What Parents & Educators Need to Know about

TIKTOK

AGE RESTRICTION
13+
(certain features are restricted to over-18s only)

TikTok is a free-to-use social media platform that lets people watch and share short videos of up to ten minutes in length. Its memes, trends, and celebrity cameos have made it enormously popular with an estimated 1 billion users worldwide – but its algorithm that surfaces videos based on users' activity can make the app seriously addictive.

WHAT ARE THE RISKS?

AGE-INAPPROPRIATE CONTENT

While TikTok's "Following" feed only displays videos from users that someone follows, "For You" is a collection based on their previously watched content. Most videos on a child's "For You" feed will probably be light-hearted and amusing, but it could potentially show something unsuitable. What's worse, if they engage with this content, more will follow. TikTok's guidelines prohibit the sharing of illegal or inappropriate content, but the volume of uploads means that they aren't manually monitored.

DANGEROUS CHALLENGES

Due to TikTok's immense popularity, some young people have unfortunately been influenced by videos challenging them to perform harmful, criminal, or even deadly acts. One extreme example was the 'blackout' trend, which encouraged users to hold their breath until they passed out from a lack of oxygen. It led to two families filing lawsuits against TikTok over the tragic deaths of their children.

CONTACT WITH STRANGERS

With over 1.5 billion users globally, the potential for contact from strangers on TikTok is high – especially as accounts created by over 16s (or young people using a false date of birth) are set to public by default. This not only means that someone's profile is visible to everyone else on the app; it also suggests their videos to others and enables anyone to download or comment on them.

IN-APP SPENDING

TikTok is free, but users have the option to buy TikTok coins, which can be used to purchase emojis in the app. These emojis are then sent as rewards to other users for videos they've created, retaining their monetary value. Coin bundles range from £9.99 to an eye-watering £99. TikTok's policy is that they can't be bought by under-18s, but it's possible to bypass this with a fake birthdate.

ADDICTIVE NATURE

Like all social networking platforms, TikTok can be addictive. Recent figures show that young people are investing increasing amounts of time on it. In 2024, UK children have spent an average of 127 minutes per day on TikTok – twice as much as in 2020 – according to parental controls company Qustodio. This compulsive usage can interfere with children's sleep patterns – leading to irritability –

MISINFORMATION AND RADICALISATION

Although the short-form videos on TikTok tend to be more frivolous than the longer ones on YouTube, clips can still influence impressionable minds in a negative way. Not only is there plenty of dangerous misinformation on TikTok, but with Ofcom reporting that nearly a third of children aged 12-15 use TikTok as a news source, you should be wary of extremist material.

Advice for Parents & Educators

ENABLE FAMILY PAIRING

Family Pairing allows parents to link their TikTok account with their child's and control their settings remotely. Parents can then turn on Restricted mode (reducing the chances of a child seeing inappropriate content), set screen time limits, and manage whether their child can send messages – and if they can, to whom. Children can't alter these settings without parental approval.

MAKE ACCOUNTS PRIVATE

Although under-16s will have their TikTok account set to private by default, bypassing this setting is relatively easy. However, parents have the ability to manually set their child's account to private – meaning that their videos won't be visible to strangers, and they won't be able to exchange messages with people who aren't on their friends list.

LIMIT IN-APP SPENDING

If a child is using an iPhone or Android device to access TikTok, you can alter their settings to prevent them from making in-app purchases. We'd recommend that you enable this feature, as it can be quite easy for a young person to spend a significant amount of real money buying TikTok coins to unlock more features of the app – sometimes without even realising.
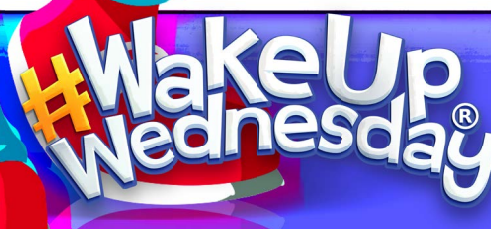
DISCUSS THE DANGERS

If a child wants to use TikTok and you're happy for them to do so, it's crucial to talk about the potential risks in this type of app. For example, ensure that they understand not to share any identifying personal information, and to talk to a trusted adult if they're exposed to inappropriate content. Thinking critically about what they see on TikTok can help children become more social media savvy.

