

Together for a better internet

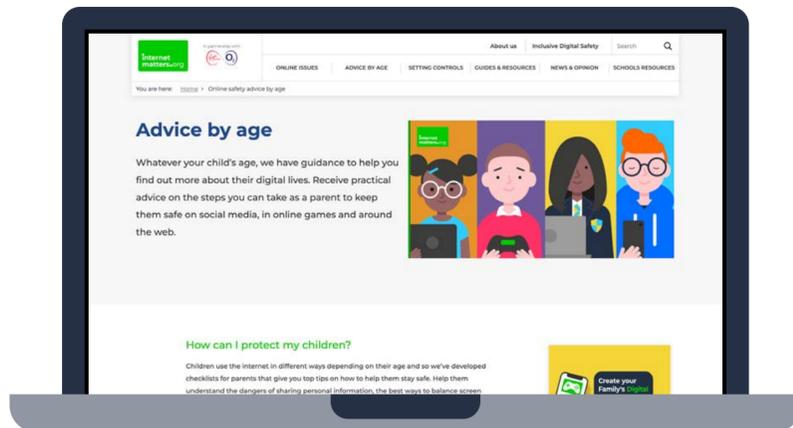
Impact Report
2021/22



internet
matters.org

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Foreword from our Chair

As life returns to a new post pandemic normality, there can be no doubt that children's use of connected technology continues to expand and grow. Whilst this will bring endless positive opportunities, it will also sadly bring with it an ever-increasing range of online risks which children and families will have to learn to navigate. Internet Matters has leant into these new challenges, providing an ever-growing array of new resources and materials that are designed to help address the emerging trends that we are seeing. Over the year, we have worked with all our partners to maximise the impact that we can have, and we are of course thankful to them for their ongoing support for such an important issue.

But as our evidence continues to suggest, it is children, and in particular those that are the most vulnerable, who continue to get the worst experiences online, and so we urge the government to live up to the promise of making the UK the safest place to be online. In the period covered by this report, the Information Commissioner's Children's Code came into effect, Media Literacy Strategies from DCMS and Ofcom were published, and

the long awaited and much needed Online Safety Bill is making its way through Parliament. Internet Matters is committed to giving voice to families as industry and policymakers navigate these complex yet essential developments.

However, the responsibility to keep children safe and well online does not lie with just one person or organisation. It is a shared responsibility, and Internet Matters is a shining example of what can be achieved through collaboration. As I end my term as Chair of Internet Matters, I know that they will continue to be the voice for families, making sure that they have the most up-to-date advice and support they need at their fingertips to ensure their children are not just safe online, but they can flourish in the digital world.

Margot James,
Internet Matters Chair



Foreword from the Board



“We have a responsibility as industry leaders to do all we can to give people the skills they need to navigate the digital world. Everyone at EE and BT is proud to have supported Internet Matters from its beginning nine years ago. That support goes both ways. For example, their expertise was vital working in collaboration on our recent EE PhoneSmart programme – designed to educate kids getting their first phone on how to be digital allies and stay safe online.”

Marc Allera, CEO, BT’s Consumer Division



“Families across the country are facing extraordinary challenges, including ensuring their child stays safe online. Internet Matters continues to offer great support and best practical tips to help parents, carers and guardians navigate important conversations with their children. Sky, as a founding member, remains committed to offering families the safest connected online experience possible.”

Stephen van Rooyen, EVP & CEO, Sky UK & Europe



“Online safety has never mattered more, particularly as the pandemic has seen more time spent online. As one of the founders and ongoing supporters of Internet Matters, TalkTalk is committed to seeing its fantastic work continue, as well as ensuring people can connect to fast and reliable broadband affordably. Despite the challenges presented by a global pandemic, the coalition has achieved so much over the last 12 months to protect and educate parents and children. This report is testament to the industry continuing to come together and collaborate to make a meaningful difference in the online lives of children and young people today.”

Tristia Harrison, CEO, TalkTalk Group



“At Virgin Media O2, we launched our Better Connections Plan with the ambition to reimagine connectivity and make our business better for people and planet. This plan includes our commitment to help make the internet a safer place for children and young people through our partnership with Internet Matters. They play a vital role in supporting parents, carers and professionals with the tools and resources they need so that children and young people can not only be safe online but get the very best that the connectivity has to offer.”

Lutz Schüler, CEO, Virgin Media O2



“We are proud to be part of Internet Matters, working together to ensure parents have the tools and resources they need to help keep their children safer online. We all want our families to have positive experiences online, and at Google we are conscious of our crucial role in shaping that and remain committed to supporting Internet Matters to help families benefit from and get the most out of their connected world.”

Eileen Mannion, Vice President, UKI Marketing and EMEA Events and Experiences, Google



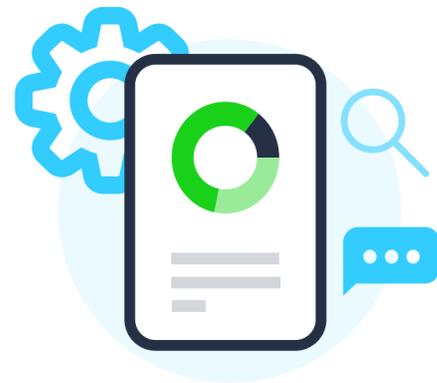
“Meta is delighted to have recently joined the Members Board of Internet Matters, as they are a crucial organisation providing much needed support and advice to help families navigate the digital worlds safely. Their work representing the views of families is incredibly important in shaping the internet for the future, and we are pleased to be part of their growing coalition.”

Steve Hatch, VP Northern Europe, Meta

Our vision and strategy

We inspire leading organisations to create together a future where children and young people are prepared to benefit safely from the impact of connected technology.

