



BIRCH HILL
PRIMARY SCHOOL AND NURSERY
Learn • Believe • Achieve Together



MAIDEN ERLEGH
TRUST

Welcome to Safer Internet Day 2025

E-Safety talk for Parents

Wednesday 12th February 2025



What does your child's Digital Playground look like?



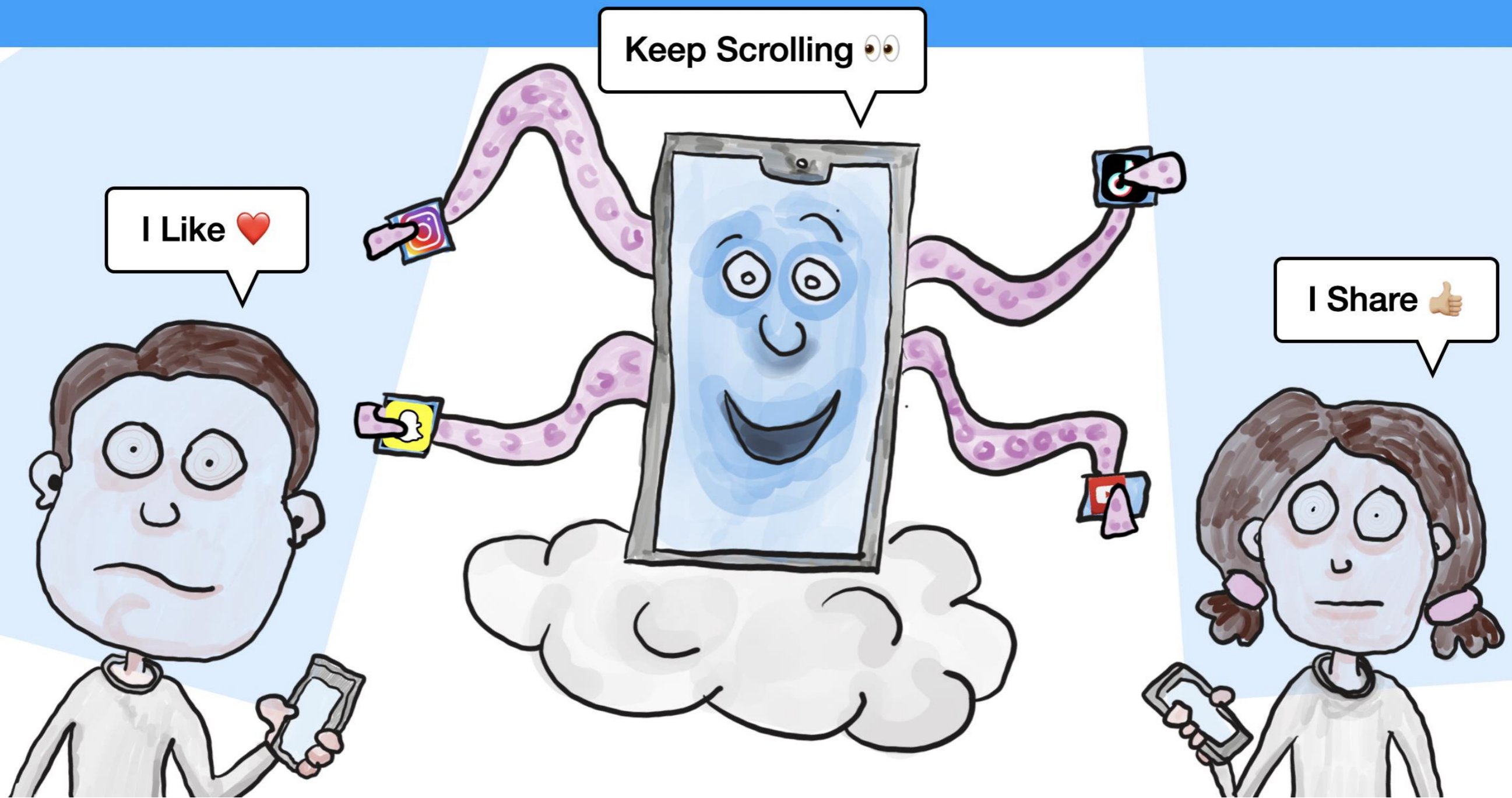
Let's discuss the digital landscape primary-aged children inhabit.

Do you recognise these?



Online Safety Bingo

ARE YOU DOWN WITH THE KIDS?



Are you down with da Kids?

How well do you know the landscape of children's digital lives?

Round 1



Question 1

On average, at what age do children in the UK get their first mobile phone?

A

7 years old

B

10 years old

C

13 years old



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On average, at what age do children in the UK get their first mobile phone?

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An Unprecedented Social Experiment

The **longer** you hold off giving your child a phone, the better off they will be!

Technological advancements that are reshaping every facet of our society.

We are guinea pigs in the biggest social experiment ever.



Just Google...



myopia epidemic



The myopia epidemic has become virtually impossible to ignore. In 2010, 28% of the world's population was affected.

By 2050, that number could reach 50%.



Did you know?

The average person spends 4.8 hours a day on their handset.

Did you know?

Most of us check our phones 55 times per day and some of us even 100 times.

People in the UK check their smartphones, on average, every 12 minutes of the waking day

