



As a Trust, we are committed to promoting the safe and responsible use of the Internet and Social Media, working alongside parents to assist and support their children and help to keep them safe. September 2025

Cyberbullying

What is cyberbullying?

Cyberbullying is a form of bullying that takes place online and can take many forms, such as sending malicious messages. Cyberbullying can happen at any time of the day, so often feels unrelenting. It can take place across many different platforms, such as on messaging apps like WhatsApp and Snapchat, on social media platforms such as Instagram and TikTok and via online games. Here are some examples of what cyberbullying can look like online:

- Sending nasty or hurtful messages
- Leaving unkind comments
- Sharing photographs of somebody else without their permission
- Excluding somebody on purpose
- Impersonating somebody with a fake account
- Telling/sharing lies
- Blackmailing

What should I do if my child is being bullied online?

If your child is being bullied, then try to stay calm and let them know that it is not their fault. It is always useful to keep evidence of any online bullying and inform their school so that they are aware. Show your child how to block and/or report any users/content and review their privacy settings to limit what others can see. You may also wish to review/set up any available parental controls.



Further information

There is a vast amount of information available online about cyberbullying. The following links provide further information on types of online bullying, and who you can contact if you need any further advice or support.

<https://www.childnet.com/help-and-advice/online-bullying/>

<https://anti-bullyingalliance.org.uk/tools-information/advice-and-support/advice-parents-and-carers/sources-information-advice-and>

Sharenting

We have to admit that we like to share the positive moments in our child's life; social media is certainly a platform to do this. However, do we fully understand the potential risks of posting to social media? How often do we ask our child if we have permission to put an image of them online? Do we think it is OK to post about our child and share content because our accounts are only visible to friends? Do we understand the damage that posting and sharing content about our child could have in the future? These questions must be considered carefully. If in doubt, don't share!



What's wrong with SHARENTING?

(when parents share photos of their children online)

- Identity theft
- Permanence of digital content
- Losing control of images
- Exposure to child predators
- Creates their children's digital footprints before they are old enough to consent to it



Sprunki

Is your child playing Sprunki? If they are, there are several versions of this game, so it is important to check which version they are playing and to then check its suitability for your child. For example, one versions states:

“WARNING: This game contains disturbing images and scenes of explicit violence and gore”.

Find out more here:

<https://www.esafety.gov.au/key-topics/esafety-guide/sprunki>



Online Challenges

According to Ofcom's latest Children's Media Use and Attitudes report "funny videos or those showing pranks or challenges continue to be the most popular type of VSP (video-sharing platforms) content for children, watched by 68% of 3-17-year-olds who watch videos." [source - <https://www.ofcom.org.uk/media-use-and-attitudes/media-habits-children/children-and-parents-media-use-and-attitudes-report-2025>]

If your child is watching this type of content, then you need to chat to them regularly, particularly about online challenges and the risks that they can pose. **There are challenges online that are risky/dangerous.** Sadly, there are reports that children have died as a consequence of attempting online challenges.

Children may not yet have developed the skills and ability to critically analyse that what they see online is not always safe for them to replicate. Make sure your child knows that they should talk to you (or another trusted adult) if they are thinking about trying something that they have seen online.

If your child has not heard about an online challenge, then do not draw attention to it as this may lead to them searching for it out of curiosity, so just talk about challenges in a general sense. Furthermore, reassure your child that challenges that suggest that terrible things will happen if they do not complete the tasks are not real.

The following link will provide you with further information as well as content to help you talk to your child: <https://www.internetmatters.org/resources/online-challenges-guide/>



Conversation Starter

Are you struggling to start a conversation with your child about online safety? Why not try discussing this scenario with them. What would they do and how would you help them?

Amira and her classmates have a WhatsApp group. One evening, Amira notices that some group members are sharing unkind jokes and memes about another student, Leo, who isn't part of the group. The messages start as playful but quickly turn mean-spirited. Amira feels uncomfortable but isn't sure what to do. So, what should Amira do?

First, Amira should **not join in** with the mean messages. Then, although difficult, she could **speak up** in the group by saying something kind like: "Let's not be mean. This isn't fair to Leo." Finally, she should **tell a trusted adult**.

The 2 Johns carried out some amazing training with the children, staff and parents last year. Their expert advice is still available via their website EST E-safety Training <http://www.esafetytraining.org/> or Facebook page <https://www.facebook.com/The2john>



How does your child feel about **YOUR SCREENTIME vs THEIRS?**



DID YOU KNOW?

45% of 8-11s feel that their parents' screentime is too high

35% of 8-17s feel that their own screentime is too high

Online Privacy

It is important to develop an understanding of how you can protect your child's privacy online. Any personal information shared online creates a digital footprint and it is vital that we control who sees what.

What are Privacy settings?

Privacy settings are tools available on most social media apps, websites, and games. They allow users to control who can view what they share online.

What can we do to support our children with their online privacy?

Talk to your child regularly: Talk to your child about what is personal information and to think about what they share online. Personal information includes their name, address, current location and the school they attend. This also includes information within photos or videos that they may share, for example does it show their current location?

Apply appropriate privacy settings: For any app, game or device that your child uses, check the privacy settings and apply them as appropriate. For example:

- Check if their location is being shared.
 - Check who can tag them in posts (as what others tag them in can also affect their digital footprint).
 - Check who can share their content.
- Check these settings regularly as new options may become available or sometimes updates can change previous settings.

Children learn from us: Think about what you are sharing online

Set strong/complex passwords: Teach your child to create strong/complex passwords and to never share them with others.

Search their name – search their name in a search engine to see what information can be seen about your child. Remind your child that they can delete any information that they no longer want others to see.

Further Information

- <https://www.childline.org.uk/info-advice/bullying-abuse-safety/online-mobile-safety/taking-care-your-digital-footprint/>
- <https://www.unicef.org/parenting/child-care/online-privacy>
- https://www.ceopeducation.co.uk/11_18/lets-talk-about/online-safety/privacy-settings/



Talk PANTS with the NSPCC

Talk PANTS was developed to help you have conversations with your child to help them understand that their body belongs to them.

You can find out more here as well as a further link to helpful questions:

<https://www.nspcc.org.uk/keeping-children-safe/support-for-parents/pants-underwear-rule/>

Report Remove

Childline work with the Internet Watch Foundation (IWF) and Yoti to help a child remove any sexual image or video of them that is online.

This service will help them to have an image **removed** that is public or available to anyone on the internet.

Find more here:

<https://www.childline.org.uk/info-advice/bullying-abuse-safety/online-mobile-safety/report-remove/>

Do you need help managing your child's device?

You can use Google Family Link or Apple Family Sharing to help you depending on your child's device.

Google Family Link

This is a free parental control app from Google that lets you:

- View activity reports showing how long they spend on each app.
- Approve or block new app downloads.
- Set screen time limits.
- Find their location.

You will need to download an app and then decide appropriate settings.

<https://families.google/familylink/>

Monitoring Apps (paid for)

In addition, there are apps that you can pay for that you may find provides a better solution for you. Whilst we cannot recommend/endorse a specific product, these are some examples that you could review and test using a free trial:

- Norton Family: <https://uk.norton.com/products/norton-family>
- Qustodio: <https://www.qustodio.com/en/>
- Family Time: <https://familytime.io/>

Apple Family Sharing

You can set up Family Sharing in the settings of your device. Family Sharing allows you to:

- Share Apple subscriptions and purchases from the App Store.
- Approve what children purchase/download.
- Limit screen time.
- Share locations and find devices.

<https://www.apple.com/uk/family-sharing/>