

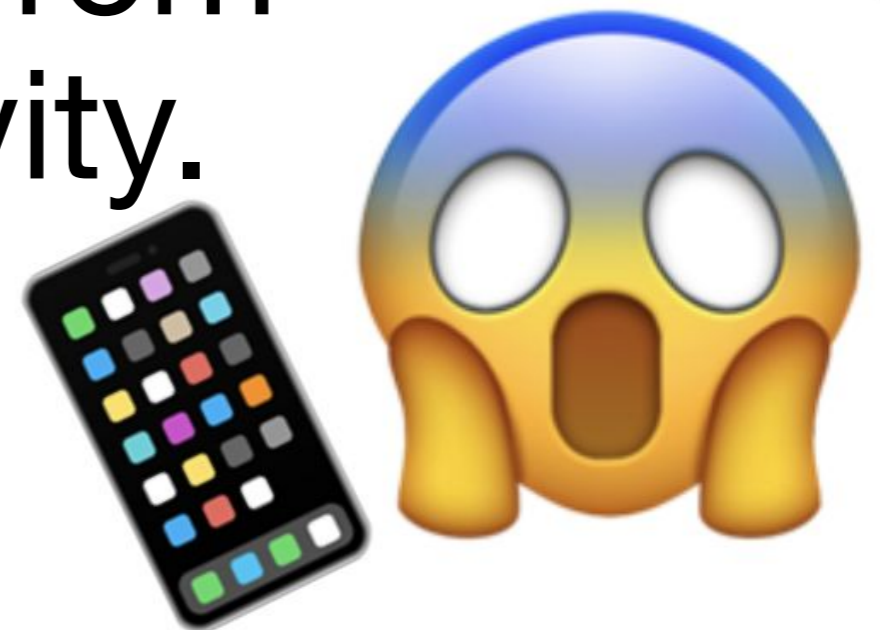
Online Safety Briefing: Social Media and Live Streaming

While we wait, do you you know what the term
Nomobophobia means?

**This Live Session begins at
16.00**

NOMOPHOBIA

The term NOMOPHOBIA or **NO MOBILE PHONE PHOBIA** is used to describe a psychological condition when people have a fear of being detached from mobile phone connectivity.



Cyberbullying

is a form of bullying or harassment using online forms of contact such as social media or messenger apps.

Griefing

is the act of irritating and angering people in video games through the use of destruction. An example would be Minecraft and destroying another players buildings.

Catfishing

is where someone steals your photos and uses them as your own, usually in a bid to meet other people on the internet or to trick or fool someone.

Cyberstalking

is the repeated use of electronic communications to harass or frighten someone, for example by sending threatening emails or messages.

Exclusion

occurs when an individual is passively ignored or actively rejected by others, and can occur face-to-face (offline) or via the Internet (online).

Dissing

The act of commenting on a status with single liners that insult a specific person.

Flaming

Flaming is the act of posting or sending offensive messages over the Internet. These messages, called "flames," may be posted within online discussion forums, or sent via instant messaging programs.

Fraping

is a combination of 'Facebook' and 'rape' is when someone has used your Facebook account without permission and destroyed comments or pictures, or created new and offensive comments and pictures pretending to be you.

Harassment

This is the act of sending continuously offensive, rude, and insulting messages.

Outing

'Outing' people by publishing or disseminating confidential information online.

Roasting

Girls are ganging up on boys in a new cyberbullying craze called "roasting". The new bullying takes place via mobile apps such as WhatsApp, Instagram or Facebook, where girls pick on a boy and vent the most offensive abuse until the victim "completely cracks".

Trolling

Trolling is when a user anonymously abuses or intimidates others online for fun. One in four teenagers suffered hate incidents online last year, a figure described by experts as a "wake-up call" on the impact of internet trolling.

Internet Shaming

Online shaming is a form of Internet vigilantism in which targets are publicly humiliated using technology like social and new media.

Doxxing

the publishing of an individual's home address or bank details etc.

Blue Whale Challenge

is an Internet "game" that is claimed to exist in several countries. The game allegedly consists of a series of tasks assigned to players by administrators during a 50-day period, with the final challenge requiring the player to commit suicide.

Sexting

is sending, receiving, or forwarding sexually explicit messages, photographs or images, primarily between mobile phones. It may also include the use of a computer or any digital device.

Phishing

Phishing is the attempt to obtain sensitive information such as usernames, passwords, and credit card details (and, indirectly, money), often for malicious reasons, by disguising as a trustworthy entity in an electronic communication

Creeping

To follow someone's social network profile closely: to an excessive degree. Can be known as 'Facebook stalking'. It is not as sinister as it may sound, often creeping is done to catch up with friends,

Fabotage

A slang word, for 'Facebook Sabotage', used to describe hijacking, and meddling with, someone's Facebook account while it is unattended.

Grooming

When a stranger tries to start a relationship with a child for unlawful purposes; this can happen online or offline. Also see online grooming.

Hacker

Hackers are people who gain unauthorised access to data, remotely, using a computer or mobile device.

Malware

Short for 'malicious software'. Programs that damage your computer (viruses), steal your personal information (spyware), display unwanted adverts (adware) or expose your computer to hackers (Trojan horses).

Pharming

Pronounced 'farming', this is a method by which scammers try to get personal/private information from users by directing them to false – or 'spoo' – websites which look legitimate in your browser.

Spyware

A general term for a program that secretly monitors your actions. While they are sometimes sinister, like a remote-control program used by a hacker, software companies have been known to use spyware to gather data about customers.