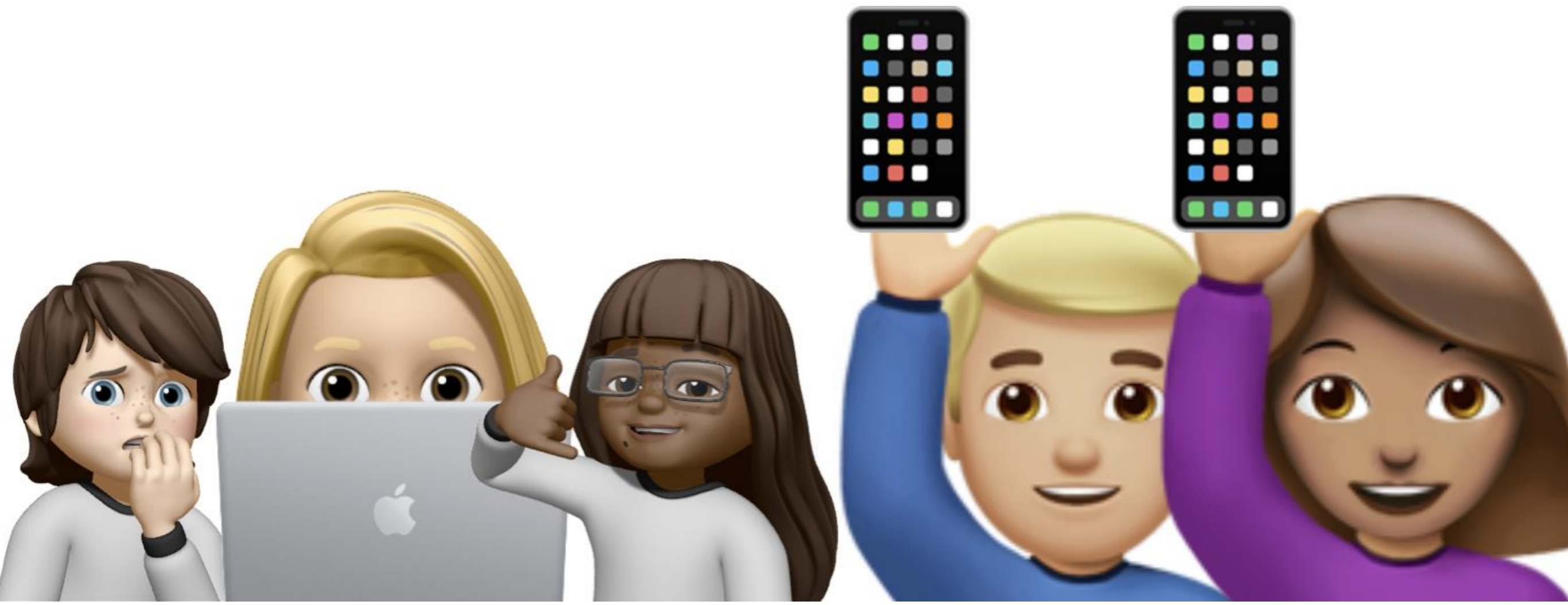
Culturally we have become addicted to these tools!



That's....

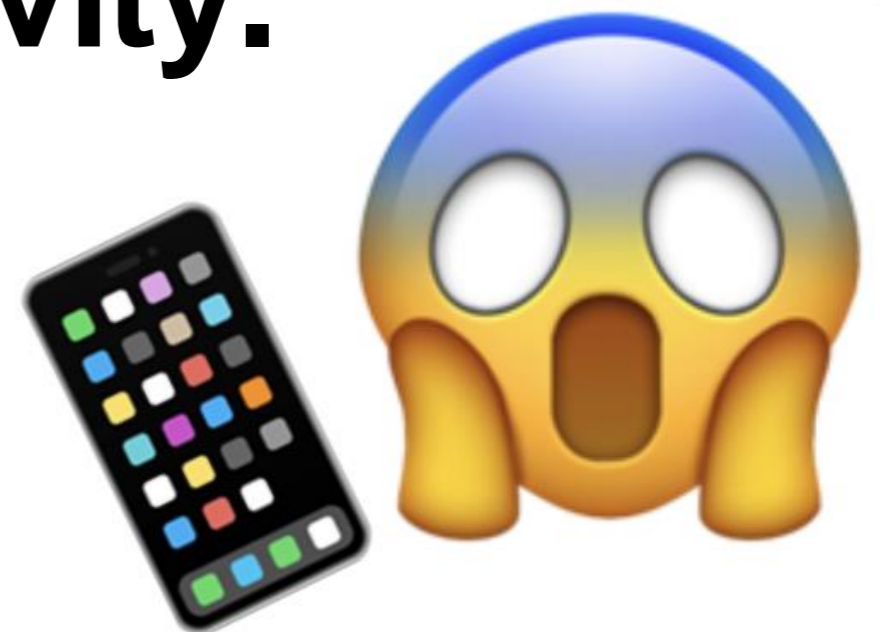
$4.8 \times 365 = 1,752$ hours a year

$1,752 \div 24 = 73$ days a year



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.



Are you guilty of

Phubbing?

Quite simply, it's phone snubbing.

The act of ignoring someone you are with and giving attention to your mobile phone instead: Researchers found almost half of relationships are affected by 'phubbing'.

Could it be hurting your relationships?



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Question 2

What is the average daily screen time for UK children aged 5-16?

A

2 Hours

B

3.5 Hours

C

5 Hours



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Question 2

What is the average daily screen time for UK children aged 5-16?