READ THE SIGNS

If you're concerned that a child is spending too much time on TikTok, or that they've been emotionally affected by something they've seen, it's important to know how to spot the possible signs. Increased irritability and a lack of concentration are potential red flags, as is failing to complete homework, or skipping meals.

Meet Our Expert

Alan Martin is an experienced technology journalist who has written for the likes of Wired, TechRadar, Tom's Guide, The Evening Standard and The New Statesman.

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What Parents & Educators Need to Know about

SNAPCHAT

AGE RESTRICTION 13+

Snapchat is a messaging app which allows users to send images, videos and texts to others. Its best-known feature is that anything sent 'disappears' 24 hours after it's been viewed; however, users are known to take screenshots or use another device to obtain a photo of their screen. In 2023, Snapchat added a chatbot function called 'My AI'.

WHAT ARE THE RISKS?

SCAMS AND BLACKMAIL

Predators can exploit Snapchat's disappearing messages feature by, for example, telling a user they have naked photos of them (regardless of whether it is true or not) and will share them online unless they send them money. Teens then (understandably) panic and worry about the long-term consequences. Snapchat's own research found that 65% of teenagers had experienced this – either on this app or others.

EXCESSIVE USE

Snapchat works hard on user engagement, with features like streaks (messaging the same person every day to build up a high score). The app also has sections called 'Discover' and 'Spotlight'. It claims the content shown here is relevant to each user, but it could also be seen as an easy way to hook users into watching videos endlessly. Furthermore,

INAPPROPRIATE CONTENT

Some content on Snapchat simply isn't suitable for children. The hashtags used to group content are determined by the poster, so even an innocent search term could still yield age-inappropriate results. The app's 'disappearing messages' feature also makes it easy for young people to share explicit images on impulse – so sexting continues to be a risk associated with Snapchat.

CAUTION

Add ME

#NOFILTER

ARTIFICIAL INTELLIGENCE

My AI is Snapchat's new chatbot, which replies to questions in a human-like manner. However, the software is still in its infancy and has significant drawbacks, such as biased, incorrect or misleading responses. There have already been numerous reports of young users turning to AI for medical help and diagnoses, which could be inaccurate and therefore potentially dangerous.

ONLINE PRESSURES

Although many of Snapchat's filters are designed to entertain or amuse, the 'beautify' effects on photos can set unrealistic body image expectations – creating feelings of inadequacy if a young person compares themselves unfavourably with other users. Snapchat now also has 'priority' notifications (which still get displayed even if a device is in 'do not disturb' mode), increasing the pressure on users to log back in and interact.

VISIBLE LOCATION

A feature called 'SnapMaps' highlights your device's exact position on a virtual map, which is visible to other users. There are options to restrict who can see this information: all friends, selected friends or just you. Snapchat also has real-time location sharing, which is intended as a buddy system to help friends keep track of each other – but it could also be used to track a young person for more sinister reasons.

Advice for Parents & Educators

SET CONTROLS VIA FAMILY CENTRE

Snapchat has parental controls called 'Family Centre'. You must invite a child to the Family Centre for them to join. This allows you to view their friends list, see who they've chatted with in the last 7 days (but not to view the specific messages) and report any concerns.

TALK ABOUT REAL LIFE SCAMS

If a young person is mature enough to have Snapchat, then they are mature enough to have a conversation about scams, nudes and blackmail. Have this discussion before you let them join. Share some real-life examples. Discuss the importance of never adding strangers and discourage them from sharing nudes. If they are lured into a scam, encourage them to tell you immediately, then block and delete the predator and screenshot any evidence.

DISCUSS AI

Although My AI's responses can often give the impression that it's a real person, it's essential that young people remember this certainly isn't the case. Encourage children to think critically about My AI's replies to their questions: are they accurate and reliable? Remind them that My AI shouldn't replace chatting with their real friends, and that it's always better to talk to an actual person in relation to medical matters.
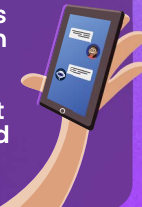
CHAT ABOUT CONTENT

It may feel like an awkward conversation (and one that young people can be reluctant to have) but it's important to talk openly and non-judgementally about sexting. Remind children that once something's online, the creator loses control over where it ends up – and who else sees it. Likewise, it's vital that children understand that some 'challenges' which become popular on the platform may have harmful consequences.