Trojan

A program that is not what it seems to be. Trojans pretend to be useful programs like word processors but can enter your computer, access files and then pass on information, install spyware or adware or open up your computer to hackers. This is especially a threat when using 'always on' internet connections.

Fake Software

These mostly start with a pop up warning saying you have a problem on your device and to be secure click to download a particular software app.

Internet Predator

People who intentionally access sites that children or teens visit and can search for potential victims by location or interest.

Clickbait

It means what you think it means: bait for clicks. It's a link which entices you to click on it. Usually referring to YouTube videos with 'clickbait' titles to draw users attention to get more views on a video.

Cookie

A cookie is a small file that is sent to a web browser by a server and stored on the user's computer. It can then be read by the server every time the user revisits the same website and is used to keep track of personal preferences, shopping choices and other information.

Cuff or Cuffing

Cuff is the slang term for being tied down into a relationship and telling the whole world that he or she is yours.

Decoy App

Decoy apps can be used to store private information, such as photos, videos, voice recordings, or text messages. They look like everyday apps such as a calculator so offer a secure way to hide certain information.

Ghosting

To 'ghost' means to avoid someone until they get the picture and stop contacting you. 'Ghosting' is when a person cuts off all communication with their friends or the person they're dating, with zero warning or notice beforehand. You'll mostly see them avoiding friend's phone calls, social media, and avoiding them in public.

Hashtag

A hashtag is a word or an unspaced phrase prefixed with the hash symbol #. It is used on social networking sites like Twitter to tag and group messages from different people about a common topic.

Incognito

Incognito browsing is a mode in Google Chrome which allows you to browse without creating a browsing and download history. It also prevents cookies being stored. It is only recommended that children use this on public computers or on any computer they use away from home.

Sadfishing

Sadfishing is a growing social trend where young people make exaggerated comments about their emotional issues to get sympathy from others. It also means that those who are experiencing real emotional distress may be accused of sadfishing and dismissed by their peers without getting the right support.

Circumventor Sites

Parallel websites that allow children to get around filtering software and access sites that have been blocked.

Mouse-trapping

technique used by some websites to keep visitors from leaving their website, either by launching an endless series of pop-up ads or by re-launching their website in a window that cannot be closed

Streaks

A streak is where you send at least one snap to each other within a 24-hour period for at least 3 days. This must be snapping, not chatting..

Bittorrent

A peer-to-peer (P2P) service where people can share files with each other; usually movies, music, and TV shows. Game of Thrones is the most torrented show of all time.

Spoofing

Making a fake version of a real site e.g. PayPal with the intention of stealing someone's personal details.



Knowsley
City Learning Centres

Introduction

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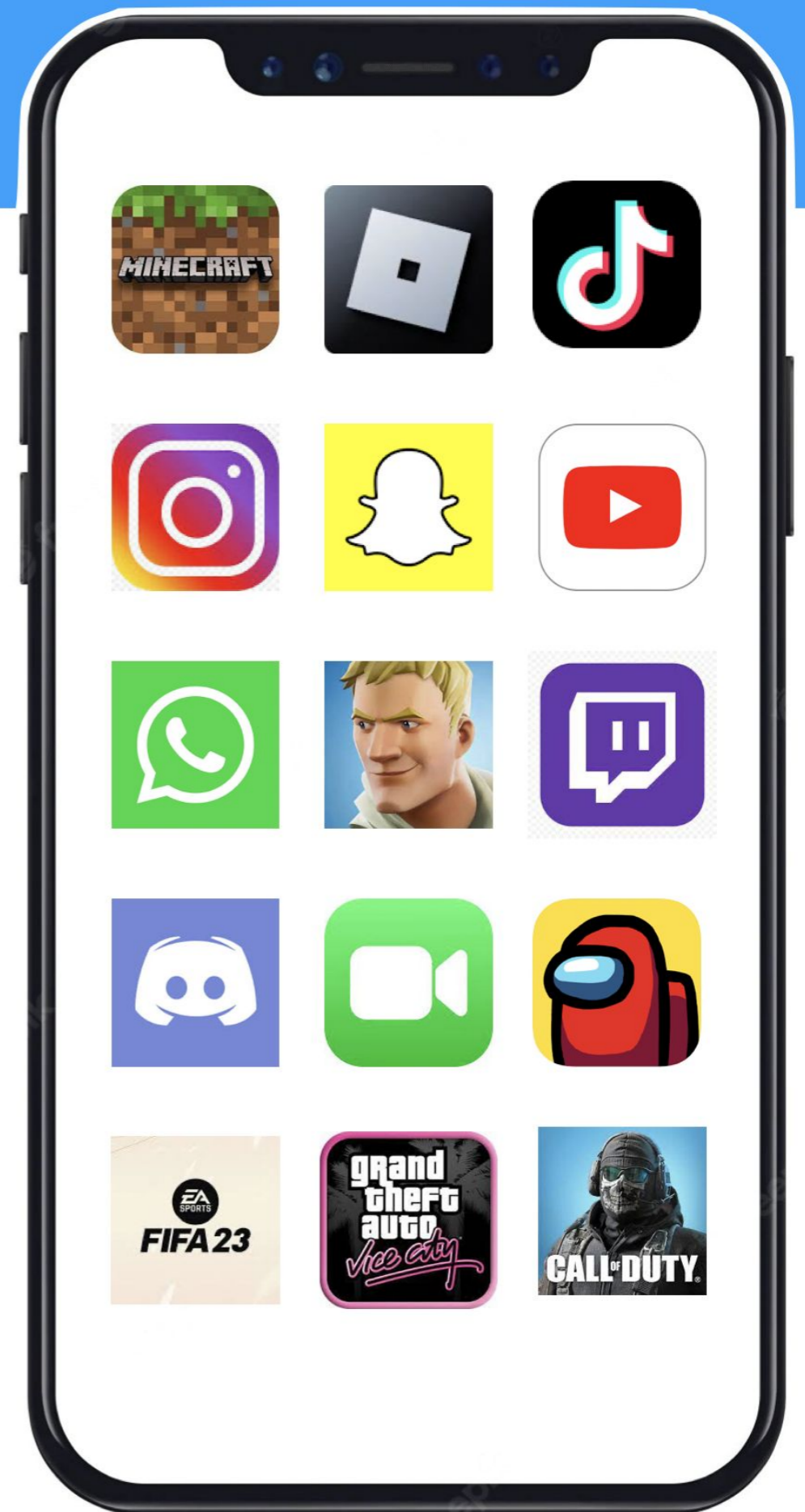


