Online Safety Act is - and how to keep children safe online

🕒 24 April



GETTY IMAGES

Online Safety Act: What's Changing in 2025?



NOW: Illegal Content Duties In Force

Since March 25, search and user-to-user (U2U) services must assess, manage, and mitigate the risk of illegal content and take down such content.

1

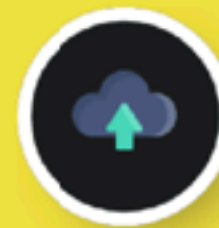


From July: Porn Measures

From July, there must be 'highly effective age-checks' to prevent children from accessing porn.

This includes porn sites and 'user-added content' eg on social media.

2



From July: New Child Safety Duties

Any app, site or game 'likely to be accessed by children' must implement a range of new moderation and safety measures.

If content is not suitable, 'robust age checks' are needed to prevent access.

3



Still to Come

Later in the year, Ofcom will announce which providers will be Category 1, 2A or 2B services.

These will require further protections, which will be clarified by the end of the year.

4

LGfL

SafeguardED

Molly Russell

Molly “appeared a normal healthy girl who was flourishing at school”.

(Coroner Andrew Walker)

Molly Russell "died from an act of self-harm while suffering from depression and the negative effects of online content".

The inquest was told Pinterest sent emails to the 14-year-old such as "10 depression pins you might like" and "new ideas for you in depression".

Molly was “exposed to material that may have influenced her in a negative way. In some cases, the content was particularly graphic, tending to portray self-harm and suicide as an inevitable consequence of a condition that could not be recovered from”

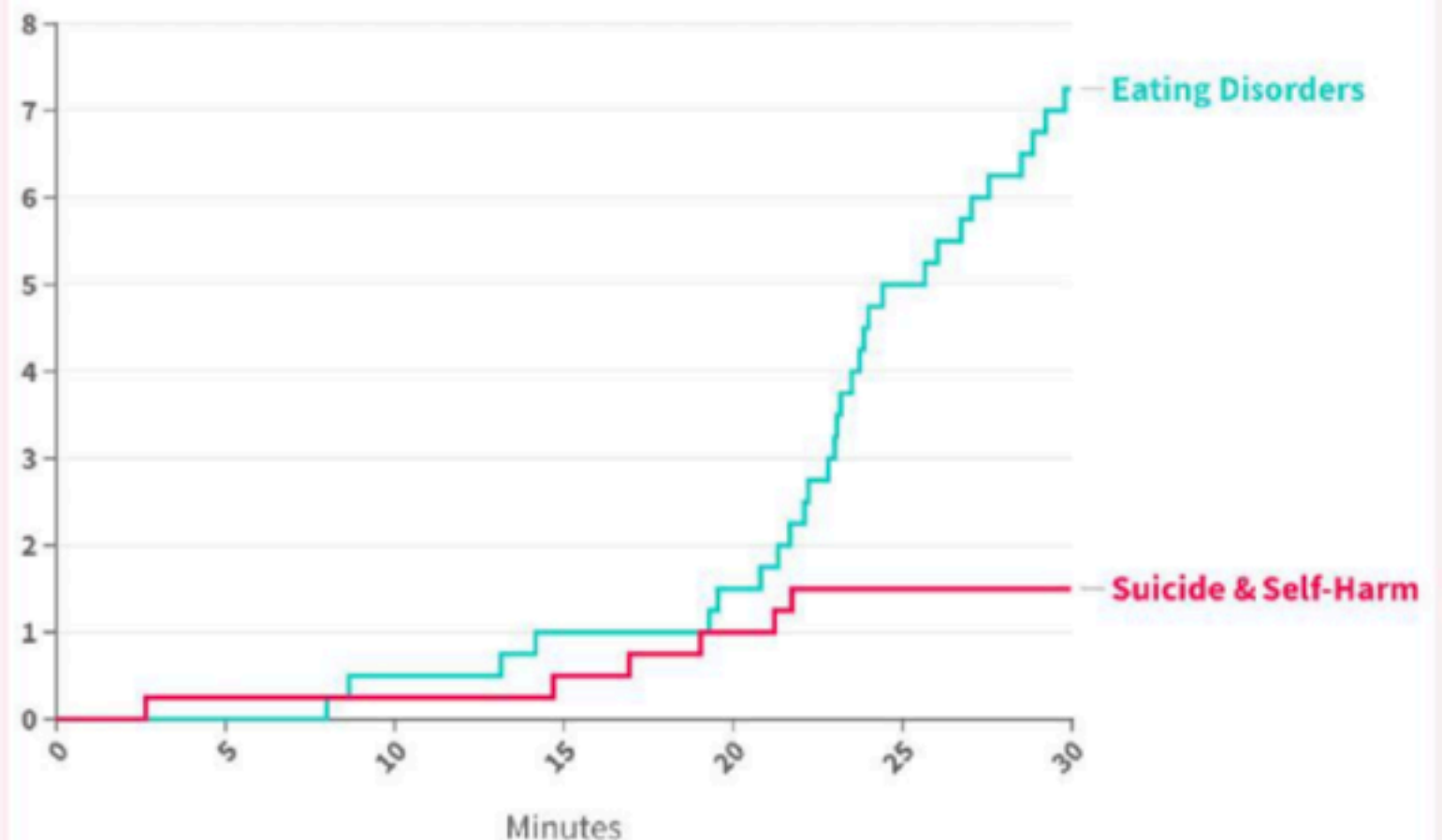
"The way that the platforms operated meant that Molly had access to images, video clips and text concerning or concerned with self-harm, suicide or that were otherwise negative or depressing in nature," the coroner says.

