

Because children deserve a safe digital world

Impact Report
2024/25



internet
matters.org



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Foreword from our Chair

I was delighted to join Internet Matters as incoming Chair in January 2025. With the forthcoming year being pivotal for the implementation of the Online Safety Act, the experiences of children and young people online are central to conversations amongst parents, in schools, with policymakers and in wider society. As parents and carers agonise about the right time to give their children access to the digital world and society debates banning their use of smartphones and social media, Internet Matters and its vision has never been more important.

Too many children have harmful experiences online and along with many others, I wait and hope that the responsibilities outlined within the Online Safety Act will improve the safety of the youngest users of digital technology. Yet regulation is only part of the answer, and this must go hand in hand with developing and improving the media literacy skills of children, young people and those that support them.

At its heart Internet Matters is about prevention, helping parents and carers by giving them the skills and advice they need to protect children in online spaces and championing their voices and concerns. Through our Digital Wellbeing Index research we demonstrate the impact on children's wellbeing from being online and

I read with interest in our latest report how over the last year this has simultaneously got better and worse. While there are many positives for young people, at a time of continuing technological change, they are also being more negatively impacted by what they do and see online. Against this backdrop, I feel proud to take on this role in an organisation that is dedicated to ensuring that more action is taken to change this, and this report is a reflection of the invaluable work Internet Matters does.

I would also like to take this opportunity to offer my thanks to all the organisations who have supported the work of Internet Matters over the years and I look forward to engaging with you all going forward.



Andrew Puddephatt OBE
Chair, Internet Matters

From our Founding Members



As an online safety industry leader and a founding member of Internet Matters, we're committed to ensuring young people and their families have the skills to navigate their online lives. For over a decade, our partnership with Internet Matters has delivered impactful collaborations that have helped families across the UK stay informed and supported throughout their online safety journey.

Together with Internet Matters, we've worked to give parents the tools and confidence to make a difference to their children's online safety, now and in the future. Young people are the future of our country, and we are proud to partner with Internet Matters to have a meaningful impact on their lives.

Claire Gillies, CEO, Consumer, BT Group



As a founding member of Internet Matters, Sky is proud of the progress Internet Matters continues to make in helping to support our customers with how to have a safe and positive online experience. The information Internet Matters provides is a valuable resource for our customers and parents across the UK, helping people navigate the online world with confidence.

Sophia Ahmad, Chief Consumer Officer, Sky



We continue to champion the work of Internet Matters. This report demonstrates its ongoing determination to make a difference for the digital wellbeing of children and families.

Susie Buckridge, CEO, TalkTalk



Our partnership with Internet Matters plays a significant role in our work to improve digital skills and make the internet a safer place for children and young people. This report shows the critical role the organisation plays towards achieving this goal.

Nicola Green, Chief Communications & Corporate Affairs Officer, Virgin Media O2



Our partners and supporters

Our work relies on the invaluable support of our partners and supporters. Their commitment to our mission helps us achieve our goals and continue on our journey of making the digital world safer for children.



Our vision and strategy

At Internet Matters, our overall aim is to ensure that:
More positive action is taken to support children's safety and wellbeing online

Working with a wide group of stakeholders, we achieve this across three key areas:



Education

In 2024/25, we planned to better support parents, carers and professionals by improving how they discover and use our content and resources. This involved the relaunch of internetmatters.org and the delivery of a major campaign to raise awareness of the essentials that parents need to know and action they can take in relation to their children's online safety.



Influence

As policy and regulation around online safety developed over the year, our intention was to ensure that the voices of families were heard. We contributed to consultations about the Online Safety Act and advocated for children's media literacy to be fully considered in the government's Curriculum Review. We focused our research agenda on some of the most relevant and important issues, to deliver actionable insight.



Collaboration

Through our wide range of partnerships, we continued to drive collective action on children's online safety, delivering bespoke programmes and initiatives to ensure parents, carers, professionals, and children and young people themselves - especially the most vulnerable - have the information and skills they need to thrive in an online world.

2024/25 Impact

What we achieved



14m

visitors to our website



3m

website visitors in the UK



18

partners



2,500

media mentions



6

research reports published



30

parliamentary research citations

What UK parents said about our website



98%

'it provides high quality and trustworthy information'



96%

'it gives me confidence to find support'



92%

'it encourages regular conversations about online safety'

Parents took positive action after visiting internetmatters.org



92%

of parents took some form of positive action after visiting internetmatters.org, all of which have increased year on year



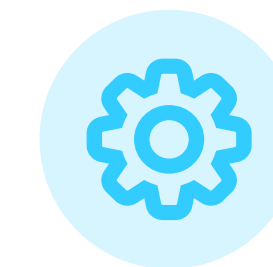
50%

talked to their child about being safe



44%

reviewed their child's online safety settings



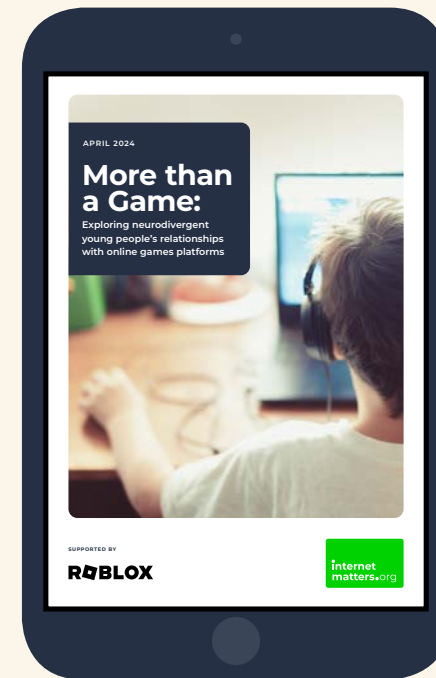
41%

set up parental controls on their child's device

2024/25 Highlights

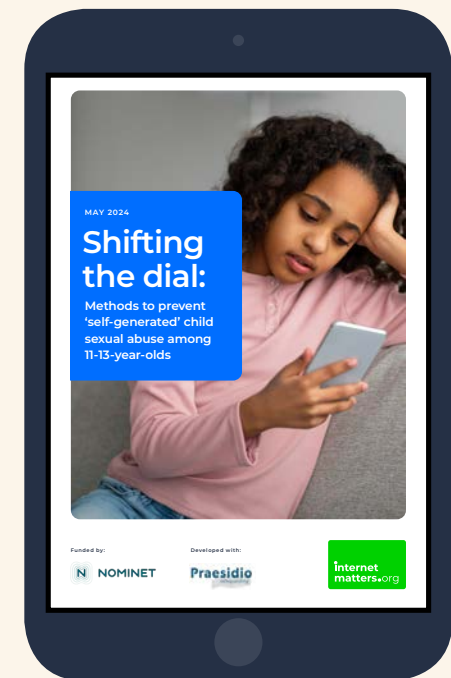
More than a Game

World Autism Awareness month saw the launch of new research, supported by Roblox, Autism Alliance (UK), Autistica (UK), Ambitious about Autism (UK) and Autism Society (US) into the experiences of neurodivergent children when playing games online. The research informed new guides and videos which were created to support families to help neurodivergent children to stay safe online.