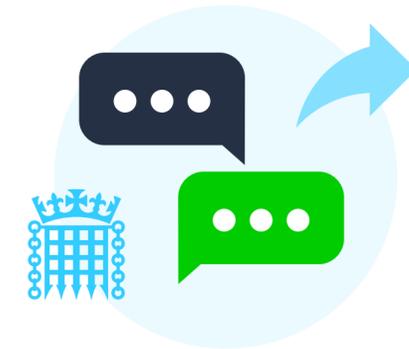
We exist to:



Give parents, carers and professionals the **evidence-based guidance** they need to help children embrace the internet with confidence and to protect them from online harms



Raise awareness through campaigns and industry partnerships so that children and young people can be happy and healthy online



Ensure the **views of parents and children** are consistently and systematically heard by industry, policymakers and government

Our partners

To all our partners who have supported us through this remarkable year, we want to say thank you. Your commitment has been vital in helping us to achieve the impact outlined in this report.



2021/22 highlights



Survive to Thrive Report

A report that looks at the impact of the Covid pandemic on children's online experiences.

▶ [Find out more](#)



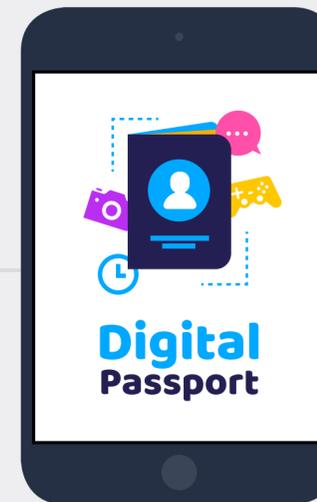
APRIL 2021

MAY 2021

UKCIS Digital Passport

A toolkit that supports children and young people when talking with their foster carers and social workers about their online lives.

▶ [Find out more](#)



UK Council for Internet Safety

The Online Together Project

An interactive learning quiz created with Samsung Electronics UK, focused on helping young people create a positive and inclusive online environment.

▶ [Find out more](#)



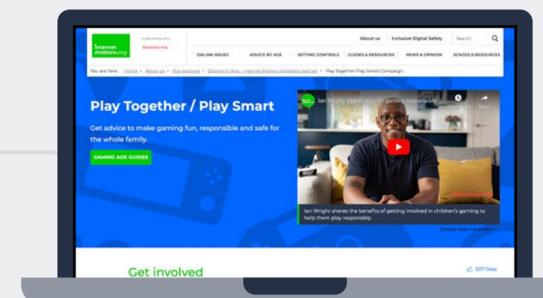
JUNE 2021

JULY 2021

Play Together/Play Smart

A campaign created with Electronic Arts and Ian Wright to encourage parents to get more involved in gaming and to set parental controls.

▶ [Find out more](#)



Electronic Arts

New TV campaign: 'All things techy and internetty'

An advert signposting Internet Matters as a place where families can receive tailored online safety advice for their children.

▶ [Find out more](#)



AUGUST 2021

Demystifying Teens' Online Interactions

A report created with Roblox to develop a greater understanding of how teens thrive online, and how they can be better supported.

► [Find out more](#)



ROBLOX

SEPTEMBER 2021

EE PhoneSmart Licence

We supported the development of this free course from EE to help prepare children on how to stay safe when they get a new phone.

► [Find out more](#)

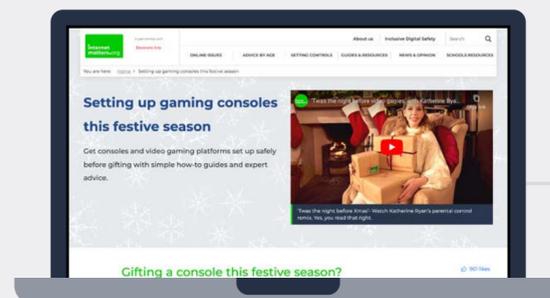


OCTOBER 2021

'Twas the night before video games'

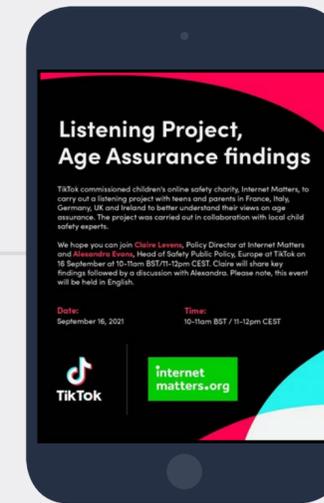
A campaign with Electronic Arts and Katherine Ryan to advocate the importance of setting up parental controls on gaming consoles before gifting them to children at Christmas.

► [Find out more](#)



Electronic Arts

DECEMBER 2021



TikTok Listening Project

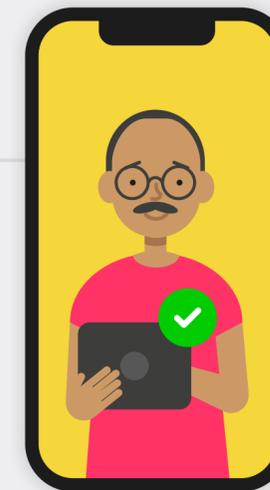
An event with TikTok to share the views of teens and parents across five European countries on age assurance.



My Family's Digital Toolkit

An interactive online tool delivering a tailored online safety plan for families based on their needs.

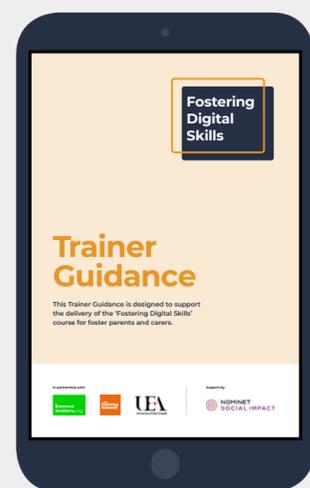
► [Find out more](#)



Fostering Digital Skills

A CPD accredited course designed with The Fostering Network to equip foster carers with the skills and confidence to support children in the digital world.

▶ [Find out more](#)



FEBRUARY 2022

'Connecting Safely Online' with Meta

An advertorial and email campaign to reach SEND professionals, raising awareness of our Connecting Safely Online hub, developed with support from Meta.

▶ [Find out more](#)



JANUARY 2022



Children's Wellbeing in a Digital World Index

The UK's first measure of the impact of digital participation on children's wellbeing.

▶ [Find out more](#)

MARCH 2022



'Our Voice Matters' with TalkTalk

A report presenting our research conducted with young people aged 14-18 to gather their feedback on the draft Online Safety Bill.