Influencer Culture & Algorithmic Harm



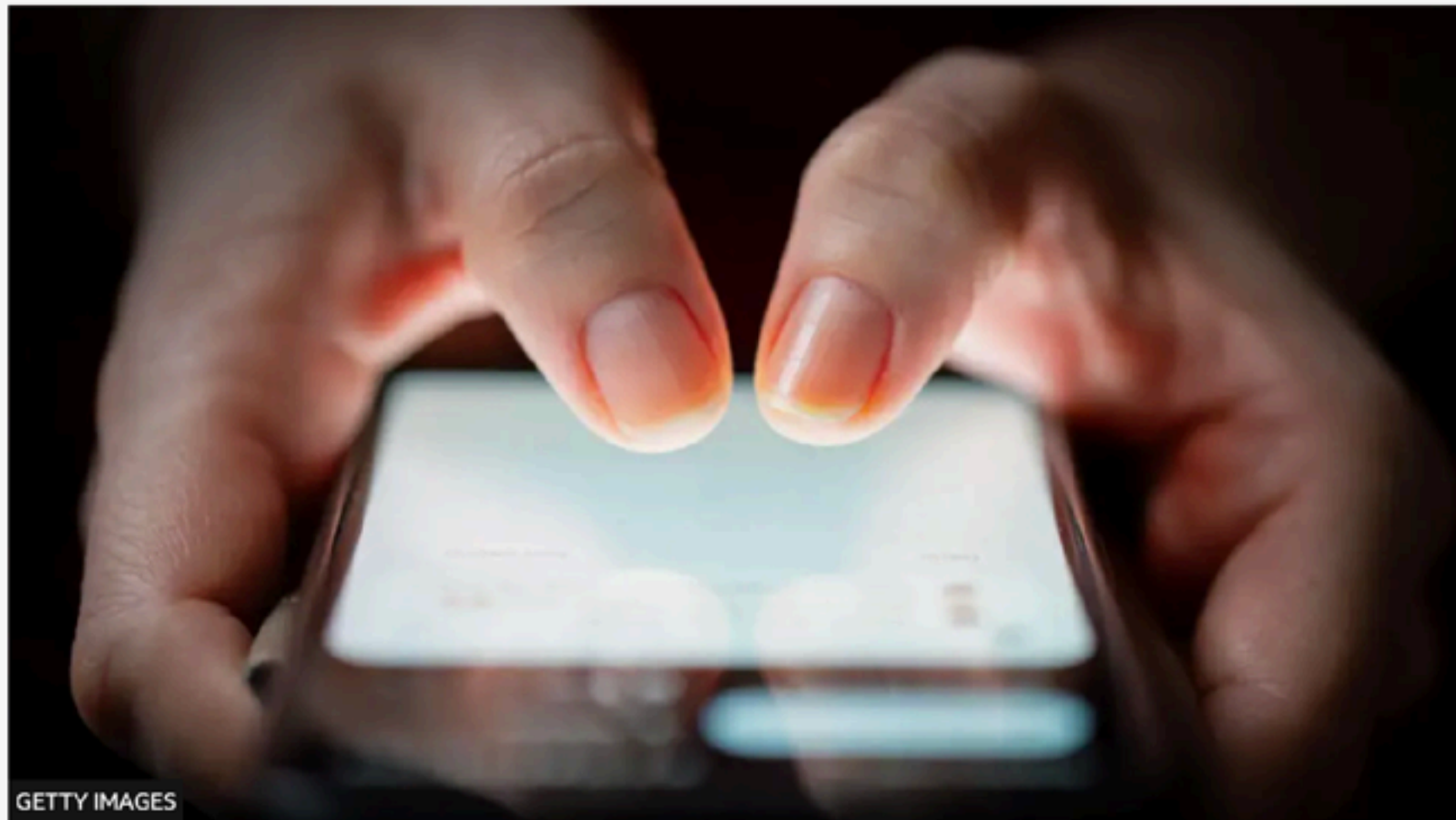
Figure 19: Screenshots of content from child influencers (Everedenbrand, TikTok, 2024; from Amber's diary task of *littlemissflory*, Instagram, 2024)

Standard Teen Accounts served up harmful content Total videos shown on average to Standard Teens



This graph displays an average of recommendations to the four Standard Teen Accounts, showing that the pace of eating disorder and self-harm recommendations increased over 30 minutes with no noticeable slowdown effects or other safeguarding measures.

Snapchat most-used app for grooming, says NSPCC



GETTY IMAGES

Imran Rahman-Jones

Technology reporter

<https://www.bbc.co.uk/news/articles/cze3p1j710ko>

**What can you
do?**

Understand the world our children grow up in.