APRIL 2024

► Find out more



Shifting the Dial

An innovative research project funded by Nominet to help address the challenge of sexual image-sharing amongst 11-13-year-olds. Focusing on prevention techniques, we set out to determine what educational messaging and delivery methods would be effective for young people. We launched with a webinar including a keynote address from Jess Phillips MP, Parliamentary Under-Secretary of State for Safeguarding and Violence Against Women and Girls.

► Find out more



MAY 2024



MAY 2024

Taking Care Online

We were appointed by Ofcom to develop and deliver media literacy and online safety training for front line workers in the children's residential care sector. We created a CPD-accredited online course to give participants the knowledge and confidence to understand the benefits and risks and promote safe technology use amongst children and young people.

"It was the best internet safety training we've been able to access. There was so much information that was really well presented."



Find the Right Words

This was a collaboration with VMO2, along with Action for Children and Good Things Foundation, to assist parents in navigating difficult conversations with children around online safety. This multi-channel campaign was based on the insight that only 42% of parents spoke to children about online safety. We developed free guides to equip parents with practical actions.

▶ Find out more



JULY 2024

JUNE 2024



Our 10 Year Anniversary

A celebration of ten years of Internet Matters and what we had achieved over the decade from 2014-2024. From a small organisation with four founding members, we have grown into an influential organisation with multiple partners, providing a unique resource for parents and educators around the world, as well supporting professionals and providing insights to industry, policymakers and the wider sector.

We also published our 'A Vision for Media Literacy' report calling for a strong media literacy curriculum to support children.

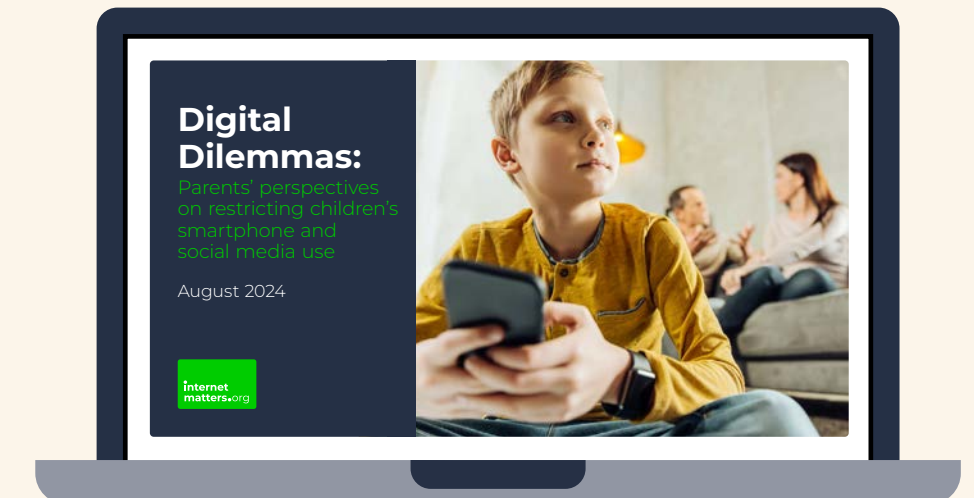
▶ Find out more

AUGUST 2024

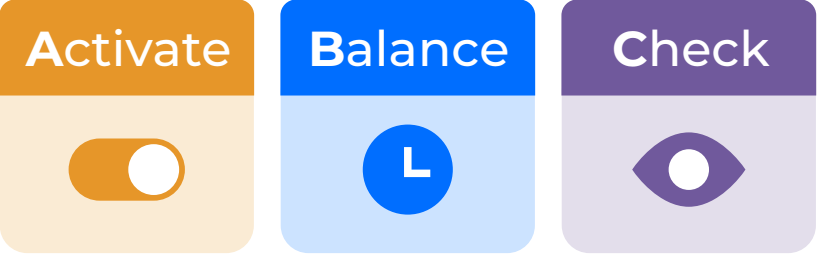
Digital Dilemmas

Against the backdrop of the discussion around smartphones and social media bans, this research and published report sought to understand and help parents address the challenges of whether to introduce these technologies to their children. We talked to parents about their thoughts and concerns and created new resources to support them in making those important decisions.

▶ Find out more



SEPTEMBER 2024



ABC Campaign

As nearly three-quarters of children say they have experienced harm online, our campaign raised awareness of the practical steps parents can take, supported by a simple checklist aimed at empowering them around three key actions:

- **Activate Parental Controls** – use available tools across networks, devices and apps
- **Balance Screen Time** – create a healthy balance between on and offline
- **Check and Chat** – review apps with children and chat about how they use them

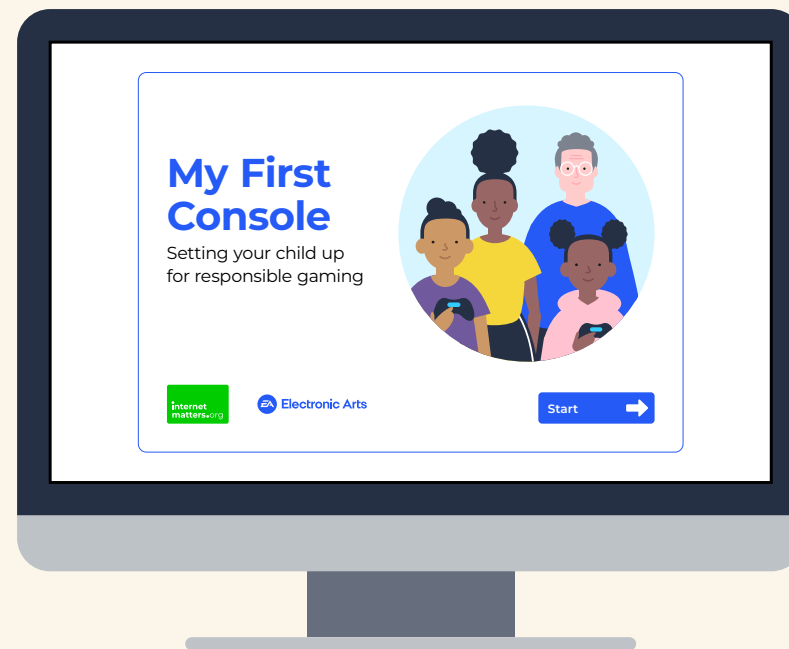
▶ Find out more

My First Console

Working with Electronic Arts, this campaign launched at a key time for the purchase of games consoles. It encourages and assists parents in setting up parental controls to ensure children have a positive and safe experience as first-time gamers, with specific step by step guides for the most popular consoles.

