

Primary Online Safety

Parents Information Presentation 2025-26

Knowsley CLCs September 2025



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?



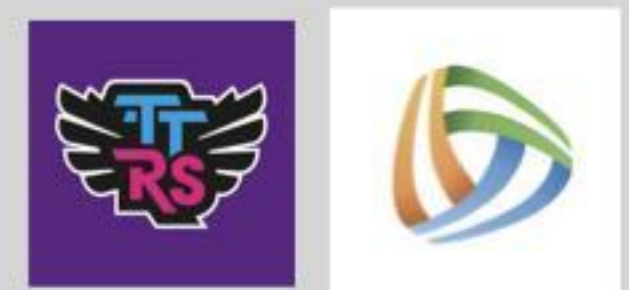
Playing or streaming games?

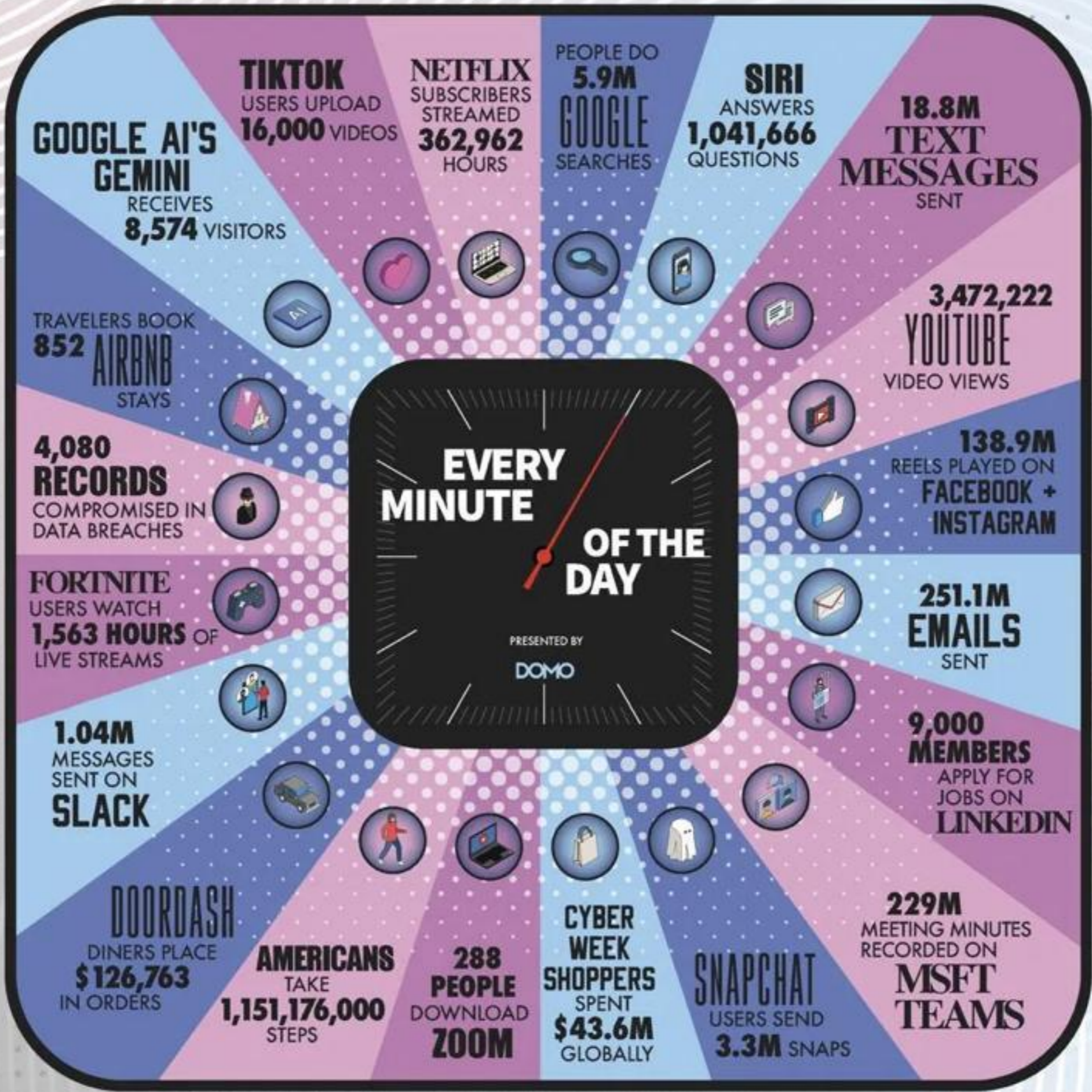


Using AI



Home learning or home work?





Children's tech trends

3-5



19% have their own mobile phone

85% use any device to go online.

To go online: 69% use a tablet, 34% use a mobile phone, and 12% use a laptop

56% use messaging sites/apps

91% use video sharing platforms

49% use live streaming sites/apps

37% use social media and 60% have their own social media profile

Across these categories the top 3 sites/apps used by this age group are Youtube (85%), WhatsApp (31%) and Snapchat (23%)

31% play games online

76% watch TV or films on any type of device other than a TV set (77% on a TV set)

32% watch live TV | 77% watch SVoD (Such as Netflix, Amazon Prime or Disney+)

6-7



30% have their own mobile phone

96% use any device to go online.

To go online: 80% use a tablet, 48% use a mobile phone, and 26% use a laptop

57% use messaging sites/apps

94% use video sharing platforms

48% use live streaming sites/apps

36% use social media and 63% have their own social media profile

Across these categories the top 3 sites/apps used by this age group are Youtube (91%), WhatsApp (33%) and TikTok(30%)

43% play games online

78% watch TV or films on any type of device other than a TV set (83% on a TV set)

38% watch live TV | 76% watch SVoD (Such as Netflix, Amazon Prime or Disney+)

Children's tech trends

8-9



42% have their own mobile phone

97% use any device to go online.

To go online: 73% use a tablet, 51% use a mobile phone, and 37% use a laptop

74% use messaging sites/apps

96% use video sharing platforms

61% use live streaming sites/apps

57% use social media and 69% have their own social media profile

Across these categories the top 3 sites/apps used by this age group are Youtube (93%), WhatsApp (46%) and TikTok (42%)

65% play games online

80% watch TV or films on any type of device other than a TV set (85% on a TV set)

41% watch live TV | 74% watch SVoD (Such as Netflix, Amazon Prime or Disney+)

10-12



82% have their own mobile phone

100% use any device to go online.