KEEP ACCOUNTS PRIVATE

Profiles are private by default, but children may make them public to gain more followers. Snap Stories are visible to everyone a user adds unless they change their settings. On SnapMaps, their location is visible unless Ghost Mode is enabled. It's safest for a child to avoid adding people they don't know in real life – especially since the addition of My Places, which allows people to see where users regularly visit.

BE READY TO BLOCK AND REPORT

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

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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What Parents & Carers Need to Know about

X

AGE RESTRICTION 13+

In October 2022, the enormously popular social media network Twitter was purchased by tech tycoon Elon Musk. That sparked a host of changes to the platform – not all which have been received positively by its fans. The alterations have continued with each passing month, many of them raising online safety concerns among the 530 million users of Twitter (now rebranded as simply X). With further adjustments reportedly in the pipeline, X has attracted more than its usual share of controversy and caution in recent times.

WHAT ARE THE RISKS?

A BLOCK ON BLOCKING

X has announced plans to remove its blocking feature. Previously, this stopped other users from viewing your profile or sending you direct messages, while also hiding their posts from your feed. Only this latter function will now remain. The decision has been criticised by some members, who feel that blocking (in its current form) protects them from X users who "promote denial and hatred".

AGE-INAPPROPRIATE CONTENT

Many of X's less age-appropriate posts can feature anything from extreme political views to pornography. While accounts marked as 18+ are restricted from non-members, it's still fairly easy to stumble across this material accidentally. X's new 'For You' page also shows content from accounts that a user *doesn't* already follow – meaning that almost anything could end up on a child's feed.

LIMITED REPORTING FEATURES

X offers a premium membership, with some functionality (such as controlling who can view and reply to your posts) increasingly being made exclusive to those who pay the subscription fee. Several commentators have speculated that X could one day become an exclusively paid-for service, with access to accounts being revoked for anyone unwilling or unable to take out a subscription.

VERIFICATION FOR SALE

Historically, Twitter's moderators granted account verification: certifying someone as authentic by placing a blue tick next to their username. One of X's earliest changes was to place verification behind a paywall; this caused the number of celebrity impersonators to rise and left no way to distinguish, say, a legitimate influencer from a copycat fake account seeking to exploit other users.

Advice for Parents & Carers

PROTECT PRIVACY

Unsavoury characters may try to gain access to a young person's X account – either to view their posts and gather information on them, or to completely take control of it. To minimise risk, ensure the account has a strong password and enable the 'Protect Your Posts' feature (via the account settings), so that strangers can't view your child's posts without first being approved as a follower.

DON'T RISE TO THE BAIT

To gain more views and followers, some X users post deliberately inflammatory comments on sensitive topics such as race, sexual orientation and gender issues. Many young people could find this upsetting. Emphasise that, if your child encounters someone spreading hate on X, it's best not to give that person what they want: an argument. Ignore them, mute their account and move on.

STAY ALERT FOR IMPOSTERS

Make sure your child understands that X's blue ticks no longer guarantee the identity of anyone on the platform. While it might be exciting if a celebrity liked your child's post, it could just as easily be an imposter with malicious intentions. If your child's not 100% sure that an X user actually *is* who they claim to be, advise them to err on the side of caution and avoid interacting with that account.

ONLY FOLLOW TRUSTED ACCOUNTS

Using the 'Following' tab on X helps to ensure that the only content your child sees has come from accounts they've chosen to follow: this should reduce the chance of them inadvertently being exposed to harmful, violent or explicit content. Show your child how to report another user's account if, say, they're behaving inappropriately by spreading misinformation or offensive opinions.

BE READY TO TAKE ACTION

If your child suffers harassment on the platform or becomes the target of a hack, you could consider deactivating their account entirely. Recently, X's safety features have been criticised for allegedly failing to protect users' wellbeing – so if your child is being subjected to abusive messages or similar mistreatment on the platform, it might be prudent to remove them from X altogether.

Meet Our Expert

Lloyd Coombes is Editor in Chief of gaming and esports site GGRecon and has worked in the gaming media for around four years. Always eager to test out the latest apps, games and online trends, he's also a parent who understands the importance of online safety. Writing mainly about tech and fitness, his articles have been published on influential sites including IGN and TechRadar.