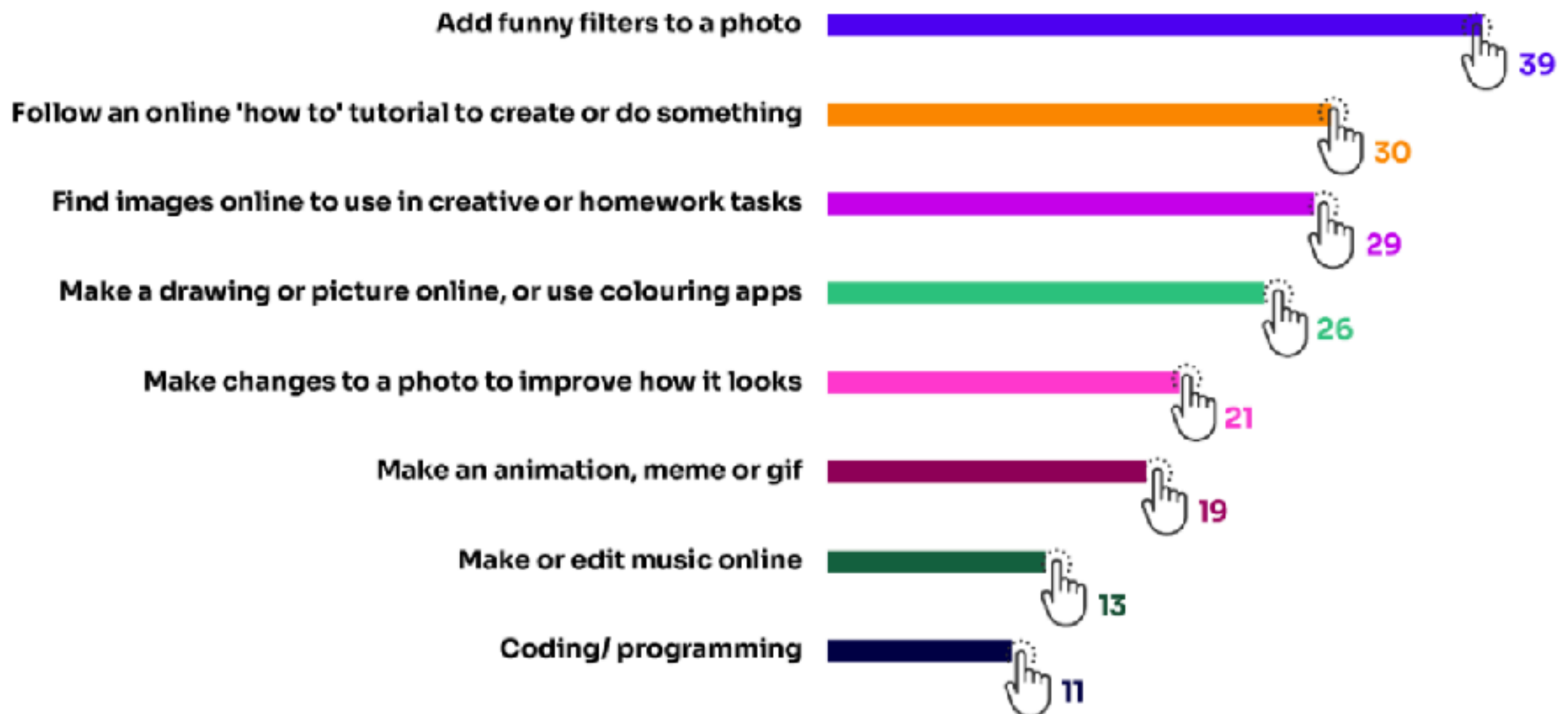
Support your children

- Take an interest.
- Listen and don't judge.
- Engage with them.
- Use technology with them.
- Lead by example.
- Talk to other parents about any issues - join social media parents groups.
- Be open minded to technology.

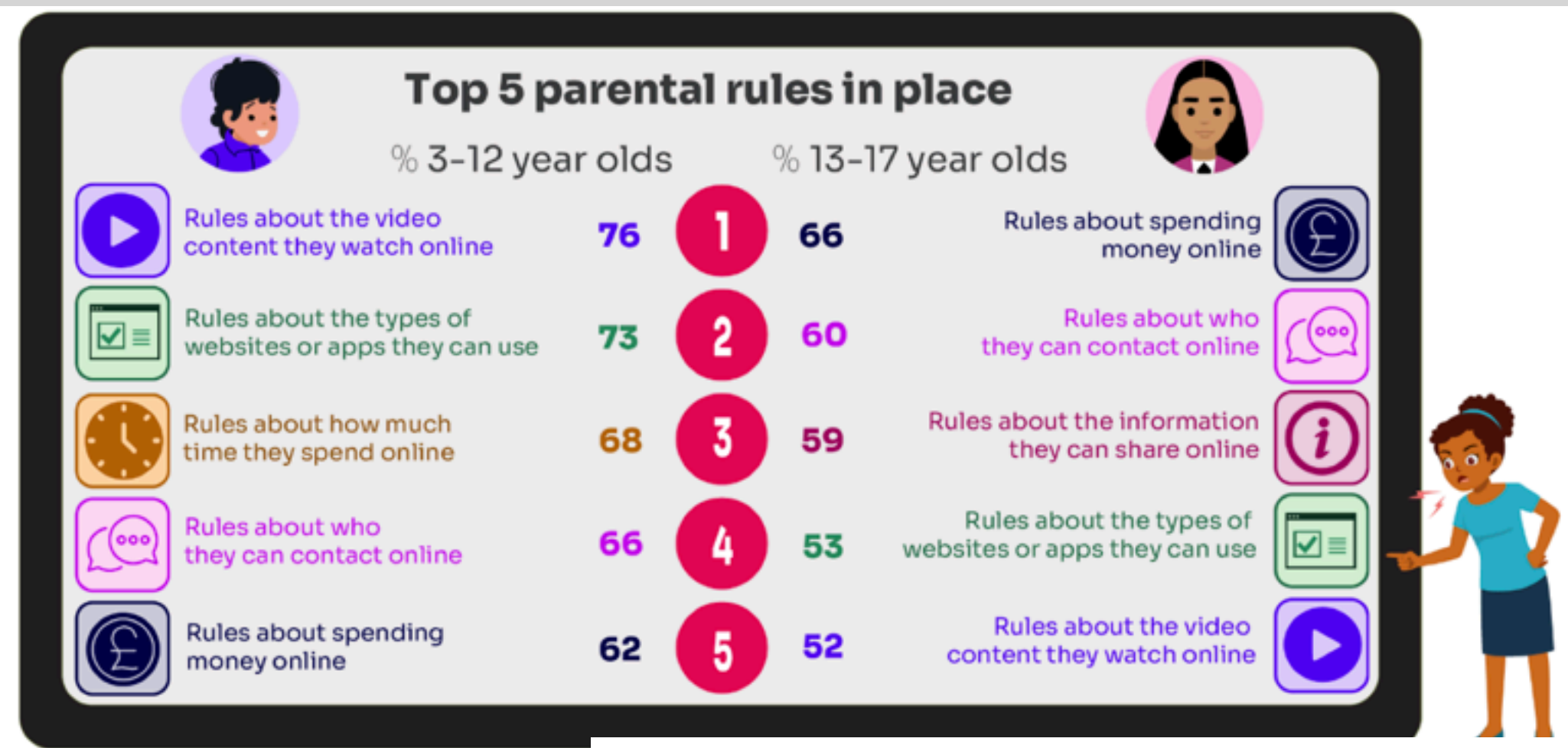


Encourage Creativity!

Creative activities undertaken on devices by children aged 8-17 (%).



Agree on reasonable boundaries.



