

Safer  
Internet  
Day 2025 | Tuesday  
11 February

Coordinated by the UK Safer Internet Centre

[saferinternetday.org.uk](https://saferinternetday.org.uk)

SAFER INTERNET DAY 2025:

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KEEPING CHILDREN  
SAFE ONLINE

# RESPONSIBILITY

**As a parent or carer you play a key role in helping your child to stay safe online.**

You don't need to be an expert on the internet to help keep your child stay safe online. This advice and resources are here to support you as you support your child to use the internet safely, responsibility and positively.



# HAVE A CONVERSATION!

It is really important to chat with your children on an ongoing basis about staying safe online. Not sure where to begin? These conversation starter suggestions can help.

### Online Safety

- In school we cover online safety in every single computing lesson.
- The children will already know about ways to stay safe online and who they can talk to for help.

■ **Ask your children to tell you about the sites they like to visit and what they enjoy doing online.**

What games do you and your friends like to play online? Can you show me the websites you visit the most? Shall we play your favourite game online together?

▲ **Ask them about how they stay safe online.**

What tips do they have for you, and where did they learn them?  
What is OK and not OK to share?

● **Ask them if they know where to go for help.**

Where can they go to find the safety advice, privacy settings and how to report or block on the services they use?

◆ **Think about how you each use the internet.**

What more could you do to use the internet together? Are there activities that you could enjoy as a family?

# E-SAFETY IN THE CURRICULUM

### E-Safety Coverage in the 2014 National Curriculum & PSHE

#### Key Stage 1 (KS1) (Ages 5-7)

##### ◆ Using Technology Safely & Respectfully

- Understanding kind and respectful online behavior.
- Knowing that actions online have consequences.

##### ◆ Keeping Personal Information Private

- Recognizing what should not be shared online.
- Understanding risks of sharing personal details.

##### ◆ Recognizing Online Risks

- Identifying dangers such as scams, strangers, and harmful content.
- Knowing what to do if they feel uncomfortable online.

##### ◆ Where to Seek Help & Support

- Knowing who to talk to (parents, teachers, trusted adults).
- Learning how to report concerns.

##### ● PSHE Links:

- ✓ Safe relationships & online communication.
- ✓ Understanding emotions linked to online interactions.
- ✓ Recognizing bullying, including cyberbullying.

# E-SAFETY IN THE CURRICULUM

## Key Stage 2 (KS2) (Ages 7-11)

### ◆ Using Technology Safely, Respectfully & Responsibly

- Developing responsible digital habits.
- Understanding digital footprints & consequences of online actions.

### ◆ Recognizing Acceptable & Unacceptable Online Behavior

- Identifying cyberbullying & online harassment.
- Learning how to respond to inappropriate behavior.

### ◆ Understanding Risks of Online Communication

- Awareness of social media, gaming chats & online messaging.
- Recognizing dangers like online grooming & misinformation.

### ◆ Protecting Personal Information & Privacy

- Importance of strong passwords & privacy settings.
- Recognizing phishing scams & online fraud.

### ◆ Reporting Concerns & Seeking Help

- Knowing how to report harmful content.
- Understanding organizations like **CEOP** & **Childline**.

### ● PSHE Links:

- ✓ Digital well-being & managing screen time.
- ✓ Emotional impact of social media & peer pressure.
- ✓ Making safe choices online & offline.

TECHNOLOGY

# TOP TIPS



## **Talk with your child about responsible use of their phone**

Discuss what is okay and not okay to use their phone for. Talk about time limits and expectations of where the device can and cannot be used, this could include things like the phone being charged outside their bedroom overnight.



## **Discuss what to do if something upsetting or worrying happens**

Give them the strategies they need in case something concerning happens whilst they are using their device. This could be to lock the screen and tell an adult, to make a report to the platform they are using, or to block the user.



## **Explore parental controls**

Take a look at the controls available both on the phone itself and on your home Wi-Fi. Talk these through with your child too. Parental controls are a helpful tool, but an open conversation with your child is the most important thing.

