

# Parent & Carer Companion Guide

What is Cyberbullying?

## 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.

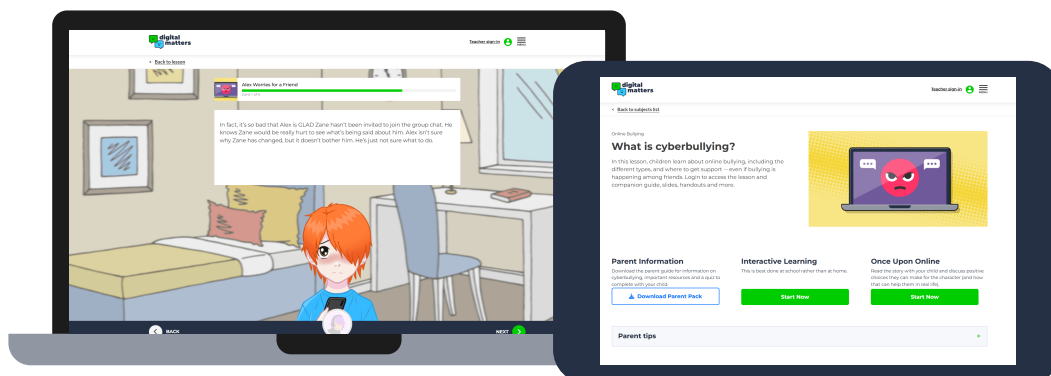
The platform is divided into two sections that help your child develop their understanding of each online safety topic.

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 lesson.

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.

## Cyberbullying Fast Facts

When discussing online information with children, the following statistics may be useful:

- Around 1 in 10 children aged 9-10 say they have experienced online bullying, abuse or trolling from someone they know
- 64% of children who have experienced online bullying, abuse or trolling say it caused them serious distress, upset or harm

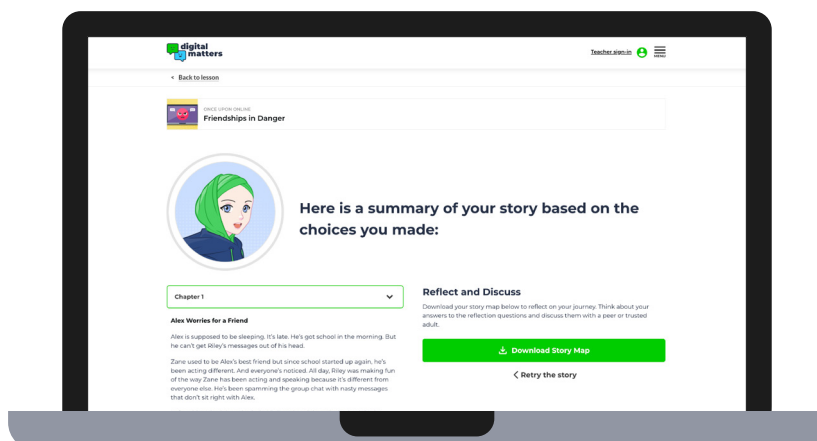
*Source: [Internet Matters Pulse, November 2025](#)*

- Nearly 1 in 5 children aged 10-15 who said they experienced online bullying didn't tell anyone about it
- The most common online bullying behaviour children said they experienced was receiving nasty messages about them

*Source: [Bullying and online experiences among children in England and Wales, March 2023](#)*

- The most common way children aged 8-17 said they were bullied online was through social media (16%), which is similar to the percentage of children bullied in person (15%)

