

DRUMELO



DIGITAL PARENTING

A Simple Toolkit to Help
Protect Your Child Online

Discover the Benefits

01

You're already doing a great job at keeping your child safe. Our aim is to make it easier for you.

Children are often at the forefront of new online technologies, and therefore can be exposed to emerging risks before you can recognise the dangers and take action.

This booklet outlines the key evidence-based methods to help you stay one step ahead, so that your child can safely benefit from all the opportunities the digital world can provide.

Don't have the time to go through the settings yourself? Our Digital Parenting sessions provide you with personalised instructions and guidance on your devices and parental controls.

Cover all the bases with one of our technical experts guiding you through the steps to a safe digital set-up for your family.

Boost your child's safety online with your very own [Digital Parenting Coaching service](#). Turn to the last page to find out more.



Why should my child use digital devices?



Social support
90% of 12-15 year olds say social media has made them feel closer to friends.¹

Future readiness
82% of current jobs require digital skills.²

1 (Ofsted, 2022)

2 (Nania et al, 2019)

Skills and opportunities

Language and literacy
 Dictating, typing and reading

Social Skills
 Peer support and interactions

Learning opportunities
 Access to information

Problem Solving
 Learning-by-doing

Personal Growth
 Expression and new perspectives

Reduces Barriers
 Accessible inclusion and connection

Creativity
 Dictating, typing and reading

Encourages offline behaviour
 In-person hobbies and interests such as dance and photography

Technical Skills
 Digital fluency

“It’s essential that young people develop safe and productive digital skills to prepare for their future”

What are the risks?

02

1 What might your child see?

As children explore the internet they may come across content that's not suitable for their age through search engines, websites, apps and games.

Potentially harmful content



Violent or distressing material

Aggression or cruelty toward an animal or person.



Sexual and pornographic content

Almost 1 in 3 eleven year olds have seen porn. Those who are exposed to this type of content at this age may be more likely to develop low self-esteem.*



Discrimination and hate speech

Material promoting intolerance like racism, homophobia and sexism.



Harmful ideas and advice

Content encouraging self-harm, eating disorders, extremist information, drugs and unnecessary risk taking such as online challenges.






Misinformation and hoaxes

False or inaccurate content, such as fake news, edited and filtered videos, memes or viral messages can be shared accidentally or as a deliberate trick.

2 Who might your child come into contact with?

Children often want to meet new people online.

New connections can be beneficial, offering educational and supportive communities. But your child can also be at risk of coming into contact with someone who has harmful intentions.

People online with harmful intentions	Risks
 <p>Peers or adults spreading harmful ideas</p>	<ul style="list-style-type: none"> • Persuasion of ideas, spreading extremist, radical or discriminatory messages
 <p>Coercive peers or adults with sexual intentions</p>	<ul style="list-style-type: none"> • Grooming and sexual harassment, such as sharing sexual images and messages • Surveillance such as stalking and webcam spying
 <p>Bullies and trolls</p>	<ul style="list-style-type: none"> • Cyberbullying takes many abusive forms





80% of girls say that girls their age are 'often' or 'sometimes' **pressured to provide sexual images***


3 What are the cyberbullying risks?


Cyberbullying is deliberate, repeated harm via an electronic device


One of the main dangers is that **some behaviour can be so common that it is seen as 'normal'**, such as sexual harassment and discrimination. Therefore, your child might not identify these as a problem and won't seek support.


- 

Exclusion
Deliberately being left out e.g. of messaging threads or cropped out of photos
- 

Doxxing
Sharing private information or imagery with the intention of harassing or shaming
- 

Harassment
Broad term for online behaviours including name-calling, threats and other efforts to socially embarrass
- 

Cyberstalking
Harassment and stalking online. This is often a criminal offence.
- 

Impersonating
Using someone's social media account to post hurtful content
- 

Hate Speech
Derogatory language, slurs or inflammatory comments about an individual or group based on their personal characteristics



84% of 8-17s said they had been **bullied** via messaging, social media, online games, phone calls, video calls or other apps and sites.*

*(Ofcom 2022)

4 How might your child behave?

Your child's digital activity can impact both their online life and their offline life. What are some behaviours to be aware of?