A

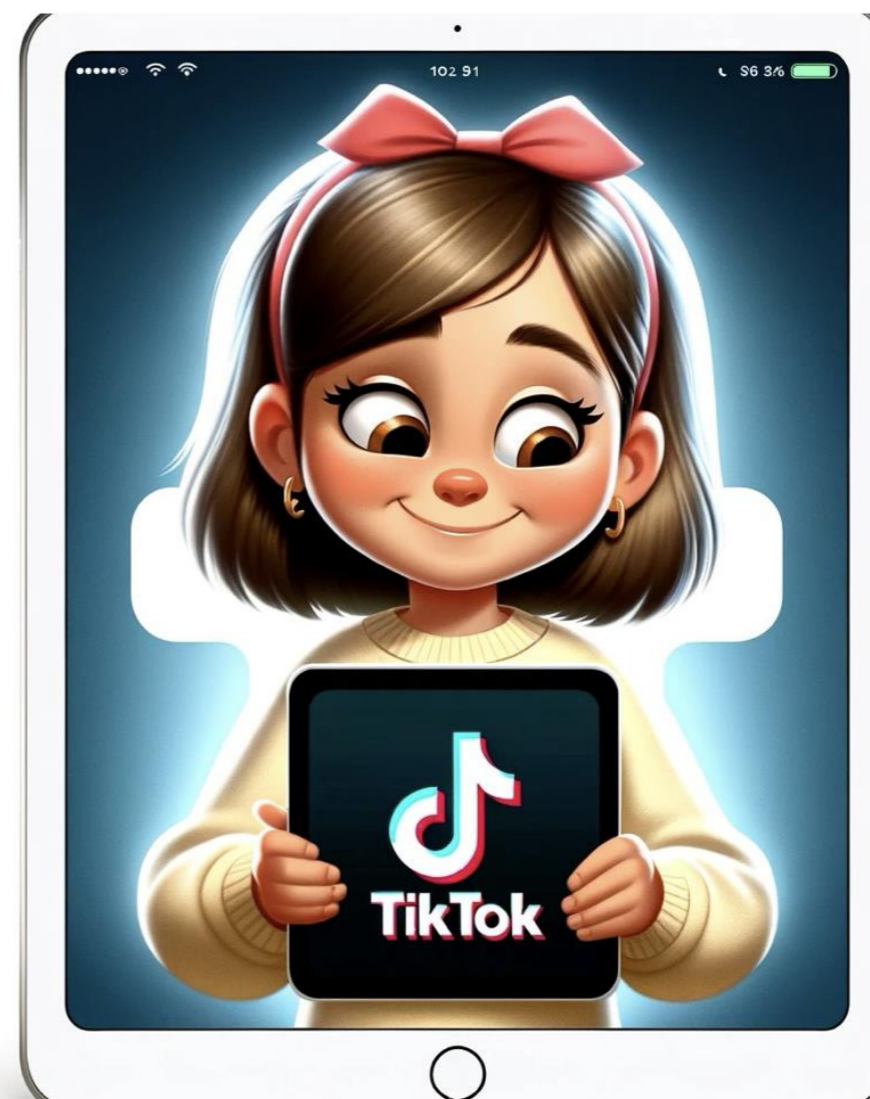
2 Hours

B

3.5 Hours

C

5 Hours



917
minutes

Average time
children spend
online a week

Average time
we talk to them
about digital
safety in their
entire childhood

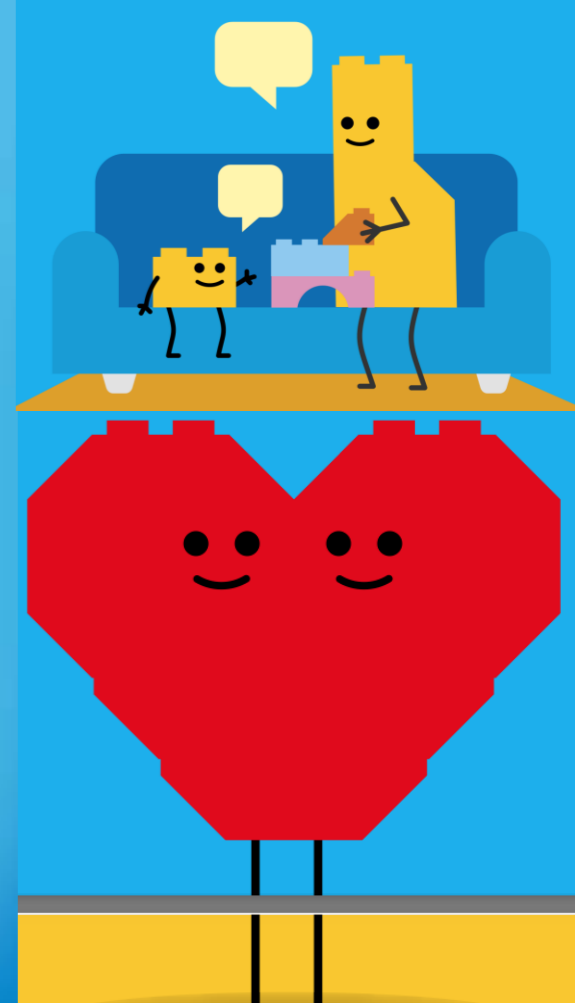
46
minutes

Rough estimate of time we
spend talking to children about:

Fire-breathing
dragons

Digital safety

Princesses



British kids spend an obsessive amount of time on TikTok, a new study finds...

British children spend 127 minutes a day on TikTok – more than in any other country.

Children in the UK are using TikTok for more than two hours a day, making British youngsters some of the heaviest users of the social media app worldwide, a new report has claimed.

In the last four years, the average watch time on TikTok has doubled since back in 2020, children spent 70 minutes every day on TikTok.



Jan 25, 2024

TikTok used by 16 per cent of British toddlers, Ofcom report reveals

Screen time facts & advice

Help children balance screen time and adopt a healthy digital diet

WATCH VIDEO

 2055 likes

SHARE

Get expert screen time tips and guidance

Choose a guide below to help children get the most out of their devices.



Are you down with da Kids?

How well do you know the landscape of children's digital lives?

Round 1



Question 3

At what average age do UK children first encounter online adult content?

A

13 years old

B

9 years old

C

10 years old



Are you down with da Kids?

How well do you know the landscape of children's digital lives?

Round 1



Question 3

At what average age do UK children first encounter online adult content?

