

Primary Online Safety

Parents Information Presentation 2026-27

Knowsley CLCs September 2026



MORE THAN
243,000 PHOTOS
UPLOADED



MORE THAN
3.8 MILLION
SEARCHES ON
GOOGLE

MORE THAN
350,000
TWEETS
SENT



MORE THAN
65,000
PHOTOS
UPLOADED



MORE THAN
210,000
SNAPS
UPLOADED



120 NEW
ACCOUNTS
CREATED
ON LINKEDIN



MORE THAN
29 MILLION
MESSAGES PROCESSED

1 MILLION PHOTOS

175,000
VIDEO MESSAGES
SHARED

MORE THAN
156 MILLION
E-MAILS SENT



MORE THAN
87,000 HOURS
OF VIDEO
WATCHED

NETFLIX

MORE THAN
25,000 POSTS
ON TUMBLR



16,550 VIDEO
VIEWS
ON VIMEO

MORE THAN
1,000,000
SWIPES

18,000
MATCHES
ON TINDER

MORE THAN
500,000
APPS
DOWNLOADED

MORE THAN
50 NEW
REVIEWS

MORE THAN
1000
IMAGES
UPLOADED

imgur

AROUND
200
EVENT TICKETS
SOLD
ON EVENTBRITE

Eventbrite

MORE THAN
2,000,000 MINUTES
OF CALLS DONE
BY SKYPE USERS



MORE THAN
5,500 CHECKINS
ON FOURSQUARE



MORE THAN
800,000
FILES
UPLOADED
ON DROPBOX



AROUND
700,000 HOURS
OF VIDEOS WATCHED

You Tube

MORE THAN
400 HOURS
OF VIDEOS UPLOADED

70,000
HOURS
OF VIDEO CONTENT
WATCHED



THINGS THAT
HAPPEN ON INTERNET
EVERY

60
SECONDS

What are your children doing online?

Their childhoods may be very different from yours because of the digital playground that is available to them. Whilst this digital playground affords them a whole new set of opportunities it also brings its own new set of risks.

Using social media?



Creating or watching videos?



Playing or streaming games?



Using AI



Home learning or home work?



Children's Tech Trends

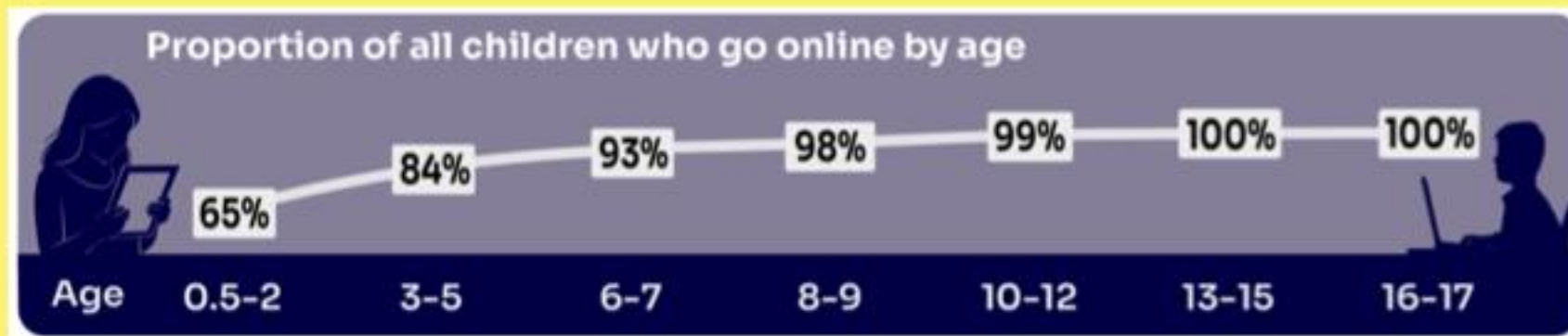
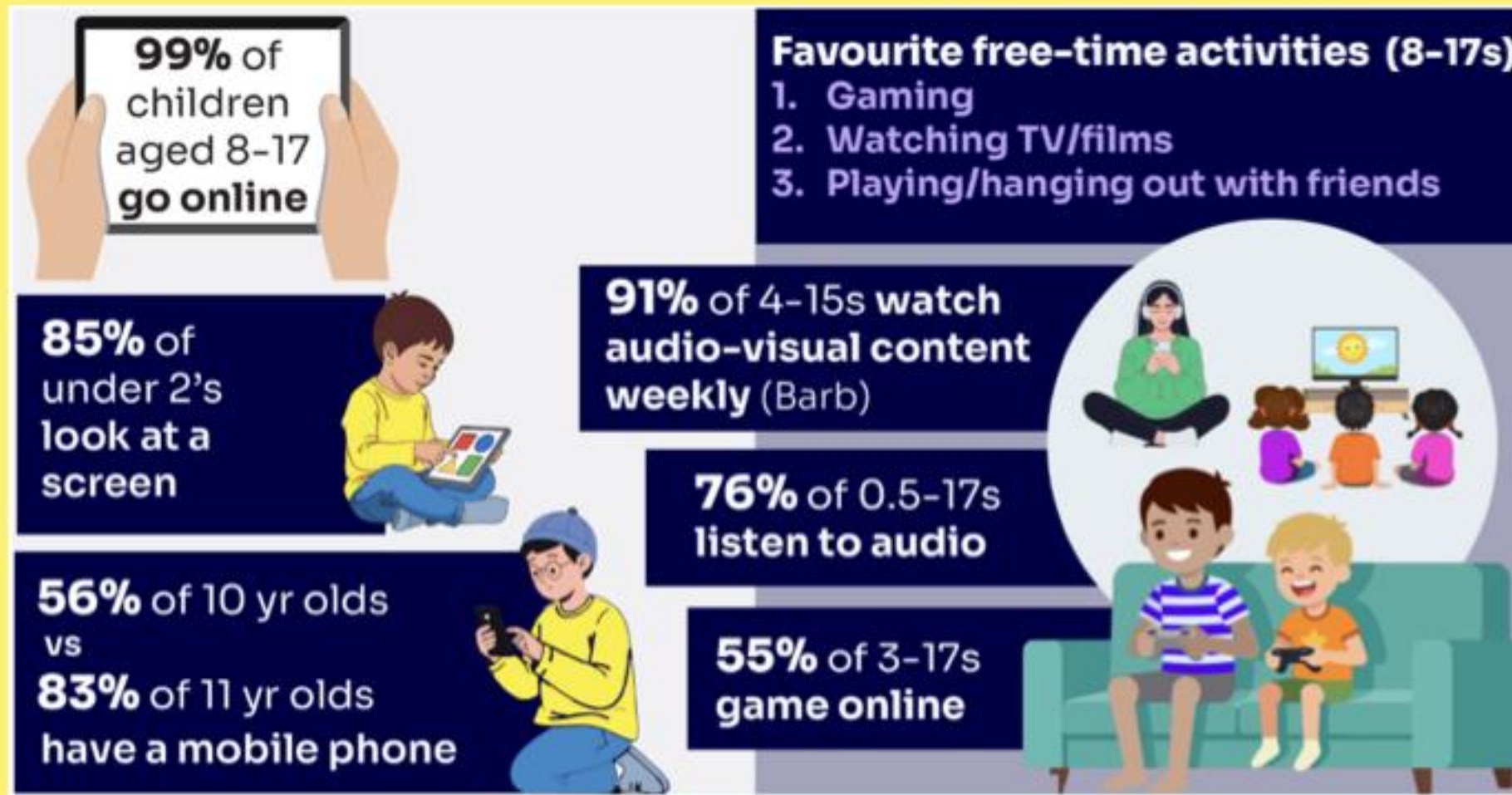
Ofcom children's media use and attitudes report