## **How to start a conversation with your child about using a phone safely:**

### **Why do you want to get a phone?**

Whilst deciding if it is time for your child to have their first phone can be a great opportunity to find out what your child expects to use their phone for. This could be for connecting with friends, playing games, for keeping in touch whilst out of the house or other reasons.

### **What do you like about using your phone?**

You can ask your child about their favourite apps or games, what they like using their phone for, or you can ask them to show you how to play or use their favourite game or website.

### **What would you do if something worrying or upsetting happened on your phone?**

You can ask them about the places they can go to find the safety advice, find out what they know about privacy settings, and ask them how to report or block on the services they use.

### **How can we do more online together?**

Ask your child about activities or games that you could enjoy as a family, this can be a great time to establish a [family agreement](#) to manage your families time online.

# KEEPING CHILDREN SAFE ONLINE

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## Introducing a Phone Safely

- Set **boundaries** (who they contact, where they keep it).
- Use **parental controls** & encourage open conversations.
- **Guide young children** with apps & games.
- Teach **strategies** for handling issues (e.g., turning off the screen & talking to an adult).



## Risks of Having a Phone

- **Cyberbullying & inappropriate contact** (friends & strangers).
- **Over-sharing personal information** (name, location, images).
- **Accessing inappropriate content & overspending.**
- **Excessive screen time & negative online behavior.**

[HTTPS://WWW.INTERNETMATTERS.ORG/](https://www.internetmatters.org/)

## Managing Phone Risks

- Use **parental controls** (passwords, app blocking, time limits).
- **Discuss risks** with your child & agree on responses (e.g., reporting cyberbullying).
- **Set privacy settings** together & create a **family agreement.**
- **Encourage open communication**—report suspicious contacts immediately.