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What Parents & Carers Need to Know about
FACEBOOK

AGE RATING 13+

With 2.9 billion users, Facebook, owned by the recently rebranded Meta, is the world's most popular social media platform. It encourages interaction with other people by (among other things) adding them as friends, reacting to or commenting on their content, sharing images and videos, posting status updates, joining groups and playing games. Facebook is free, and anyone over 13 can join – but with no age verification, younger children can easily create an account: it's likely your child is already familiar with the platform, even if they don't yet use it themselves.

WHAT ARE THE RISKS?

ADDICTIVE NATURE
Facebook's quick reward cycle of likes and comments on shared posts can be hugely addictive. It encourages users to keep returning to post things and increases FOMO (the Fear Of Missing Out), which leads to people checking the app even more frequently and finding themselves endlessly scrolling through content.

CYBERBULLYING
A 2021 Ofcom report found that around one in four UK 12–15-year-olds had been cyberbullied or trolled (intentionally antagonised online). On Facebook, this can happen through private messages (on Facebook Messenger); hurtful comments on their profiles and posts; pages or groups set up purposely to torment a victim; or exclusion from pages or groups.

FUTURE IMPACT
Like most social media platforms, anything posted on Facebook leaves a permanent 'digital footprint'. This can have future consequences for young people: many universities and employers, for example, now review someone's Facebook timeline during the application process.

CONTACT FROM STRANGERS
Just like in the offline world, there are people on Facebook with malicious intentions. Ofcom reports, for instance, that 30% of 12–15-year-olds have received a friend request from a stranger. This, sadly, can include individuals seeking to take advantage of impressionable youngsters.

OVERSHARING
Facebook encourages you to post "what's on your mind", but children should be wary of revealing too much about themselves online. Users can give away their location by checking in or using Facebook Live, for example, while some photos can also be traced using file data.

INAPPROPRIATE CONTENT
Facebook monitors and removes material like hate speech or extreme political views, while adverts on the platform are now forbidden from targeting under-18s based on their interests. Offensive content isn't always taken down instantly, however, so there's still a risk of children encountering it.

VIDEOS AND STREAMING
Facebook Live lets users stream video live to their friends or watch others' broadcasts. Viewers can comment in real time, which is problematic to moderate. Short, user-created clips called Reels can now also be displayed on profiles and feeds. These video features could contain unsuitable material or allow children to be cajoled into doing something on camera that they wouldn't normally do.

Advice for Parents & Carers

KEEP ACCOUNTS PRIVATE
In the settings area, you can choose whether a Facebook profile is public or private. By far the safest option is to switch your child's to private, so they can only interact with people who they are friends with on the platform. Facebook's settings can also prevent your child's personal information (such as contact details, school name or date of birth) from appearing publicly.

SAVVY SHARING
Make sure your child realises that what they share online can end up being shared again by others. It's important that they think about what they share online and who they share it with. Facebook's 'Audience Selector' gives users the option to filter who sees what they are sharing, whenever a status is updated, photos are uploaded or anything is posted.

ENCOURAGE SAFE FRIENDING
Facebook can help your child to stay connected with the people and the things that they care about. However, it's important for them to understand that they should only accept friend requests from people who they know. The key questions to consider are "has your child met them in person?" and "do they know and trust them enough to feel comfortable accepting them as a Facebook friend?"

RESPECT BOUNDARIES
Once you've talked about Facebook safety with your child, give them some space and trust them to make smart choices. Make it clear, however, that you're always open to discussing social media if they need to. In the early stages, you could occasionally review your child's social media activity with them to put your mind at rest – but take care not to become reliant on checking it every night.

LEAD BY EXAMPLE
Let your child watch you using Facebook – this will demonstrate how it can be used safely and appropriately, reducing the risk of them encountering harmful content themselves. Teach them the habit of thinking before sharing anything online and try to follow the same rules that you set for them – so if you agree time limits on your child's Facebook use, then you should stick to them, too.

BLOCK AND REPORT
On Facebook, you're able to report harmful content and block particular people or groups so they can't contact your child or view their profile. Before they start spending serious time on the platform, show your child how these features work and explain why they might need to be used. Facebook's Bullying Prevention Hub offers advice on dealing with harassment on the platform.

Meet Our Expert
Alex Wright is a former Facebook employee and social media expert with more than 15 years' experience in digital media. He has worked with some of the biggest organisations on the planet and has a vast understanding of how social media platforms work and how they engage their audience.

