What Parents & Carers Need to Know about
SHARING PHOTOS ONLINE

School is often a time chock-full of milestones for your child, and you may well be eager to share their accomplishments with the world. In today's digital age, sharing images of such precious moments on social media is commonplace, and – while that's a lovely thing to do – it *does* come with some risks attached. Our guide can help parents and carers to consider the potential dangers and make informed choices about safely sharing photos of their children online.

WHAT ARE THE RISKS?

INVASIONS OF PRIVACY

Even with the right settings in place, absolutely nothing online is 100% private. Anyone who can view your photos could take screenshots and potentially share them elsewhere. Privacy settings are still important, though, so it's always wise to ensure your social media accounts have them set up; just bear in mind that you can't *completely* control what happens to anything once it's gone online.

REVEALING PERSONAL DETAILS

Small details in photos can often reveal personal information. Backgrounds can give clues to where you live, for example, while school logos on uniforms, sports kits, or bags could help someone identify which school your child attends. With interactive maps and reverse image searches commonplace online, information like this could easily be misused by an individual with malicious intentions.

MISUSE OF IMAGES

Once something's been shared online, it's almost impossible to get it deleted. Photos can show up in search engine results and be downloaded, manipulated, and shared without consent. There's the potential for someone's images to be used for advertising purposes (which in many cases, isn't illegal) or even more inappropriate reasons, such as cyber-bullying or serious forms of exploitation.

ONLINE GROOMING

Pictures that convey details about your child's interests, activities, or daily routines could arm an online predator with the kind of information they can deploy to gain a child's trust. They might use this knowledge to pretend to be the same age as the child or to have a shared hobby. Essentially, the more a predator knows about a young person, the easier it is for them to invent some 'common ground'.

PRESSURE TO PLEASE

When their parents or carers share notable moments and accomplishments in a child's life on social media, some children may begin to feel an expectation to *always* meet certain standards, to achieve things, or to behave in ways that are "worth sharing". Knowing that other people (even friends and family) can see these posts on social media might also add to the pressure they're feeling internally.

IMPACT ON DIGITAL FOOTPRINT

Every photo of a child posted online contributes to their digital footprint Young people's lives have never been so closely and publicly documented as they are now, and this permanent online presence could affect a child's future opportunities or the choices they make as they grow up – in addition to influencing how they see themselves and, consequently, their emotional wellbeing.

Advice for Parents & Carers

REVIEW SETTINGS REGULARLY

Make sure your social media's secure in terms of who can view your content or see your location (only family and trusted friends, for example). Privacy settings aren't totally foolproof, but they *do* make it tougher for strangers to access your pics. Reviewing your settings regularly is also a good starting point for conversations with your child about managing their own social accounts when they're older.

CHECK YOUR PHOTOS

Photos of your child shouldn't provide any clues to where they live or go to school: even a house number, street name, or car number plate could be a giveaway. Cover up or blur out school logos, too. If you *really* want to share a particular pic, you could post a watermarked or low-res version, which can help to discourage misuse as those images are less appealing to download or reproduce.

CONSIDER OTHER CHILDREN

When taking a group photo, make sure you get parents' or carers' permission to share it on social media. There may be an important safeguarding reason for them not wanting their child's photo posted publicly online, or it might simply not tally with their personal beliefs or cultural background. A quick conversation in advance, just to make sure, is usually hugely appreciated.

THINK AHEAD

Try to consider the longer-term implications of what you post. Would you be happy with that photo being online in 10 years' time? Would your child still be OK with the image when they're older? Once your child is mature enough, you could ask for their consent before posting: it respects their privacy, fosters trust and understanding, and helps them to start thinking about their own online life.

Meet Our Expert

Gabriella Russo is a safeguarding consultant with more than 30 years' experience working with children, families, and adults in education, local authority, and mental health settings, both in the UK and internationally. She has developed online safety training for local authorities and foster care agencies across Britain and is the online safety expert for FosterWiki.

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SUPPORTING CHILDREN TO DEAL WITH UPSETTING CONTENT
A Guide for Parents and Carers

Raising children in the digital age seems to be getting tougher, with the world currently experiencing so many uncertainties. From climate change to the war in Ukraine and the conflict in Israel, right now children across the globe can scarcely go online without being exposed to unsettling stories, images and ideas. Reassuring a concerned child can be difficult, especially when bad news feels omnipresent. We've put together some advice to help you in discussing upsetting events with young ones.