▶ [Find out more](#)



MARCH 2022



'Changing Conversations' with Huawei

A report exploring how professionals respond to vulnerable children's use of connected technology, and how children and their parents experience this involvement.

▶ [Find out more](#)



Reaching all corners of the globe

Our website reached **9.5 million users globally**, including **3 million users in the UK**.
7 million users took an action to download content or view one of our videos.

North America 1.9m users

- USA **900k**
- Mexico **395k**

South America 800k users

- Brazil **515k**
- Columbia **230k**

Europe 5.4m users

- UK **3m**
- Italy **500k**
- Poland **480k**
- Germany **315k**
- France **250k**

Asia 1m users

- India **490k**

Africa 140k users

Australasia 100k users

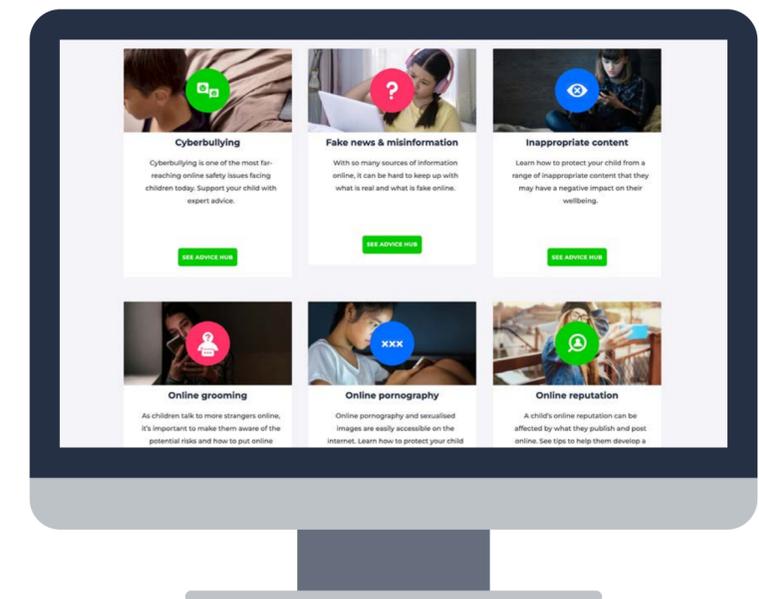


In the UK, our most visited sections included:

- Safe gaming (supported by our campaign with Electronic Arts)
- Screen time tips
- Age-specific advice

Trending topics this year on specific themes and platforms included:

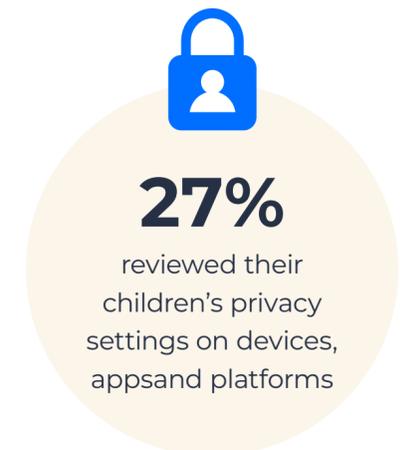
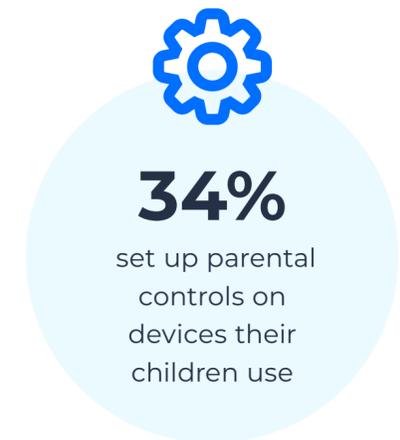
- What is **doxxing**?
- What is **Only Fans**?
- What is **Omegle**?





Supporting positive action

In the UK, **92% of parents** who visited our website went on to **take positive action** to support their child:



8 in 10 UK parents feel more confident about finding information to protect children online and **would recommend Internet Matters as a trusted resource.**



From insight to advocacy

From Survive to Thrive: Supporting digital family life after lockdown

internet matters.org

From Survive to Thrive: Supporting digital family life after lockdown

"With my child being special needs, the responsibility is with me to ensure my child is "online" safe."
Mum, with son aged 13

"I've become more relaxed with the use of technology over the past 12 months...I've learnt that it's important for them to have this time, technology is becoming increasingly common and widely used and it's important they know how to use it and use it safely."
Mum, with two girls aged 8 and 4

More children are spending money online

With gaming remaining the top online activity for children, parents also reported a 42% increase in spending money online, which includes game credits as well as online shopping and app purchases. Parents of vulnerable children reported a 60% increase. With shops closed for long periods of time, children have moved online in greater numbers to make purchases, but parents also report higher instances of in-game spending, which has increased by a third over the last year, particularly amongst boys. Parents are increasingly concerned about their child's online spending behaviour with 43% saying they're worried, especially when it comes to gambling on websites or in games and apps. It is important that parents have on-going conversations with their children about the risks of spending money online and how they might be susceptible to fraud, scams or other financial harms.

Top 5 changes in online activity since pre-Covid. All Children.

Activity	January 2020	March 2021
Watch videos streamed live, e.g. on YouTube Live, Facebook Live	28%	40%
Broadcast videos streamed live, e.g. on YouTube Live, Facebook Live	9%	17%
Use chatrooms and forums	5%	13%
Spend money online, e.g. buy products, game credits or download paid-for apps	12%	17%
Use one-to-one video calling services, e.g. Skype, Facetime	28%	33%

Did which of these issues are you aware your child or children has had direct experience of online?

Issue	Vulnerable January 2020	Vulnerable March 2021	Non-vulnerable January 2020	Non-vulnerable March 2021
Being contacted / being stalked / harassed	10%	15%	5%	10%
Suffering damage to their reputation or being mentioned in a bad way on the internet	10%	15%	5%	10%
Suffering harassment / identity theft	10%	15%	5%	10%
Online bullying from people they know	10%	15%	5%	10%

From Survive to Thrive

Between January 2020 and March 2021, we asked parents about their children's use of technology, their concerns and attitudes to their children's online lives and their perception of the impact on their wellbeing. This study encouraged parents to reflect on the positive and negative aspects of this increased reliance on the connected home, which in turn allowed us to assess how we can best support them and advocate on their behalf.

