



Online Safety Newsletter

CRGS

April 2023



At CRGS we encourage open conversation with students about online issues and keep the channels of communications open about their life experiences.

Online Influencers

In recent years, the rise of social media has led to the emergence of a new phenomenon: influencers. These individuals have built large followings on platforms like Instagram, TikTok, and YouTube, where they share content ranging from fashion tips and makeup tutorials to lifestyle advice and travel recommendations. While influencers can be positive role models and sources of inspiration, there are also concerns about the social pressures they can put on young people.

One of the biggest social pressures associated with influencers is the pressure to conform to a certain beauty standard. Many influencers promote products like cosmetics and weight loss supplements, often with heavily edited photos and videos that present an unrealistic ideal of beauty. Young people who follow these influencers may feel pressure to look a certain way or to achieve a certain body type, which can lead to body image issues and unhealthy behaviours like disordered eating.



Another social pressure that young people may face is the pressure to constantly consume new products and experiences. Influencers often promote luxury lifestyles and consumer culture, with posts featuring expensive vacations, designer clothing, drinks such as Prime and high-end beauty treatments. This can create a sense of FOMO (fear of missing out) in young people who feel they need to keep up with the latest trends and experiences to fit in or be seen as successful.

Additionally, influencers can contribute to social pressure by promoting a particular lifestyle or ideology. For example, some influencers promote veganism or environmentalism, while others promote a certain political ideology or worldview. Some influencers also promote their own views such as misogyny. <https://saferschoolsni.co.uk/harmful-content-andrew-tate/> Young people may feel pressure to adopt these views in order to fit in.





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It is important to note that not all influencers are bad role models or sources of social pressure. Many influencers use their platforms to promote positive messages like self-love, body positivity, and mental health awareness. Some influencers also use their platforms to promote important social issues like racial justice and LGBTQ+ rights.

However, it is important for young people to be aware of the potential social pressures associated with following influencers. They should approach influencer content critically, and consider the motivations behind the content they are consuming. Young people should also be encouraged to cultivate a sense of self-worth that is not based on external factors like appearance or material possessions, and to prioritize their own well-being over the expectations of others.

While influencers can be positive role models and sources of inspiration, there are also concerns about the social pressures they can put on young people. By being aware of these pressures and approaching influencer content critically, young people can avoid the negative effects of influencer culture and make the most of the positive aspects of social media. It is the awareness of these issues that we discuss in our Personal, Social and Health Education programme at CRGS and we encourage a healthy debate and give opportunities for students to raise questions.

References

<https://nationalonlinesafety.com/wakeupwednesday/social-media-influencers>

<https://saferschoolsni.co.uk/harmful-content-andrew-tate/>

<https://safetynet.skipseducational.org/a-parents-guide-to-online-influencers/>



What you need to know about... GAMING STREAMERS & INFLUENCERS



part of our Gaming & Gambling Series



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What are they?

'Gaming Streamers & Influencers'

Streamers are people who stream themselves gaming, drawing, making things etc. for people to watch on the internet. Usually this will be done live, and others are able to chat with them in real time while they do so. Influencers are social media stars who hold influence over the people that follow them, like a kind of trend-setter or taste-maker, who companies often pay to promote their products. A streamer could also be considered an influencer in their chosen area.

JADAGAMING

LIVE

Know the Risks

Adult Content

Many streamers use platforms such as Twitch or YouTube to broadcast themselves. YouTube for example, is only for ages 13+ (YouTube kids is for under 13s) and may contain a lot of other adult content. Streamers themselves, may be unsuitable for younger audiences with the kind of content they make, and with many opting to stream live, anything can – and does – happen.

Authenticity Risk

A lot of streamers will have some kind of sponsorship deal in place with a company trying to sell their products to an audience. When the audience is mostly younger viewers, they may not realise that streamers are getting paid to promote a product and may not necessarily have their best interests in mind.

Bullying and hate

While some streamers do employ moderators to try and combat hateful comments or bullying in their comments sections, they can still be very hectic. Hateful language is quite common, and people looking to groom children or engage in online bullying behaviour, could frequent the live chats.

Subscriptions

Streamers also make money through subscriptions on websites like Twitch, where fans will donate them a small amount as little or as often as they like. Called 'bits', they can be bought in bundles of varying prices which can be gifted to streamers via 'cheers'. Children could buy these 'bits' in large amounts without realising what they're doing, leaving a big bill behind.

Safety Tips

Discuss what's real online

Be sure to teach kids the difference between what's real and honest, or fake and untrustworthy online. Photoshopping fake images and videos and bragging about themselves online is unfortunately quite commonplace so it is difficult to tell what is real or fake. People with large followings can be promoting unhealthy or unattainable lifestyles to children to boost their own online influence.