<https://www.ofcom.org.uk/siteassets/resources/documents/research-and-data/media-literacy-research/children/2026-children-and-parents-report/children-and-parents-media-use-and-attitudes-report-2025-6.pdf?v=418231>

Internet Matters: wellbeing in a digital world 2025

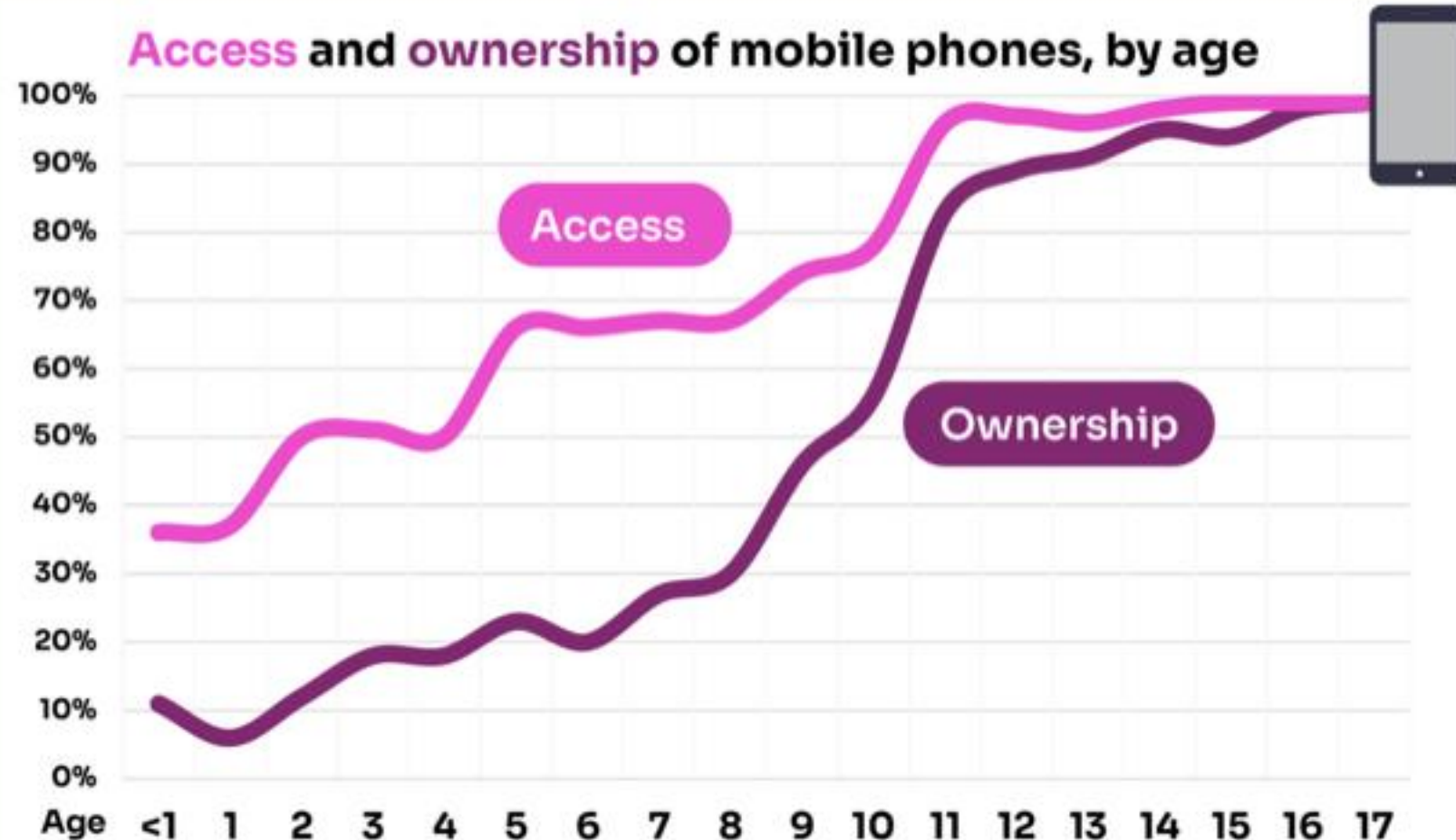
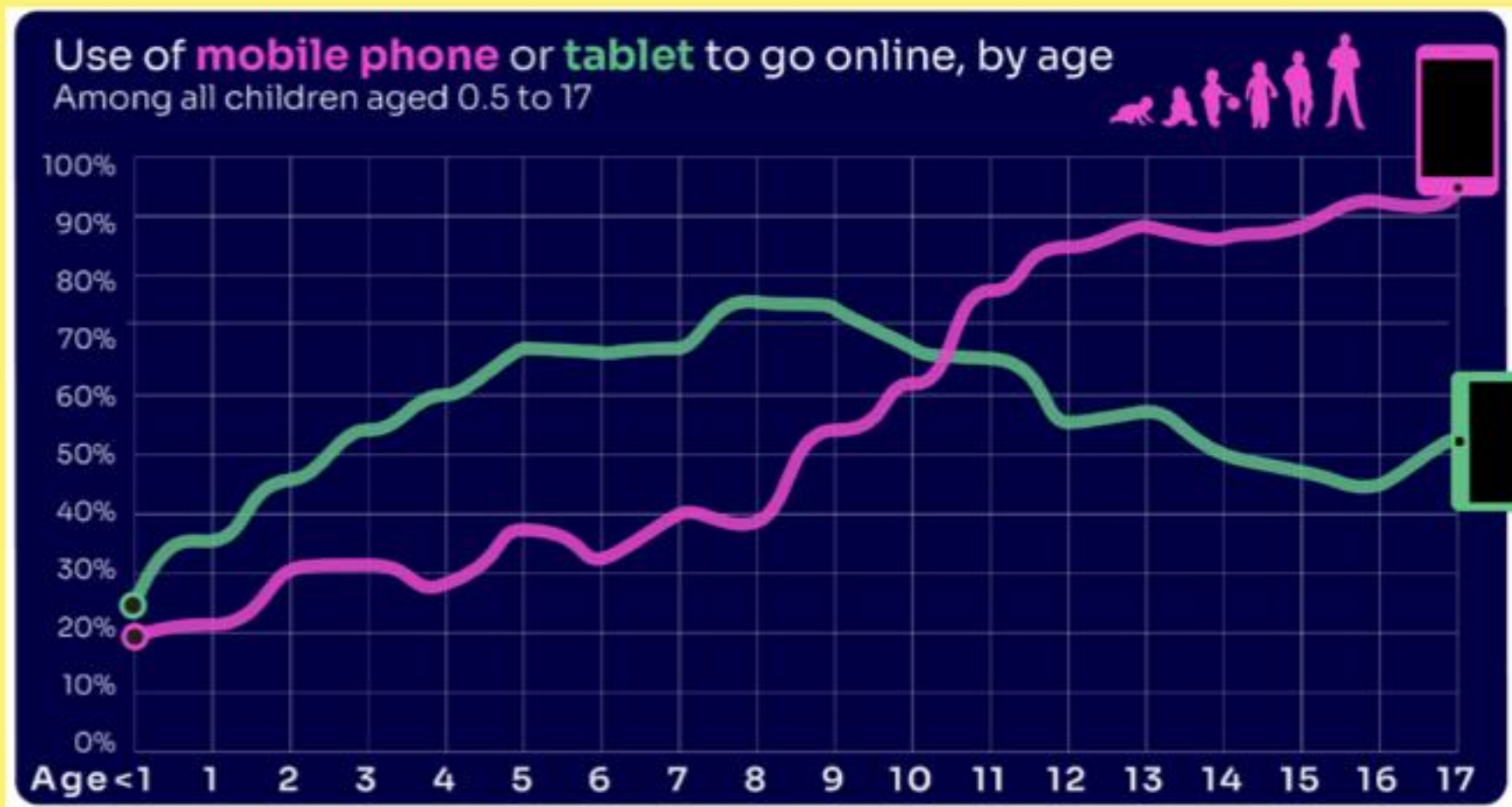
<https://www.internetmatters.org/hub/research/childrens-wellbeing-in-a-digital-world-index-report-2026/>