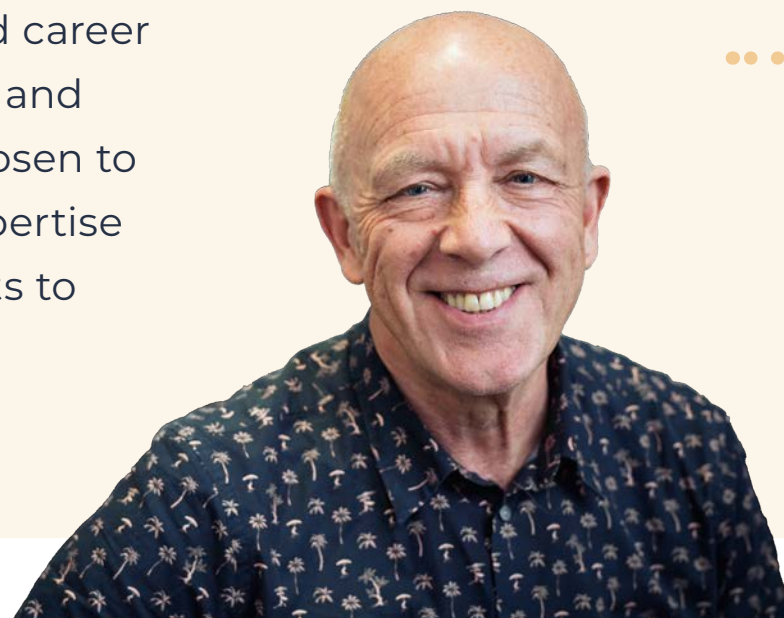
▶ Find out more

Electronic Arts

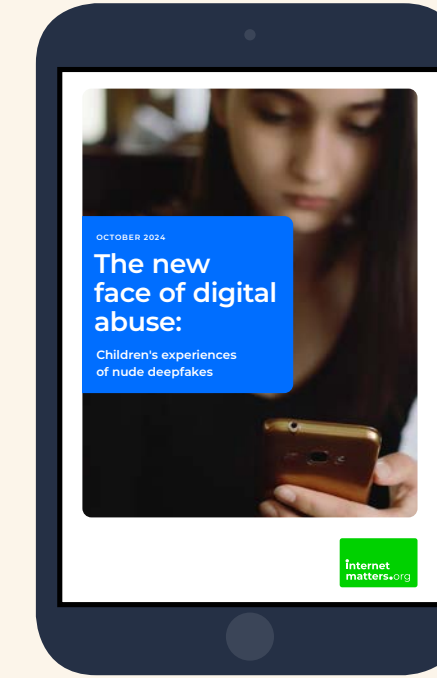


Welcome to our new Chair

Andrew Puddephatt OBE was appointed Chair of Internet Matters early in 2025. With a distinguished career in internet policy, child protection and communications, Andrew was chosen to bring visionary leadership and expertise in our mission to empower parents to navigate the digital world safely.



OCTOBER 2024



The new face of digital abuse

Our report into children's experiences of nude deepfakes revealed that half a million children are estimated to have already encountered these AI-generated nude images. We called for a ban on 'nudifying' apps and tools to prevent children from being targeted and to protect them from the potential impacts on their dignity and wellbeing.

▶ Find out more

NOVEMBER 2024

DECEMBER 2024



My Family's Digital Christmas

42% of parents admit to relaxing rules around online activity over Christmas, so this campaign promoted our personalised digital safety toolkit for parents to create and action before the festive season. It was supported by former Secretary of State Peter Kyle who welcomed the approach to setting digital boundaries for safe experiences.

▶ Find out more

JANUARY 2025



EE Learn Live

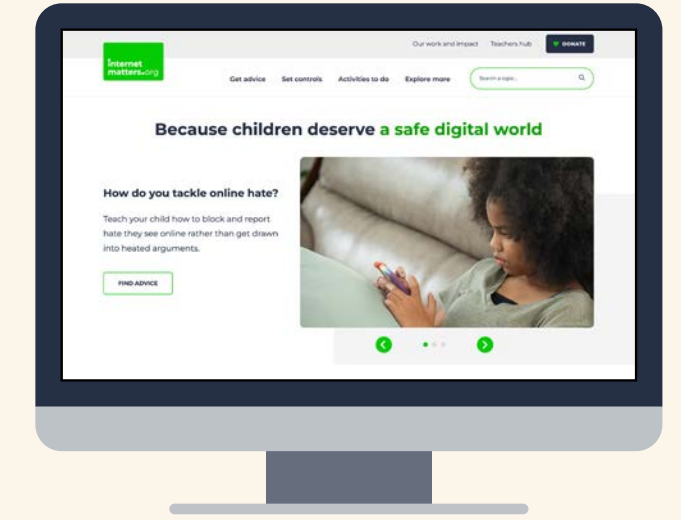
Aimed at 11-14-year-olds and their families, we took part in some energetic panel discussions as part of this interactive festival. Our team spoke about parenting in the Digital Age, in sessions hosted by Big Zuu, to offer parents tools to support digital creativity and manage online challenges.

FEBRUARY 2025

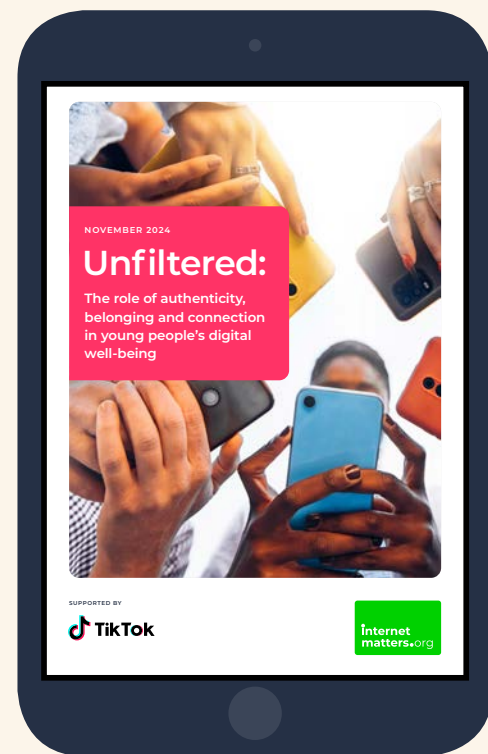
FEBRUARY 2025

New website launch

The result of over 12 months of work and following extensive user research, we relaunched our website with improved design, navigation and content filtering to help parents find the advice they need easily and quickly. We streamlined the site to create a better experience for busy parents seeking information on the go.



► Find out more



Exploring Authenticity, Belonging and Connection

This research, supported by TikTok, explored what authenticity, belonging and connection mean for parents and young people in online spaces, and how these concepts can be harnessed through their online lives. It provided insights into how image filters and editing can impact young people's sense of authenticity. The research findings helped to inform the development of a categorisation for image filters on TikTok, applying age-based restrictions to some types of filter for users under 18.

► Find out more



MARCH 2025

MARCH 2025



Children's Wellbeing in a Digital World: Year Four Index Report 2025

The fourth year of our flagship research on children's wellbeing in a digital world revealed an increase in both the positive and negative impacts on children's lives. Launched with a new report, we also saw the continued trend for vulnerable children to be disproportionately affected by the online world.

► Find out more



Proud to be supporting parents

Core to our purpose is supporting parents, carers and professionals to discover and use our content and resources so they can take action in relation to their children's online safety.

A new website for a safer digital future

As technology continues to move quickly, so should our website. Our aim with this major redevelopment project was to build a site with speed, security and accessibility at its heart, underpinned by best practice in design and development: a website ready for the future.

The new site, launched in February 2025, puts families' needs front and centre. We streamlined navigation and refined content to make it quicker and easier for users to find what they need - whether they want a quick overview or the chance to explore in more depth.

Key new features include:

- A refined search function and simplified navigation for faster access to core content
- Dedicated hubs for parents of vulnerable children
- An apps and platforms hub, with clear guidance on the most popular services children use, linked directly to our step-by-step parental control resources
- Improved contextual signposting to related advice and support

This next-generation platform gives us the flexibility to engage families in new ways and respond quickly to emerging challenges and new technologies like Generative AI. Already, we've seen a **10% increase in our engagement rate** from our UK users, showing that parents are finding it easier to access the support they need.