Screen time

Too much time on digital devices can impact concentration and sleep - and also distract from homework and family time.



Making payments

Hidden costs, in-app or in-game purchases, shopping on untrusted sites and repeat subscriptions can lead to unwelcome surprises



Creating a 'digital footprint'

The internet doesn't have a "delete" key. Once information is on the internet, even in a private message, it's no longer in a person's control.

This includes:

- **Sharing content:** images, videos and messages
- **Interacting with content:** comments, forwarding and reacting
- **Sharing personal information:** name, address, email, birthday and school



Using a fake online persona

Children should only create online accounts that match their real age, as this will help to protect them with age-restricted controls

5 What are the security risks?

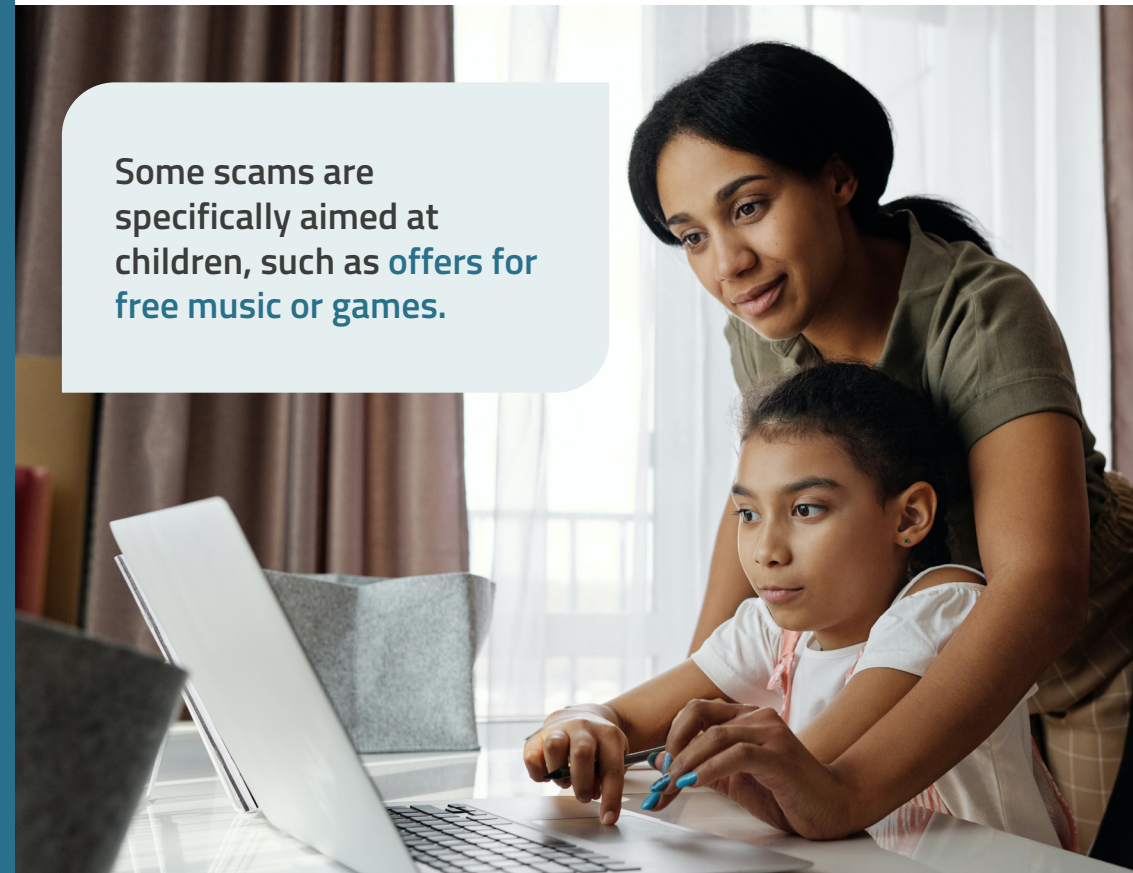
Children can be particularly vulnerable to scams or accidentally downloading malware.