Key findings:

- Parents recognised the benefits of connected technology through each successive period of the Covid lockdown. However, with the increased dependence on being connected, parents also became increasingly concerned about their children encountering harm online
- Gaming was the activity of choice for children and young people through the period, but the use of livestreaming and chatrooms increased along with the amount of money children were spending online
- Children with vulnerabilities were more impacted. For example, 23% experienced online bullying compared to just 10% of their non-vulnerable peers.





Demystifying Teens' Online Interactions

This report was commissioned by Roblox to develop a greater understanding of how teens thrive online, and how they can be better supported. We engaged with teen gamers, content creators and other general internet users to understand their experiences in relation to belonging and self-expression, as well as the role played by parents and carers in their online lives.



Key findings:

- Most teens in the sample prioritised creating and joining online communities with other users who like the same things, as these online friendships enhance their feeling of belonging. This was a particularly strong sentiment shared by the gamers
- Whilst some teens wanted to create content online, they were wary of being judged by others
- Although the teens felt parents trusted them, they thought more involvement from their parents would bring a better understanding of the benefits of their online lives.

This work has enabled us to help policymakers understand the positive and negative outcomes for teens, depending on how they engage in the digital world.

Children's Wellbeing in a Digital World Index

In this report, we presented our Index which measures the impact of digital technology on the wellbeing of children in the UK. This survey was intended to identify what the most positive outcomes are for children online, where the inequalities are and how this picture is changing over time.



Key findings:

- Overall, as children get older and spend more time online, they experience more of the positives and more of the negative impacts on wellbeing
- While displaying positive impacts, greater social media use was also associated with increased negative impacts on social wellbeing, particularly for girls. Similarly, greater time spent gaming had a bigger negative impact on developmental wellbeing, particularly for boys
- Parental engagement in children's digital activity plays a crucial role in their online and offline wellbeing. This has enabled us to advocate for the importance of media literacy support targeting parents.



Rather than making assumptions about children’s digital lives, it is vital that internet safety efforts are informed by rigorous research. As a member of Internet Matters’ independent board, I welcome their commitment to high quality evidence-gathering with families, including both timely work on pressing themes such as vulnerability and disadvantage, and research insights into emerging trends. I look forward to supporting this ongoing programme of work.

– Professor Sonia Livingstone, LSE

Changing Conversations

In this report, we explored how professionals respond to vulnerable children’s use of connected technology. Our analysis highlighted that professionals frequently struggle to support vulnerable children in their connected lives, as they often focus solely on the risks associated with technologies instead of the benefits.



Key findings:

- Helping vulnerable children develop online skills is hampered by a focus on avoiding risk at all costs, instead of allowing these children to learn through managed experiences
- As a result of this, vulnerable children’s online experiences have become marginalised, meaning that professionals are in danger of providing less support to those who need it most
- Where digital resilience is embraced, vulnerable children can thrive, developing the skills they need to manage their online lives.



Our Voice Matters

In March 2022, we conducted research with young people aged 14-18 to gather their feedback on the draft Online Safety Bill. In a highly contested space, this work allowed us to give voice to those whom the Bill was designed to protect: young people themselves.



Key findings:

- Young people were passionate about the Bill, and want it to speak to their online experiences
- One of the key areas mentioned was the impact of extreme content promoting unrealistic beauty standards, which was a concern for both girls and boys
- They felt it was right for illegal harms to be given more weight than legal harms, but there was a feeling that despite being a positive step forward, lots more work was needed on the Bill, with privacy being a top priority.



Representing parents

Using evidence to inform conversations with policymakers

At Internet Matters, we believe it's important our research does not sit on the shelf but is used to inform the creation of our resources and ensure they cater to the needs of parents and professionals.

We also use it to advocate on behalf of families to policymakers, who make critical decisions affecting their online lives. It is vital that families have a voice in these debates, and we are committed to being a conduit for this.

Our policy work takes many forms: we regularly respond to government consultations, host parliamentary roundtables and write policy reports. More recently, we have begun to host regular insight sessions with several government departments and regulators to provide briefings on emerging themes from our tracking and wellbeing data.

Our expertise is welcomed in this space. Internet Matters sits on high-level advisory boards for DCMS, Ofcom, the Children's Commissioner and the Information Commissioner to name just a few.

We are proud of the impact of our work in this space. For example, having championed the needs of vulnerable children and families for three years, which includes pushing for the creation of the UKCIS Vulnerable Users Working Group, we were delighted to see DCMS and Ofcom issue new media literacy strategies focused on these cohorts. Our work has also been cited in key policy documents, including the Online Harms White Paper and the Joint Committee's Report on the Online Safety Bill.

Looking to the future, we are committed to communicating our research findings even more regularly so that policymakers can keep their finger on the pulse of how families think and feel about being online.



Internet Matters is at the forefront of children's online safety and wellbeing. Its resources for parents, professionals and young people themselves are best in class, and it combines this with being a powerful advocate for families in the rapidly changing world of technology. The breadth of its membership is a testament to the quality of its work. Children are safer and happier online because of Internet Matters, and I look forward to seeing where it goes next.

– John Carr, Secretary, UK's Children's Charities' Coalition on Internet Safety (CHIS)



Advisory Board Participation

**Making
sense
of media**

**CHILDREN'S
COMMISSIONER**

**UK Council for
Internet Safety**


**Department
for Culture
Media & Sport**

ico.
Information Commissioner's Office

**digital
poverty
alliance**



Awareness and action

For our work to have the most impact, we must ensure it gets into the hands of the parents and professionals that support children and young people. Raising awareness for our resources is a key part of our activity, and we often do this in collaboration with our partners.



'All things techy and internetty' with Sky

Our founding partner Sky help us to drive awareness of our resources by providing us with pro-bono TV advertising. This year we have used the space to run 'all things techy and internetty' - a new TV advert recognising it can be hard for parents to know if they're making the right choices for their child's online safety and wellbeing. The ad signposts Internet Matters as a place where parents can stay up-to-date and informed to make decisions about what's best for their children.