The Landscape

The Usual Suspects

The most used online platform among 3-17-year-olds:

1. YouTube
2. WhatsApp
3. TikTok
4. Snapchat
5. Instagram



Social media is not 'just posting photos'

- Entertainment
- Messaging
- Identity Building
- Shopping
- Live Streaming
- AI interaction
- Social Status Economy

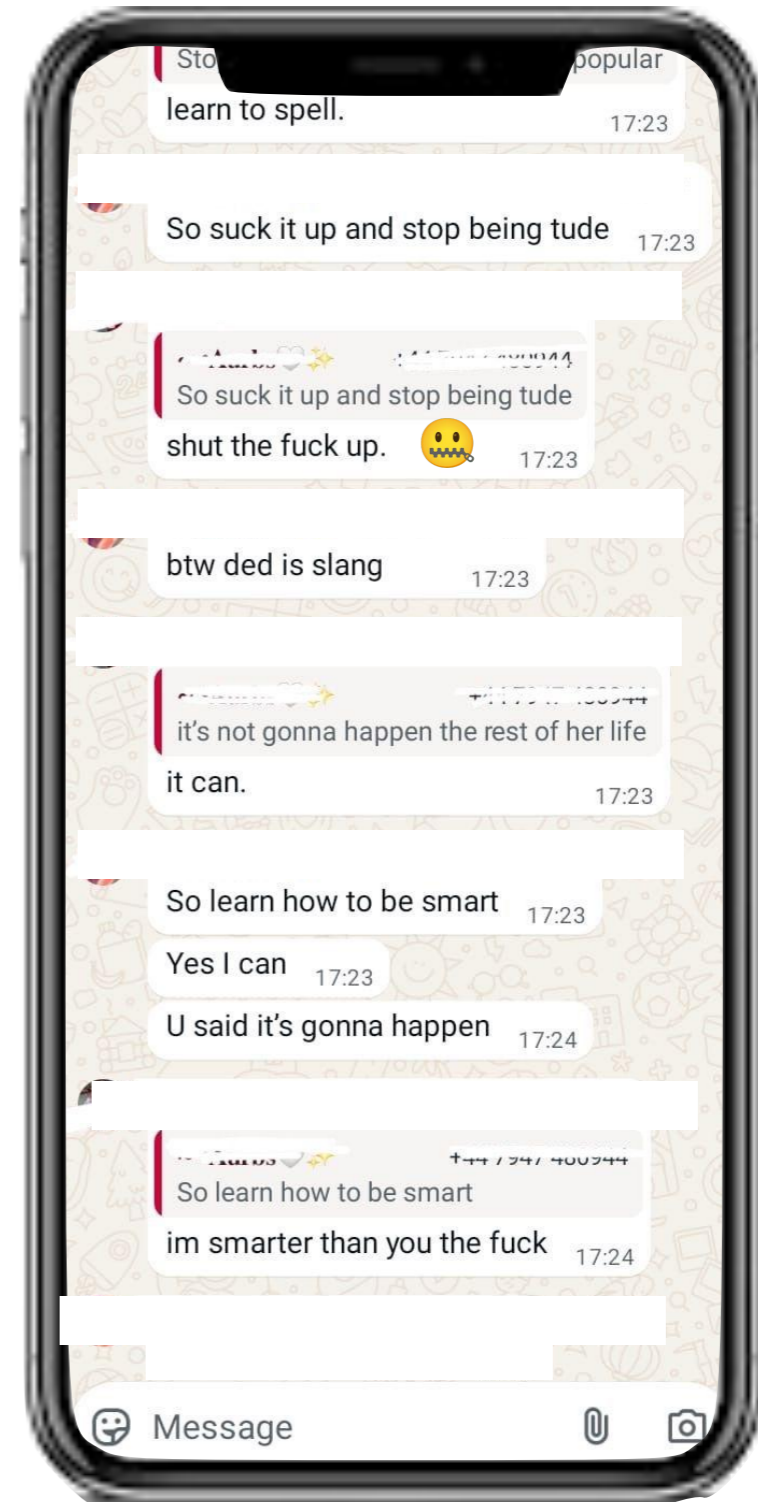
Users are increasingly passive on social media, with fewer actively posting and more scrolling/consuming content. Ofcom found active posting fell from 61% to 49% in one year.

Group chat carnage



When and if your child gets a phone, you might find they want to start group chats.

This can cause issues, especially in larger group or class chats. Please limit the chats and try to keep them to just close friends or small groups of 5 or 6.