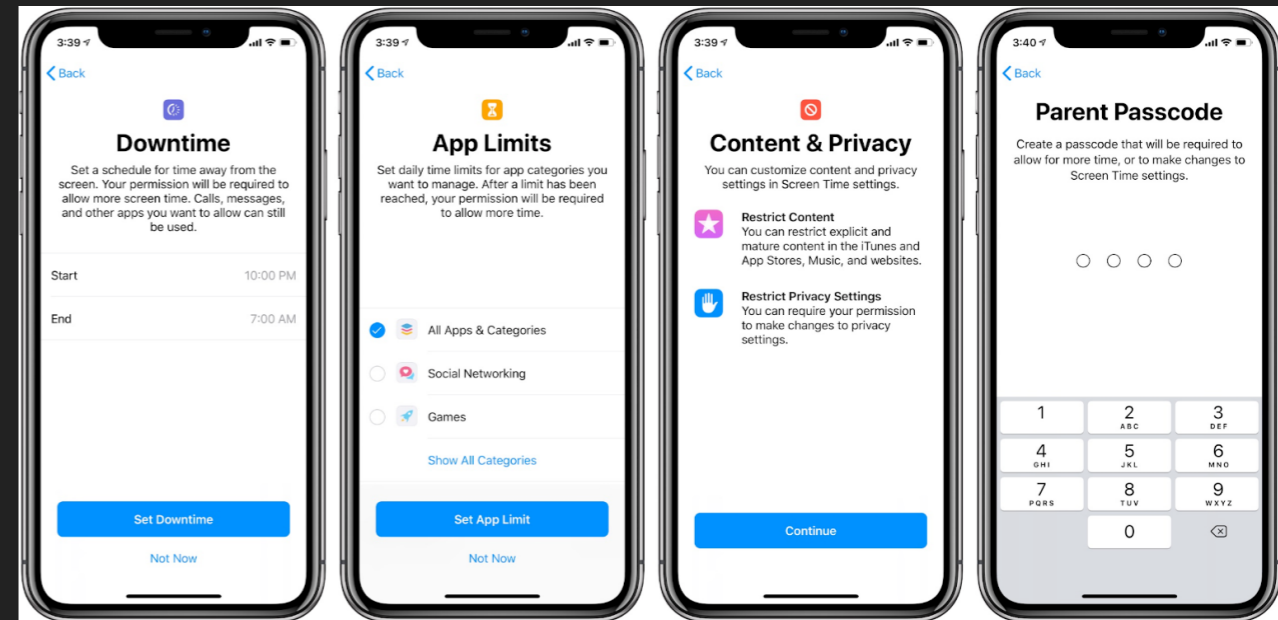
# WHAT TO DO IF SOMETHING GOES WRONG

- ▶ **Stay calm and listen** - Reassure your child and ask about the issue without judgement.
- ▶ **Report & block** - Help your child report and block any unacceptable behaviour, content or users.
- ▶ **School support** - Contact the school if cyber bullying or peer issues are involved.
- ▶ **Serious concerns** - if any inappropriate contact occurs report it to **CEOP**
- ▶ **Inappropriate content** - Report to the platform and find guidance on the childnet website.
- ▶ **Adjust settings** - Review device safety settings to prevent future issues.

## PARENTAL CONTROLS

- ▶ Easily accessible in the settings for all devices - games consoles, smart TVs, phones, etc, all have them.
- ▶ Very easy to set up and use.
- ▶ USE THEM!!!