Children have greater access to screens and the internet than ever before.



But this means the internet has greater access to children than ever before.

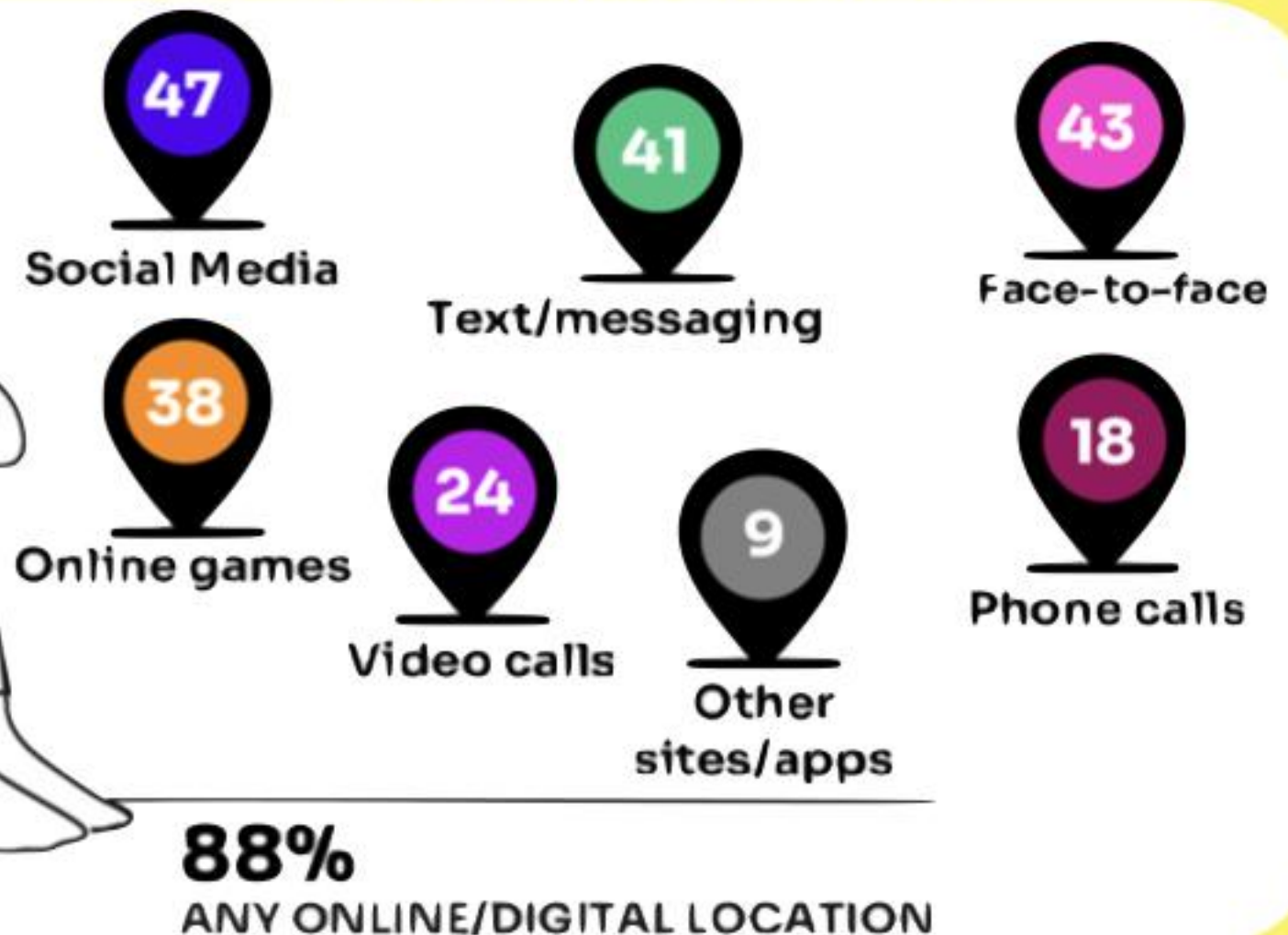
The way children interact with what they see online has changed in recent years and continues to change as they grow older.