Understanding Live Streaming



- Increased user content
 - Two-way broadcast.
 - It's a live digital performance where viewers influence the content through comments and gifts in real-time
- .Content is pushed to users
 - Platforms use Discovery Engines* to push live content to children based on interests, not followers.
 - A child can be watching a stranger within seconds of opening an app.
- Age Verification?

*A discovery engine is a, typically AI-driven, web tool that surfaces personalised content, products, or information to users without requiring an active search query

Understanding Live Streaming

Popular Platforms

- YouTube Live - Diverse range of content.
- TikTok Live - Currency (diamonds) can be shared.
- Twitch - Professional gaming / eSports.
- Kick - Content creators banned from YouTube/ Twitch end up here.
- Discord - concerns over privacy.



**Which two apps
eat up most of
children's time
online?**



The two apps that eat up most of children's time online in the UK are YouTube and TikTok. Surveys and usage reports for 2024–2025 consistently rank YouTube as the top app for screentime, with TikTok closely following, both accounting for the largest share of children's daily online activity.

Adult YouTube is fifteen times more popular with children than Kids YouTube.

Do you recognise these rather strange looking characters?

My name is
Tralaleo Tralala





Home



Shorts



Subscriptions



You



Ballerina cappuccina 4K / Italian brainrot

14M views • 5 months ago

Super Fred

Ballerina cappuccina #ballerina #cappuccino #italianbrainrot #brainrot A whimsical blend of elegance and espresso— watch this ...



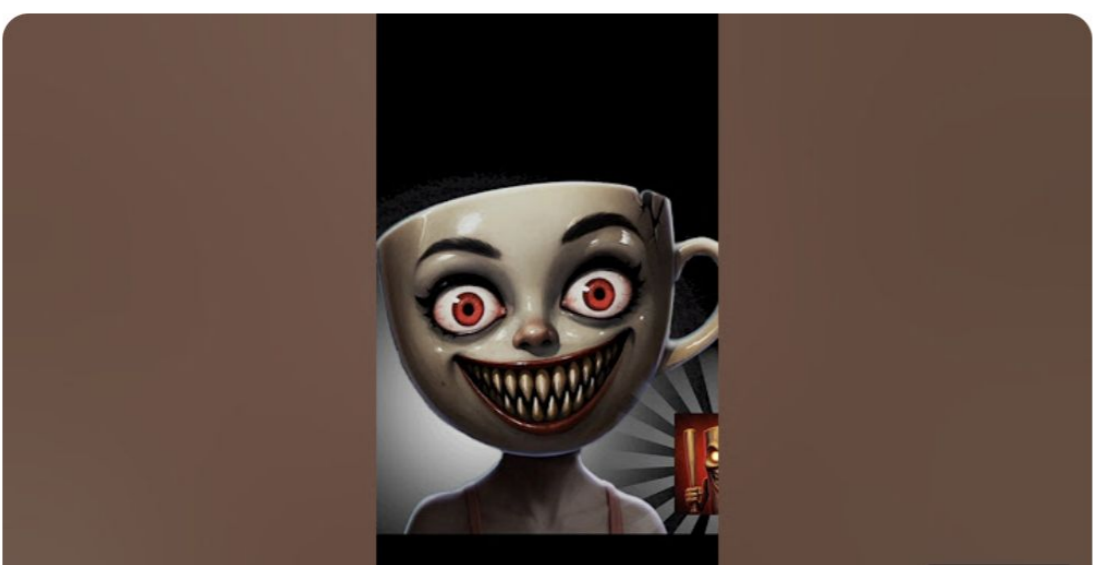
ballerina capuchina

Alexis Cordova • Playlist

Party Tunes – Brainrot Rap [Official Video] · 1:27

BALLERINA CAPUCHINA x CAPUCHINO ASSASSINO 💔 (CANCION MEME OFICIAL) 🐸 SIMBA · 3:20

View full playlist



👁️👁️👁️ Ballerina Capuchina horror #horror #ballerina #scary

2.4M views • 2 months ago

Horror stories

DEADLY BY DESIGN

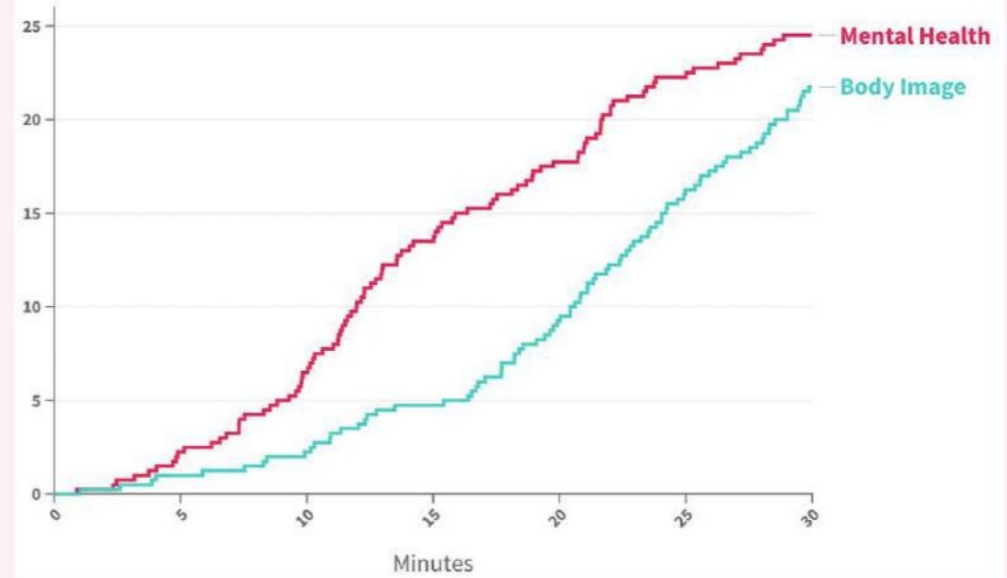


TikTok pushes harmful content promoting eating disorders and self-harm into users' feeds.