Simple advice for overwhelmed parents

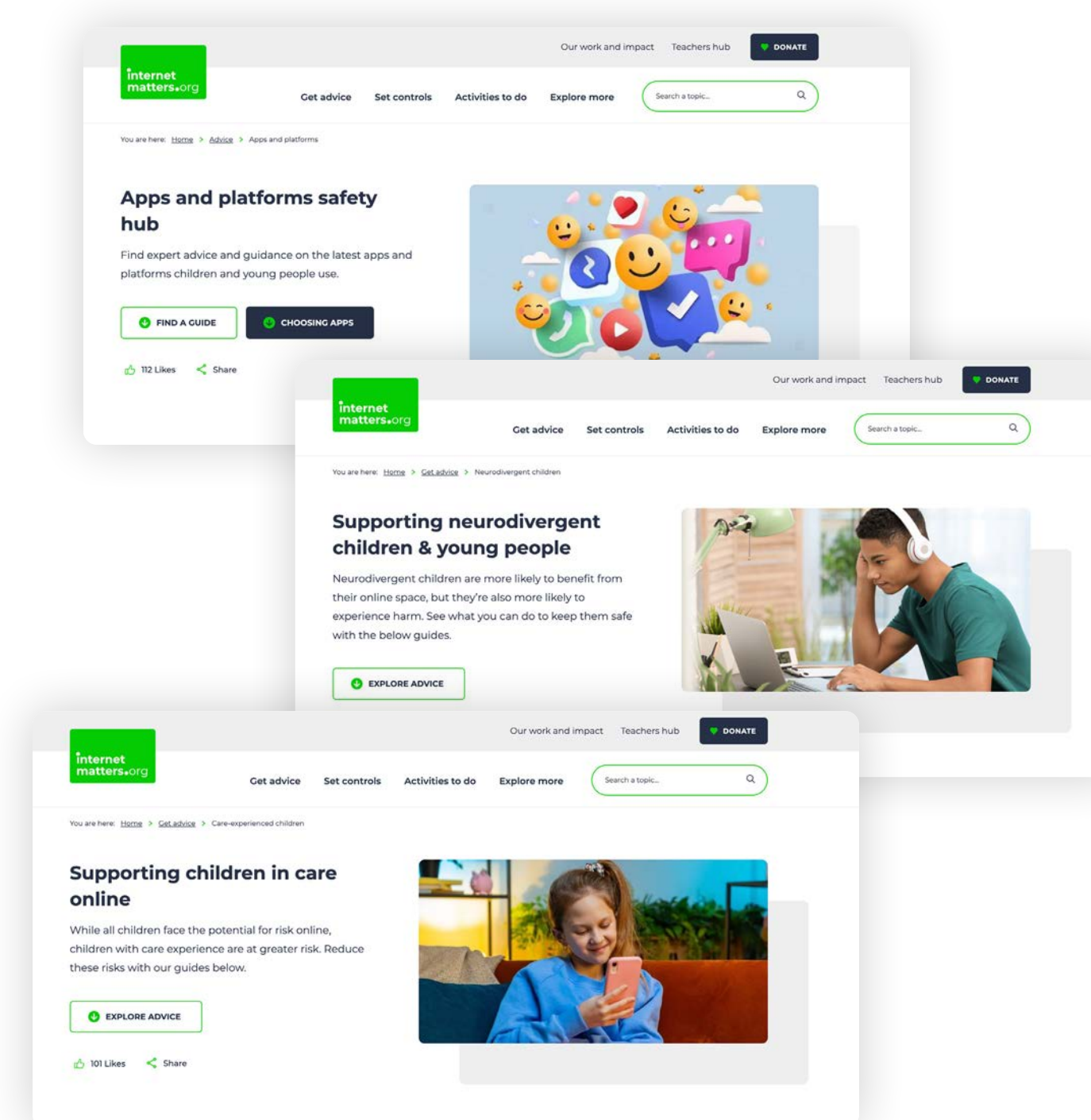
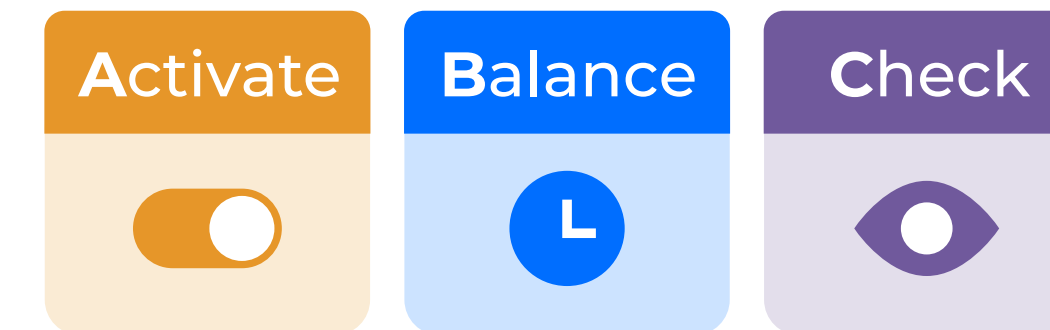
As 8 in 10 parents told us, keeping up with their children's online safety is overwhelming. With children spending an average of nearly one day a week online, understanding, monitoring and supporting children's online lives can be a full time job.

Parents said they needed simple, actionable advice and we've made this a key guiding principle for our activity this year.

Across the year, at key moments in the calendar of family life, we've delivered awareness campaigns to help parents and carers with this challenge. From balanced advice in the debate around when and if to give children a smartphone, to what to think about during the annual back to school moment, to advice when purchasing new devices.

The standout example of this is our ABC Campaign, launched in September 2024, providing an easy-to-use checklist for parents of children of different ages, promoted across all of our channels and with a targeted media campaign. This campaign, bringing online safety back to some key guiding principles, resonated with media and parents alike.

- **36,000 parents visited the campaign page on our website**
- **14,000 parents used the checklist**
- **Over 300 pieces of media coverage**





Insight and Advocacy

We use our insights to champion the voices of parents and families amongst all those with influence over children's online lives including Government, policymakers, regulators and industry. Internet Matters is dedicated to being evidence-led in all we do, and our policy and advocacy work is no exception.

Internet Matters conducts regular research to understand the digital lives of families. Our flagship research programmes include our Digital Wellbeing Index and Internet Matters Tracker which provide ongoing insights into family's online experiences and attitudes to online safety. We were delighted that the insights from our Digital Wellbeing Index were recognised by the wider sector and received the 2024 MRS Award for Media Research, in partnership with our collaborators BMG research.

Alongside these research programmes, we also publish regular reports on topics informed by the new and emerging online

risks and trends we are seeing in our data or hearing from parents and children. Much of our research focuses on three key areas: supporting vulnerable users, safeguarding girls online and strengthening children's and parents' media literacy. We also collaborate closely with our members, undertaking joint research projects that address the issues most relevant to their work and priorities.

We were delighted this year to be able to share our research in a range of spaces including at PIER24, the European Commission Online Safety conference and the Labour Party Conference.