Children gain independence with technology and are monitored less as they grow up, this can lead to increased online risks.

Among 8-17s who said someone had been 'nasty or hurtful' to them in the past 12 months, said it happened via...

23% who agreed to answer the question have personally experienced something nasty/hurtful to them in the past 12 months



The risks children face may start with nasty/hurtful comments via online spaces but can quickly escalate into something more serious such as social media influence, inappropriate or disturbing content, or even radical and extreme ideologies.

Porn company fined £600,000 by Ofcom over age check failings

Parents should monitor children 24/7 on Roblox, developer says

Instagram to alert parents if teens search for self-harm and suicide content

Deepfake 'nudify' site fined £55,000 over lack of age checks

'I was secretly filmed with smart glasses and then trolled online'

UK police bosses say unsafe social media platforms should be blocked for under-16s

Internet safety risks for school-age children

There are 4 main kinds of internet safety risks for children.

Content Risks

Illegal, inappropriate, harmful, e.g. Fake news, deep fake images, racism, misogyny, self-harm, extremism, pornography.

Contact Risks

Bullying, grooming, sexual harassment, exploitation, influencing, 'end-to-end encryption.

Conduct Risks

Acting in ways that might hurt others or being victims of this behaviour—privacy, digital footprint, health and wellbeing, nudes and semi-nudes, copyright and live streaming.

Contract Risks

Contracts, membership agreements, or terms and conditions that they aren't aware of or don't understand. Online gambling, advertising, phishing scams, financial scams and micro-transactions.

Teaching children how to stay safe online is a priority for many schools

Top 10 topics covered in school lessons about being online and the possible risks and benefits
% of 8-17s who recall having had lessons



The Positives

Being online helps my child...

% of online

0.5 to 17
year
olds

ABC1

C2DE

develop creative skills



52



learn new skill(s)



50



Skills development

Being online helps my child... % of online

0.5 to 17
year
olds

Pre-school

Primary

Secondary

with schoolwork/ homework



53



develop skills with reading and numbers



48



Information gathering

Being online helps my child...

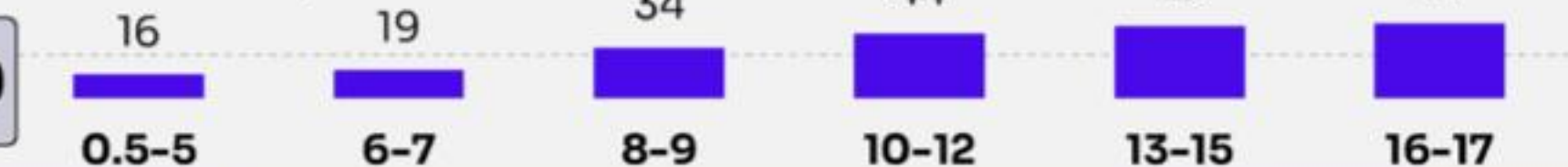
% of online

0.5 to 17
year
olds

build or maintain friendships



30



Social connection

**What's in the
news?**

Social Media Ban

Under-16s will be banned from social media from early 2027

UK social media ban will restrict 'high-risk' features on game platforms

Social media has risks but has given us opportunities too, teen influencers say

Artificial Intelligence

AI's most powerful bosses deliver message to world leaders - and it's not very reassuring