To go online: 81% use a mobile phone, 68% use a tablet, and 48% use a laptop

94% use messaging sites/apps

99% use video sharing platforms

73% use live streaming sites/apps

81% use social media and 86% have their own social media profile

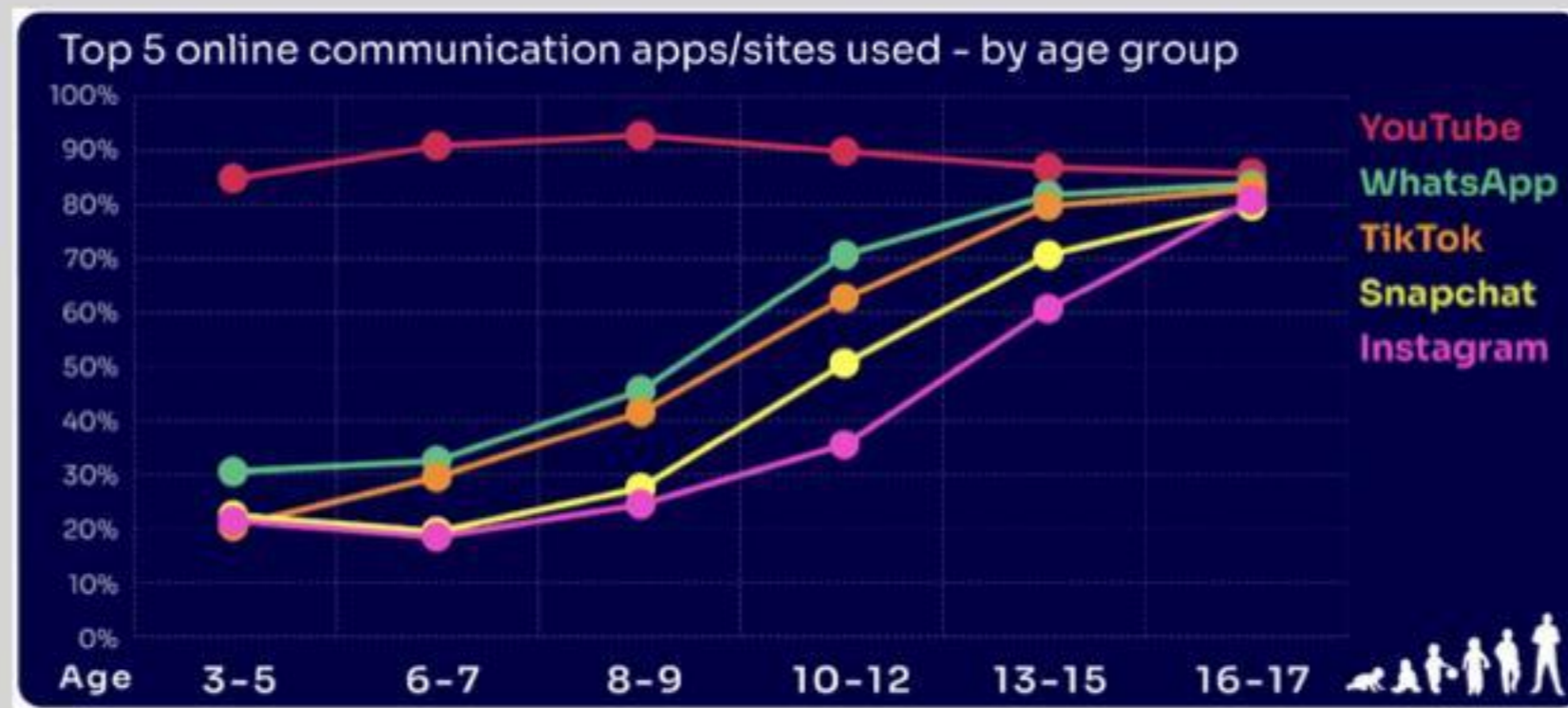
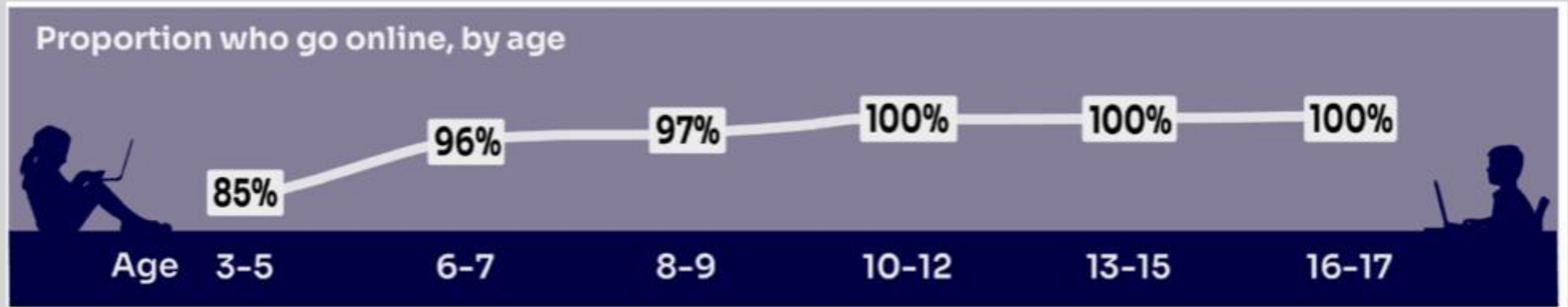
Across these categories the top 3 sites/apps used by this age group are Youtube (90%), WhatsApp (71%) and TikTok (63%)