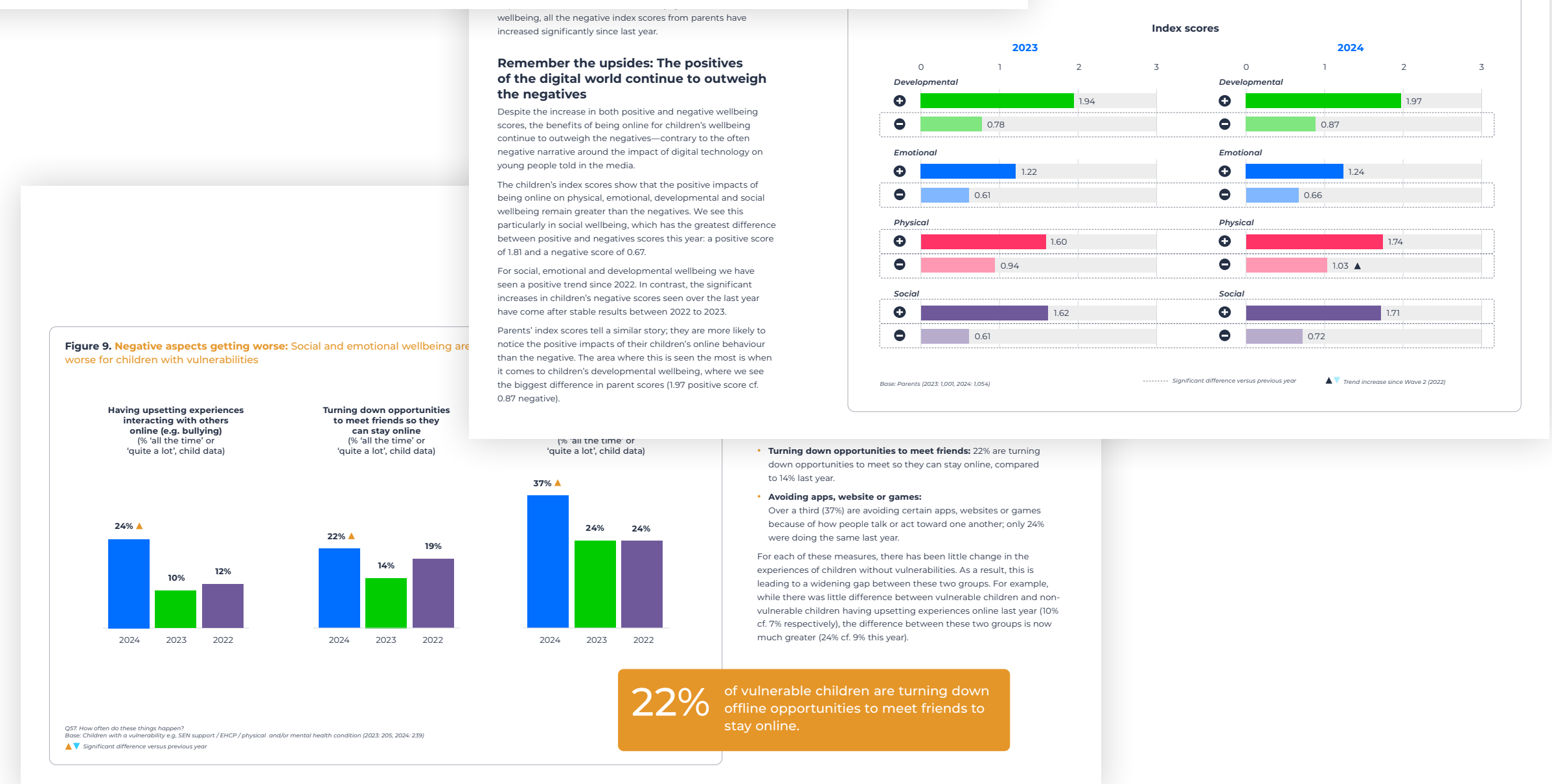
Digital Wellbeing

In March 2025 we published our fourth annual [Children's Wellbeing in a Digital World](#) report, built on data from a household survey of 1,000 children aged 9-16 and their parents. The Index, developed in conjunction with the University of Leicester, explores children's online lives through four indices of wellbeing: physical, emotional, social and developmental.

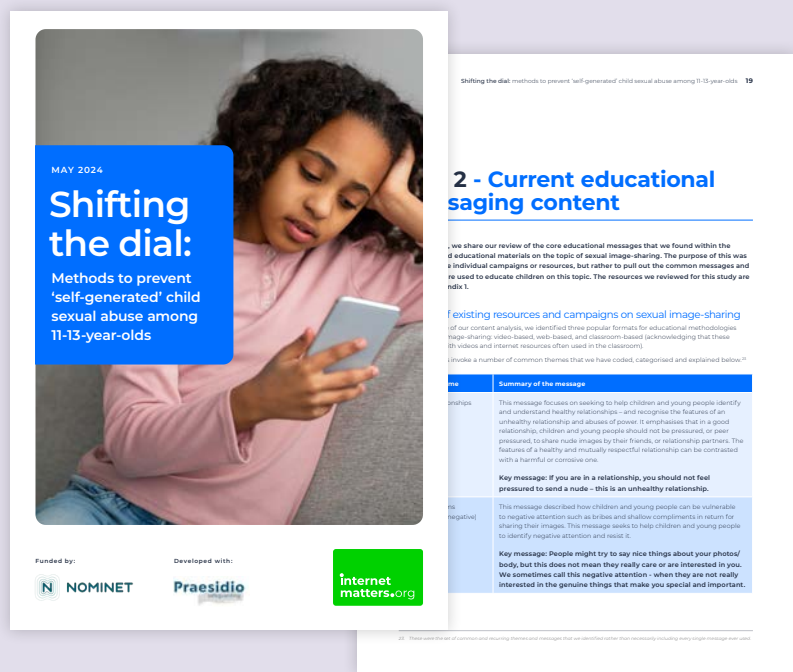
Key findings from this year's Digital Wellbeing Index include:

- **An internet of extremes:** A new trend emerged with both the positive and negative Indexes growing. However, the positive impacts of being online continue to outweigh the negative for children. Children see the internet and technology as important for finding supportive communities (50% this year cf. 44% in 2023), meeting good friends (56% cf. 50%) and participating in events (69% cf. 63%).
- **Vulnerable children** continue to show higher positive and negative wellbeing scores than their peers. However, the negative Indexes for this group have now risen to the highest level to date. If this trend continues unchecked, we may find that the very spaces that offer community, connection and escape become more of a burden than a benefit.
- **Experience of harm remains stubbornly high** with two thirds (67%) of children reporting they have experienced online harm. Whilst this remains in line with children's experiences in previous waves, children report finding many of these experiences more upsetting or frightening this year.
- **Parents are more aware of their children's online activities** and are taking more action to keep children safe online.