Ofcom Report Highlights AI, Harmful Content and Child Screen Use

AI will create more jobs for humans, not replace them, Amazon founder Bezos says

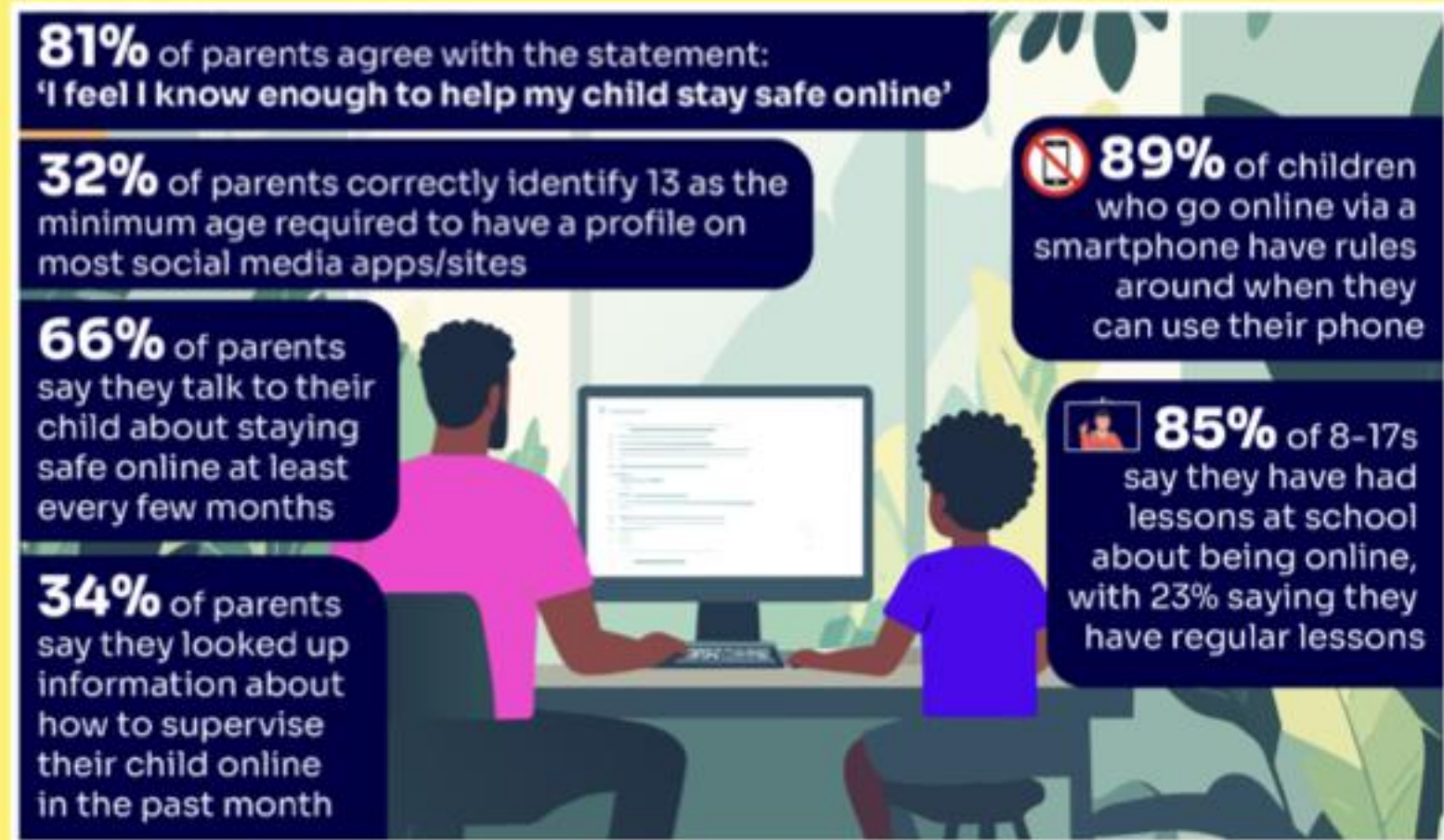
**What can you
do?**

Understand the world our children grow up in.



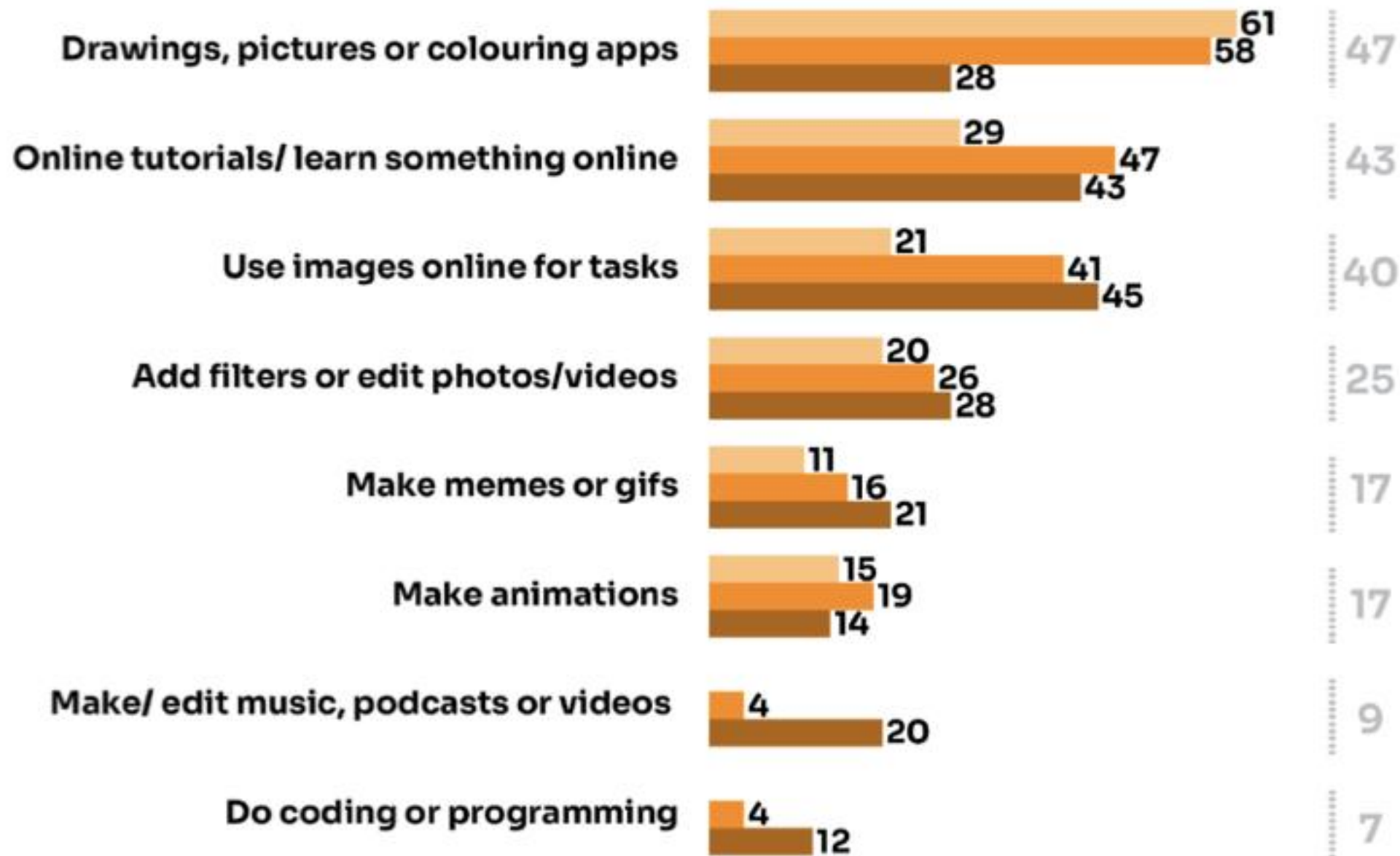
Support your children

- Take an interest.
- Listen and don't judge.
- Engage with them.
- Use technology with them.
- Lead by example.
- Talk to other parents about any issues - join social media parents groups.
- Be open minded to technology.



Encourage Creativity!

Creative activities undertaken on devices by children aged 3-17 (%).



Agree on reasonable boundaries.

% of parents who use different supervision methods



	All children	7 and under	8-12	13-17
Any real time supervision	46	49	49	34
Any ongoing supervision	78	79	85	69
Any device management	77	80	82	67
Any supervision	93	95	98	83



Times when 8-17s who go online via a smartphone are not allowed to use their phone

57%
Meal
time



56%
Bed
time



68%
School



40%
During
homework



34%
With
family



10%
I can use my phone
whenever I want



Acknowledge the positives!

% of online 8-17s who use websites or apps to help...