FIND OUT WHAT YOUR CHILD KNOWS 1

There are many ways that children are exposed to upsetting content in the media, both online and offline. Before swamping your child with information, find out what they know already. Show them you're interested in what they have to say, practice active listening and try to gauge how much your child has been impacted by what they've seen.

RIGHT TIME, RIGHT PLACE 2

Starting a conversation about upsetting content probably isn't the best idea when your child is studying for an exam or about to go to bed. Choose a time when they're relaxed and open to talking, to make sure you have their full attention. Remember, these conversations can become emotional, so choose somewhere your child feels safe and comfortable.

KEEP IT AGE APPROPRIATE 3

With younger children, try and keep the conversation more general and avoid leading questions and complex detail. You can go slightly deeper into the specifics with young teenagers but keep monitoring their emotional response. With older teens, you can be more open about the realities and consequences of what's happening – but again, do stay aware of their emotional state.

EMPHASISE HOPE 4

Upsetting content can make anyone feel angry, scared, sad or overwhelmed. Try to find stories of hope, generosity and strength related to the content you're discussing. Children often feel reassured when they know they can do something to help, so encourage your child's sense of control through activities which make them feel they're positively impacting the events they're concerned about.

MONITOR REACTIONS 5

All children react differently, of course, and young people might not directly say that they're scared, angry, anxious, confused or uncomfortable. Emotional reactions are natural when discussing upsetting topics, so take note of your child's body language and reactions. Allow them to express their feelings in a non-judgmental space and try to stay mindful of how they might be feeling.

CONSIDER YOUR OWN EMOTIONS 6

It's not only young people who find upsetting news difficult to process: adults also have to deal with strong emotions in moments of stress. Children develop coping strategies by mirroring those around them, so staying on top of how you appear to be regulating your emotion on the outside is important for supporting your child through worrying times.

SET LIMITS 7

Managing screen-time and content can be difficult even in normal circumstances, but especially in unusual or stressful periods (at the start of the pandemic, for example). It's virtually impossible to keep children away from upsetting content completely, but it's important to try to limit exposure by using parental controls, talking about the dangers of harmful content and enforcing screen-time limits.

TAKE THINGS SLOWLY 8

Try not to overwhelm your child with information all at once: instead, take the discussion one step at a time. You could make the first conversation a simple introduction to a potentially upsetting subject and then wait until your child is ready to talk again. Opening the door to the conversation and demonstrating that your child can talk to you about this type of issue is a vital first step.

ENCOURAGE QUESTIONS 9

Online, troubling images, posts, videos and stories are shared across multiple platforms, many of which your child might access. Even if the content is actually inappropriate, encourage your child to discuss what they saw instead of being angry at them for seeing it. Children are still learning that not everything online is accurate – you want to be their ultimate source of information, not their device.

FIND A BALANCE 10

There's often a tremendous compulsion to stay right up to date with events. Our phones frequently send us push notifications urging us to read the latest article or view the most recent video on social media. It's essential to remind your child that it's healthy to take regular breaks, and to focus on positive events instead of 'doomscrolling' and risking becoming overwhelmed by bad news.

BUILD RESILIENCE 11

News has never been more accessible. While our instinct may be to shield children from upsetting stories, it's important that they're equipped with the tools to manage this content when they are exposed to it. Talk about upsetting content more generally with your child and emphasise that they can always tell you or a trusted adult if something they see makes them feel uneasy.

IDENTIFY HELP 12

It's hugely important that children know where to find support if they encounter upsetting content online. Encourage them to open up to an adult that they trust, and make sure they're aware of who their trusted adults are. It is essential that children understand that they're not alone, and that help is available if and when they need it.
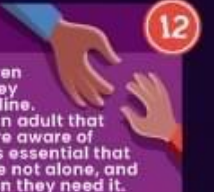
Meet Our Expert

Cayley Jorgensen is the director of FaceUp South Africa, which is a reporting system that is currently being used by schools and companies to fight bullying around the world. FaceUp helps give a voice to bystanders by encouraging them to speak up and get the help they not only want but need.

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What Parents & Carers Need to Know about

SNAPCHAT

AGE RESTRICTION 13+

Snapchat is a photo- and video-sharing app which also allows users to chat with friends via text or audio. Users can share images and videos with specific friends, or through a 'story' (documenting the previous 24 hours) visible to their entire friend list. Snapchat usage rose during the pandemic, with many young people utilising it to connect with their peers. The app continues to develop features to engage an even larger audience and emulate current trends, rivalling platforms such as TikTok and Instagram.