A

13 years old

B

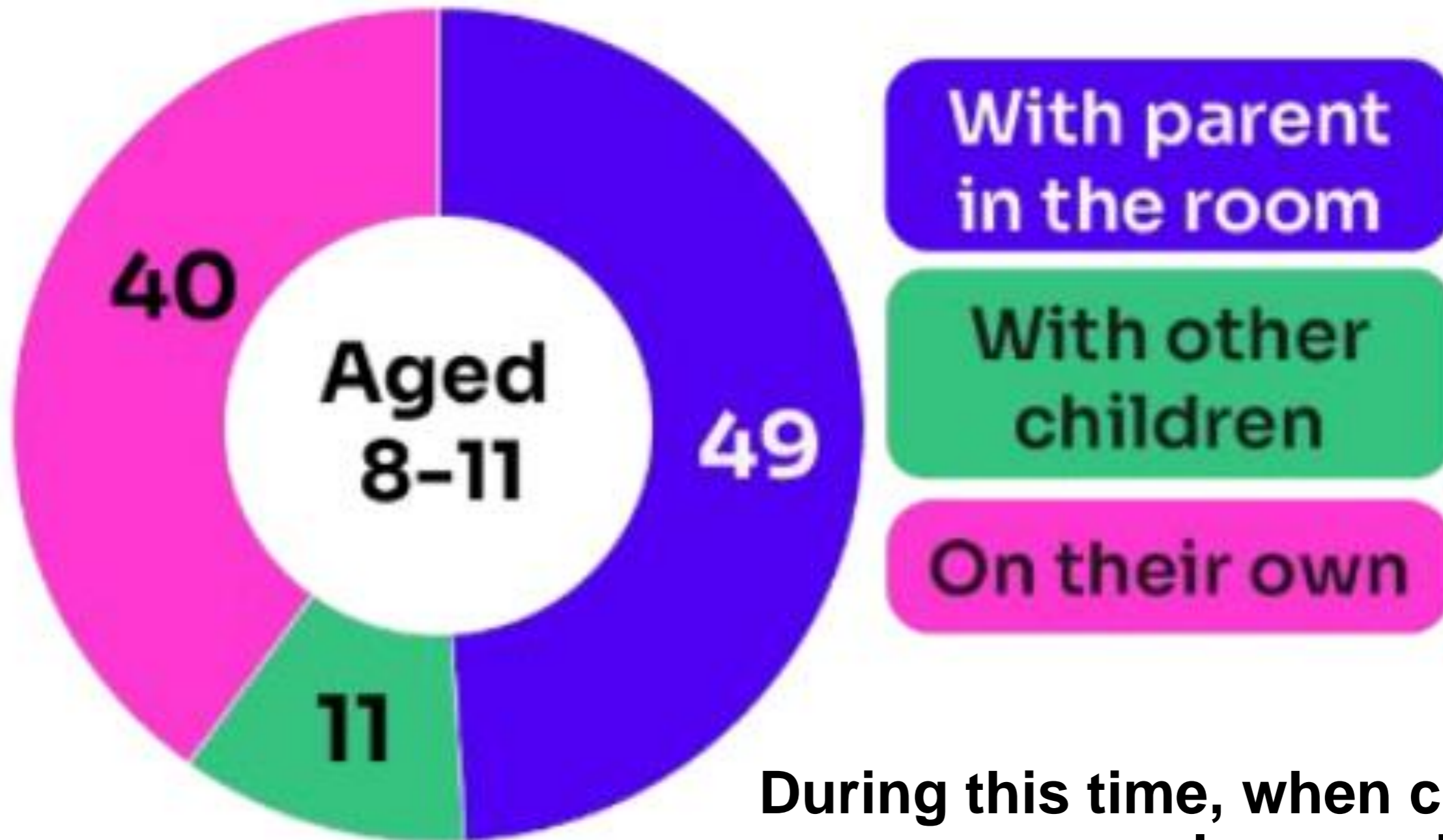
9 years old

C

10 years old



How does your child use the internet?



During this time, when children are on screens longer with less supervision, they are likely to stumble onto unsavoury content.

Dangerous Apps for Children



Snapchat

Children may not always fully understand that nothing really disappears on the internet — especially when a screenshot is just a quick button tap away.

There's also been a recent surge in drug dealers using Snapchat to connect with young people, as they think it's "safer" than texting.



Dangerous Apps for Children



Instagram

Like Snapchat, Instagram has also added disappearing messages and photos. It's even developed its own version of TikTok called Reels — short videos set to music or viral audio clips.

One of Instagram's primary dangers is the sheer amount of inappropriate content kids can access in just a matter of seconds, especially porn.



Dangerous Apps for Children



TikTok

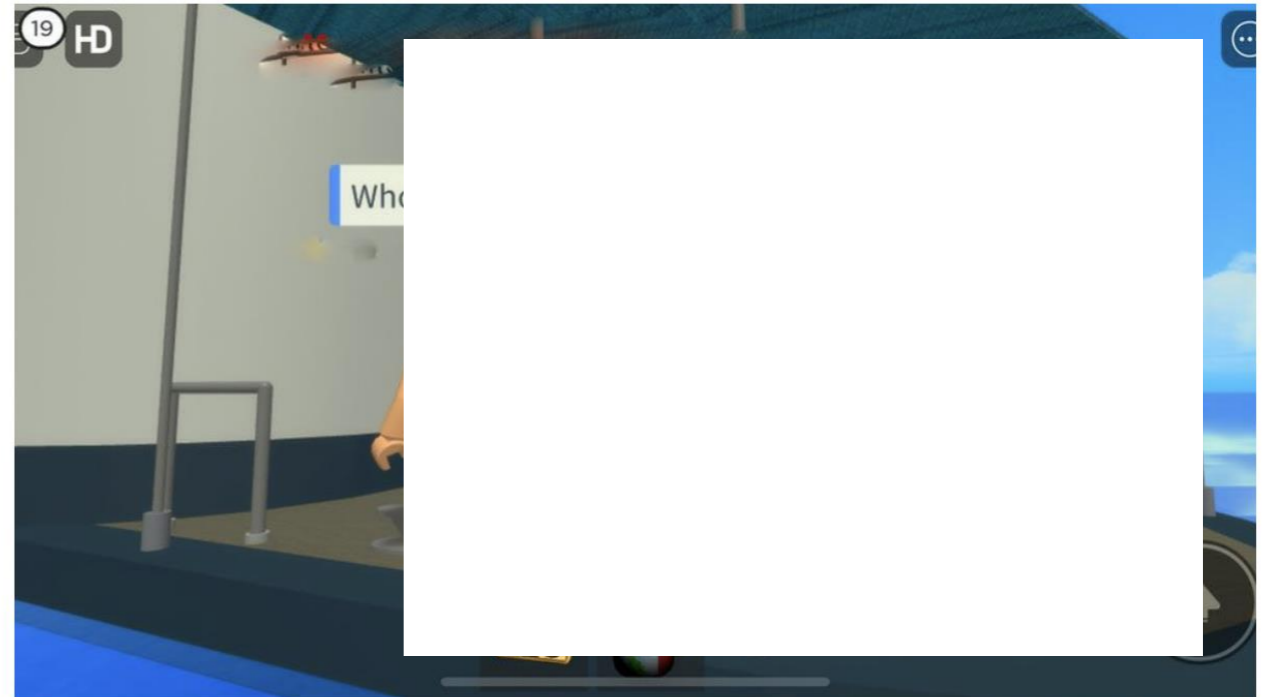
TikTok is the most popular app in the world. TikTok is more than just silly dances and lip-syncing — it can also present tons of inappropriate content like sexual discussion, profanity, violence, and viral trends that could put kids in physical danger.