ABC1

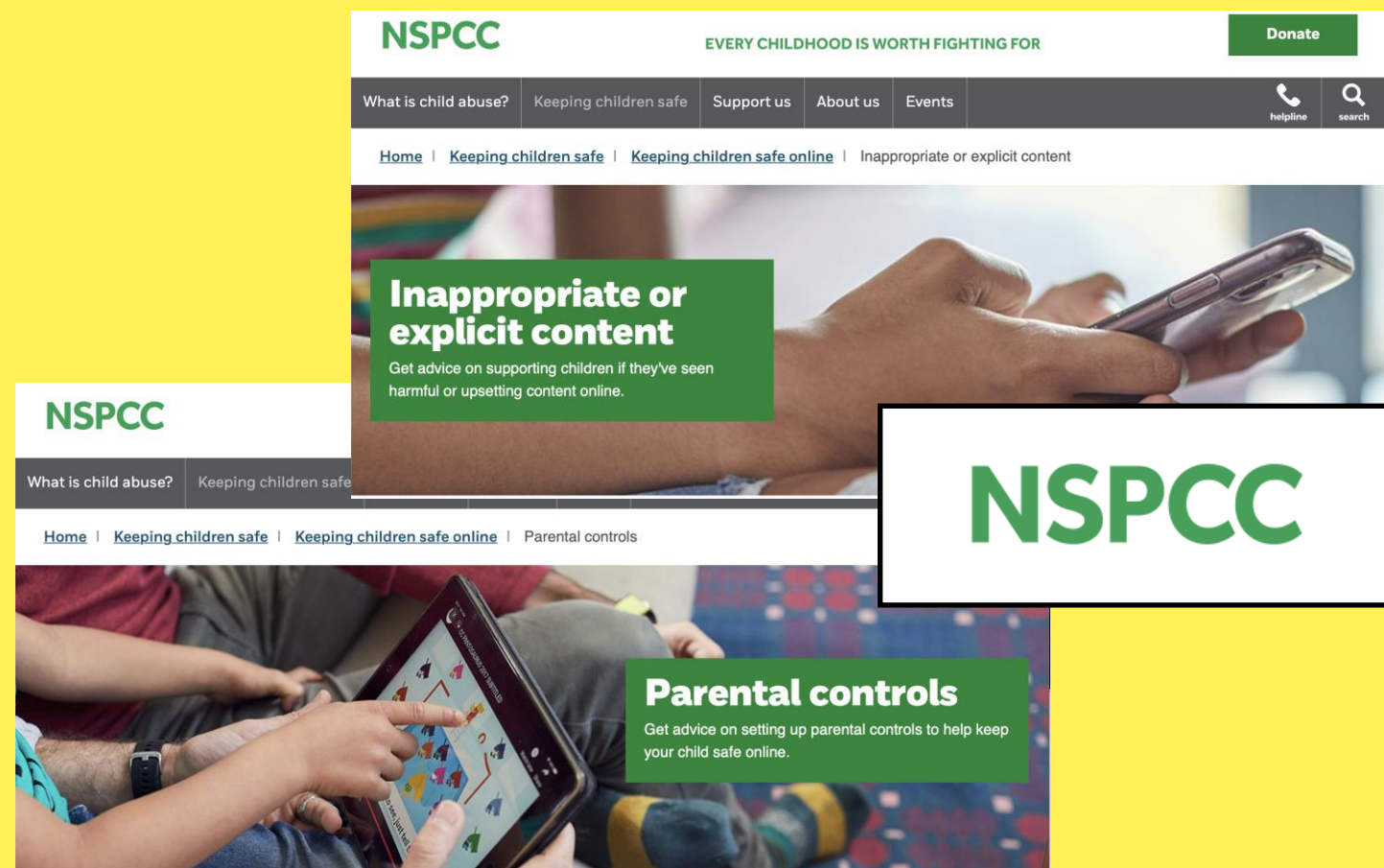
C2DE



Be Knowledgeable



<https://www.internetmatters.org/>

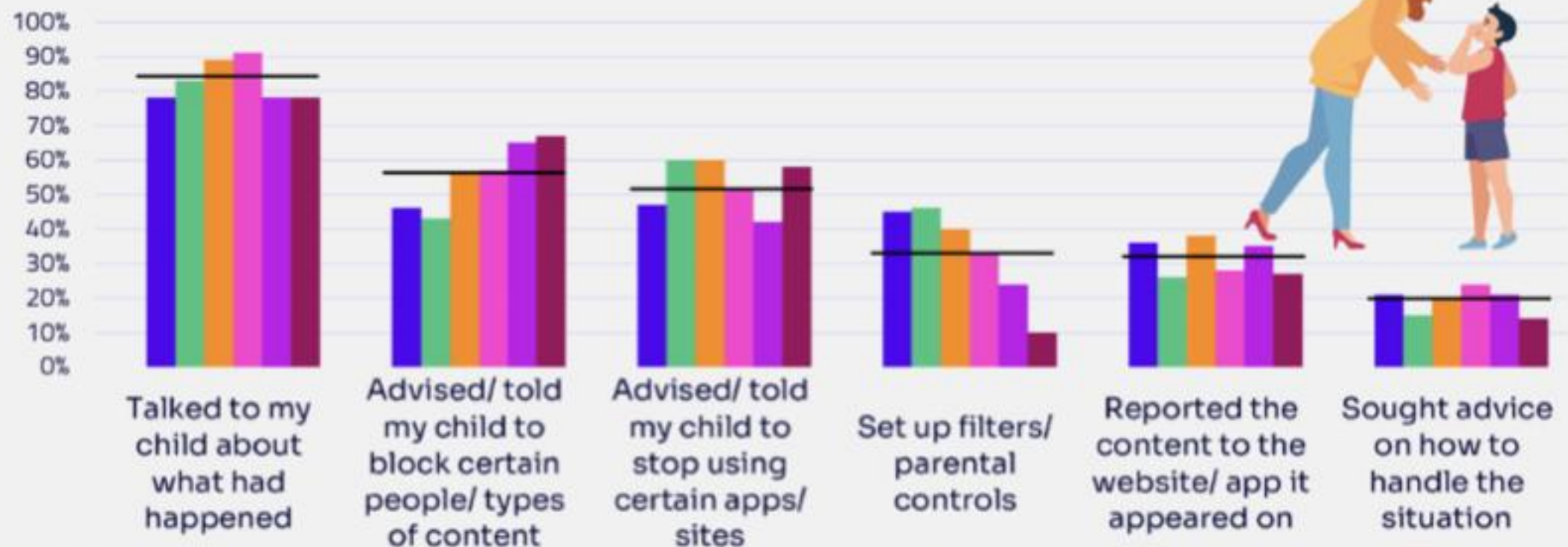


<https://www.nspcc.org.uk/keeping-children-safe/online-safety>

Accept that children will make mistakes...

1 in 5 parents said their child told them about something they'd seen online that scared or upset them

Action taken (%)



— All (aged 3-17)

■ 3-5

■ 6-7

■ 8-9

■ 10-12

■ 13-15

■ 16-17

84

78

83

89

91

78

78

56

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24

21

14

Test your home filtering

TEST FILTERING

Results for Filter Test: Passed

Establishment Type:	Personal
Organisation:	Joe Bloggs
Postcode:	L31 3VE
IP Address:	62.252.201.33
Network:	NTL

Child Sexual Abuse Content

Tests whether you are blocking websites on the IWF Child Abuse Content URL list.

