

Parent & Carer Companion Guide

Is Sharing Really Caring?

Introduction

As the world becomes more reliant on technology, it's important for children to grow up understanding how the online world works and what positive interactions look like. The [Digital Matters platform](#) is designed to help children navigate online issues in a way that allows them to take risks and explore consequences without harm.

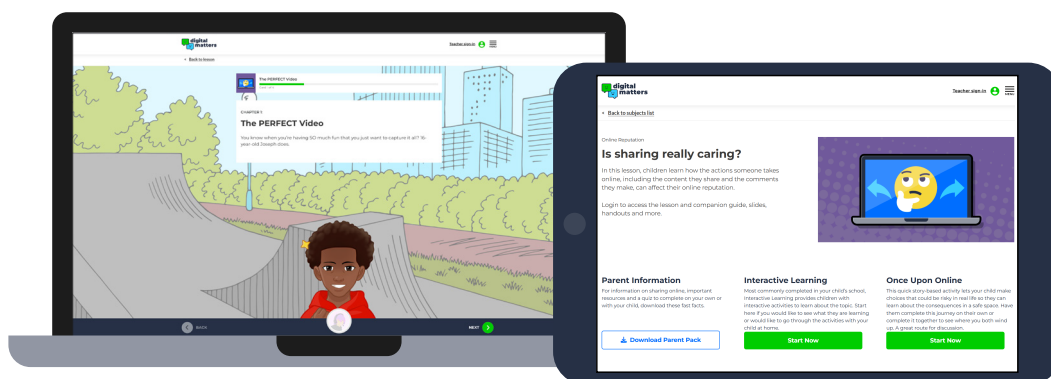
The platform is divided into two sections that help your child develop their understanding of each online safety topic.

The first is **Interactive Learning**, which is designed for use in the classroom. It features a range of quiz-based questions to encourage children to think about and discuss key points in the module.

The second is **Once Upon Online**, a story-based activity where your child has to make choices to move

the story forward. Users receive instant feedback on how their decisions impact the characters, helping children to understand that what they do online has real world consequences. The story allows them to make choices just to see where they go without putting themselves in harm's way.

Digital Matters is a great way to explore online safety in a realistic and engaging manner.



Take Home

As a part of the lesson, your child's teacher may assign take-home work to consolidate their learning. Teachers may choose from the following activities or may have their own activity for children to do.

Option 1: Your child might show you a printout of their Once Upon Online journey. With your help, they may be asked to consider what other choices the characters may have made and how those choices would have led to different results. Because the Once Upon Online story only allows children to select one of two choices, it's important to discuss other possibilities. It's unlikely that in real life children will only have two choices.

Option 2: Your child may share their Once Upon Online journey printout with you. There are also a selection of reflection questions for children to consider once they complete their journey. They can then discuss their journey and these questions with you. At home, you may want to do the journey on your own to see what ending you get and to compare the choices you each made. You may also wish to complete the journey a second time with your child and discuss the potential outcomes for each decision point.

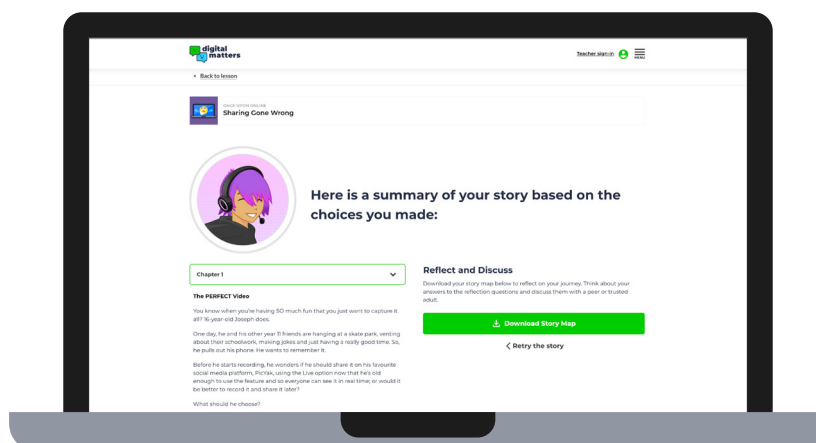
Sharing Content Online

Fast facts you need to know

Use these facts to have informed conversations about the topic with your child:

- Over 1 in 10 UK children aged 9-10 say they post on social media platforms.
- 32% of 9-12s use TikTok; 22% use Snapchat; 19% use Instagram.
- 47% of 9-10s say they watch content that is streamed live online.
- 1 in 10 of children aged 9-10 say they livestream their own content online.
- 63% of 9-10-year-olds use YouTube.

Source: Internet Matters' Pulse, Nov 2025



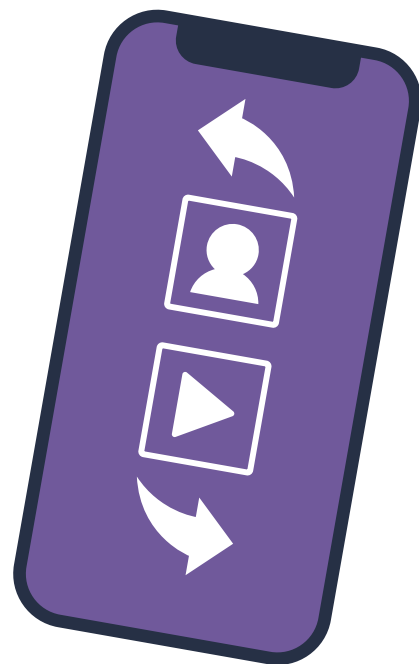
Online Sharing Quiz

How much do you know about online sharing and reputation?