Categories of videos served to Standard Teen Accounts

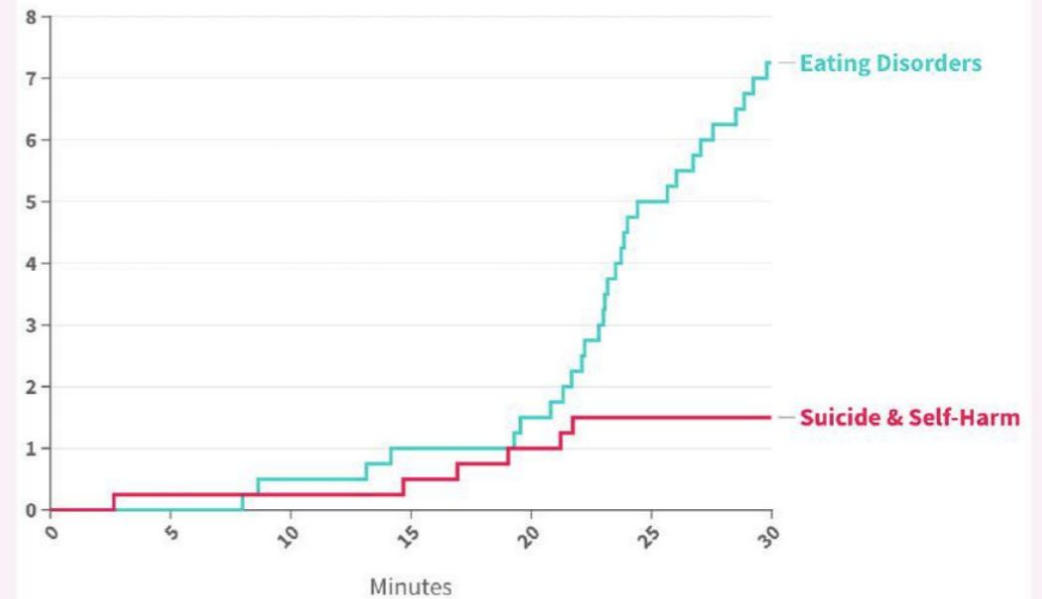
Total videos shown on average to Standard Teens



This graph displays the average number of mental health and body image videos shown to Standard Teen Accounts in the first 30 minutes of using the app

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.

Threats

Content

The Reality of the Digital Feed: High-Risk Content

- 1. Misogyny and the “Manosphere”
 - 42% of boys aged 9-16 have encountered content that promotes negative views of women or “alpha-male” influencers who disparage gender equality.
 - This content is often delivered via “short-form” video (TikTok/Reels) where the algorithm prioritises controversial or “edgy” takes to drive engagement.
- 2. Normalisation of Violence
 - Nearly 1 in 10 children aged 8-17 report having seen “real-world” violent content online, such as footage of actual fights, stabbings, or physical bullying.
 - Unlike movies, this is “User-Generated Content” (UGC) that appears in a child's feed without warning, often desensitising them to physical aggression.

Content

The Reality of the Digital Feed: High-Risk Content

- Pornography and Accidental Exposure
 - The average age of first exposure to online pornography is now 13. However, 25% of children report having seen it by age 11, with the majority (59%) stating their first exposure was accidental.
 - "Platform-hopping" means children are often exposed to pornographic links on mainstream sites like X (Twitter) or via Discord servers, rather than searching for dedicated porn sites.
- Body Image and the "AI Filter" Effect
 - 1 in 5 children aged 8-17 feel "pressure" to look a certain way due to social media. Furthermore, the rise of "nudifying" AI apps—which can digitally remove clothing from a standard photo—is a primary concern for 60% of teenage girls.
 - It is no longer just about "unattainable beauty"; it is about "Identity Harm"—the fear that their own image can be manipulated and weaponised.