77% play games online

79% watch TV or films on any type of device other than a TV set (87% on a TV set)

41% watch live TV | 77% watch SVoD (Such as Netflix, Amazon Prime or Disney+)

Children have greater access to the internet than ever before.



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

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.

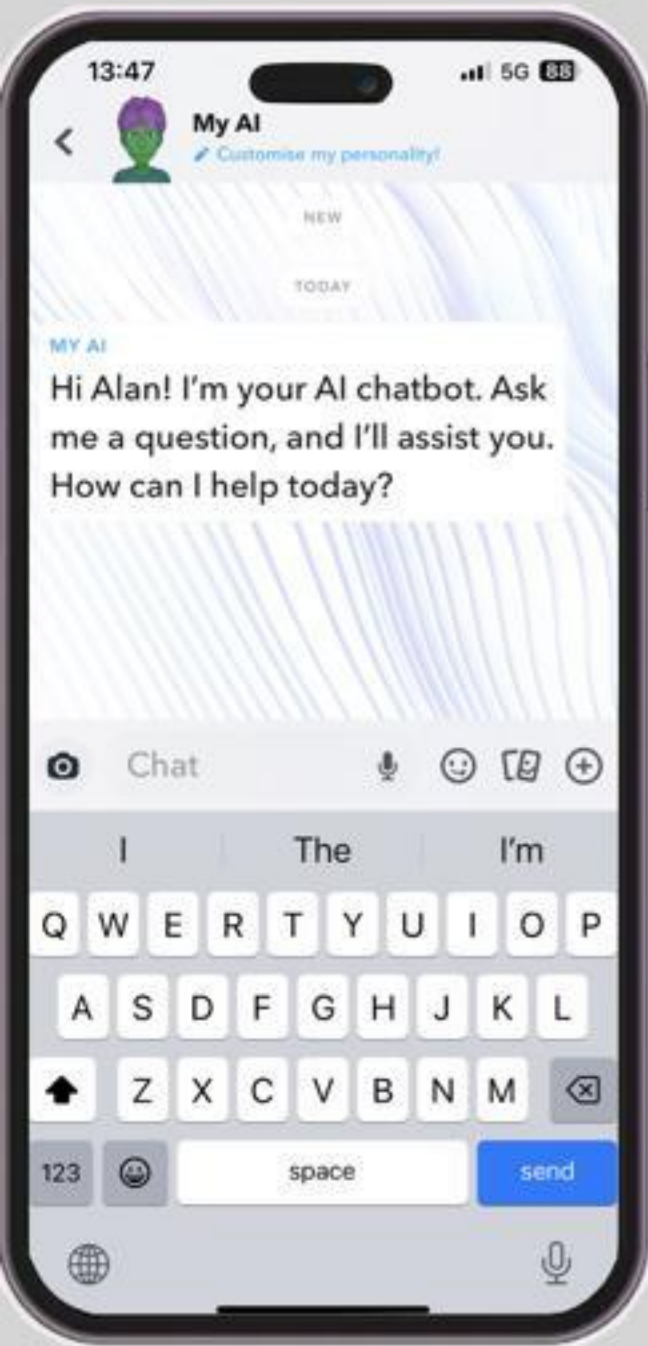
Conduct Risks

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.

AI is already on your phone...