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%

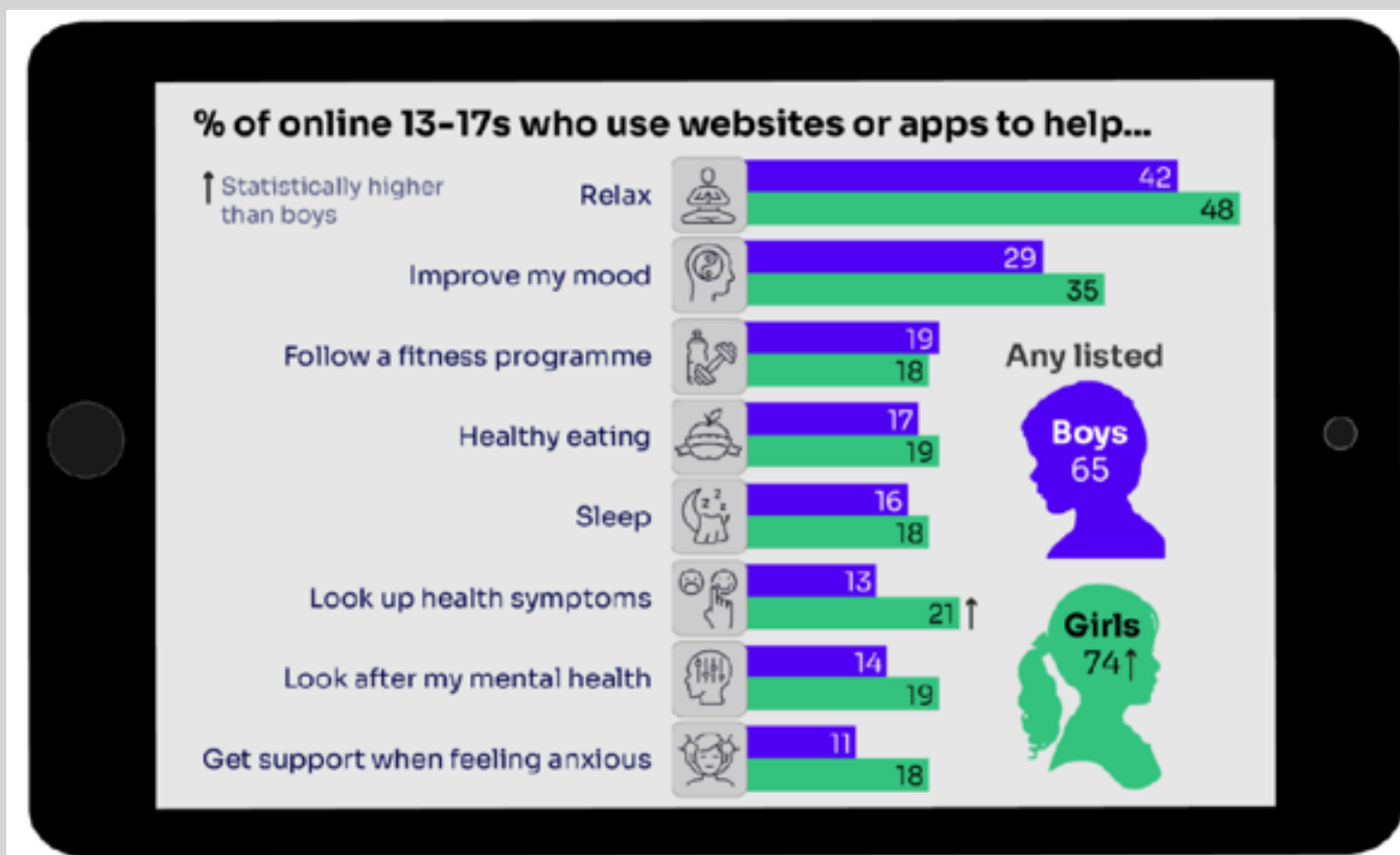


Asking about what they are doing or have been doing online

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



Acknowledge the positives!



Being online helps my child...

% of parents with children aged

3-17 3-12 13-17

with schoolwork / homework



to develop creative skills



to develop skills with reading/numbers



to learn a new skill



to build or maintain friendships



to find useful info about personal issues



to find out about the news



to understand what other people think/feel



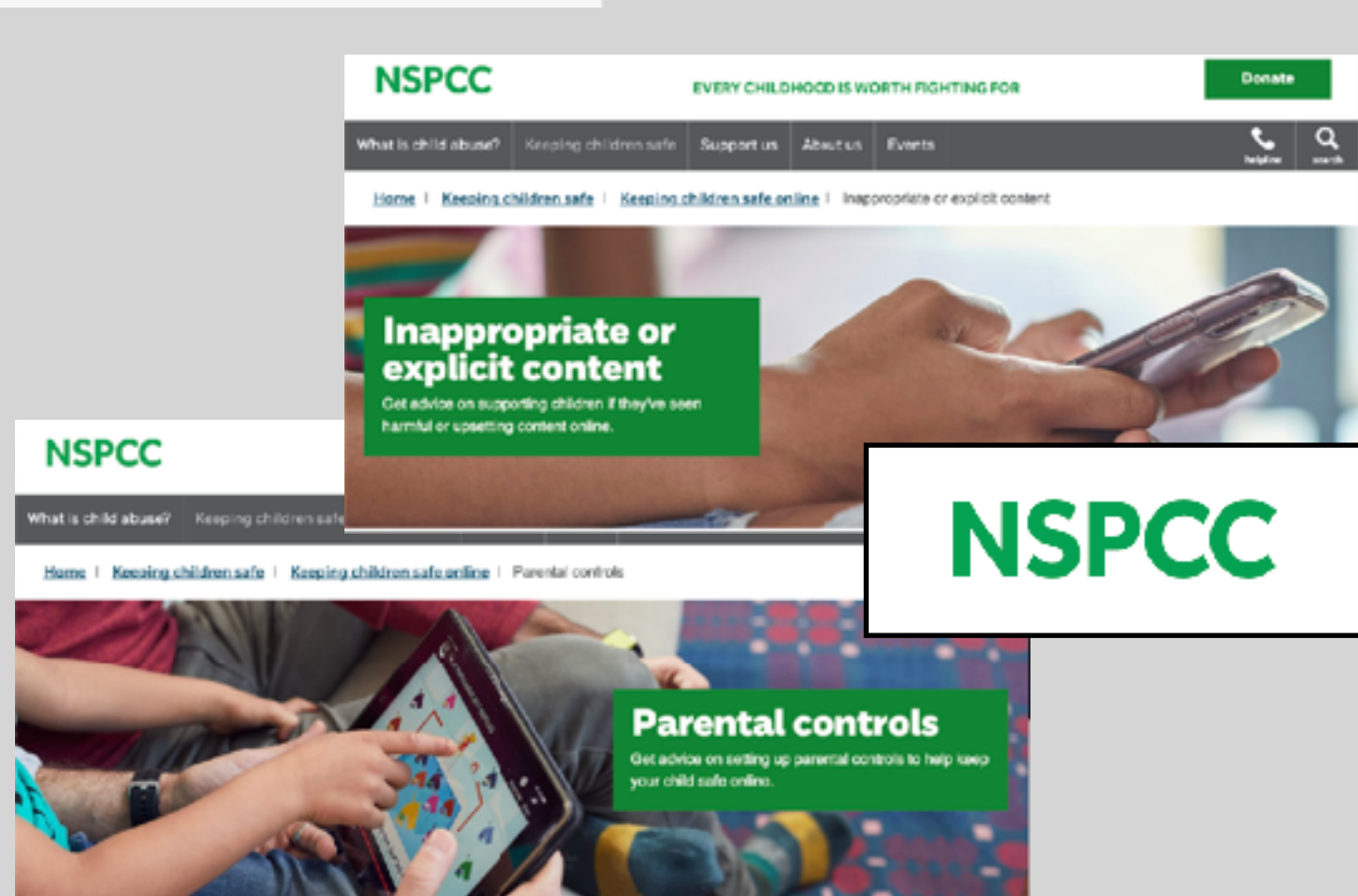
to find out more about, or support causes