- ▶ Communication Safety - Devices like iPhones can detect nude photos and videos before they're sent or viewed on your child's device and provide guidance and age-appropriate resources to help them make a safe choice.

[HTTPS://WWW.INTERNETMATTERS.ORG/](https://www.internetmatters.org/)



## MICROSOFT FAMILY SAFETY

### Protect and Empower Your Family Online

#### Key Features:

- **Screen Time Management** – Set limits on apps, games, and devices.
- **Location Sharing** – Track family members' locations in real time.
- **Activity Reporting** – Get insights into app and web usage.
- **Content Filters** – Block inappropriate websites and apps.
- **Spending Controls** – Manage purchases and spending requests.
- **Cross-Platform Support** – Works on Windows, Xbox, Android, and iOS.

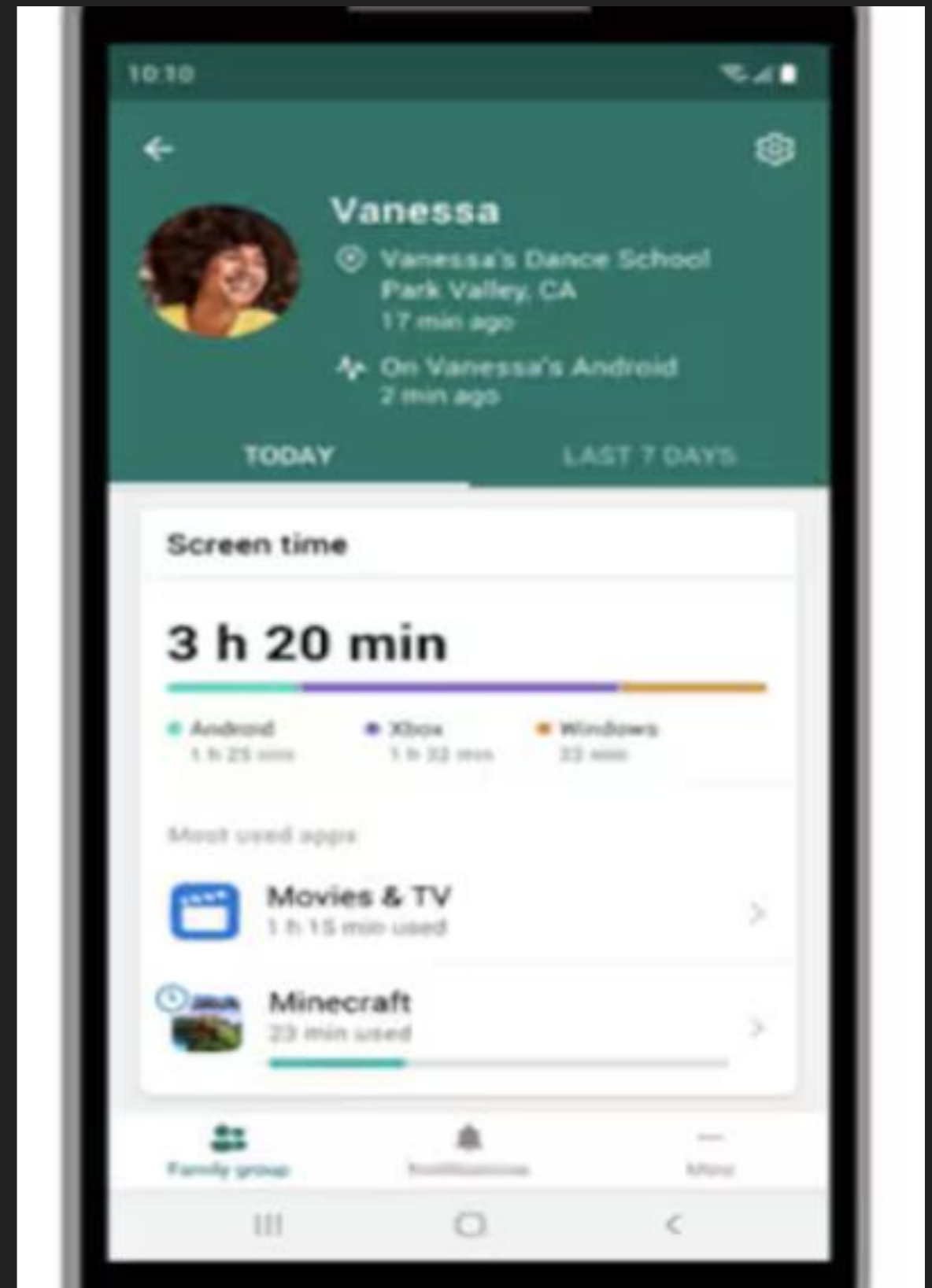
#### Why Use Microsoft Family Safety?