Use Filters

There are filters that can be put in place to block out a lot of adult content on streaming sites. Just make sure you have access to children's accounts so you can set the parameters and keep track of what they're seeing yourself. Usually, parental controls will be located in the settings portion of an account's menu.

Check age settings

Both YouTube and Twitch state that they are not suitable for children under 13 years old, but other sites might be different. YouTube Kids, for example, is for ages 13 and under, and offers much of the same kid-friendly content that YouTube does without the risk of running into something improper.

Affiliate links

Keep an eye out for affiliate links in social media posts and tags like #ad. UK influencers have to follow the CAP Code for advertising standards, but many don't. It can be hard to tell who is working through legitimate channels because it's almost impossible to regulate. Many streamers encourage fans to buy merchandise through online shops and stores.

Action & Support

Name check streamers

If your child has begun showing an interest in a streamer or influencer, check their names on Google. Some popular streamers have been discovered flouting industry regulations and using their young audiences to enhance their personal wealth through scams whilst others may swear on streams or promote drinking, substance abuse or links to gambling sites they operate to their young audiences.

Talk to your child

Initiate an open dialogue with your child about the kind of content they're consuming online. Ask about their favourite streamers and whether they like their personalities or the games they play and the community they have. Also remind them about what they should and shouldn't be sharing about themselves online and that just because social media stars do it, it can also be damaging.

Block and report

If you suspect a streamer might be taking advantage of their audience, or worse grooming children in any way, and have irrefutable evidence, do not hesitate to block and report them. First, block your child from being able to view their content and alert other parents to your concerns. Go immediately to the police or local authorities with the evidence of what you've seen.

Our Expert Mark Foster



Mark Foster has worked in the gaming industry for 5 years as a writer, editor and presenter. He is the current gaming editor of two of the biggest gaming news sites in the world, UNILAD Gaming and GAMINGbible. Starting gaming from a young age with his siblings, he has a passion for understanding how games and tech work, but more importantly, how to make them safe and fun.



What parents need to know about INSTAGRAM

AGE RESTRICTION
13+
Anyone over the age of 13 can create an account

Instagram is a hugely popular social networking app with over 1 billion users worldwide. The app, which is accessible on iOS and Android devices, allows users to upload images and videos to their feed, create interactive 'stories', exchange private messages or search, explore and follow other accounts they like. Images and videos can be transformed with an array of filters to edit the shot before sharing and anyone with an account can see others' online 'galleries' if their account is not private. To make posts easier to find, users can include searchable hashtags and captions to their uploads. That's why we've created this guide to help parents and carers understand exactly what Instagram is about.

HOOKED ON SCROLLING

Many social media platforms, Instagram included, have been designed in a way to keep us engaged on them for as long as possible. Behavioural economist, Nir Eyal, calls this the 'Hook Model' and the Instagram feed is a great example of this. Children and adults may find themselves scrolling to try and get a 'dopamine release'. Scrolling may become addictive and it can be difficult to stop until children find that something they are looking for, quickly losing track of time as they get deeper into their Instagram feed.

SLIDING INTO DMS

Direct messages (or DMs) on Instagram allow users to share posts, images, videos, voice messages and calls between each other privately (or in a private group). Even if your child's account is set to private, anybody has the option to message them and send them content. If the person is not on your child's friends list, the message will still be sent to their inbox but the user has to accept their request to see the message.

INFLUENCER CULTURE

Influencers are sometimes paid thousands of pounds to promote a product, service, app and much more on social media. When celebrities or influencers post such an advert, they should add a disclaimer somewhere in the post which states that they have been paid for it. Commonly, this is well-hidden in the hashtags or in the comments of their post, making it unclear that their photo/video is actually an advert. This can be very misleading to young people who may be influenced into buying/wanting something promoted by somebody they admire, creating a false sense of reality and potentially affecting their mental health and wellbeing.

IMPACT ON WELLBEING

In a report by the RSPH, Instagram was ranked the worst for young people's mental health. Using filters on photos on Instagram can set unrealistic expectations and create feelings of inadequacy. Children may strive for more 'likes' by using realistically edited photos. Judging themselves against other users on the app might threaten their confidence or self-worth. In early 2019, Instagram banned images of self-harm and suicide, following the suicide of 14-year-old Molly Russell, who had reportedly been looking at such material on the platform. They since extended the ban to include drawings, cartoons and memes.

LIVE STREAMING TO STRANGERS

Live streaming on Instagram allows users to connect with friends and followers in real-time and comment on videos during broadcast. If your child's account is private, only their approved followers can see their story. It's important to note they may have accepted a friend request from someone they don't know, which means they could be live streaming to strangers. Children also risk sharing content they later regret, which could be re-shared online for years to come. Public accounts allow anybody to view, so we suggest your child blocks followers they don't know. In early 2019, data gathered by the NSPCC found that sex offenders were grooming children on Instagram more than on any other online platform.