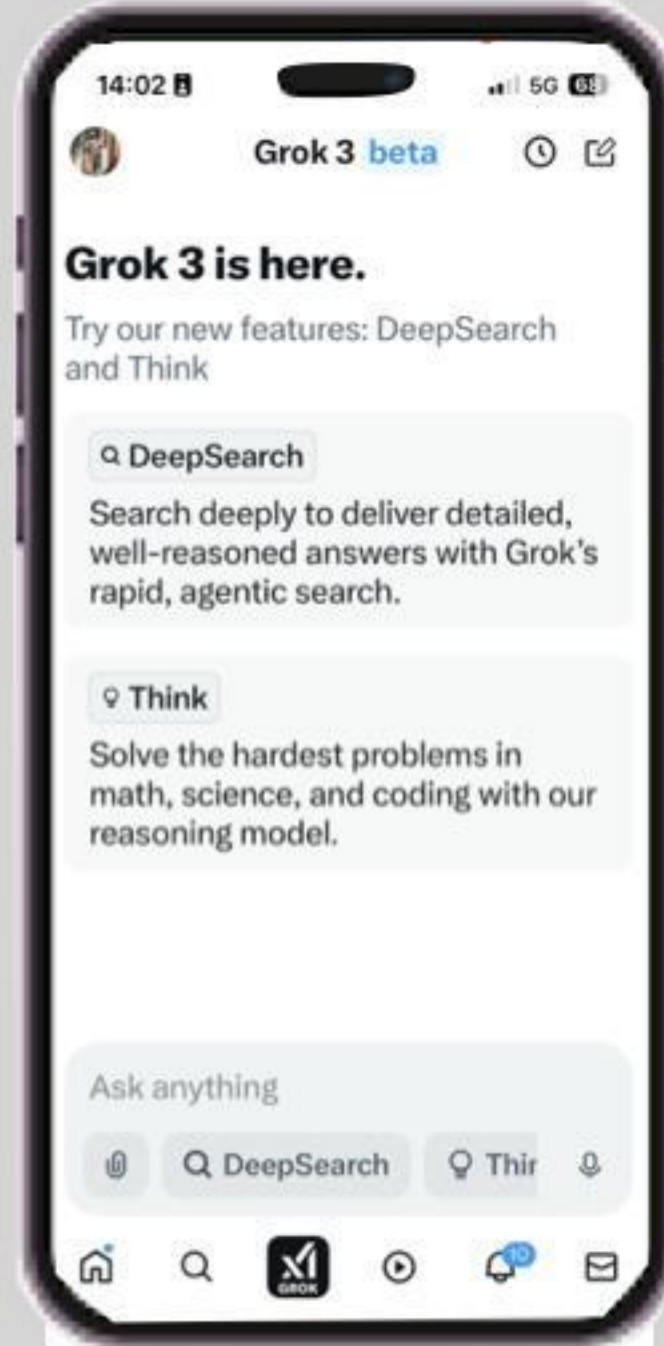
Snapchat



Instagram/Messenger/
WhatsApp



Apple Intelligence / Gemini
Chat GPT



X - Grok 3

**What can you
do?**

Understand the world our children grow up in.