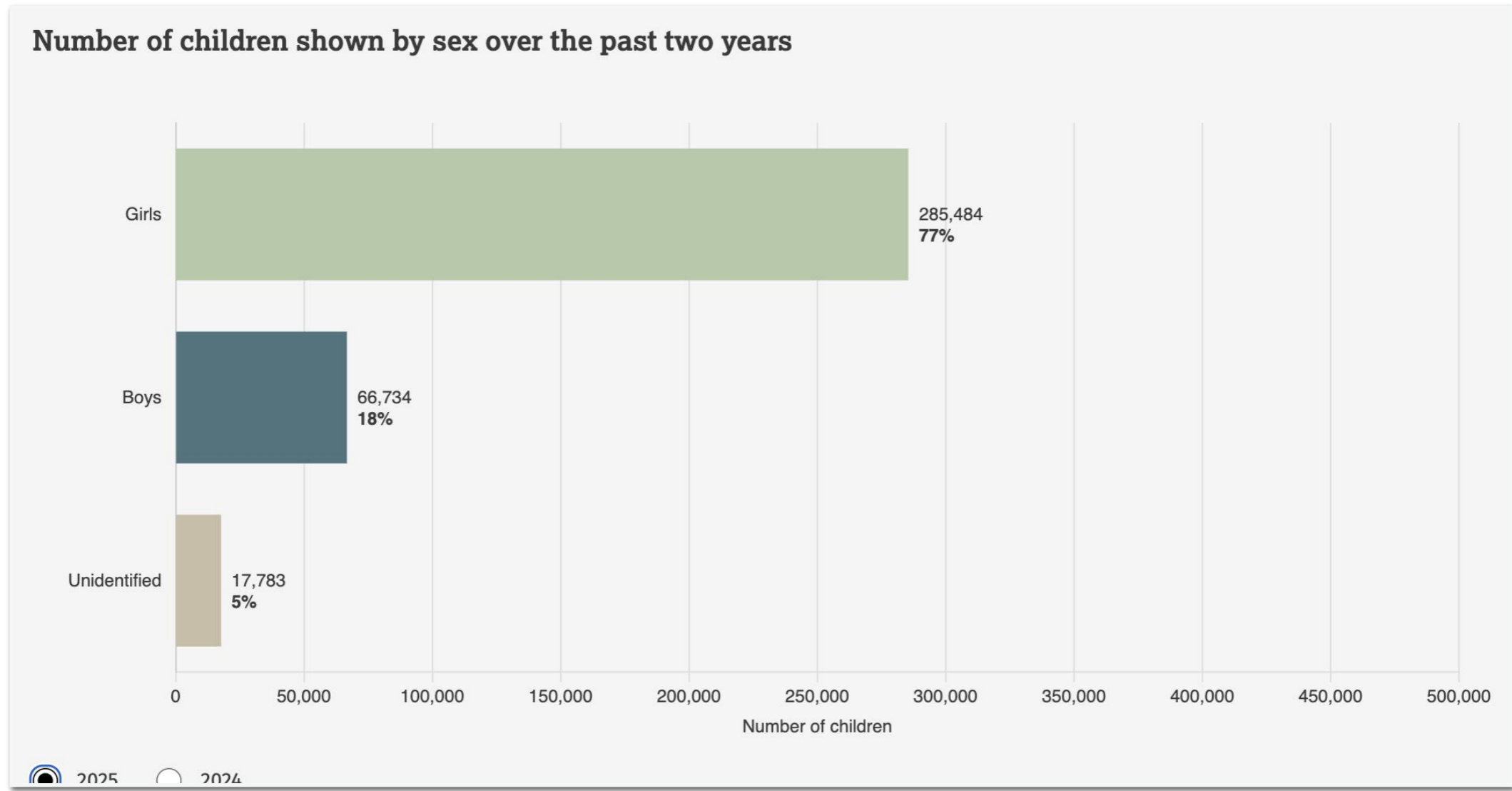
Internet Watch Foundation

Annual Report 2025

IWF Annual Data & Insights Report

- 2025 Report Identifies Persistent Threats
 - Live Stream Abuse
 - Violence against women and girls
- Emerging Threats
 - AI Generated Child Sexual Abuse.
 - Sexually Coerced Extortion.

Annual Data and Insights



The report highlights that ‘Self-Generated’ imagery (often captured from livestreams or webcams) now makes up a significant portion of reported abuse material.

Internet Watch Foundation

Annual Data and Insights

- The 2025 IWF report highlights a terrifying surge in AI-generated Child Sexual Abuse Material (CSAM) and self-generated imagery.
- Threats are moving away from traditional grooming and towards Financial Sextortion (coercing teens into sending images and then demanding money).
- Livestreaming is the high risk zone. The IWF notes that ‘gifting’ cultures on platforms like TikTok can lead to ‘performative harm’, where children take risks for digital currency.

Live Streaming growth

- Live video is now mainstream. In 2024, 66% of children watched a livestream.
 - Among teens it's 82%
- 48% of all children use YouTube Live and 31% use TikTok Live to watch stream.
- Short-form “snack” videos (TikTok, Instagram Reels) and ephemeral “stories” dominate youth feeds.