IN-APP PAYMENTS

Instagram allows payments for products directly through the app. It operates under the same rules as Facebook Payments, which state that if you are under the age of 18, you can only use this feature with the involvement of a parent or guardian.

EXPOSING LOCATION

Public locations can be added to a user's photos/videos and also to their stories. While this may seem like a good idea at the time, it can expose the location of your child. This is particularly more of a risk if it is on their story, as it is real time. A photo which includes landmarks in the area, their school uniform, street name, house and even tagging in the location of the photo uploaded to Instagram can expose the child's location, making it easy to locate them. If their account is public, anyone can access their account and see their location.

HIJACKED HASHTAGS

Hashtags are an integral part of how Instagram works, but they can come with risks. One person may use a seemingly innocent hashtag with one particular thing in mind, and before you know it hundreds of people could be using the same hashtag for something inappropriate or dangerous that your child shouldn't be exposed to.

IGTV

Instagram TV (IGTV) works similar to YouTube. Users can watch videos from favourite accounts on the platform or create their own channel and post their own videos. It's important to note anyone can create an Instagram TV channel and doesn't have to be friends with a person to follow an account and watch their videos. In 2018, Instagram apologised and removed some of its TV content which featured sexually suggestive imagery of children. As the feature may encourage spending more time using the app, it's important to set time limits to avoid children's sleep or education being disturbed.

@MENTION

Top Tips for Parents & Carers

RESTRICT DIRECT MESSAGES

If your child receives a message from somebody they do not know, encourage them not to accept their message request and 'block' this person; this is the only way to stop them messaging your child again. Children can also 'tap and hold' the individual message to report it directly to Instagram as well as reporting the account itself.

LOOK OUT FOR #ADS

In 2019, the UK's Competition and Markets Authority launched an investigation into celebrities who were posting adverts on social media and not declaring that they were paid for. Influencers must clearly state that they have been paid for their posts, for example using a hashtag like #ad or #sponsored. Teach your child to look out for the signs of a paid post/advert and discuss with them that not everything they see from celebrities is their personal choice and opinion.

MANAGE NEGATIVE INTERACTIONS

If your child is receiving unwanted or negative comments, they can block that account so that they can't interact with them. This stops them seeing and commenting on their posts, stories and live broadcasts. In addition, your child can instantly delete unwanted comments from their posts, turn them off completely and control who can tag and mention them in comments, captions or stories, from everyone, only people they follow, or no one at all.

MANAGE DIGITAL WELLBEING

Instagram now has an in-built activity dashboard that allows users to monitor and control how much time they spend on the app. Users can add a daily reminder to set a limit on how much time they want to spend on Instagram, prompting them to consider if it's been too long. In addition, once users have caught up with all the previous posts since they last logged on, they'll receive a 'You've completely caught up' message. Both features can help you have a conversation with your child about how much time they are spending on the app and to set healthy time limits.

PROTECT PERSONAL INFORMATION

Your child may unknowingly give away personal information on their profile or in their live streams. Talk to them about what their personal information is and make sure that they do not disclose anything, including their location, to anyone during a livestream, comment, direct message or any other tool for communication on the platform, even to their friends.

USE A PRIVATE ACCOUNT

By default, any image or video your child uploads to Instagram is visible to anyone. A private account means that you have to approve a request if somebody wants to follow you and only people you approve will see your posts and videos. Children should also use a secure password and enable a two-factor authentication to add an extra layer of security to their account.

FILTER INAPPROPRIATE COMMENTS

Instagram has an 'anti-bullying' filter, which hides comments relating to a person's appearance or character, as well as threats to a person's wellbeing or health. The filter will also alert Instagram to repeated problems so that they can take action against the user if necessary. This is an automatic filter, which should always be enabled. Children can also report abusive behaviour or inappropriate/offensive material directly to Instagram from the app. This includes posts, comments and accounts.

TURN OFF SHARING

Even though this feature will not stop people from taking screenshots, it will stop others being able to directly share photos and videos from a story as a message to another user. This feature can be turned off in the settings. We also recommend turning off the feature which automatically shares photos and videos from a story to a Facebook account.

REMOVE PAYMENT METHODS

If you are happy for your child to have a card associated with their Instagram account, we suggest adding a PIN which needs to be entered before making a payment; this will also help prevent unauthorised purchases. This can be added in the payment settings tab.

DON'T FORGET TO BE VIGILANT & TALK TO YOUR CHILD ABOUT THEIR ONLINE ACTIVITIES!

Meet our expert

Parveen Kaur is a social media expert and digital media consultant who is passionate about improving digital literacy for parents and children. She has extensive experience of working in the social media arena and is the founder of Kids N Clicks, a web resource helping parents and children thrive in a digital world.



CHAT



POLL



National Online Safety

#WakeUpWednesday

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