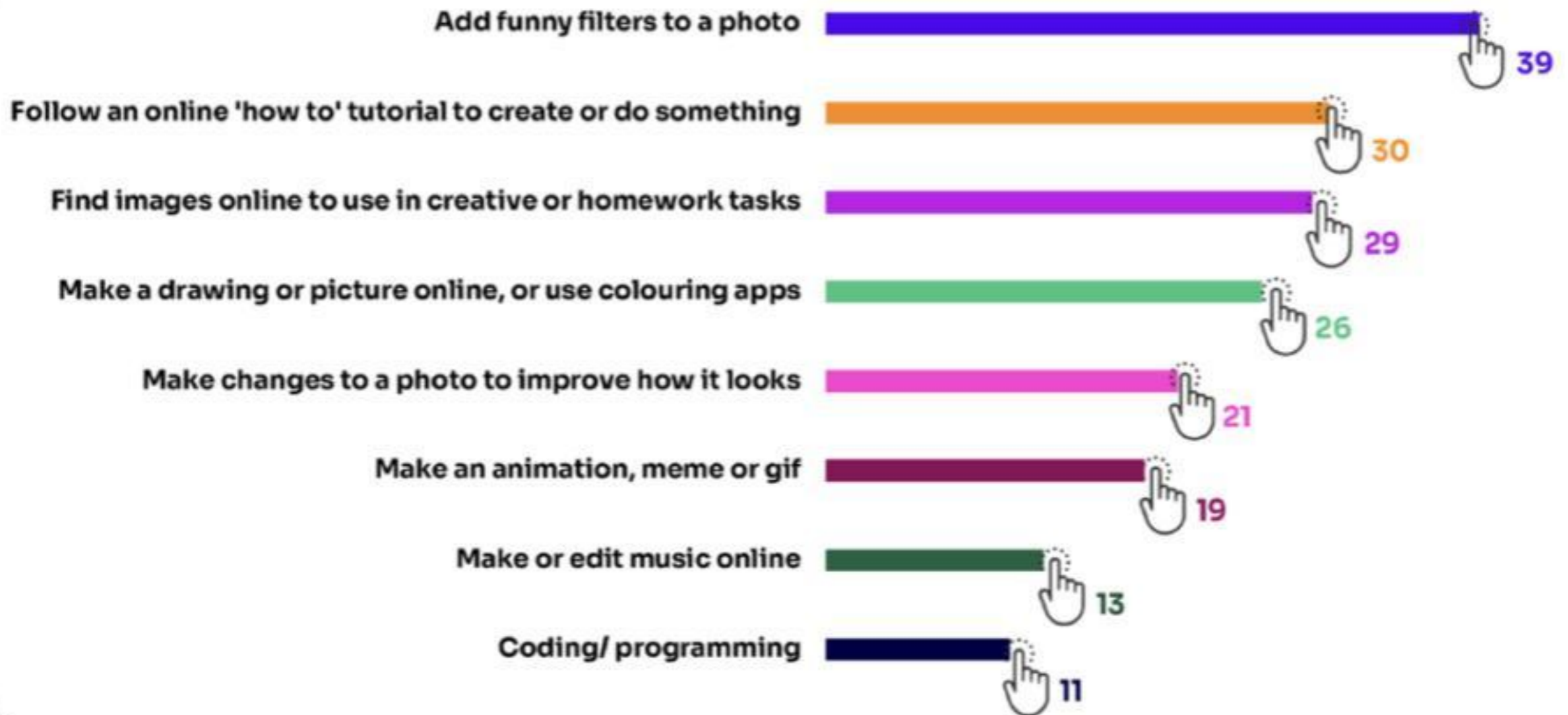
Support your children

- 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 8-17 (%).



Agree on reasonable boundaries.

Top 5 parental rules in place



% 3-12 year olds

% 13-17 year olds



Rules about the video content they watch online

76

1

66



Rules about the types of websites or apps they can use

73

2

60



Rules about how much time they spend online

68

3

59



Rules about who they can contact online

66

4

53



Rules about spending money online

62

5

52

Rules about spending money online



Rules about who they can contact online



Rules about the information they can share online



Rules about the types of websites or apps they can use



Rules about the video content they watch online



Main online supervision method used (% of parents whose children go online)