Be Knowledgeable



<https://www.internetmatters.org/>

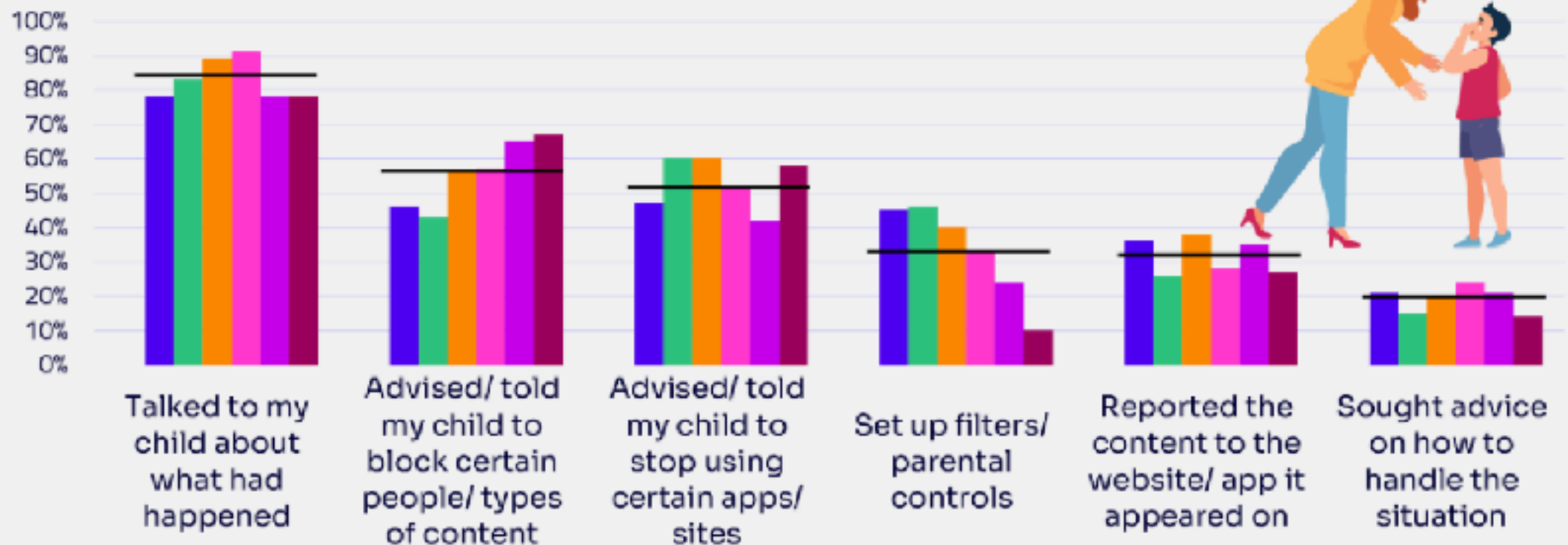


<https://www.nspcc.org.uk/keeping-children-safe/online-safety>

Accept that children will make mistakes...

1 in 5 parents said their child told them about something they'd seen online that scared or upset them

Action taken (%)



All (aged 3-17)	84	56	52	34	32	20
3-5	78	46	47	45	36	21
6-7	83	43	60	46	26	15
8-9	89	56	60	40	38	20
10-12	91	57	52	33	28	24
13-15	78	65	42	24	35	21
16-17	78	67	58	10	27	14

Test your home filtering

TEST FILTERING

Results for Filter Test: Passed

Establishment Type:	Personal
Organisation:	Joe Bloggs
Postcode:	LS1 3VF
IP Address:	62.252.201.33
Network:	NTT


Child Sexual Abuse Content
Tests whether you are blocking websites on the IWF Child Abuse Content URI List.

✔ It appears that your Internet Service Provider or filtering solution includes the IWF URI Filter list, blocking access to Child Sexual Abuse content online.

Adult Content Filter Test
Test whether your Internet filter blocks access to pornography websites

✔ It appears that your filtering solution includes blocking for online pornography.

TEST FILTERINGPersonal Schools Business Public Sector



Personal Internet Filter Test

Children, particularly younger children, can be bothered by things they see online, and filters can be a helpful tool in reducing the chances of coming across something upsetting.