Through Sky's TV airtime, we reached over 1.1 million people on average each month



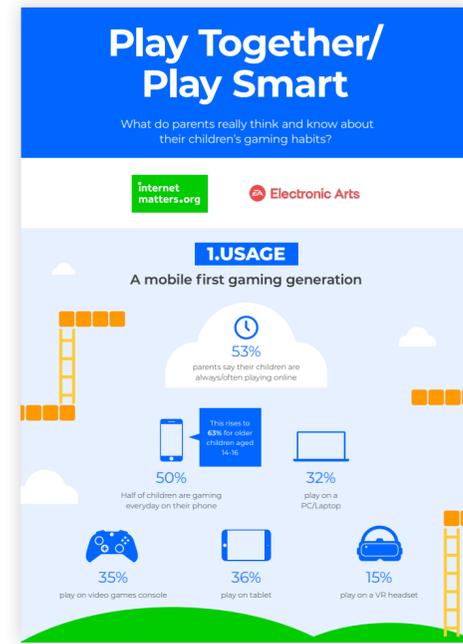
Electronic Arts

‘Play Together/Play Smart’ with Electronic Arts

As part of their commitment to encourage better, safer and more responsible gaming for their players and parents, we worked with Electronic Arts to encourage parents to get familiar with the simple steps they can take to ensure their children are playing video games safely.

It came as our latest research told us that only 42% of parents speak to their children about safe and responsible gaming and only 37% have set up parental controls.

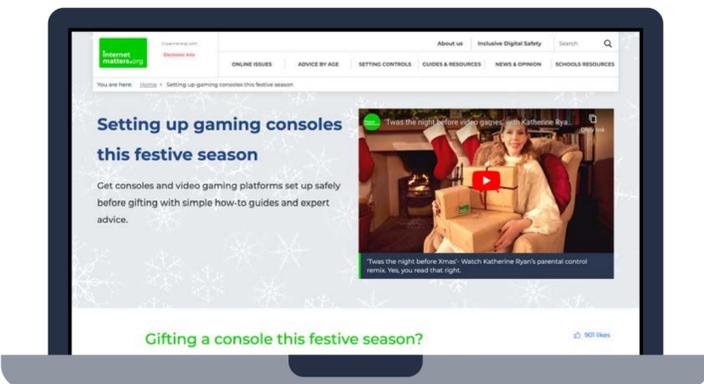
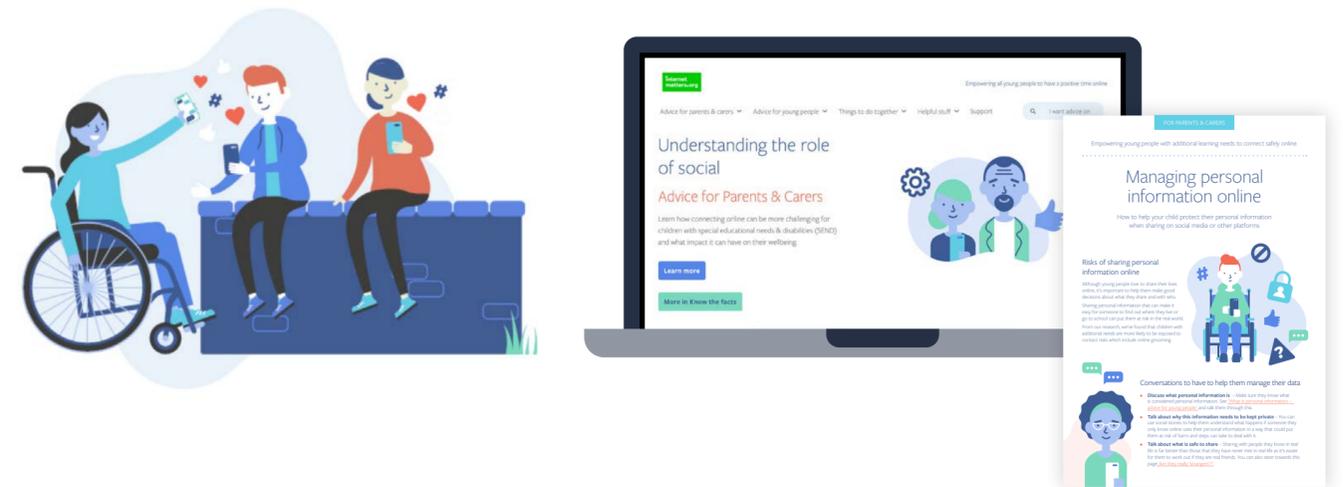
It included a series of joint campaigns entitled Play Together/Play Smart, supported by football legend Ian Wright and comedian Katherine Ryan, with dedicated pages full of advice and guidance for parents on how to create a safe gaming experience for their families.



Meta

‘Connecting Safely Online’ with Meta

Following the launch of our Connecting Safely Online hub with Meta in 2020, we continued to raise awareness of our tailored resources to further aid those supporting young people with SEND. We ran a campaign highlighting the key features of the hub, which focused on reaching SEN schools and SEND professionals, such as SENCOs, teacher support staff and Designated Safeguarding Leads in a secondary school setting.