Being nearby and regularly checking what they do

3-5s 66%

6-7s 75%

8-9s 76%



Asking about what they are doing or have been doing online

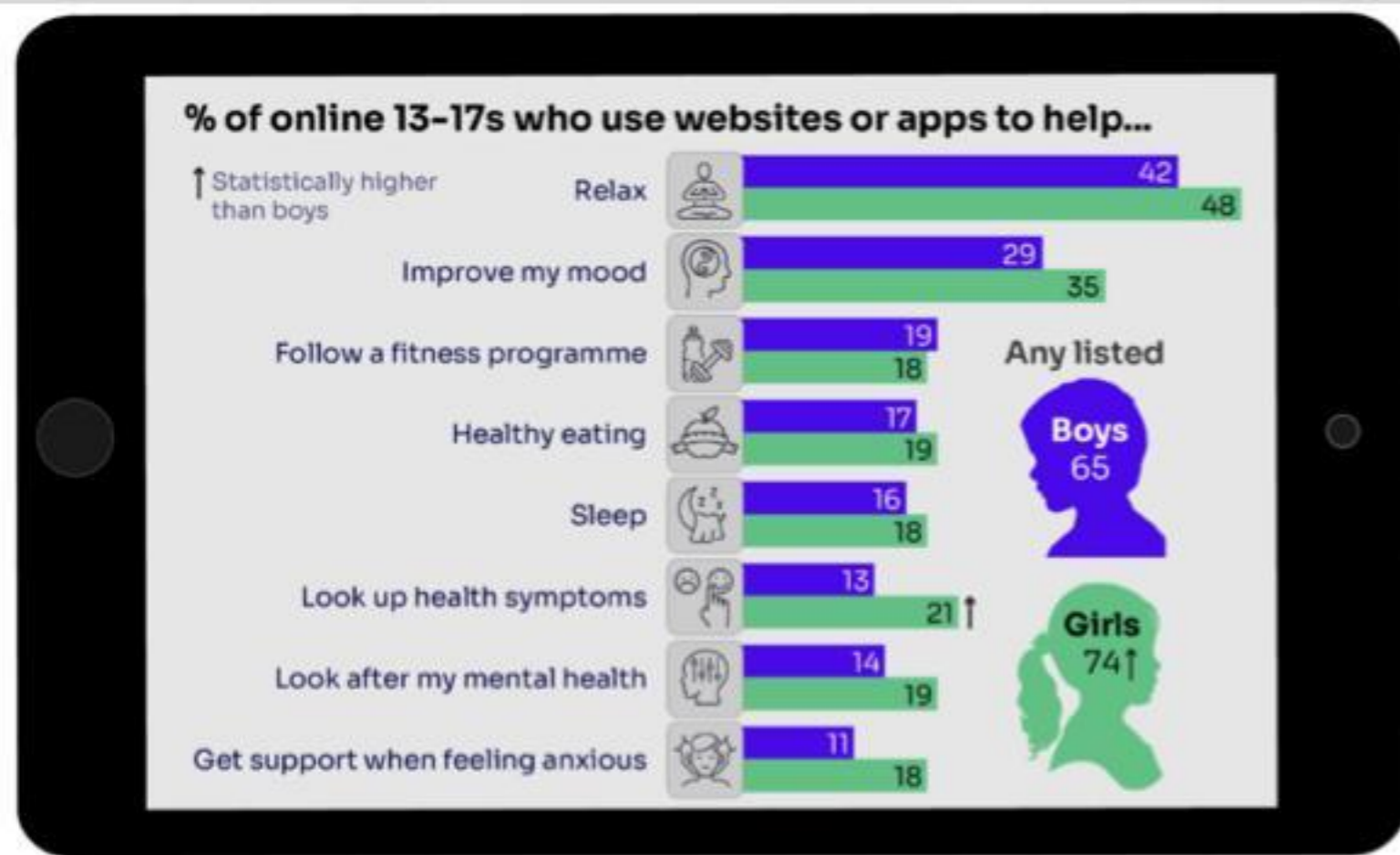
10-12s 70%

13-15s 64%

16-17s 48%



Acknowledge the positives!



Being online helps my child...