There's also the potential for strangers to interact with children via comments and DMs, which is never a good thing.



“Condos”

Have you ever played Roblox?





How to set up filters on your home internet to help prevent age inappropriate content being accessed on devices in your home.

The 4 big internet providers in the UK – BT, Sky, TalkTalk and Virgin Media – provide their customers with free parental controls which can be activated at any time. They have come together to produce these helpful video guides to help you to download and set-up the controls offered by your provider.

We know that 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.



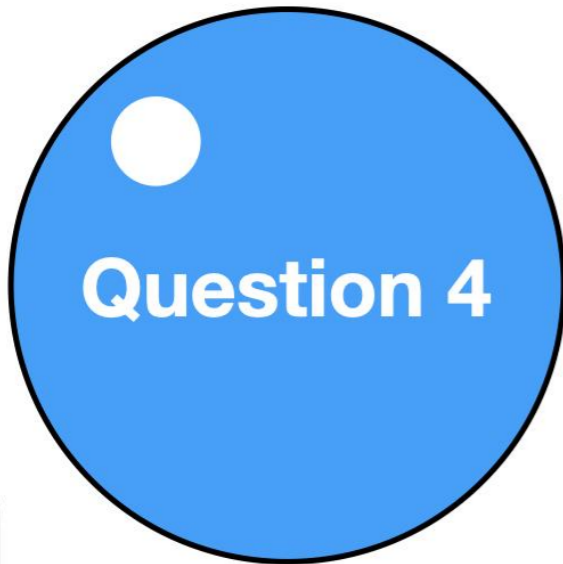
How to set up the parental controls offered by BT

Video guide from BT about how to set up parental controls.



How to set up the parental controls offered by Sky

Video guide from Sky about how to set up parental controls.



What percentage of UK children aged 8-11 have their own social media profile?

A

23%

B

10%

C

40%





Question 4

What percentage of UK children aged 8-11 have their own social media profile?