✓ It appears that your Internet Service Provider or filtering solution includes the IWF URL Filter list, blocking access to Child Sexual Abuse content online

Adult Content Filter Test

Test whether your Internet filter blocks access to pornography websites

✓ It appears that your filtering solution includes blocking for online pornography.

TEST FILTERINGPersonal Schools Business Public Sector

**Personal Internet Filter Test**

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.

Managing access to online content is very much an art and whilst no filter or parental controls tool is 100% effective, this utility will help you test the main components of any filtering or parental controls (if they are active) on your Broadband or mobile connection.

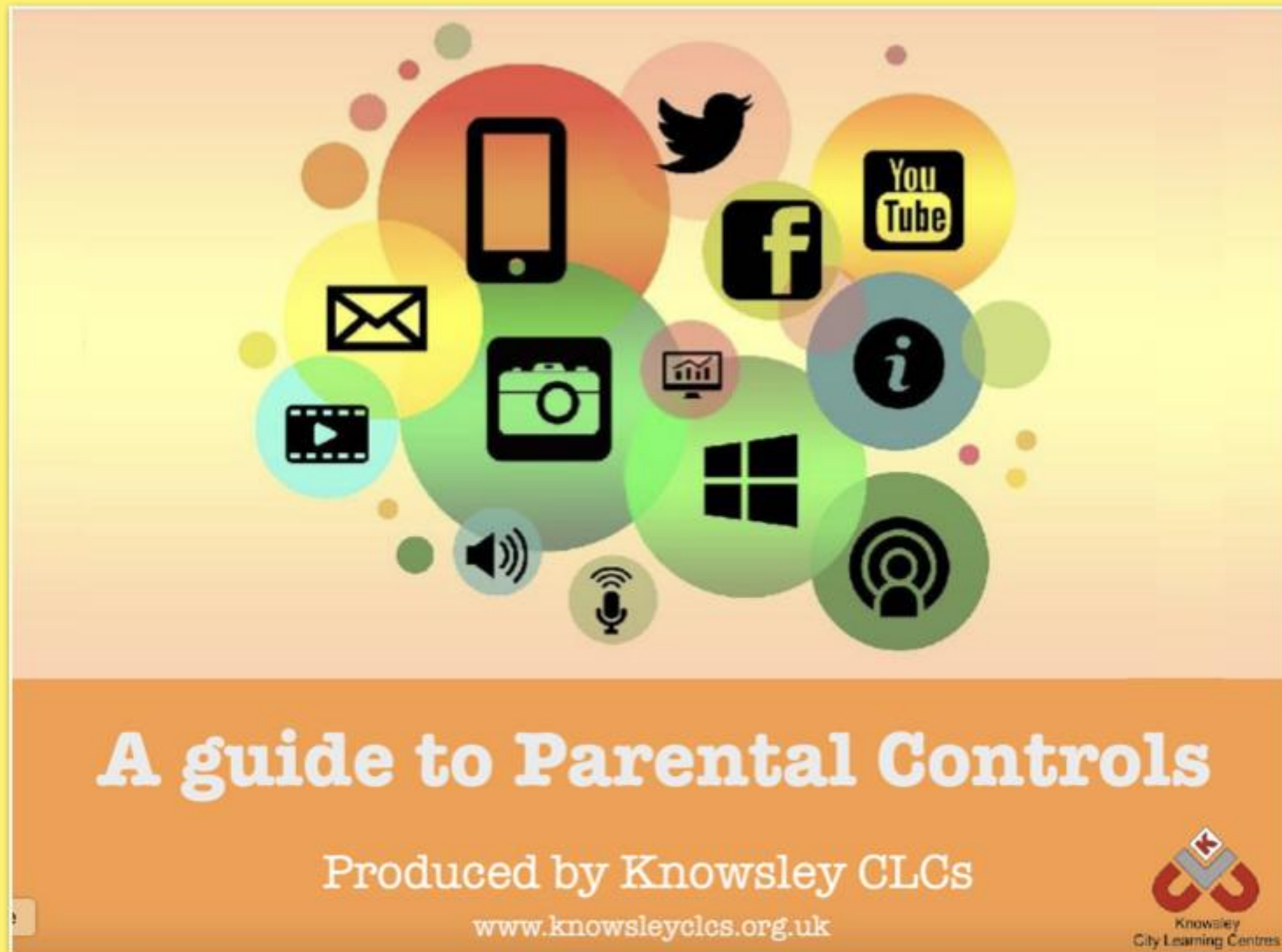
All the major Broadband and mobile operators provide filtering or parental controls. To find out more about these including instructions on activating them can be found on the Internet Matters website.