Managing access to online content is very much an art and whilst no filter or parental controls tool is 100% effective, this utility will help you test the main components of any filtering or parental controls (if they are active) on your Broadband or mobile connection.

All the major Broadband and mobile operators provide filtering or parental controls. To find out more about these including instructions on activating them can be found on the Internet Movers website.

Test My Internet Filter

<http://testfiltering.com/>

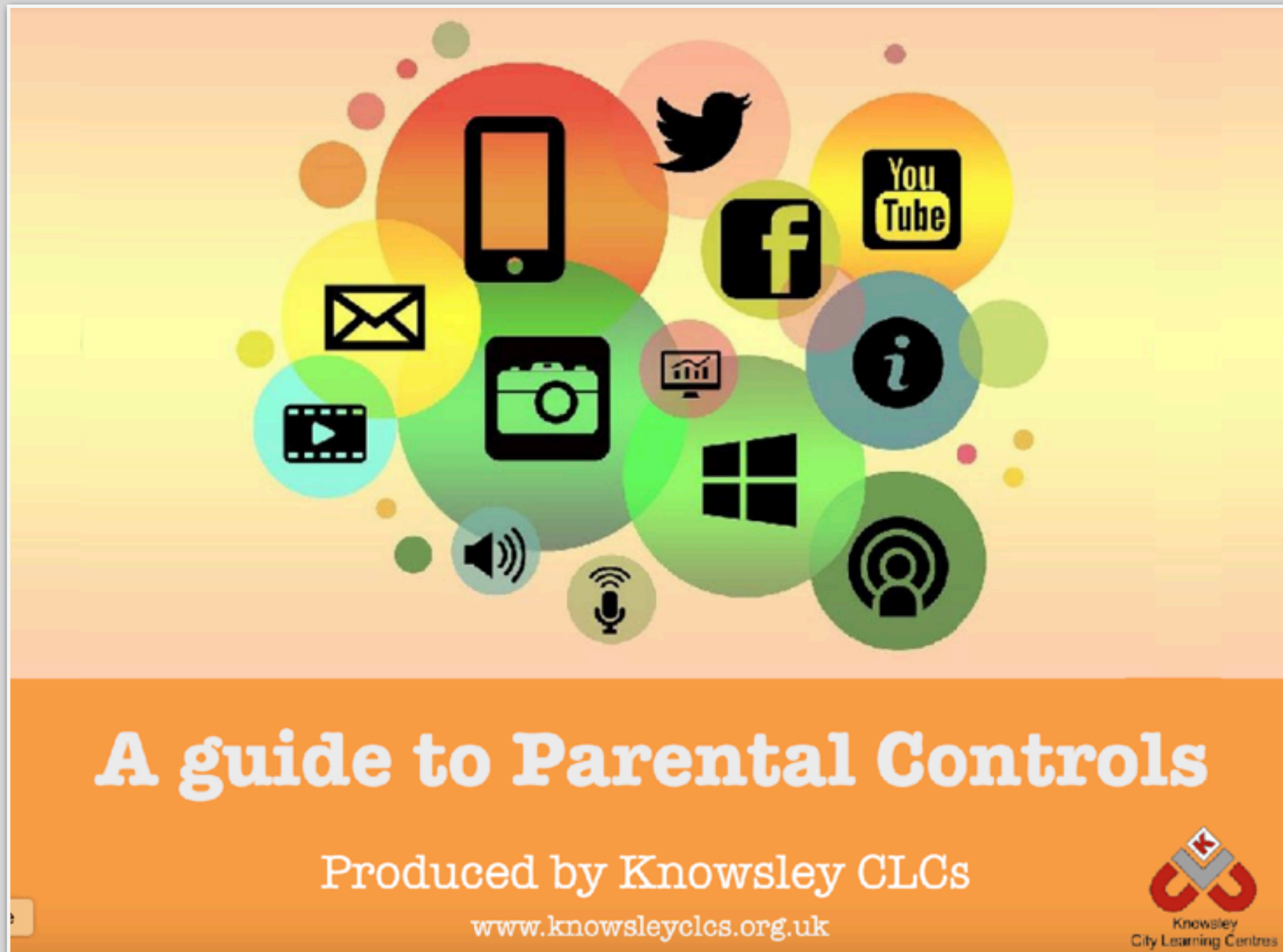
Take It Down

Take  Down



Parental Controls

Our Parental Controls Guide Booklet



Our Parental Controls Videos

Online Safety Videos

iOS (iPhone/iPad) related

1. Setting up Parental Controls on an iOS device with Family Sharing
2. Setting up Parental Controls on your child's iOS device (when you don't have an iOS device)

→ Click to view

Android related

1. Setting up Parental Controls using Google Family Link on an Android device

→ Click to view

Social Media

1. Setting up Snapchat Family Centre
2. Setting up Snapchat Privacy settings (on your child's account)

→ Click to view

Games

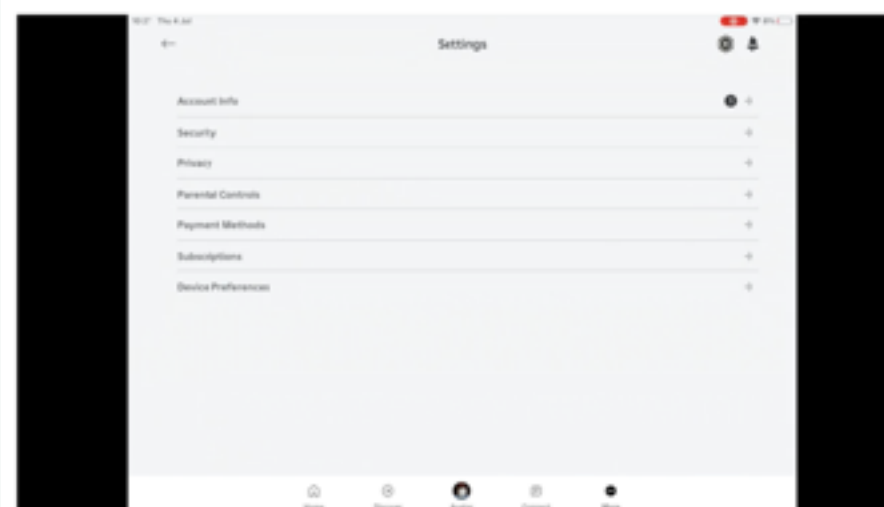
1. Roblox
2. Nintendo Switch Parental Controls App