A

23%

B

10%

C

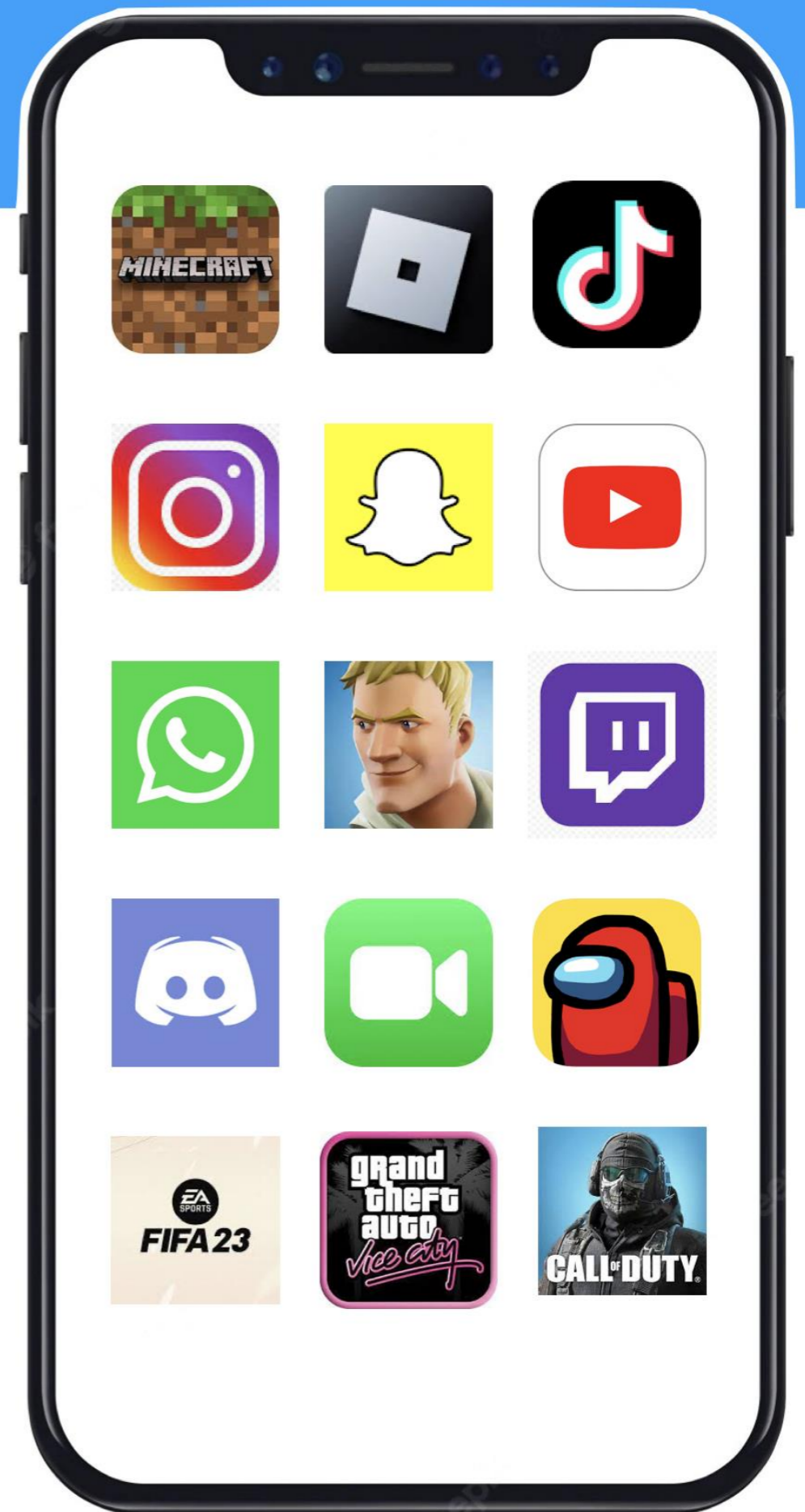
40%



The Usual Suspects

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

1. YouTube (88%)
2. WhatsApp (55%)
3. TikTok (53%)
4. Snapchat (46%)
5. Instagram (41%)
6. Facebook (34%)



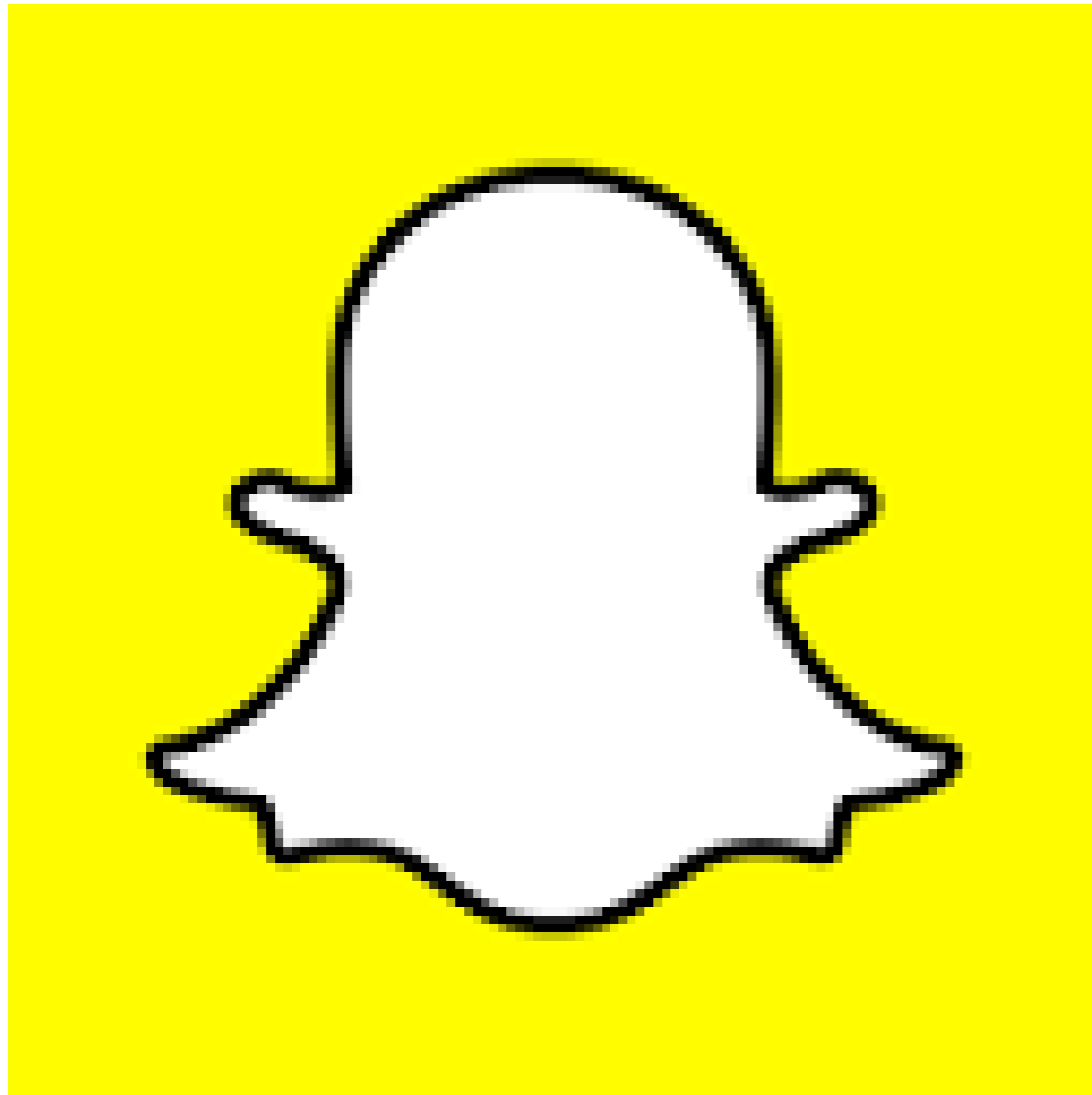
What are the age requirements for these apps?



What are the age requirements for these apps?



What are the age requirements for these apps?



What are the age requirements for these apps?



13

What are the age requirements for these apps?



Apple Messages: No official age requirement, but Apple ID for children under 13 can be created by a parent or guardian.



Telegram: 16 years old.



Threads (from Instagram): Typically would follow Instagram's requirement, which is 13 years old.



Instagram: 13 years old.



Snapchat: 13 years old.



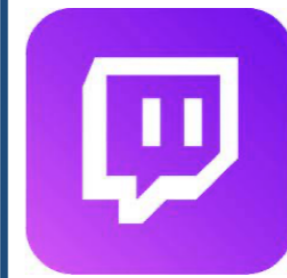
Vinted: 18 years old, or 13 to 17 years old with parental consent (varies by region).



Facebook: 13 years old.



FaceTime: No official age requirement, but an Apple ID for children under 13 can be created by a parent or guardian.



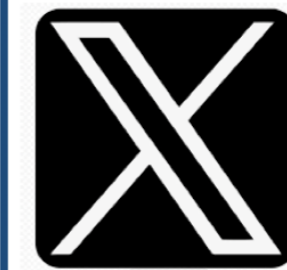
Twitch: 13 years old, with those between 13 and 18 requiring guardian supervision and permission.



WhatsApp: 16 years old in the European region and 13 in the rest of the world.



TikTok: 13 years old, with parental consent for users under 18.



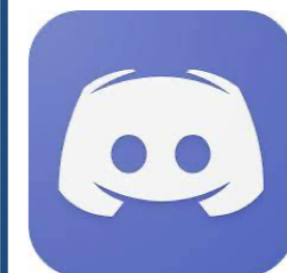
X (Twitter): 13 years old.



Facebook Messenger: 13 years old.



YouTube: 13 years old, with a YouTube Kids app available for younger children.



