

# Online Safety Newsletter

## Search Engines

Parentzone offers a detailed parent guide to understanding search engines and how to help your child search more safely and positively.

Parent Zone | Search Engines | [What you need to know](#)

Remember - no filter is 100% effective

One of the most important things a parent can do is talk to their child about 'Online safety'.

If you need help with this, then the NSPCC have some excellent advice for you:

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



## Instagram

Is your child on Instagram?

If yes, only children aged 13 or over should set up an account. Instagram is used to post photos and videos. Users can also DM (direct message), send disappearing messages, add to their stories (these disappear after 24 hours) and broadcast live.

Instagram have now introduced new age verification software to help confirm the age of users. Any user who tries to change their age will have to upload an ID document or take a video selfie. You can find out more here: [New age verification for users](#)



### Be Money Savvy Online

Have you been scammed online?

As scammers become more sophisticated, it's important that we learn about the different approaches that they might use and what to look out for so we can protect ourselves.

Barclays have listed some of the most common scams on their website:

<https://www.barclays.co.uk/fraud-and-scams/scams-protection/>

Nat West also have a helpful website called money sense.

<https://natwest.mymoneysense.com/parents/>

## Social Media Influencers

What is an Influencer?

An influencer is somebody prominent on a social media platform such as YouTube and Instagram, who have a high number of followers. Influencers share their opinions/ideas and may be paid to advertise/promote products through their account. Whilst there are some great influencers, there are some that choose to share their own opinions, which could be misogynistic or racist. These opinions can be expressed or interpreted as fact. It is important to talk to your child about the spread of misinformation online and how we should fact check and critically analyse what we see and hear online. What we see on social media platforms is influenced by algorithms, which predict what type of content we are most likely to interact with. Whilst there are benefits of algorithms, it can mean that once we start looking at certain content, our social media feed can become more aligned with that opinion, so we don't see a balanced picture. You can find out more here:

<https://www.childnet.com/blog/algorithms/>

Further information: the NSPCC have created an article detailing what you need to know about online influencers. You can read it here:

<https://www.nspcc.org.uk/keeping-children-safe/online-safety/online-safety-blog/2023-05-16-the-influence-of-influencers/>