→ Click to view

YouTube

1. YouTube Kids App

Roblox Parental Controls and Privacy settings



Click on the link below for further information from Roblox:

→ Further information

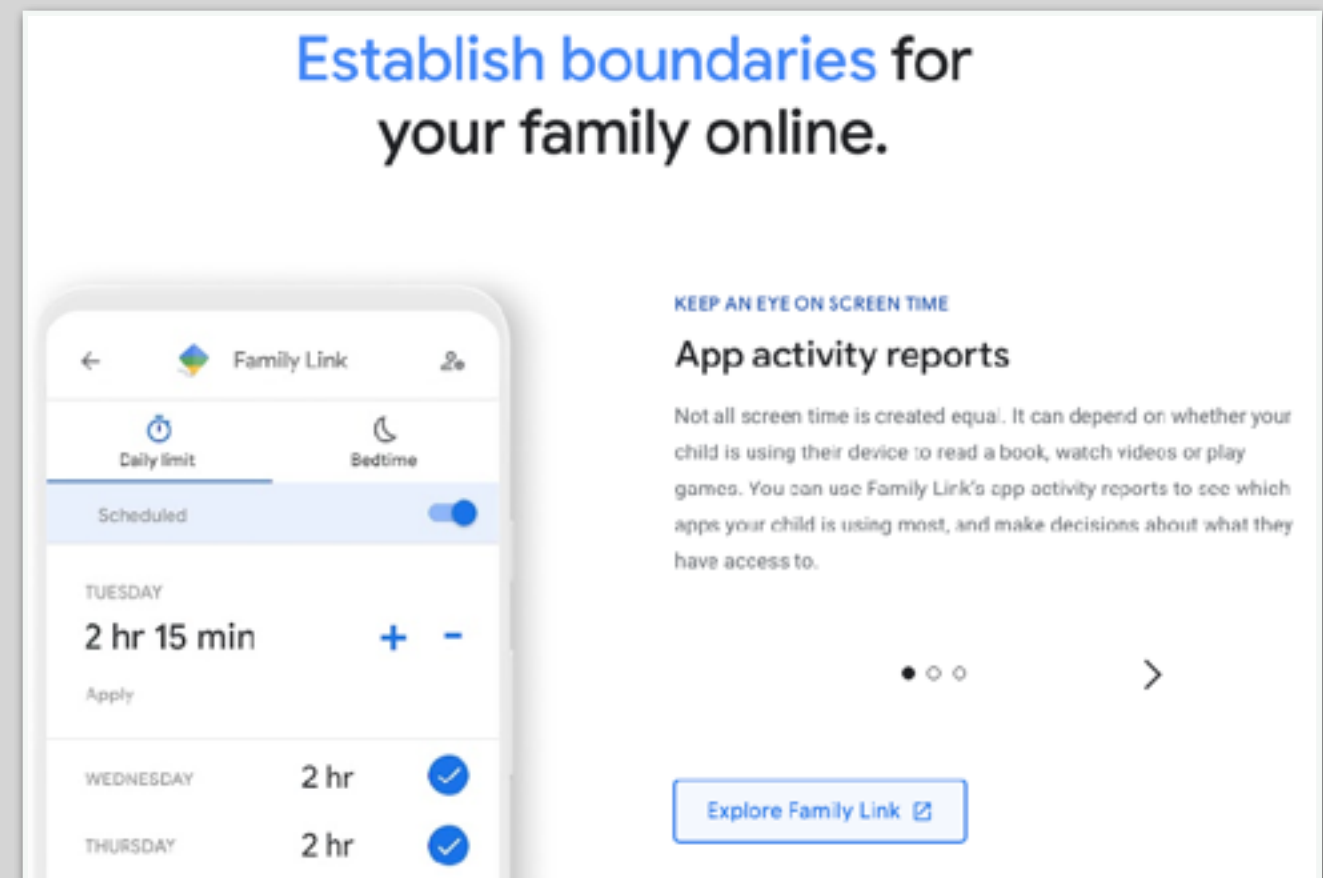
Released July 2024



Google Family Link

Available on App and Android Stores and from here you can:

- Monitor Screen Time.
- Manage Apps.
- Set sleep time.
- See where they are.