Phishing uses messages to trick a person into sharing information. Children might not always recognise when a message, link or pop-up is not to be trusted.

The risks from scams include sharing login details or accidentally downloading malicious software, putting your child and the whole family at risk.

Some scams are specifically aimed at children, such as offers for free music or games.



Children at greater risk

Groups of children who are **more vulnerable offline** are also more susceptible to online abuse, including:

- Children with special educational needs and disabilities (SEND)
- Children with physical disabilities or illnesses
- Minority ethnic, national, religious and linguistic groups
- Children with mental health difficulties
- LGBTQI+ children
- Girls
- Young carers or children in care
- Children in poverty



8 in 10 LGBTQI+ people experienced **hate crime and hate speech in the past 5 years**. Some of this abuse is severe, with 1 in 5 experiencing online abuse more than 100 times.



Children with special educational needs were **12% more likely** to have experienced bullying than those who did not.*

Despite these risks, everyone deserves to have access to the benefits of a safe and productive digital life.

Digital spaces can bring ways to combat isolation, offer communities with similar interests, and enable access to support, helping young people to overcome many of the barriers they may experience offline.

*(Hubbard 2020)



How to protect your child

03

Follow the STAR method to support your child's online safety.

These research-backed measures are what you and your child needs, so they can enjoy the immense benefits and opportunities of the digital world.

S **ET UP:** Controls, settings and privacy

T **ALK:** What your child should know

A **GREE:** Boundaries and house rules

R **ESPOND:** How to deal with any issues

D Turn to the last page to find out how Digital Parenting Coaching can help you and your child.

Set up

Use this checklist to set up the necessary parental controls and settings for you to offer your child a digital world with confidence.

Technical controls

Set up parental controls on...

- Devices:** mobiles, tablets, computers, games consoles and smartTVs
- Services:** search engines, apps, games, social media and more.
- Internet providers:** WiFi and mobile networks
- Apps for parental controls** extra protection on all devices your child uses
- Keep software and apps up to date**
- Use age limit guides for social media, apps, games, websites, films, shows and services**

What do the controls do?

- ✓ **Filter** inappropriate apps, websites, games, content, videos and more
- ✓ Manage **location** sharing
- ✓ Set **communication** preferences
- ✓ Set **time limits** for each app, website, game, device, and schedule shutdown times
- ✓ Control **purchasing** and downloads
- ✓ Track **screen time** and activity on apps, sites, communication and searches
- ✓ Stay protected with the latest **security features**
- ✓ **Filter age-inappropriate content** and contact settings based on age

For detailed guides on how to set these up, visit digitalparenting.org

Talk

Talking tips



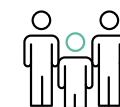
Talk little and often

Speak about online activities in proportion to how much time they spend on their devices. Talk to them in the same way you would about their life offline – like what they did at school or with friends.



Look for “teachable moments”

Take advantage of real-life situations or examples that arise naturally to start a discussion about online safety. For example, pay attention to scenes in film and TV that involve online interactions, using that as a starting point to discuss any potential unsafe behaviour.



Make it a whole family topic

Discuss online safety as a family – encouraging honest discussions about what’s appropriate for different ages.

Talk

Conversation topics



Screen time

Does your child notice when they feel the urge to look at a screen? **When do they know they've had enough?** Encourage them to learn to manage their own screen time – this is something everyone struggles with, and is a valuable life skill.



Sharing

What should your child share online? Talk about what happens to photos, comments and messages online - and that **what they share on purpose or not on purpose can exist online forever**. What does their digital footprint say about them?



Socialising online

Talk to your child about what types of common behaviours are actually cyberbullying or coercive? These can be hard to recognise, but **just because it's "normal" doesn't mean it's okay**.