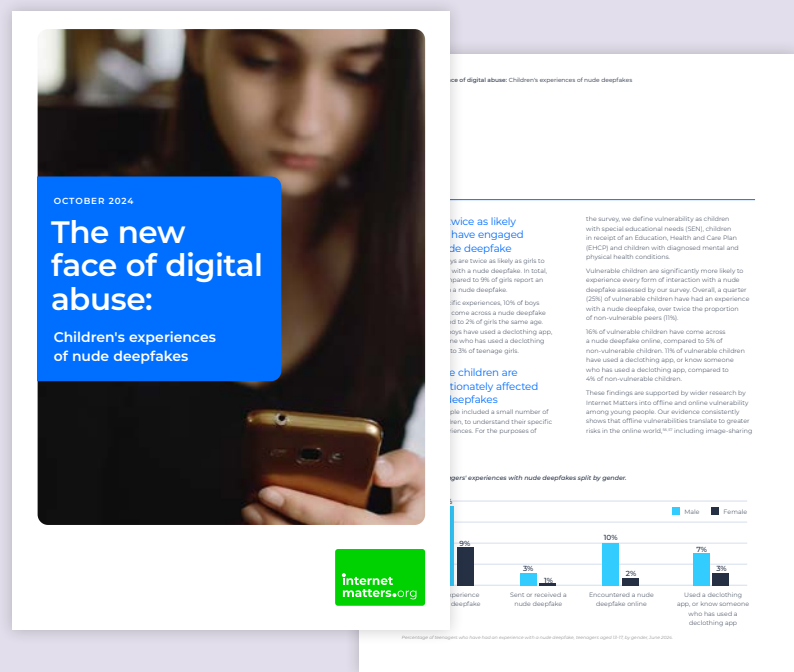
[View report ▶](#)



Safeguarding Girls Online



[View report ▶](#)



[View report ▶](#)



Shifting the dial: Methods to prevent 'self-generated' child sexual abuse among 11-13-year-olds

Consultations with children, parents, and teaching staff tell us that current PSHE lessons are insufficient in preventing sexual-image sharing. Working with Praesidio Safeguarding and funded by Nominet, this innovative research looked at methods to prevent sexual image-sharing among 11–13-year-olds.

Based on feedback from children about what works and doesn't work in existing resources, we developed three prototype interventions: a single-sex lesson plan, an interactive game and on-platform 'nudge' techniques, all with different messaging for boys and girls. All three interventions were well received by children, highlighting the potential value of gender-specific interventions to effectively prevent sexual image-sharing.



The new face of digital abuse: Children's experiences of nude deepfakes

This research explored the rise of so-called 'nudifying' tools and how generative AI models are being used to create realistic and non-consensual nude deepfakes: 99% of which feature woman and girls.

The research found that already 13%, or the equivalent of 500,000 children, have already had an encounter with a nude deepfake. Furthermore, 55% of children believe that having a deepfake image of you created and shared would be worse than having a real nude image shared. They cite lack of autonomy, not knowing about it, and people thinking it was real as key concerns.

It therefore comes as no surprise that the vast majority of parents and children support a ban on these apps and tools which we have championed amongst decision makers, including supporting a campaign to ban 'nudifying' tools led by Jess Asato MP.

Safeguarding Girls Online parliamentary drop in

In November 2024 we hosted a parliamentary drop-in in Westminster for MPs and Peers, sponsored by Jess Asato MP. The drop-in showcased our research regarding girls' online experiences including drawing attention to the disproportionate levels of abuse and harassment girls experience online. It was an excellent opportunity to introduce new MPs elected over the summer to the work of Internet Matters, including our partnerships. We were delighted to have 22 MPs, Peers and parliamentary staff in attendance.



Media Literacy



A Vision for Media Literacy: Charting the path for media literacy in schools

This report sets out what better media literacy education in schools could look like to ensure every child leaves school with the skills they need to stay safe, be critical thinkers and behave responsibly online.

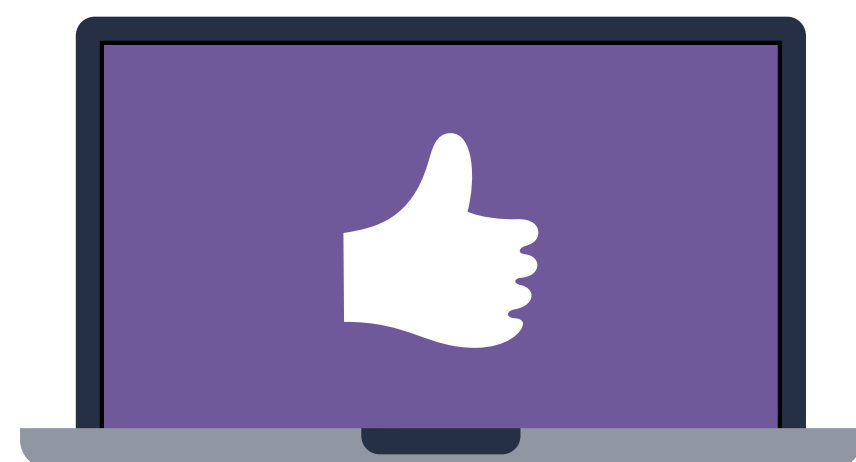
The report sets out five big ideas for change including advocating for a cross-curricular approach to media literacy education at all key stages with support and resources for schools to teach media literacy effectively. It also recognises that media literacy goes beyond the classroom and requires the involvement of parents, government and industry to improve outcomes for children.

[View report](#)

Media literacy roundtable

Sponsored by Sam Rushworth MP, we hosted a roundtable in Westminster with MPs, peers and sector experts to highlight the importance of embedding media literacy in the curriculum. Joined by a member of the Government’s Curriculum and Assessment Review panel and teachers with firsthand experience of teaching media literacy, we were able to have a productive conversation to understand the barriers to effective media literacy education across all key stages. Among the solutions discussed were calls for government to provide clearer guidance and practical support to help schools teach media literacy effectively.

As well as hosting a roundtable we submitted evidence to the Government’s Curriculum and Assessment review in November 2024 and continue to look for opportunities to advocate for effective media literacy education.



Engaging in public debate

Alongside our ongoing research into children’s online lives, we remain alert to fast-moving developments in this space and respond quickly when a parent’s perspective is needed. In 2024, public debate focused heavily on the role of social media and smartphones in young people’s lives, with many parents questioning whether children should have access to these at all. To explore the issue further, we gathered parents’ views and shared their perspectives with parliamentarians through briefings, meetings, and consultations.

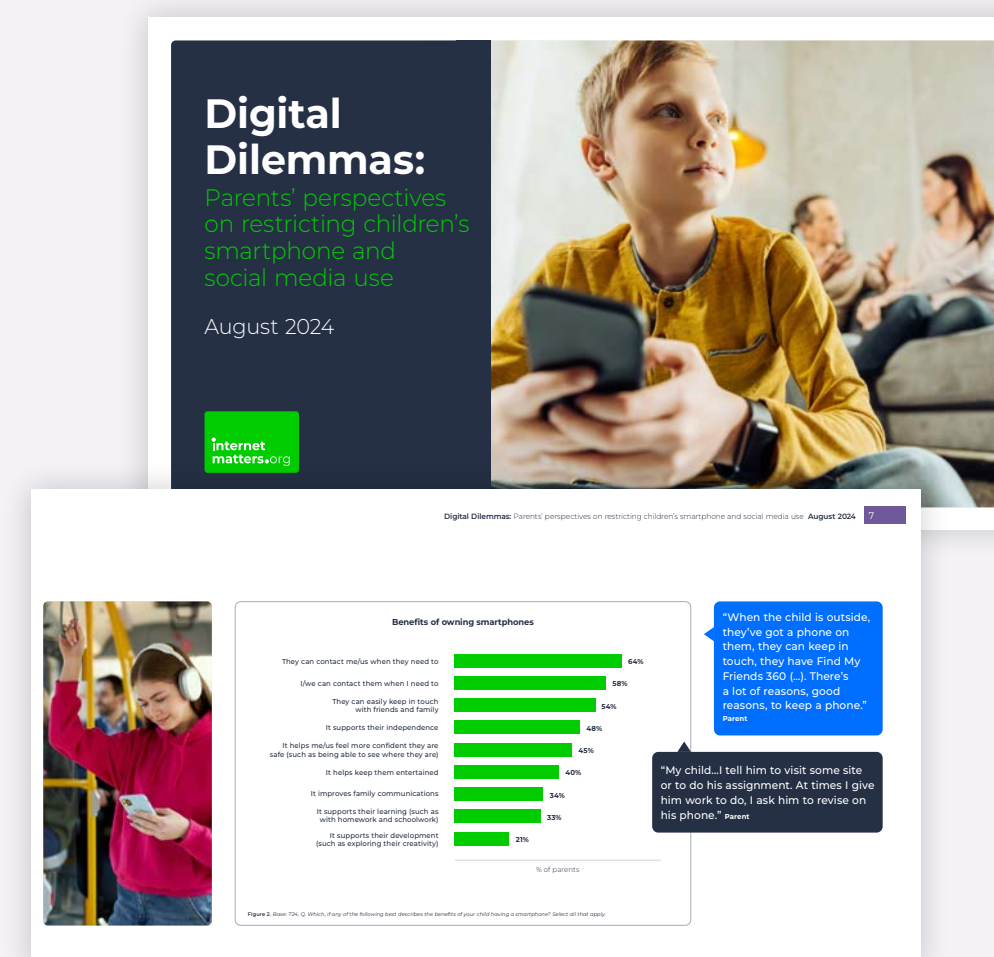
Digital Dilemmas: Parents’ perspectives on restricting children’s smartphone and social media use