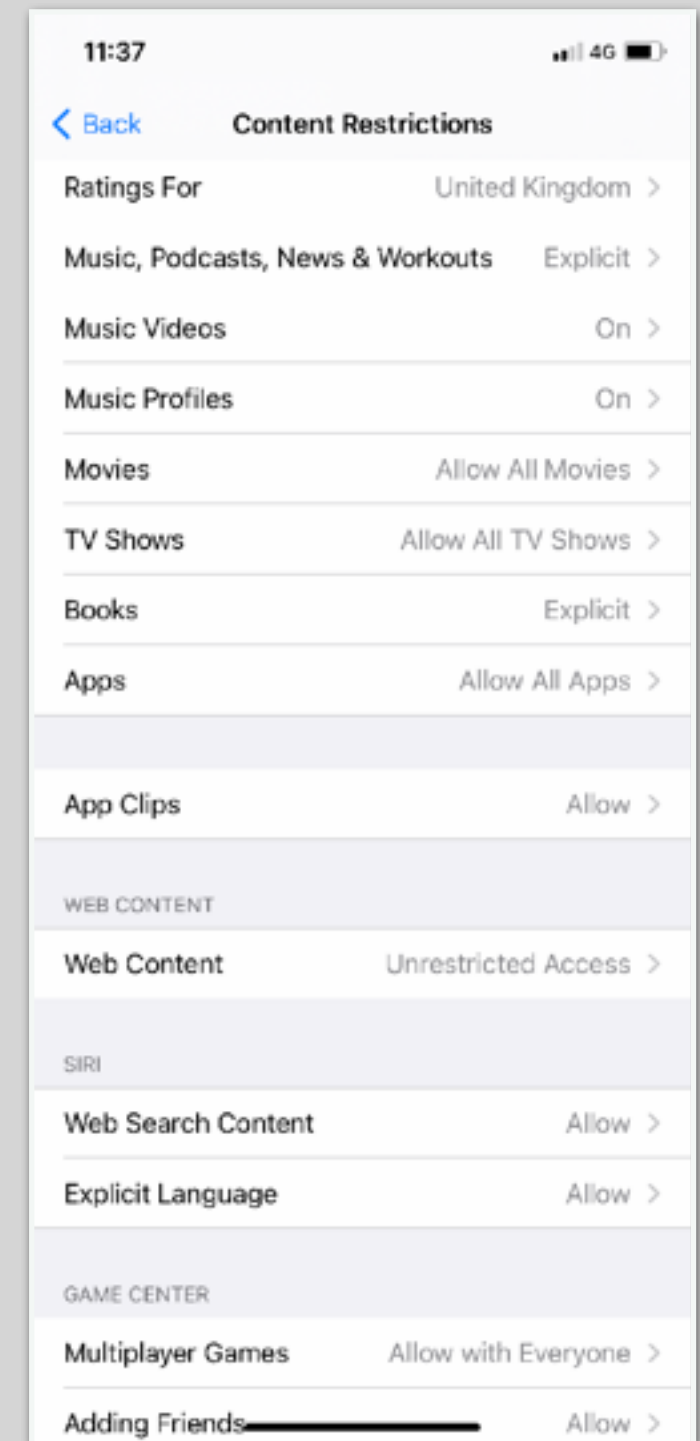
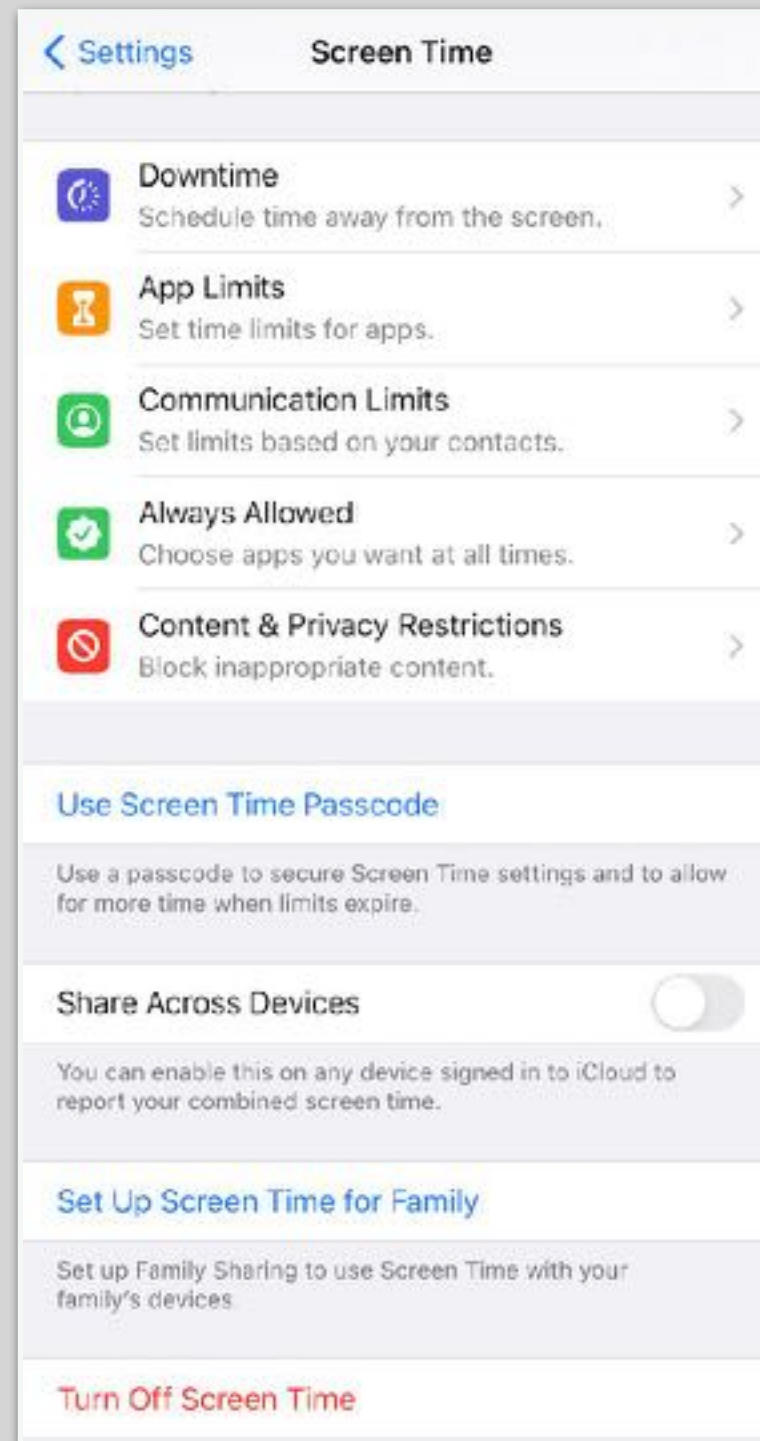




Apple Parental Control


From here you can:


- Restrict Apps
- Set time limits
- Filter web content
- Restrict the game centre.




Internet matters also contains a wide variety of resources to


What you'll find in this section


 Internet safety checklist

 Why it matters: Facts and stats

 Online issues that affect teens

 Parent guides

 Activities to do together

 Age-specific apps

 Related article and resources

Support for you

- You can always speak to:
 - CEOP
 - NSPCC
 - School
- Or for more general information you can visit these sites:
 - UK Safer Internet Centre (<https://www.saferinternet.org.uk/>)
 - Internet Matters (<https://www.internetmatters.org/>)
 - The Parent Zone (<https://parentzone.org.uk/home>)