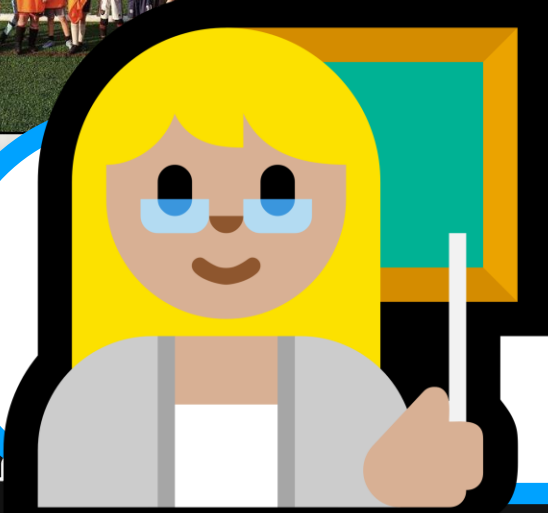
Discord: 13 years old.



Here is Luke's Instagram profile.

1. What personal information can you see?
2. How old is Luke? Should he be using Instagram?
3. Do you think he knows all his followers in real life?
4. What advice might you give to Luke, to help him stay safe online?

If your posts are set to **private**, your photos will be visible to people logged into **Instagram** who you've approved to follow you.



Let's discuss Instagram and the bio. This is the small area underneath the username for you to share some details about yourself. There's no way to hide your **bio** or profile image on **Instagram**. If you don't want people to see this info, we'd suggest removing it from your profile.





Question 5

How many hours per week do UK children aged 5-16 spend gaming on average?

A

5 hours

B

10 hours

C

14 hours



Are you down with da Kids?

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Round 2



Question 5

How many hours per week do UK children aged 5-16 spend gaming on average?

A

5 hours

B

10 hours

C

14 hours



Gaming among children

1. Creative and building games – **49%**
e.g. Roblox, Minecraft
2. Multiplayer games – **45%**
e.g. Fortnite, Fall Guys, Among Us
3. Action/adventure – **40%**
e.g. Super Mario, Legend of Zelda
4. Shooters – **38%**
e.g. Star Wars:Battlefront, Call of Duty
5. Sports – **37%**
e.g. FIFA, NBA, Rocket League
6. Playing in a virtual world – **28%**
e.g. World of Warcraft, The Sims

1. Creative and building games – **50%**
e.g. Roblox, Minecraft
2. Puzzles or quizzes – **43%**
e.g. Trivia 360, Sudoku, Candy Crush
3. Playing in a virtual world – **37%**
e.g. World of Warcraft, The Sims
4. Multiplayer games – **30%**
e.g. Fortnite, Fall Guys, Among Us
5. Action/adventure – **29%**
e.g. Super Mario, Legend of Zelda
6. Fitness and dance – **26%**
e.g. Wii Fit, Just Dance







Three-quarters of 12-17s played games online (75%), compared to 69% of 8-11s, 38% of 5-7s and 18% of 3-4s.

This can be quite confusing!

Age Rating System



Apple App Store 	Google Play Store 	PEGI  Pan European Game Information
4+	All Ages	3+
Not Applicable	6+	7+
9+	None	None  www.pegi.info
12+	12+	12+
17+	16+	16+
No rating - this content can not be sold in the Apple App Store	18+	18+



Let's look at Roblox

24 million games within the platform.



The platform's Terms of Use say that users under the age of 18 require parental consent to use the services.



Age Rating 12+

Infrequent/Mild Realistic Violence
Infrequent/Mild Cartoon or Fantasy Violence



Everyone 10+

T Teen

Diverse content: Discretion advised

Users interact, In-game purchases (includes random items)

[Learn more](#) OK



Parental Guidance Recommended

This serves as a warning that these apps can offer a broad variety of user generated or curated content. Typically, this applies to products such as Facebook, Twitter or YouTube.



Have you ever played Roblox?

24 million games within the platform.



Piggy Roblox

ROBLOX PIGGY STORY:

In Roblox Piggy, you are a **police officer investigating the disappearance of George Pig**. When you arrive on the scene, you get knocked out by a mysterious pig and wake up in a bedroom you have never seen before. You must escape the room before you are tracked down and killed by the strange pig. 10 Jan 2022



National
Online
Safety®

78%

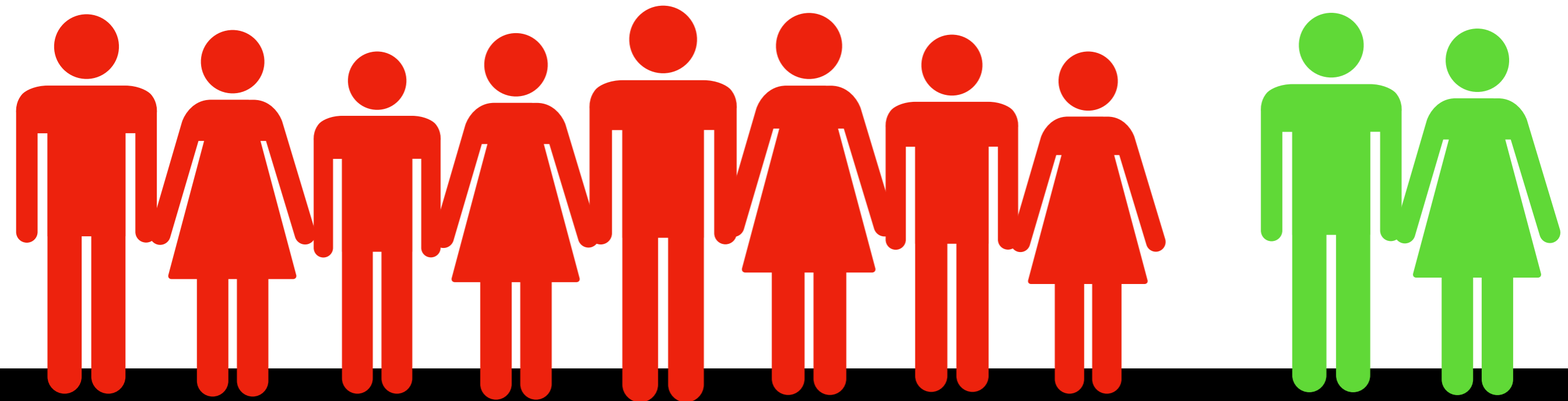
of young people have received
friend requests in an online game
from people they didn't know

Source: UK Safer Internet Centre



Almost 8 in every 10 children

Get a friend request from people they didn't know in an online game.