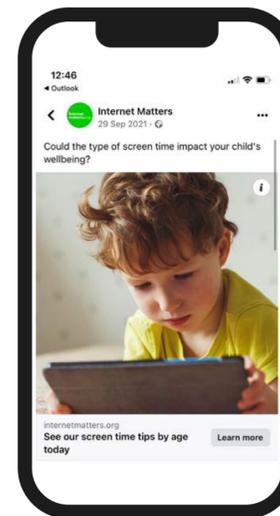
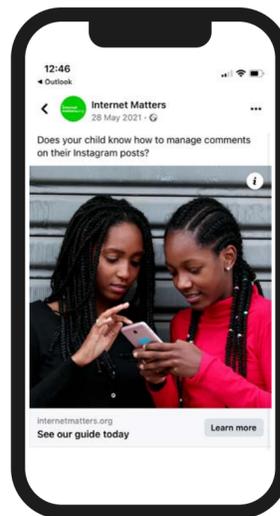
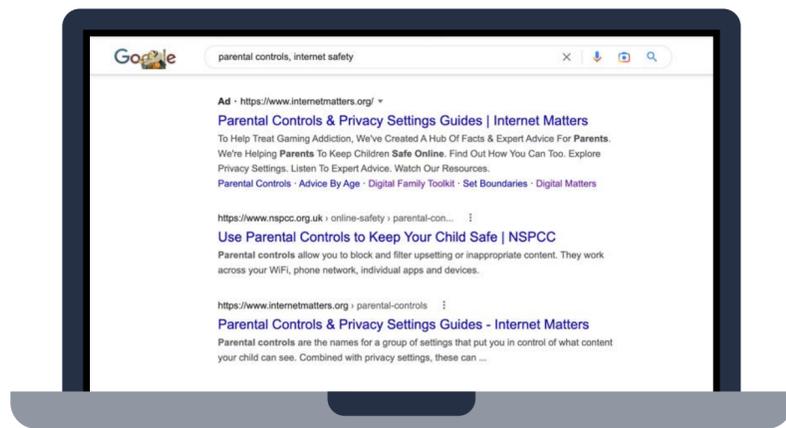
As a result of the campaign:

- Over **600,000 parents** used our resources
- **55% of parents** who saw the campaign acted by switching on parental controls
- **81% of parents** reached are now more likely to talk to their children about being safe online when using their games console.



Since the start of April 2021:

- **Nearly 40,000 people** have visited the Connecting Safely Online resources
- The most popular pages were those focused on *'tackling the hard stuff'*, *'underage accounts on social media'*, *'understanding community guidelines'* and *'spending money online'*
- Our SEND campaign reached **over 200,000 secondary and SEND education professionals** through targeted emails, advertorials and digital inventory in specialist education press.



Google Ad Grants

Google's Ad Grant programme helps non-profits share their causes with their audiences. For us, the programme helps to increase visibility of Internet Matters when people are using Google Search to look for information about online safety. This free advertising enabled us to:

- Appear in over **600,000 search results** for parental controls, social media, gaming, screen time and more
- Help over **65,000 people** find information they needed on our website.

Meta Ad Credits

Through pro-bono advertising Meta have helped us reach over **13 million parents and teachers** across their platforms and raise awareness of our relevant resources. Recognising a rise in interest for information on specific apps and platforms, we focused on highlighting our guides for platforms like Facebook and Instagram, alongside broader topical issues that included doxxing, fake news and screen time.

Beyond reach, the ad credits helped **over 154,000 parents and teachers** find our resources on our website.

Twitter Ad Credits

Pro-bono advertising from Twitter helps us drive awareness of our new resources and key launches within our calendar such as the Safer Internet Day activity and the release of our wellbeing research.

Over the course of the year, the advertising has helped us to:

- Encourage **328,000 people** to visit our site to engage with our resources
- Create opportunities for our ads to appear over **12.2 million times**, spreading awareness of the work that we do.



Action



The tool was very educational and positive. It provides all the necessary things you need to know when you are online: how to behave, what to accept and what to report.
– Parent, child aged 13

The Online Together Project

Together with Samsung Electronics UK, we co-created 'The Online Together Project' (TOTP) - a new initiative designed to foster a positive, inclusive online environment for young people no matter what their background. The initial focus was on gender stereotypes with the aim to build critical thinking skills that encourage more respectful and empathetic interactions online.

It's widely reported how harmful gender stereotypes can be. In the online space, The Cybersurvey, carried out in partnership with Youthworks, found that over 10% of girls and boys aged 11+ had received sexist comments online, increasing to 20% for those children who preferred not to state their gender.

Our age-appropriate interactive tool offers young people, parents and teachers the opportunity to test potential responses to beliefs, language or situations they may come across online and to have conversations that help further their understanding of the topic and where to turn for help.

Backed by the Global Diversity Practice:

- Over **9,000 people** have visited TOTP since launch
- **84% of parents** found the tool useful with over half saying they would recommend it to other parents.

- have the confidence to stand up to people they see as being disrespectful (**72%**)
- feel more empowered to take positive action to support others online (**72%**).

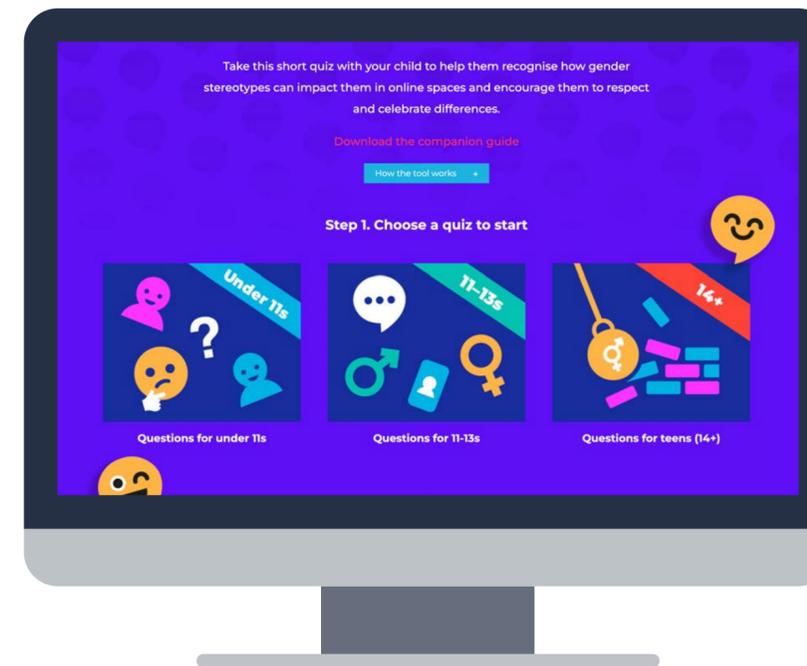
Survey conducted by Opinium, Dec-Jan 2021, 501 parents of children aged 6-16.