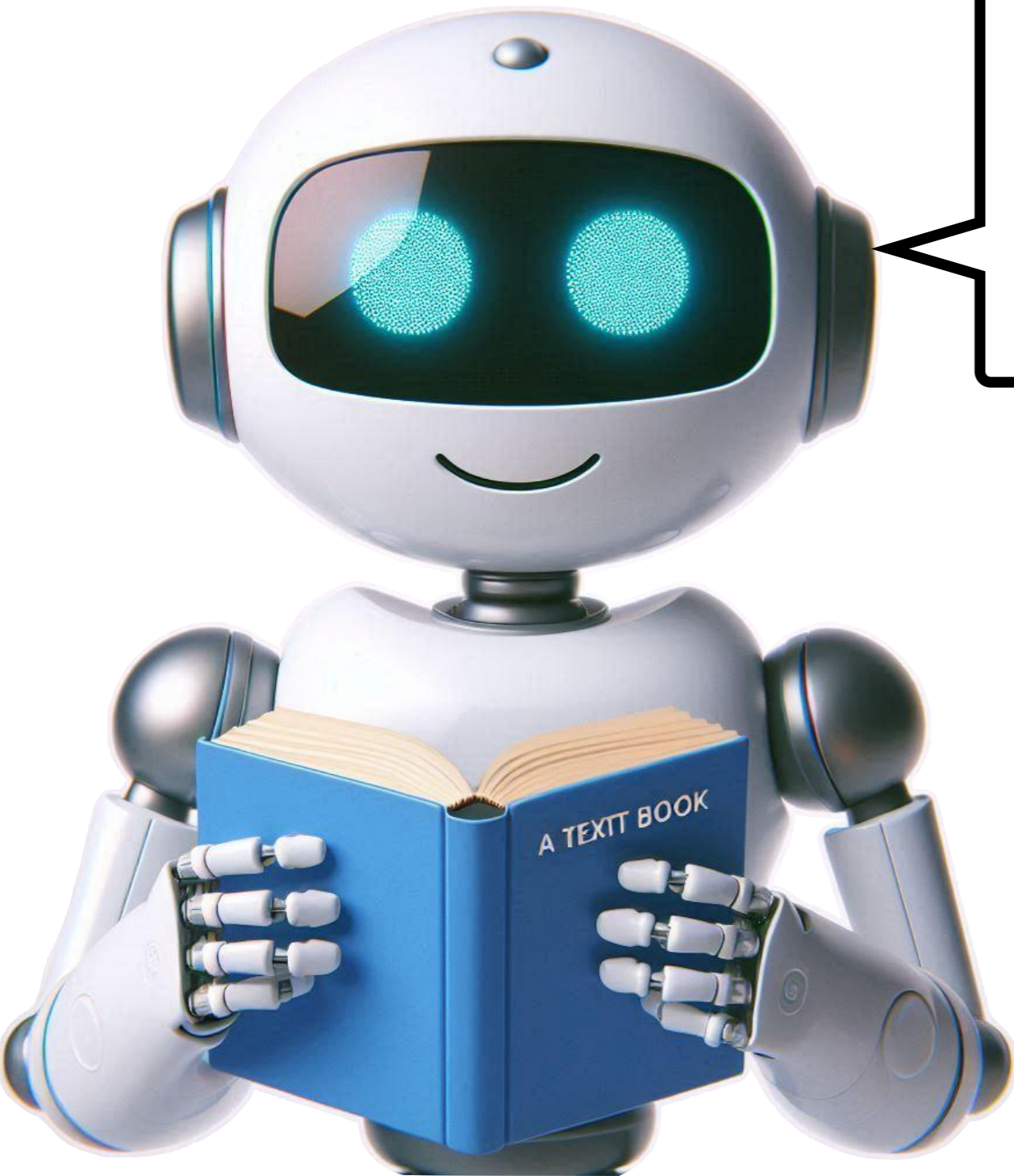
Emerging Trend: AI Companionship

- Ofcom reveals that 1 in 5 young adults (25-34) and a huge percentage of younger teens are now using AI tools (like Snapchat's My AI or ChatGPT) for conversational companionship.
- Young people are seeking relationship advice or friendship from bots. This creates a relationship where the child feels an emotional bond with an entity that has no moral compass or safety boundaries.
- Talk about Bot boundaries. Does your child know when they are talking to a human vs. an AI?



Teach your children that AI is a
Mirror, not a Friend. It only
reflects what it thinks you want to
see.

Access to Adult Content



13 years old

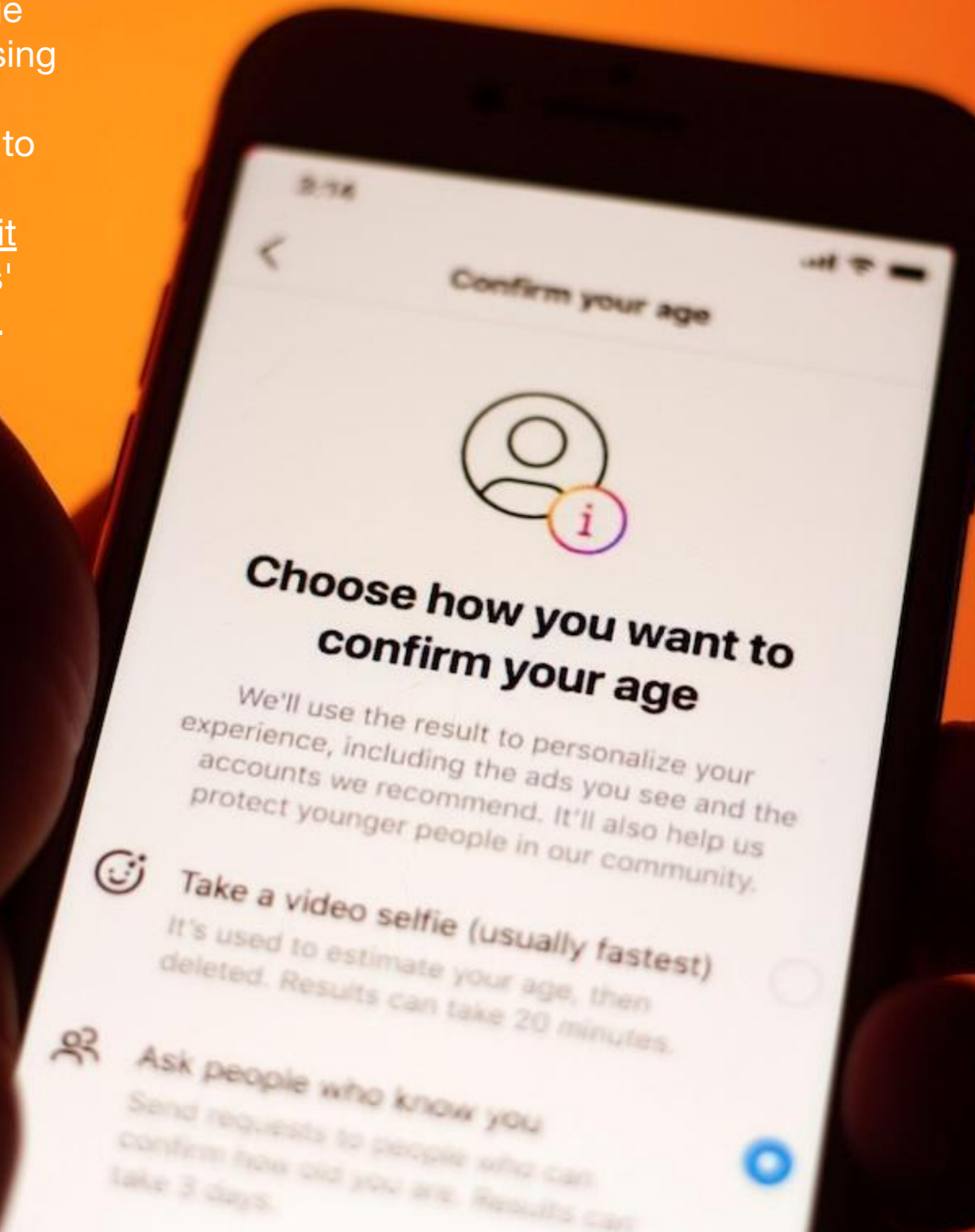
The average age at which UK children first encounter online adult content, including pornography, is around 13 years old.