This rapid qualitative and quantitative research with a range of parents explored their views on banning smartphones for under-14s and social media for under-16s, alongside alternatives to these restrictive approaches.

Through this research we found that parents are slightly more in favour of a ban on social media for under-16s (44% of parents) than a ban on smartphones for under-14s (32% of parents). However, most parents do not support a ban in both cases and instead believe that parents should have the autonomy to decide if and when their child uses a smartphone or social media.

While parents value their autonomy when it comes to their child’s engagement with technology and time spent online, the research also underscores that parents felt there was a critical role for industry, regulators and government to play in keeping children safe online.

[View report](#)





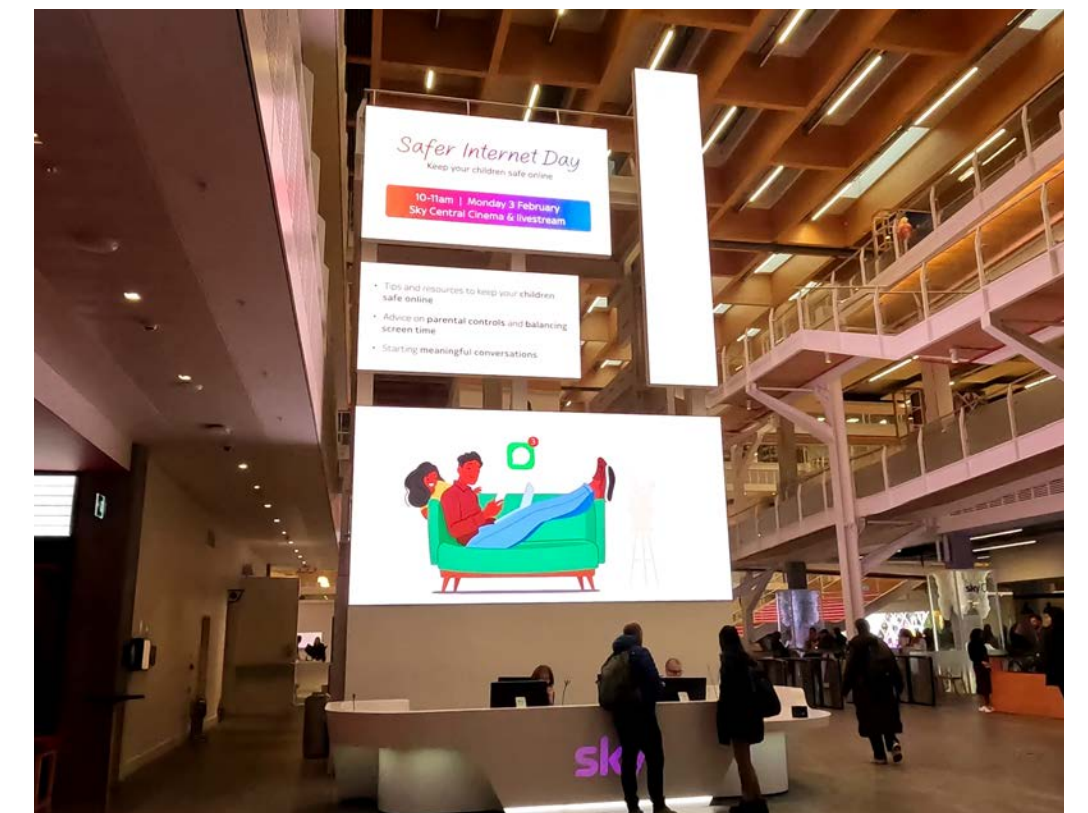
Working with our partners



Sky has been integral in helping drive awareness of our resources by providing us with in-kind media inventory.

Through TV and Video-on-Demand placements, we were able to run our “Together, we’ve got this” advert. In 30 seconds, the ad highlights the ever-changing nature of the online safety support a family needs, focusing on some common issues like screen time, trolling and privacy. Sky also provided space for digital banners across their suite of websites including Sky News. Over the last year, these banners directed over 320k parents to the Internet Matters website.

This year, we have also worked closely to support parents working within Sky. Via the Parents@Sky network, we ran a series of sessions at relevant times of the year, including a webinar about cyberbullying and tips for prevention during Anti-Bullying Week. The collaboration culminated with an in-person event for Safer Internet Day where we ran an event utilising our ABC Online Safety Checklist to help parents understand ways to keep their kids safe online.