And after using the tool, parents agreed that their child would:

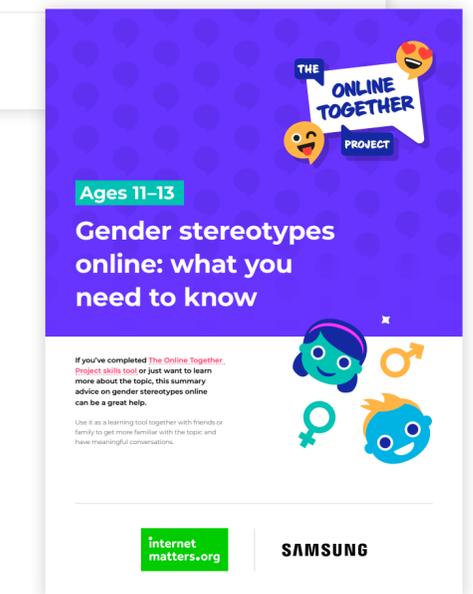
- feel more comfortable with themselves (**74%**)
- feel more confident to challenge gender stereotypes online (**72%**)



Being multiple choice makes the tool so much more fun and less of a chore. Gentle reminders about how to be considerate.
– Parent, child aged 10



SAMSUNG

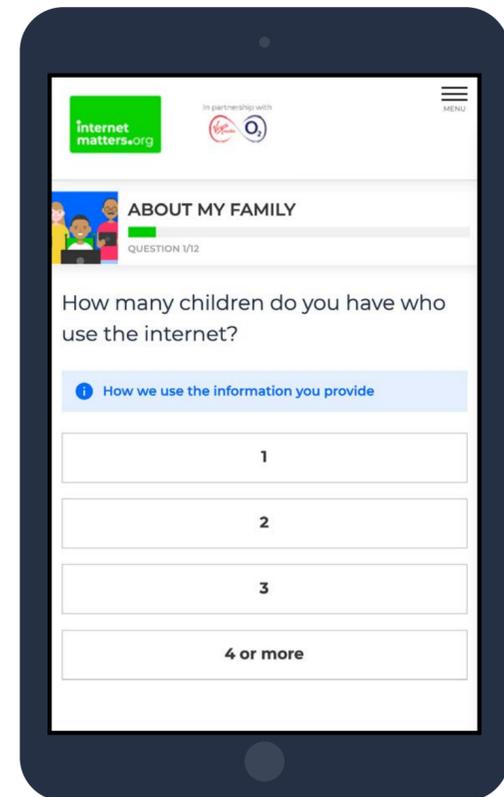
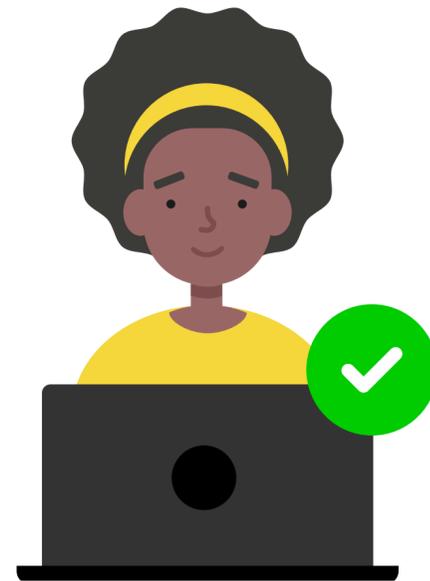


My Family's Digital Toolkit

Our Digital Wellbeing Index indicated that children's wellbeing outcomes are clearly linked to their age, the amount of time they spend online and, crucially, what activities they are participating in. 81% of parents and carers said they needed more tailored support to meet their needs, depending on these factors.

It's quick and simple, you can do it in 5 minutes, and it covered everything I needed.

Anonymous parent



We developed a simple interactive tool for parents and carers to get age-specific and relevant advice to support their children online. Using the tool, they can:

- Learn about popular apps and platforms their children use
- Get information about how to deal with any online safety concerns
- Get recommendations for digital tools to support their interests and wellbeing.

Result: Over 150,000 people have visited this resource

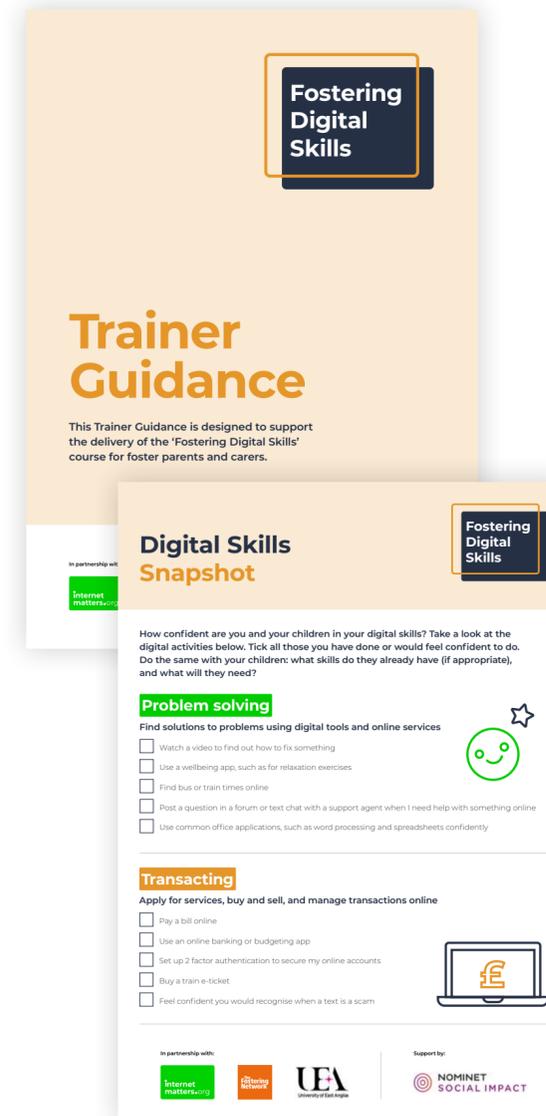
Fostering Digital Skills

Our vulnerability research consistently shows that vulnerable children, including children in care, have worse experiences online than their peers. Many foster carers who support these children lack the knowledge and skills they need to help them navigate online risks.