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What Parents & Educators Need to Know about
INSTAGRAM

follow

WHAT ARE THE RISKS?

Instagram is a highly popular social media platform with over 2 billion active monthly users. The app is continuously updating and adding new features to meet the wishes of its audience, allowing them to upload images and videos to their Instagram feed, create interactive 'stories', go live, exchange private messages or explore and follow other accounts that catch their eye.

AGE RESTRICTION 13+

ADDICTION

Many social media platforms, Instagram included, are designed to keep us engaged on them for as long as possible. They encourage scrolling often and scrolling more in case we miss something important – in essence, a fear of missing out. On Instagram, young people can lose track of time when aimlessly scrolling and watching videos posted by friends, acquaintances, influencers and possibly strangers.

UNREALISTIC IDEALS

Children sometimes compare themselves to what they see online: how they look, how they dress, and the way their life is going in comparison to others on social media. However, most people only share the positives about their lives online and many use filters when sharing pictures of themselves. A constant comparison with unrealistic ideals can lead to insecurity over one's own appearance and lifestyle.

GOING LIVE

Livestreaming on Instagram allows users to connect with friends and followers in real time. Risks increase if the account is public, because that means anyone can watch the broadcast, which could result in further contact from strangers. Additional dangers of going live include an impulse to act inappropriately to draw more viewers, as well as being exposed to harmful content or offensive language.

INFLUENCER CULTURE

Social media influencers are sometimes paid thousands of pounds to promote products, services, apps and more. When celebrities or influencers post such content, it often says 'paid partnership' above the post. In April 2024, Ofcom found that over a quarter of children (27%) believed in influencer marketing, accepting their endorsement of products wholeheartedly. So it's perfectly possible for young people to be taken in by this kind of content.

PRODUCT TAGGING

Product tags allow users to tag a product or business in their post. This tag will take viewers directly to the product detail page on the shop where the item can be purchased. Children may also be encouraged by influencers to purchase products that they advertise.

EXCLUSION & OSTRACISM

Youngsters are highly sensitive to feeling excluded, which comes in many forms: not receiving as many 'likes' as expected; not being tagged in a friend's photo; being unfriended; not receiving a comment on their post or a reply to a message they sent. Being excluded online hurts just as much as offline. Young people have reported lower moods and self-esteem when excluded in this way, feeling as if they don't belong and aren't valued.

Advice for Parents & Educators

AVOID GOING PUBLIC

If a young user wants to share their clothing style, make up or similar and use product tagging to show off the items in their post, they may be tempted to change their settings to public. This leaves their profile visible to everyone, which carries the risk of strangers getting in touch with them. Set a child's account to private and explain the importance of keeping it this way.

HAVE AN OPEN DIALOGUE

Talk to children about the positives and negatives of social media, including the risks involved and how they can view or create content safely with family and friends. Explain how safety settings will ensure only followers can view them, and why this is so important. Also, if you find a child continuously uses filters on their photos, ask them why and impress on them that they don't need it.

MANAGE LIKE COUNTS

Due to the potential impact on mental wellbeing, Instagram allows users to hide the total likes on their posts, to prevent people from obsessing over that number in the corner. Users can hide like counts on all the posts in their feed as well as on their own posts. This means others can't see how many likes a person gets. This can be done by going into Settings > Notifications > Posts > Likes > Off.

USE MODERATORS

Instagram Live has implemented a mechanic called 'Moderators', meaning that creators can assign a moderator and give them the power to report comments, remove viewers and remove the ability for certain viewers to comment at all. Consider this if a child in your care wants to go live on the platform. It's also recommended to keep devices in communal spaces so you're aware if a child does go live or watch a livestream.

FOLLOW INFLUENCERS

Following influencers will allow you to monitor what they're sharing as well as being able to discuss anything which you deem inappropriate. Talk to children about who they follow and help them to develop critical thinking skills about what the influencer is trying to do. For example, encourage the child to ask themselves if an influencer is trying to sell them a product when they make a video endorsing it.

BALANCE YOUR TIME

Instagram has a built-in activity dashboard that lets you control how much time is spent on the app. Make sure children sign in to the platform with the correct age, as Instagram's 'Teen Accounts' afford much more control for parents and carers over how long they can use the app each day. Talk with young users about how much time they spend on Instagram and work together to set a healthy time limit.

Meet Our Expert

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

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