Keep your child's engagement with the lesson going by competing against each other on the quiz below. Who can score the highest?

Once finished, check out the answers at the end of the document to see how you did before learning a little more about each one.

- Which of the following does **not** impact someone's online reputation?
 - the photos they share
 - comments made on social media
 - privacy settings on accounts
 - the content they view
- Which of the following actions can impact someone else's online reputation?
 - sharing photos/videos of them
 - tagging them in social media posts
 - posting comments about them
 - all of these
- Discuss with your child: what are important things to remember before posting pictures or videos online?
- What actions could someone take if they find pictures or videos of them online that they'd like taken down? Choose all that apply.
 - talk to a trusted adult (parent/carer, other family member, teacher, counsellor, etc.)
 - send the person nasty messages until they take the content down
 - report the content if applicable
 - ask the poster to take it down
- Discuss with your child: Why is it important to manage what kind of content is shared about you online?



Recommended Resources

This list of resources will help you learn more about sharing, consent and reputation online so that you can be prepared for any issues that might come up.

[Online Reputation Advice Hub](#)

Learn more about online reputation and how children might be impacted later on as they enter the workforce or apply to different programmes. See what they can learn now to ensure a positive reputation in the future.

[Online Reputation Tips](#)

This short tips guide helps teach children the difference between public and private information online and gives advice for managing their reputation.

[Step-by-step social media privacy guides](#)

Help your child protect their privacy and image from being shared without their consent by customising platform settings.

[Online Identity Series](#)

Dr. Linda Papadopoulos, child psychologist, provides advice for helping children be more authentic online to create a reputation that positively reflects them.

[A Photo Too Far](#)

Another story about sharing from Digital Matters which addresses behaviours associated with nude image-sharing (without talking about sharing nudes).

[Sharenting tips for parents](#)

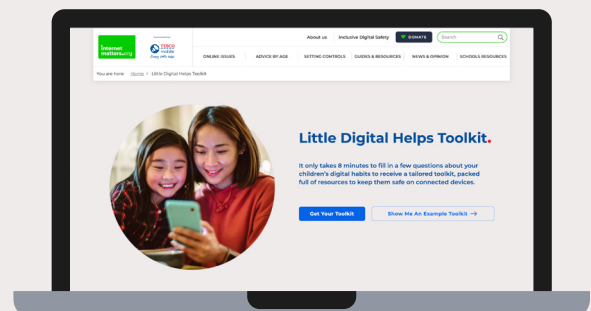
Get advice on safely sharing your child's milestones in online spaces like social media platforms.

Little Digital Helps Toolkit

Stay on top of your child's online safety

Fill in a few questions about your children's digital habits to receive a tailored toolkit, packed full of resources to keep them safe on connected devices.

[CREATE YOUR TOOLKIT](#)



Answers to the Online Sharing Quiz

See how you did on the online sharing quiz.

Discussing the answers with your child will help them consolidate the information they learnt from the lesson. These conversations are vital to keeping your child safe online.

1. The answer is D – the content they view!

Everything that you do online stays online – photos and videos you post, comments you make and the interests you publicly share. Setting privacy settings on accounts is a great way to help guard what people see about you online. The only time viewed content could impact someone's online reputation is if the person engages with it through comments, favourites, likes, etc. This content can also help shape how you view the world, so it's important to think critically about what you see online.

2. The answer is D – all of these! Anything you post about someone else can impact their reputation online. This includes photos and videos that feature them, posts that tag them and comments made about them – especially in public settings. Nasty comments as well as positive comments all impact reputation and not always in the ways we think. It's best to get permission before posting publicly (or even privately) about someone.

3. It's important to consider who is in the photos/videos and whether you have their permission to share images of them; it's also important to consider how others might see the photo/video – could it show you in a negative light, could it cause arguments, could it reveal any personal information (e.g. location)? Think carefully before you post!

- 4. The answer is A - talk to a trusted adult, C -report content if applicable and D - ask the poster to take it down!** Sometimes content about us will be posted online without our permission. It can feel like a violation of privacy, but there are actions you can take. Children can speak with a trusted adult such as a relative, carer or staff member at school – there are also helplines like Childline or TheMix which can offer emotional support where needed. If the content violates a platform's community guidelines, it can be reported to the platform, which work to remove the content. The first action might be to ask the poster to remove it though – but remember to be respectful and polite rather than angry!
- 5.** Information posted online can affect your reputation. When someone is exploring whether a candidate is right for a job, work placement, apprenticeship, school placement, awards or anything else, they might search their name online. It can be very easy to find out information this way, especially if you haven't been careful about what you post, what name you use and which privacy settings you use on your accounts. Make sure to check these things out for yourself by searching your own name every once in a while. You might be surprised about what you find!