With funding from Nominet, and in partnership with The Fostering Network and University of East Anglia (UEA), we developed a training package for foster carers to address this challenge. Rooted in the concept of resilience, it gives foster carers the information they need to help children benefit safely from technology. The course is provided in both an online self-study format and a guided version led by a trainer to meet the needs of individual carers.

To date, **1,418 people** have accessed the online course and **308 people** have accessed the trainer-led version. The University of East Anglia are conducting a thorough evaluation and we look forward to sharing the results.

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Working with others

We would like to thank all the members of our Expert Advisory Panel, who provide us with invaluable advice and insight. Some of our members have been with us since we formed the EAP in 2014 and we are particularly grateful to them for their ongoing support.

This year, we have also been delighted to welcome three new members: Jess Asato, Head of Policy & Public Affairs at Barnardo's, Lizzie Reeves, Senior Policy Advisor at The Office of the Children's Commissioner and Sam Marks, Education Manager at the National Crime Agency.

Expert Advisory Panel



Alison Preston
Co-Director & Head of Research, Ofcom



Jess Asato
Head of Policy and Public Affairs, Barnardo's



John Carr
Secretary, UK's Children's Charities' Coalition on Internet Safety (CHIS)



Jonathan Baggaley
CEO, PSHE Assoc



Lauren Seager-Smith
CEO, Kidscape



Dr. Linda Papadopoulos
Psychologist and Internet Matters Ambassador



Lizzie Reeves
Children's Commissioner's Office



Mark Griffiths
Distinguished Professor, Director of the Gaming Research Unit, Nottingham Trent University



Martha Evans
Director, Anti-Bullying Alliance



Sam Marks
Manager CSA Education and Prevention, NCA-CEOP



Simon Hammond
Lecturer in Education, University of East Anglia



Victoria Nash
Deputy Director, Associate Professor & Senior Policy Fellow, Oxford Internet Institute



Will Gardner
CEO, Childnet International & Director, UK Safer Internet Centre

Contributors

Once again, we would like to thank our panel of experts who have helped us in creating a range of content to support parents and carers. With their guidance, we can provide advice on the topics that matter most to our audience – from advice on how to help children find the right balance between online and offline activities to support on how to help children deal with social media anxiety and much more in-between.

Ademolawa Ibrahim Ajibade
Decentralised Finance Research Analyst

Rebecca Avery
Education Safeguarding Adviser (Online Protection), Kent County Council

John Carr
Secretary, UK's Children's Charities' Coalition on Internet Safety (CHIS)

Katie Collett
Senior Anti-Bullying Project Manager, The Diana Award

Adam Deen
Executive Director (UK), Quilliam International

Martha Evans
Director, Anti-Bullying Alliance

Will Gardner
CEO, Childnet International & Director, UK Safer Internet Centre

Jade Gayle
Education, Employability and Safeguarding Programme Manager, Kidscape

Liam Hackett
Founder and CEO, Ditch the Label

Karl Hopwood
Independent E-safety Expert

Parven Kaur
Founder, Kids N Clicks, Digital Parenting – Helping parents & Children Thrive in a Digital future

Catherine Knibbs
Child Trauma Therapist

Lorin LaFave
Internet Safety Awareness Campaigner, The Breck Foundation

Alan Mackenzie
Managing Director, Online Safety Specialist, E-safety Adviser

Dr Elizabeth Milovidov, Esq.
Law Professor and Digital Parenting Expert

Sajda Mughal OBE
CEO of JAN Trust and Consultant

Dr Linda Papadopoulos
Psychologist & Internet Matters Ambassador

Prof. Andy Phippen
Independent Business School, University of Plymouth

CC Olivia Pinkney
National Police Chief Lead for the policing of Children and Young People

Dr Tamasine Preece
Head of Personal and Social Education

Andy Robertson
Freelance Games Expert

Lauren Seager-Smith
CEO, Kidscape

Professor William Watkins
Professor of Contemporary Literature and Philosophy, Brunel University

Julia von Weiler
Executive Director, Innocence in Danger

Looking forward



Our focus on supporting the most vulnerable continues to be a cornerstone of our work.

We must continue to support the range of adults that surround vulnerable children and look forward to supporting both Ofcom and DCMS with their media literacy strategies, both of which rightly focus on these under-served groups.

We will continue to give our time to leading the UKCIS Vulnerable Users Working Group on a voluntary basis, and are looking forward to delivering a DCMS Media Literacy Taskforce funded project. We are excited to be working with Greater Manchester Combined Authority to develop and deliver a Digital Champions programme that will support young people leaving the care system in Greater Manchester.

We are also looking forward to releasing our second publication of our Digital Wellbeing Index. The Index has set a benchmark for how connected technology impacts on the wellbeing of young people, demonstrating the complex relationship children and young people have with devices. We are excited to see what insight the second year of data will bring us, and we hope to be able to use these insights to provide families with more tailored advice based on their individual circumstances.

One major project that was developed throughout the year that this report covers is Digital Matters. With support from our partners ESET UK, we have developed a free interactive learning platform that teachers and parents can use to help children in the later years of primary learn about online safety and wellbeing.

Following extensive research with teachers, we developed lesson resources that provide a safe online space where children can experience scenarios featuring different online risks and choose how their characters could respond for a positive outcome.

We are delighted that many of the resources have received the PSHE Association's Quality Mark and that we have had more than 1,500 teachers already registered with the platform.



I found this resource really accessible. It is well resourced and thoroughly planned. Really importantly, this is teaching children how to keep themselves safe online – which is a vital life skill for the next generation.

– Patrick Winn, Morton CE Primary School

A final word from our CEO:

As we wait to see the long-awaited Online Safety Bill make its way through parliament, our impact report shows just how important the work of Internet Matters remains. We sincerely hope that the new regulatory regime will have a positive impact on the safety and wellbeing of children in the online environment, but there will always remain a need to help children build the critical skills they need to flourish in a digital world. Parents, carers and professionals are vital to this, and we continue to support them in the most impactful ways we can.

Once again, I am immensely proud of the vital service that Internet Matters provides, none of which would be possible without the support of our long-standing partners. Making the internet a safe place for children continues to require a collaborative approach, and we look forward to another year where we can work with our partners, the sector and policymakers to make further progress in achieving that goal.



Carolyn Bunting MBE
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