

Parent and Carer Digital Safety Newsletter

Online influence and dangers to young people

Following the Netflix drama Adolescence, it's clear that young people today are growing up surrounded by toxic online influencers on social media that portray masculinity and the treatment of women and girls in an alarming manner.

Social media algorithms can amplify extreme content, such as misogynistic posts, which normalises harmful ideologies for young people and can leave them feeling confused or anxious and may even lead to harmful behaviour.

What can parents do?

- Firstly, familiarise yourself with what your child is looking at on the internet. It is useful to familiarise yourself with terms and emoji language, CCDH has a useful [glossary of terms](#), (like incel, bluepill, chad, looksmaxxing) which can help understanding of the cultures online.
- Being familiar with the most common platforms and understanding how your children engage with them. For example, do they post regularly, share content, have lots of friends/followers?
- Talk to your child about what they are engaging with online and how it makes them feel.

- Have conversations with your children about the sites and chat forums they visit. Their views may be attached to their identity, and attacking the views may feel personal. This is called 'Identity Fusion' and although you may not change their mind immediately, moving them into uncertainty is a positive start.
- Explain to your children about age appropriateness and help them understand how they can change algorithm 'bubbles' if they feel they are seeing too much of a particular kind of content.
- Teach your child to block, mute, unfollow, and report content that makes them feel uncomfortable.
- If you are concerned your child is being harassed or negatively influenced online, report it to the Police.
- Please watch our [Eventbrite collection page](#) for parents webinars coming soon.