Question 6

How many UK children aged 8-11 have been bullied online?

A

1 in 5

B

1 in 10

C

1 in 12





Question 6

How many UK children aged 8-11 have been bullied online?

A

1 in 5

B

1 in 10

C

1 in 12





Platforms Flagged for Severe Bullying 🥲

1. Discord



Twitch

2. Snapchat



3. Instagram



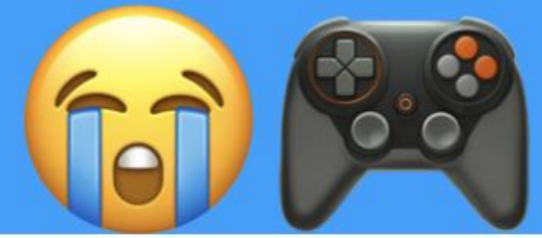
4. WhatsApp



5. Tik Tok



Bullying in Games



This could include:

Sending upsetting messages to another player.

Making someone lose a game on purpose.

Stealing another player's game currency.



What is online hate?

Online hate is language or actions that target a characteristic of a person or group of people in the digital space.

Many of those characteristics are protected by law. These include race, ethnicity, age, gender, sexual orientation, religion, etc.



Did you know if you're over 10...

Believe it or not, if someone says things that are considered hate speech, they can get into **real trouble** with the law. Yes, that means even kids can face consequences like being **arrested or having to go to court**. It sounds scary.

That's because it is. The law is there to protect everyone, making sure we all treat each other with respect and kindness.

So, before you post something online or say something about someone, take a moment to think about how your words can affect others. Always choose kindness, and remember, spreading hate can lead to consequences that are far from fun. Let's make the internet a happier place for everyone!





Question 7

What percentage of UK parents use parental controls on their children's devices?

A

39%

B

72%

C

57%





What percentage of UK parents use parental controls on their children's devices?

A

39%

B

72%

C

57%



Digital Family Agreement



LGfL DigiSafe®

Digital Family Agreement



LGfL DigiSafe®

I will:

Why?

- Check with mum before getting a new app or game or buying an add-on so she can check it's safe
- Set up privacy and safety settings on any apps and sites I use and show them to dad, so he doesn't worry
- Check with mum or dad before going live and explain what I can do to avoid any risks
- Not post or share any personal information, e.g. mobile, address, to stay private and safe
- Put my phone down when we're eating together or mum or dad want to talk, as it's respectful
- Turn off notifications when I'm doing homework and at bed time, to help concentrate and sleep
- Come off my devices an hour before bedtime to unwind and sleep well

If there are any issues:
We will talk about it calmly and respectfully
I may have to show you more about what I am doing on devices, or other consequences

Parent/carer will:

Why?

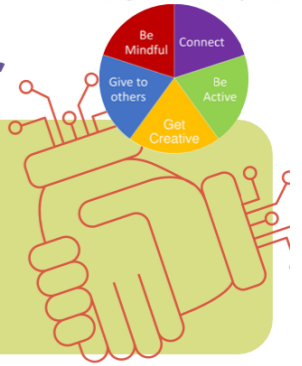
- Put our devices down when you want to talk to me/us so we can model good behaviour
- Keep our mobiles away for important family time, e.g. breakfast and dinner so we can have quality time and talk
- Trust you to manage your screen time sensibly as we agreed, and only say something if I/we are worried, to help you stay safe and healthy
- Ask permission before sharing any photos of you, to respect your privacy

If I'm worried by anything:
I can tell mum or dad and they won't judge me
I can talk to Ms Patel at school
I can contact Childline or The Mix

Safer Internet Day

ISLINGTON
Digital Charter

Children's
COMMISSIONER
Digital 5 A Day



Islington wants to promote the safe, happy and creative use of technology. In consultation with our children, parents and staff we have developed our very own 'Digital Charter'



Mobile-free mealtimes



Real books at bedtime



Be kind online



Create, don't consume



Balance online and physical activity



Think before you share



If something upsets you, tell an adult



Age appropriate content only

<https://islington-gov.j2bloggy.com/Islington-Computing-Online-Safety/>

We recommend a family agreement to make clear what is allowed...or not, how much time you can spend on devices, and ground rules like no phones at the table or in the bedroom at night-time. Shared expectations will reduce arguments and keep everyone safe & healthy.

Are you down with da Kids?

How well do you know the landscape of children's digital lives?

Round 3



What percentage of UK children aged 8-11 have seen something online that they found worrying or upsetting?

A

24%

B

8%

C

28%



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What percentage of UK children aged 8-11 have seen something online that they found worrying or upsetting?

A

24%

B

8%

C

28%



Stop after 'Sleep Tight'.



What is your child's bedtime story tonight?

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

Start with **four** simple questions:

1. Do you always know what your children do online?
2. Do you always know who they interact with?
3. Do you always know what online content they are viewing?
4. Do you always know what that content is rated?



Closing thoughts

Advice for parents and carers ▶ Play all



What is screen time? Young people give their thoughts

UK Safer Internet Centre
1.8K views • 1 year ago



What are parental controls? Young people give their...

UK Safer Internet Centre
1.1K views • 1 year ago



Safer Internet Day 2023 - film for parents and carers

UK Safer Internet Centre
20K views • 1 year ago



Safer Internet Day 2024 - Film for parents and carers

UK Safer Internet Centre
10K views • 1 year ago

- YouTube channel: UK Safer Internet Centre has resources for children and parents/carers.
- Look at: <https://saferinternet.org.uk/guide-and-resource/parental-controls-offered-by-your-home-internet-provider>
- Balancing screentime: https://www.internetmatters.org/issues/screentime/?utm_source=BBC%20Own%20It&utm_medium=video&utm_campaign=always_on_vid4_screentime