Coercion

Look out for these signs that someone is being coercive:

- Putting pressure on you to do something that doesn't feel right.
- Saying something bad will happen if you don't do what they say.
- Telling you to keep something secret.
- Offering you something that seems too good to be true.

Agree

Settings

Always use privacy settings on apps and devices

Online age

A person's online age should always be the same as their offline age. Follow the recommended age limits.

Tech-free times

Agree tech-free zones and times, such as mealtimes and bedtime. Discuss what parental controls you're using to support this, such as app timers and wifi schedulers.

Safety

Never reveal private information like your location, passwords, email, phone number or the name of your school. And never meet with someone you don't know in real life.

Screen Safety Steps

Agree to follow these steps if you experience something harmful online such as cyberbullying, upsetting contact or harmful content.

- 1. Step away:** Don't be tempted to interact by responding, commenting, sharing or reacting, as that can spread it further.
- 2. Send report:** Report inappropriate content and users on each platform (see next page). Mute and block inappropriate users. Take a screenshot in case you need proof later.
- 3. Speak up:** It's very important to tell an adult you trust what has happened, and how you are feeling. They will be able to help you.

Top tip: identify trusted adults other than a parent, who your child can go to for advice. Share the Childline number as a confidential support line: 0800 1111

Respond

Recognise early signs that something or someone online might be causing your child distress

- If you notice changes in online behaviour such as being...
 - withdrawn / upset after using device
 - online more or less than usual
 - withholding information about their online life
- Potential mental health issues can show up as...
 - increased anxiety
 - falling behind at school
 - sleep issues
 - changes in eating habits

Remind your child that they can always speak to someone for support, such as...

1. A parent, carer or guardian.
2. Another adult they trust. This might be someone at school, another family member, friend or activities leader.
3. **Childline** - for free, private and non-judgemental advice. They can call 0800 1111 at any time.

What can you report?

It is illegal to possess, distribute, show and make indecent images of anyone under the age of 18.

Most other hateful or violent website content is not illegal, but you can still have it removed if it violates a platform's terms. By reporting, you may be able stop the same thing happening to someone else.

How to deal with online harms

01 Do NOT interact

Block and mute users so that they can't reach you anymore. Don't interact with content as this can make it worse.

02 Report on the platform

Report users or content on the platform straight away. Take a screenshot or photo for evidence. Then go to **Report harmful content** for direct links to report on each platform.

03 Report to other services

Explicit or indecent content

Follow step 2 first. Then, use the **ReportRemove** service, which works to take down indecent images across all platforms.

Grooming

Report unwanted adult advances to the **National Crime Agency**. They will connect you to a child protection advisor.

04 Further help

Trust your instinct. If anything doesn't feel right, the **NSPCC** can offer expert advice to parents via email.

If you are concerned about your child's immediate safety in regards to an abusive situation, including self-harm or suicide, contact the police.

Further resources

04

Further resources

Report online harm



Harmful content

Get more info on how to report harmful content containing bullying, threats, impersonation, self-harm, violence, pornography and more on each online platform [here](#).



Indecent images

If you need to report and remove indecent or explicit images, use Childline and IWF's ReportRemove guide [here](#).



Grooming

Find specialised support, guidance and training on online child sexual abuse and grooming through the National Crime Agency [here](#).

Age ratings



Entertainment reviews and recommendations

Check if a video is appropriate for your child before they watch it, and get personalised entertainment recommendations based on your streaming services, your child's age and you own customisable content filters [here](#) at common sense media.



Video games

Check if a game is appropriate for your child using PEGI ratings [here](#).



Films and TV shows

Use IMDb's to find additional, age-related information about films and tv shows that cannot be conveyed by certificate, such as particular scenes that may or may not be suitable for your child. Go to [IMDb](#) [here](#), search for a film or tv show and scroll down to "parent's guide".

General support



Online safety for children

Get advice and guidance for a range of online safety issues on NSPCC's [Parent Pages](#) here. They also have a helpline and email contact for specialist advice.