- Helps build healthy digital habits.
- Provides parental peace of mind.
- Encourages responsible online behavior.

**Available on:** Windows, iOS, Android

**Download:** [Microsoft Family Safety](#)

[HTTPS://WWW.INTERNETMATTERS.ORG/](https://www.internetmatters.org/)



# SOCIAL MEDIA

# KEEPING CHILDREN SAFE ONLINE

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- **Age Requirements:** Most platforms require users to be at least 13 years old.
- **Safety Tools:** Utilise features like privacy settings, content filters, and reporting mechanisms to manage your online experience.
- **Parental Guidance:** Parents should familiarise themselves with platform-specific safety centres to guide and protect their children online.
- **Community Guidelines:** Adhere to each platform's rules to ensure respectful and safe interactions.

For detailed platform-specific guidance, visit the [UK Safer Internet Centre's Social Media Guides](#).



AI - ARTIFICIAL  
INTELLIGENCE

## AI

### What is AI?

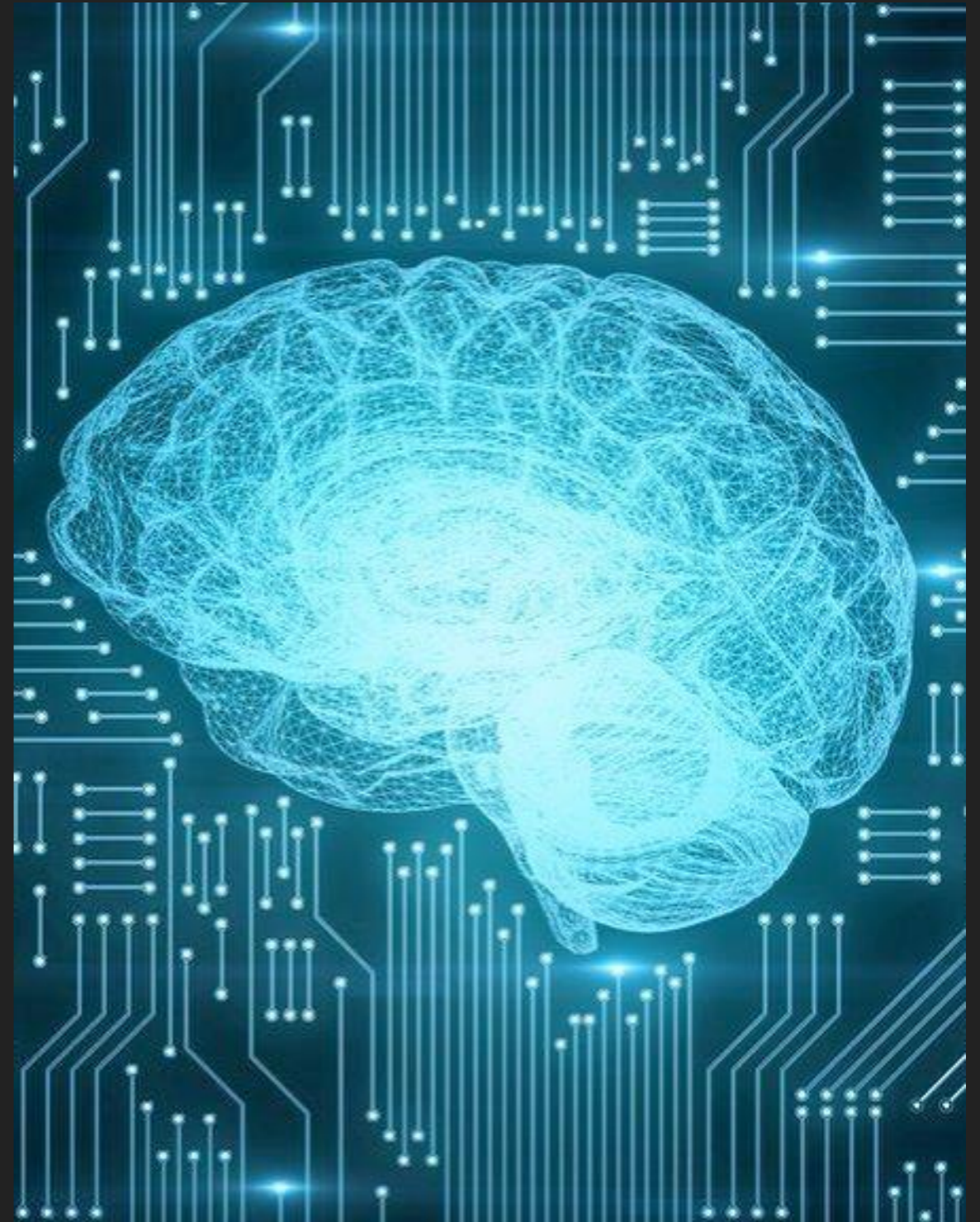
- Artificial Intelligence (AI) refers to technology that can learn, process information, and make decisions.
- Examples include chatbots, virtual assistants, AI-powered search engines, and content recommendation systems.