However, a significant portion of children are exposed earlier: about 27% have seen it by age 11, and 10% had been exposed by age 9 or younger, often accidentally on social media or other popular platforms.

The **UK's Online Safety Act** mandates "age assurance" to prevent children from accessing age-inappropriate and harmful content, including pornography and content related to self-harm. Platforms must use "highly effective" methods, such as photo ID, credit card checks, or facial scans, to verify users' ages, as self-declaring age is not sufficient.



**Do you know
what a VPN is?**



Other technologies appear to be increasing the exposure of children to pornographic content. In the roundtable held in July 2024, a young person explained that that they were exposed to pornographic imagery through the manipulation of an otherwise neutral image to circumvent an online service's content moderation filters.

"It was an image of a politician ... and then that image was made up of a whole bunch of small images of genitalia. And then, because TikTok has a feature where you can zoom in, like obviously it was like pornographic content, but because TikTok's algorithms and stuff only saw the picture of (the politician) overall and not the picture when you zoomed in" – Boy, 17.

What can you do?

What can you do?

(not just Privacy=Private)

- Open Dialogue
 - Make online safety a regular conversation.
 - Encourage children to ask questions and report anything disturbing.
 - It's *always* okay to say NO to anything online that makes them uncomfortable.
- Participate & Supervise
 - Co-watch or co-play digital content to understand what's normal for them.
 - For young children, you may initially supervise directly or use age-safe modes (e.g. YouTube Kids).
 - Gradually allow more independence as they demonstrate good judgment.
- Set Boundaries Together
 - Emphasise balance: offline activities (sports, hobbies, face-to-face time) so social media isn't the only focus.
 - Make these expectations clear but fair.
 - Develop a family media plan: agree on screen-time limits, offline hours.

What can you do?

(not just Privacy=Private)

- Digital Literacy
 - Teach critical thinking about online content.
 - Algorithms can trap them in “filter bubbles” or addictive feeds.
- Safe Sharing Practices
 - Coach your child on privacy habits.
 - Periodically review their friend/follower lists together,
- Handling Predators
 - Reiterate that they *won't get in trouble* for telling you.
 - Advise immediate steps: block the person, stop chatting, and tell a trusted adult.

What can you do?

(not just Privacy=Private)

- Sexting/Sextortion
 - Emphasise the dangers of sharing intimate images: once sent, they can be shared and misused.
 - No one has the right to blackmail them
- Promote Positivity
 - Help them find positive channels (educational, creative, supportive communities)
 - It's not all bad - 65% of children say it helps with friendship
- Lead by Example
 - Limit your own phone use around them to set a pattern
 - Show how to “unplug”
- Stay Informed:
 - Keep up-to-date via trusted sources (UK Safer Internet Centre, NSPCC, Ofcom reports)
 - Our Newsletters/ Videos and future sessions

What Platforms Are Winning Attention?

YouTube is now dominant across all generations

- Parent insight: If you ask ‘what are you watching?’ You may miss what’s really happening.
- Ask instead:
 - Who are you watching?
 - Why do you like them?
 - Do they livestream?
 - Do they sell things?
 - Do they chat with viewers?



Parents, do you know your child's online habits?

Ending with **five** simple questions:

1. Do you know how much time your child spends on a device each day/week?
2. Do you always know what your children do online?
3. Do you always know who they interact with?
4. Do you always know what online content they are viewing?
5. Do you always know what that content is rated?



Bedtime rule & where devices live matters

Simple house rules that help

- No screens in bedrooms
- No TVs in bedrooms
- Devices stay in shared spaces
- No devices one hour before bed
(Stimulate the brain, delay sleep and reduce emotional regulation)
- Replace screens at bedtime with stories, talking and calm routines
(This is one of the strongest protective habits you can build)



How to apply Parental Controls

Social Media

- **Instagram:** Go to Settings > Privacy > Account Privacy > Switch to Private Account.
- **TikTok:** Settings > Family Pairing > Choose Safety and Privacy Settings.
- **Snapchat:** Settings > Who Can > Contact Me/See My Story > My Friends.
- **WhatsApp:** Settings > Privacy > Last Seen/Profile Photo/Status > My Contacts.

Monthly Online Safety Videos

Included in your school's subscription

April 2026: Online Gaming

This video provides a quick overview on how to keep your child safe whilst gaming online, outlining communication risks, in game spending, age ratings and reporting tools.

Released 01.04.26.



May 2026: Navigating Group Chats

This video provides a quick overview on group chats, potential risks, dealing with peer pressure and using the blocking and reporting tools.

Released 01.05.26.



Questions