CONNECTING WITH STRANGERS

Even if your child only connects on the app with people they know, they may still receive friend requests from strangers. Snapchat's links with apps such as Wink and Hoop have increased this possibility. Accepting a request means that children are then disclosing personal information through the Story, SnapMap and Spotlight features. This could allow predators to gain their trust for sinister purposes.

EXCESSIVE USE

There are many features that are attractive to users and keep them excited about the app. Snap streaks encourage users to send snaps daily, Spotlight Challenges give users to the chance to obtain money and online fame, and the Spotlight feature's scroll of videos makes it easy for children to spend hours watching content.

INAPPROPRIATE CONTENT

Some videos and posts on Snapchat are not suitable for children. The hashtags used to group content are determined by the poster, so an innocent search term could still yield age-inappropriate results. The app's Discover function lets users swipe through snippets of news stories and trending articles that often include adult content. There is currently no way to turn off this feature.

SEXTING

Sexting continues to be a risk associated with Snapchat. The app's 'disappearing messages' feature makes it easy for young people (teens in particular) to share explicit images on impulse. While these pictures *do* disappear – and the sender is notified if it has been screenshotted first – users have found alternative methods to save images, such as taking pictures with a separate device.

DAMAGE TO CONFIDENCE

Snapchat's filters and lenses are a popular way for users to enhance their 'selfie game'. Although many are designed to entertain or amuse, the 'beautify' filters on photos can set unrealistic body image expectations and create feelings of inadequacy. Comparing themselves unfavourably against other Snapchat users could threaten a child's confidence or sense of self-worth.

VISIBLE LOCATION

My Places lets users check in and search for popular spots nearby – such as restaurants, parks or shopping centres – and recommend them to their friends. The potential issue with a young person consistently checking into locations on Snapchat is that it allows other users in their friends list (even people they have only ever met online) to see where they currently are and where they regularly go.

#NOFILTER

Advice for Parents & Carers

TURN OFF QUICK ADD

The Quick Add function helps people find each other on the app. This function works based on mutual friends or whether someone's number is in your child's contacts list. Explain to your child that this feature could potentially make their profile visible to strangers. We recommend that your child turns off Quick Add, which can be done in the settings (accessed via the cog icon).

CHAT ABOUT CONTENT

Talk to your child about what is and isn't wise to share on Snapchat (e.g. don't post explicit images or videos, or display identifiable details like their school uniform). Remind them that once something is online, the creator loses control over where it might end up – and who with. Additionally, Snapchat's 'Spotlight' feature has a #challenge like TikTok's: it's vital that your child understands the potentially harmful consequences of taking part in these challenges.

CHOOSE GOOD CONNECTIONS

Snapchat has recently announced that it is rolling out a new safety feature: users will receive notifications reminding them of the importance of maintaining connections with people they actually know well, as opposed to strangers. This 'Friend Check Up' encourages users to delete connections with users they rarely communicate with, to maintain their online safety and privacy.

KEEP ACCOUNTS PRIVATE

Profiles are private by default, but children may make them public to gain more followers. Your child can send Snaps directly to friends, but Stories are visible to everyone they have added, unless they change the settings. If they use SnapMaps, their location is visible unless 'Ghost Mode' is enabled (again via settings). It's prudent to emphasise the importance of not adding people they don't know in real life. This is particularly important with the addition of My Places, which allows other Snapchatters to see the places your child regularly visits and checks in: strangers, bullies and groomers could use this information to engage in conversation and arrange to meet in person.

TALK ABOUT SEXTING

It may feel like an awkward conversation (and one that young people can be reluctant to have) but it is important to talk openly and non-judgementally about sexting. Discuss the legal implications of sending, receiving or sharing explicit images, as well as the possible emotional impact. Emphasise that your child should never feel pressured into sexting – and that if they receive unwanted explicit images, they should tell a trusted adult straight away.

BE READY TO BLOCK AND REPORT

If a stranger *does* connect with your child on Snapchat and begins to make them feel uncomfortable through bullying, pressure to send explicit images or by sending explicit images to them, your child can select the three dots on that person's profile and choose report or block. There are options to state why they are reporting that user (annoying or malicious messages, spam, or masquerading as someone else, for example).

Meet Our Expert

Dr Claire Sutherland is an online safety consultant, educator and researcher who has developed and implemented anti-bullying and cyber safety policies for schools. She has written various academic papers and carried out research for the Australian government comparing internet use and sexting behaviour of young people in the UK, USA and Australia.

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