## AI

### **Potential Risks for Children:**

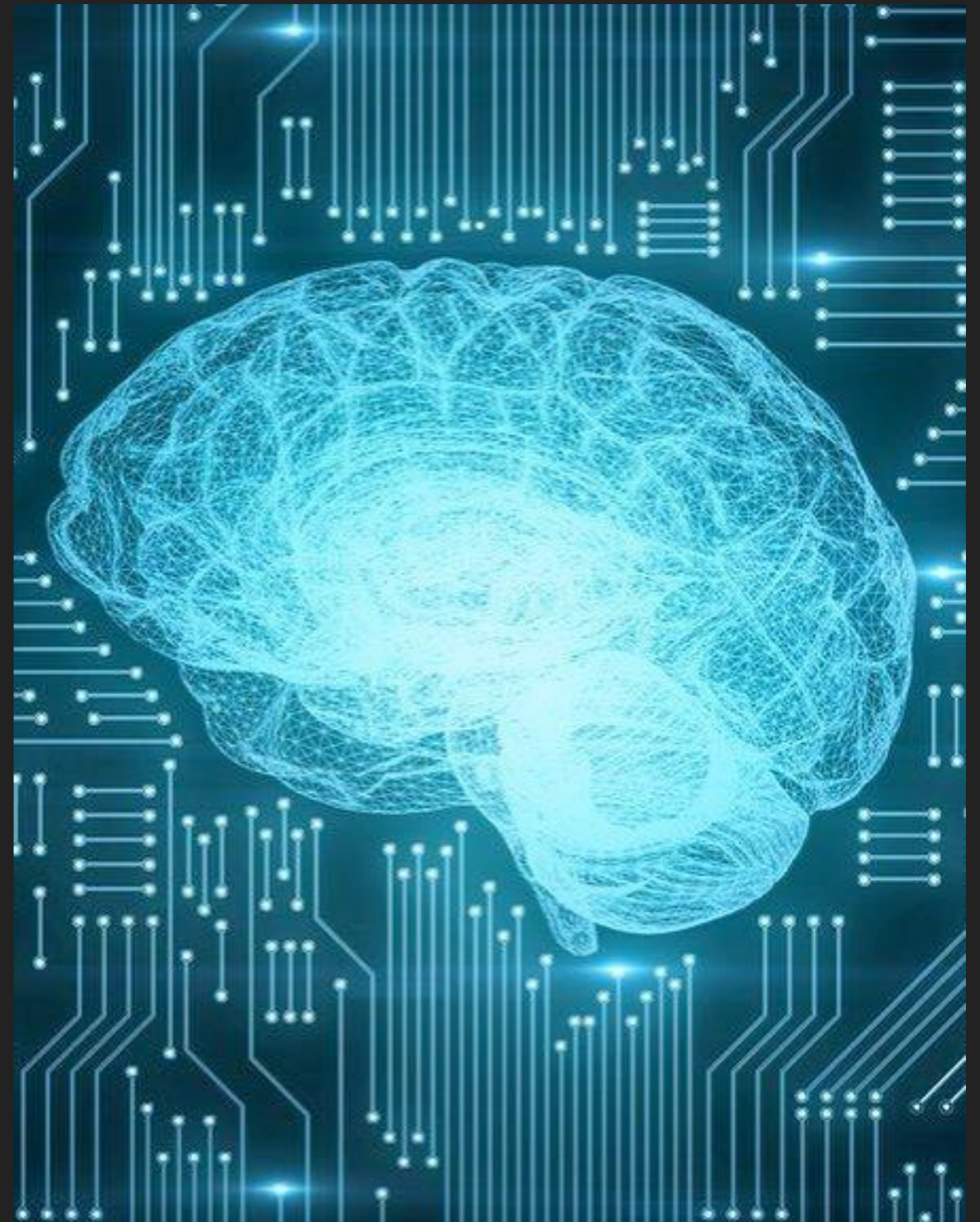
- Exposure to inappropriate or misleading content.
- Privacy concerns, including data collection.
- Over-reliance on AI-generated answers without critical thinking.



## AI

### How Parents Can Keep Children Safe:

- **Educate & Communicate** – Teach children about AI, its benefits, and limitations.
- **Use Parental Controls** – Enable safety settings on AI-powered apps and devices.
- **Encourage Critical Thinking** – Remind children to verify information from multiple sources.
- **Monitor Usage** – Keep track of AI interactions and set time limits.
- **Promote Responsible AI Use** – Guide children on ethical AI use and digital responsibility.



# USEFUL LINKS

## Useful Websites for Parents:

- **Common Sense Media**  
([www.commonsensemedia.org](http://www.commonsensemedia.org)) – Guides on AI and digital safety.
- **National Online Safety**  
([www.nationalonlinesafety.com](http://www.nationalonlinesafety.com)) – AI and internet safety tips.
- **UK Safer Internet Centre**  
([www.saferinternet.org.uk](http://www.saferinternet.org.uk)) – Online safety resources for families.
- **Be Internet Awesome by Google**  
([beinternetawesome.withgoogle.com](http://beinternetawesome.withgoogle.com)) – Interactive digital safety lessons.