Test My Internet Filter

<http://testfiltering.com/>

Parental Controls

Our Parental Controls Guide Booklet

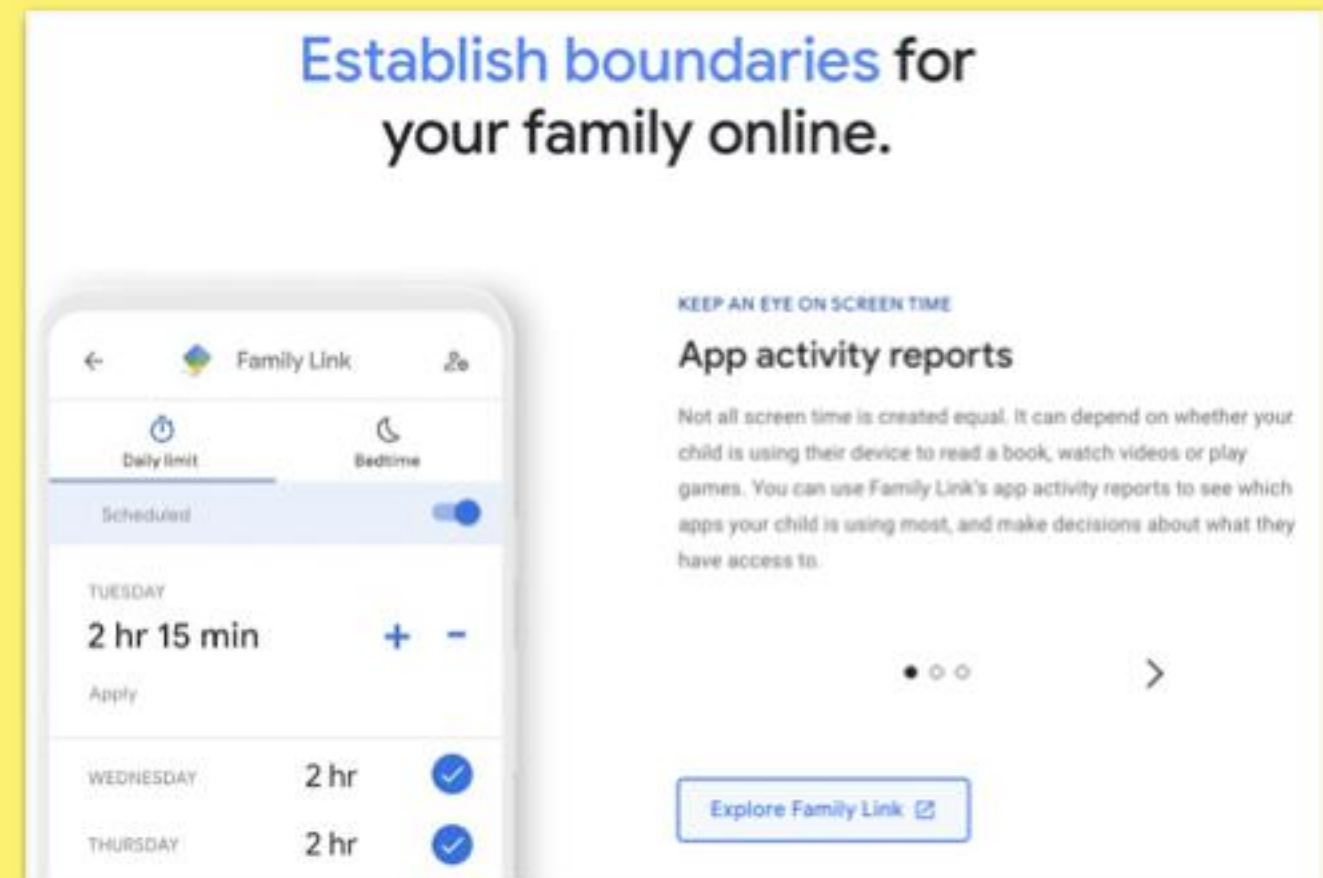




Google Family Link

Available on App and Android Stores and from here you can:

- Monitor Screen Time.
- Manage Apps.
- Set sleep time.
- See where they are.

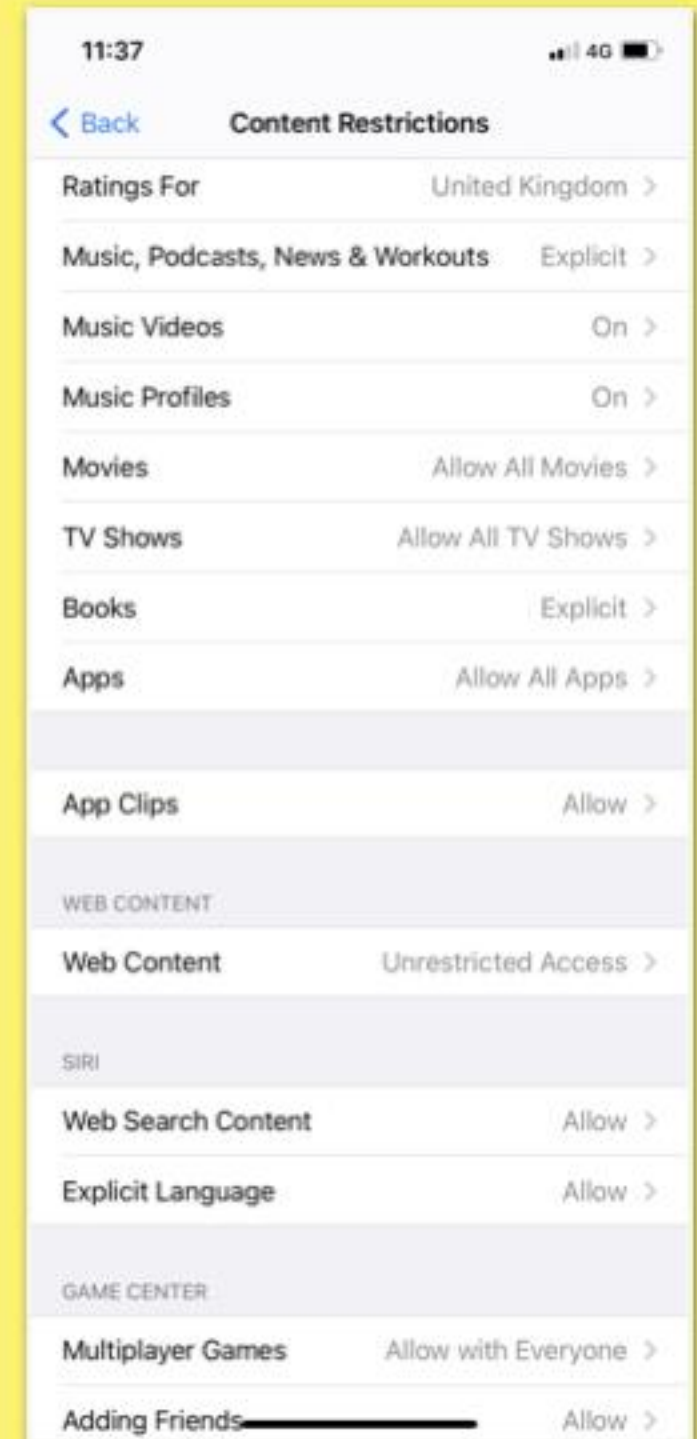




Apple Parental Control

From here you can:

- Restrict Apps
- Set time limits
- Filter web content
- Restrict the game centre.



Internet matters also contains parental control guides for dozens of other devices including games consoles and smartphones

Gaming console

Select the device from the dropdown list



[VIEW ALL](#)

Social media

Select the device from the dropdown list



[VIEW ALL](#)

Broadband & mobile networks

Select the device from the dropdown list



[VIEW ALL](#)

Entertainment & Search engines

Select the device from the dropdown list



[VIEW ALL](#)

Smartphones and other devices

Select the device from the dropdown list



[VIEW ALL](#)

<https://www.internetmatters.org/parental-controls>

Support for you

- You can always speak to:
 - CEOP
 - NSPCC
 - School
- Or for more general information you can visit these sites:
 - UK Safer Internet Centre (<https://www.saferinternet.org.uk/>)
 - Internet Matters (<https://www.internetmatters.org/>)
 - The Parent Zone (<https://parentzone.org.uk/home>)
 - Webwise (<https://www.webwise.ie/>)