% of parents with children aged **3-17** **3-12** **13-17**

with schoolwork / homework



to develop creative skills



to develop skills with reading/numbers



to learn a new skill



to build or maintain friendships



to find useful info about personal issues



to find out about the news



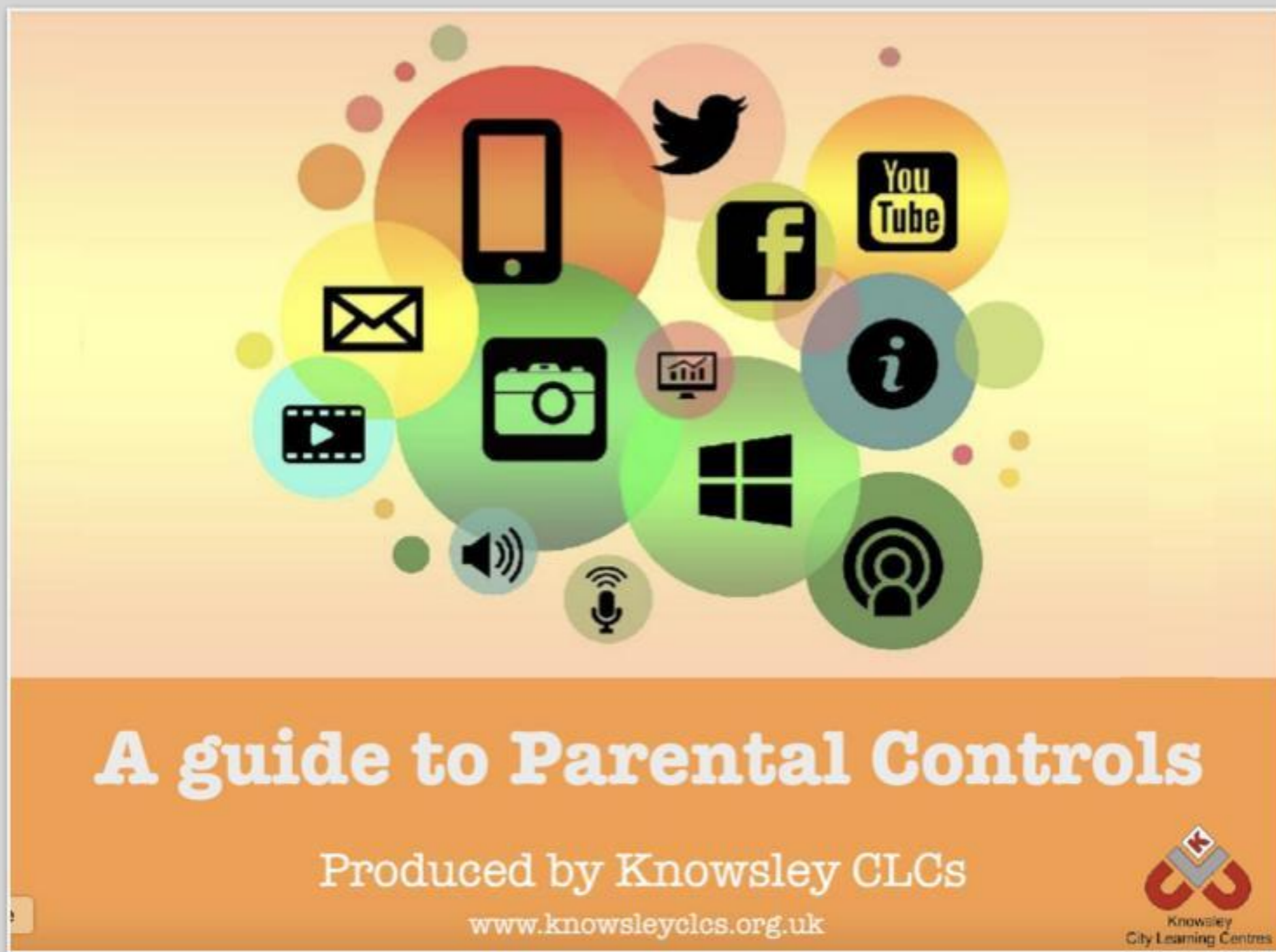
to understand what other people think/feel



to find out more about, or support causes



Our Parental Controls Guide Booklet



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/>)