*Source: [Children and Parents: Media Use and Attitudes Report, May 2025](#)*



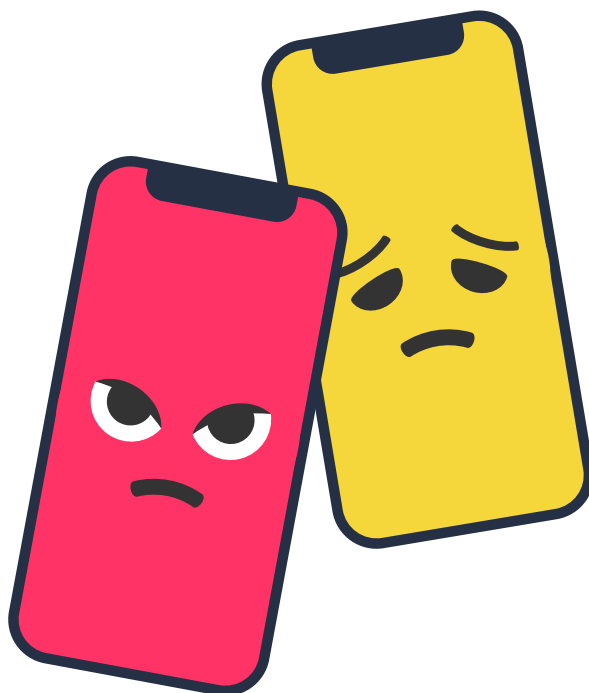
## Online Bullying Quiz

### How much do you know about online bullying?

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 is an example of cyberbullying?
  - someone teasing another person at school because they don't have the latest device
  - blaming each other for the loss of an online game before starting a new one
  - someone sending a person nasty private messages daily
  - none of these
- Which of the following are resources children can use if they experience or witness cyberbullying?
  - you (the parent/carer)
  - the safeguarding teacher at school
  - Childline or other helplines
  - all of these
- Which of the following actions is NOT a positive action to take when bullied online?
  - fighting back (i.e. replying with nasty messages)
  - reporting or blocking the bully
  - speaking with a counsellor at school, online or through a helpline
  - these are all positive
- Discuss with your child: what does cyberbullying look like? What are some of the different kinds of cyberbullying someone might experience or witness?
- How does someone become digitally resilient online?
  - by understanding how to navigate the online world safely
  - by knowing how to use report and block functions (and using them when needed)
  - by understanding how to face difficult things in a positive way
  - all of these



## Recommended Resources

This list of resources will help you learn more about cyberbullying so that you can be prepared from online bullying issues that might come up.

### Internet Matters

#### [Cyberbullying: Facts & advice hub](#)

For expert advice on what cyberbullying looks like and advice on how to deal with it and support affected children.

#### [Cyberbullying Conversation Starter Guide](#)

For advice specific to vulnerable children and specific age groups.

#### [Online hate: Facts & advice hub](#)

From misogyny to racism, learn what shape hate takes in children's online spaces and how to counter it.

#### [The Online Together Project](#)

For further learning around online hate and gender stereotypes which can lead to bullying behaviours. Includes free age-specific videos and quizzes.

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#### [Childline: Bullying, abuse, safety & the law](#)

A variety of resources for children on topics from types of bullying to children's rights and the law.

#### [National Bullying Helpline: Help and advice for children](#)

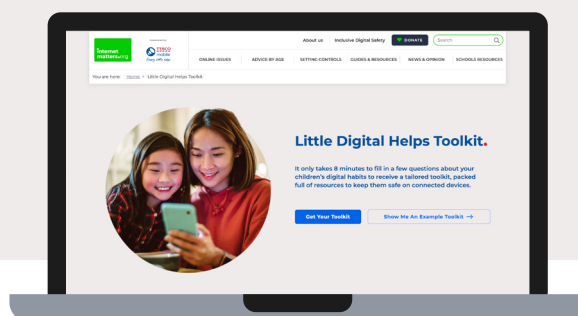
Practical advice for children who may be experiencing or witnessing bullying online or off.

## 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 Bullying Quiz

- 1. The answer is c - someone sending a person nasty private messages daily:** A is an example of bullying, but because it happens offline (at school), it is not cyberbullying. B could happen online, but an argument is not bullying. It needs to be persistent and repeated to be considered bullying. If someone sends/receives targeted messages daily, that is persistent and repetitive. Nasty messages that are intending to insult or cause a negative reaction would be cyberbullying.
- 2. The answer is d - all of these:** there are always a variety of actions children can take to stop cyberbullying. Helplines like Childline and the National Bullying Helpline exist to support children, especially if they don't feel comfortable talking to someone in person. Trusted adults like a parent, carer or teacher are also a great resource for children to use to get advice or support.
- 3. The answer is a - fighting back:** fighting back with nasty messages can make the situation worse, especially if it is online and especially if the messages are public. It is far better to stop all communication with whoever is doing the bullying. Your child should be encouraged to make use of the reporting/blocking functions available as well as being encouraged to talk to you or a teacher if they need further advice or support.
- 4. The answers could include:** hurtful behaviour online that is persistent, repetitive and intentional. The unique thing about cyberbullying is that it is a lot more difficult to escape compared to traditional bullying as the victims have the messages on devices they use at home. Different types of bullying include trolling, dissing and excluding. Ask your child to recall what these types of bullying look like!
- 5. The answer is d - all of these:** digital resilience means you understand how to navigate the online world in a way that keeps you happy and safe. This includes understanding what actions to take when faced with harmful or negative content like cyberbullying such as knowing how to report and block or where to go for additional support.