Reliable resources for online issues

Explore the many tools and resources UKSIC has to offer around online safety topics [here](#).



Extensive advice and practical guides

Access excellent information and support around keeping your child safe online at [Internet Matters](#).

Children with SEND



Resource for children with SEND

Get advice and guidance specifically for children with SEND [here](#). The NSPCC also have a helpline and email for specialist advice.

d/Deaf Community



Deaf Zone - Online Safety Resources

Visit 'Deaf Zone' for online safety advice for the d/Deaf community. You can also get in touch with a Childline councillor via 1-2-1 chat, email, using a BLS interpreter or SignVideo.

Parental Controls



Apple 'Family Sharing'

For all Apple products like iPhones and iPads, set up your Apple Family with the up to date guides via this link. Head to Apple's Family Sharing instructions to get started.



Google 'Family Link'

Set up your family's Google accounts on Family Link [here](#). You can choose your family settings, including Google search engine, gmail, maps, the Google Play store and more.

Find direct links to these useful resources at www.digitalparenting.org



For Your Child

Confidential Support

Phoneline for confidential support



Childline is a free, 24/7 confidential phoneline where anyone under the age of 19 can talk about any issue they're going through. The number will not show up on your phone bill. 0800 1111

Text service for mental health crises



Shout is a free, 24/7 text support for young people to use if they are experiencing a mental health crisis. All texts are answered by trained volunteers, with support from experienced clinical supervisors. Text SHOUT to 85258.

Educational activities

Interactive quizzes (ages 8- 11)



Digital Matters offers free quizzes and interactive storytelling activities, tackling a range of topics from cyberbullying to media literacy, at internetmatters.org/digital-matters



Childnet cartoons to teach e-safety rules (ages 7 - 11)

The Adventures of the SMART Crew make online safety rules fun, with a crew of real life young people who guide the cartoon characters in their quest, and help them make safe online decisions.



LEGO Build & Talk Adventures (ages 6 - 9)

LEGO have six free 'adventures' to help you talk with your child about key online safety topics through LEGO play.



'Band Runner' game and videos (ages 8 - 10)

Watch the 'Play Like Share' videos with your child and play 'Band Runner' together, an interactive game that puts children's knowledge about online safety to the test as they help characters make safer choices. Created by the Child Exploitation and Online Protection Centre (CEOP).

Meet the team!

Daniel Rankine

With a passion for helping others, Daniel loves connecting with people and nature, finding and sharing answers to problems.

Building on his experience in special effects and supporting celebrities, he transferred those techniques to tackle huge challenges in public services (councils, London-wide, nationally and internationally) by influencing the way digital technology is understood and used. He connects sectors, industries and people to tackle hyper-complex problems with determination, positive energy, empathy and creativity.

Drumelo is a concept he created where he could share solutions that make a difference to people. Digital confidence is a huge subject and there are gaps where people are not getting the support they need. This is the next chapter of Daniel's unusual problem-solving career.

Sophia Pettit

Committed to addressing social inequalities, supporting mental health and being the best auntie to her niece and nephew, she draws from her psychology background and nonprofit experience - running a bustling community space, starting a foodbank for families in need, and enhancing mental health services with therapists.

Sophia recognises the implications of digital technology, especially its potential risks to vulnerable populations like children and families. The dangers are well-known, and research has focused on understanding these dangers. What parents need now are solutions: practical, step-by-step tools.

She sees a world where families confidently navigate the digital landscape while ensuring the safety and well-being of their loved ones.



Digital Parenting Coaching

Give your child's digital safety a thorough check-up with our online or in-person coaching sessions.



Expert guidance on setting boundaries for your child such as screen time, messaging and sharing content



Support for any concerns you may have around your family's online safety



Advice on setting up devices, parental controls and security settings



A practical handbook outlining what you need to know to keep your child safe

ISBN 978-1-7385049-1-6



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Book your session at:
digitalparenting.org