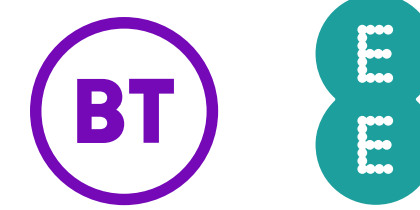
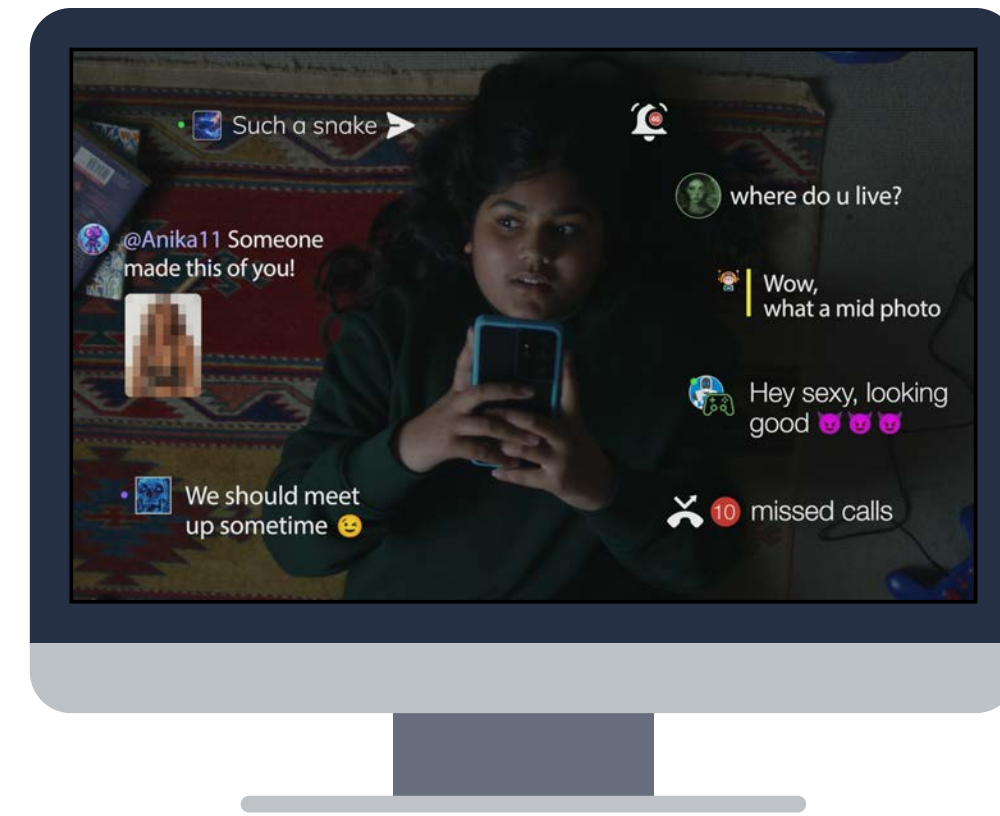


This year saw the launch of our joint campaign with Virgin Media O2, 'Find The Right Words'.

Through an emotional film, the campaign directed parents to bespoke resources that offer advice on how to have conversations with children and young people about staying safe online, and information about online safety tools and controls. It was promoted across Virgin TV and via customer marketing to millions of Virgin Media and O2 customers as well as featuring in national TV, press and radio, including LBC News, This Morning and the BBC. It also included a livestream event with Virgin Media O2 staff where our Co-CEO, Carolyn Bunting MBE, discussed common online safety concerns.

The campaign continued across the year and, as part of Safer Internet Day, research was conducted to gather insights on parents' awareness of and experiences talking about online scams and fraud. The findings were published in national press including BBC News and The Scottish Sun. Alongside the activity, O2 created a bespoke Safer Internet Day page highlighting key findings and advice from the research which was sent out to 2.6 million customers.

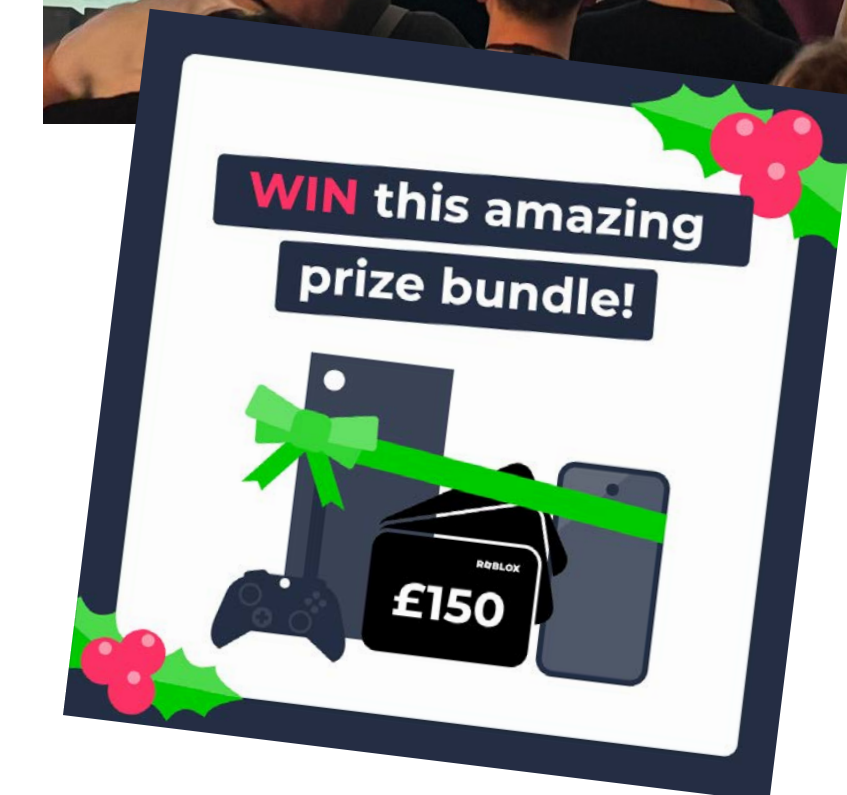
We also collaborated with VMO2's Community Leads programme, to help them provide useful resources to the schools they visit as part of their outreach including leaflets, teaching resources and information about our online safety lesson platform, Digital Matters.



We were honoured to be invited to participate in the EE Learn Live event in Shoreditch alongside other presenters including Jill Scott MBE, Joe Wicks and Clara Amfo.

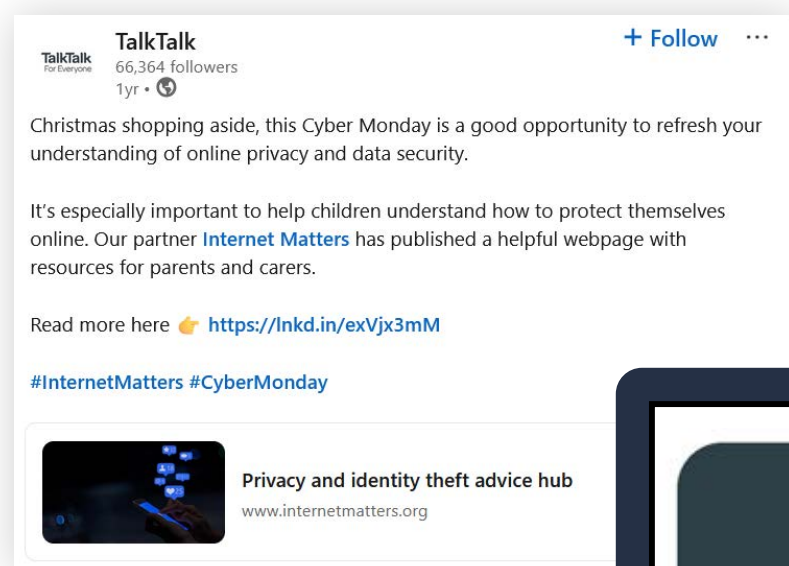
The event offered a day of talks, panel discussions and interactive workshops designed to ignite the passions of the next generation. We were invited to take part in two sessions for parents. The panel, featured our Co-CEO Carolyn Bunting MBE and Content & Digital Director Ghislaine Bombusa being interviewed by TV personality Big Zuu about how parents can keep their kids safe online.

The BT Group have also played a big role in supporting our own campaigns and resources. By featuring us in the BT app, they have encouraged over 68k parents to visit resources including our parental control guides and set up safe checklist. The BT group also kindly provided an Xbox Series X as a prize for our 'My Family's Digital Christmas' campaign.



TalkTalk incorporated our advice and resources across their customer touchpoints, including key web pages and regular customer email communications. These inclusions encouraged almost 50k people to visit the Internet Matters website and explore resources that will help keep children safe online.

TalkTalk have also encouraged awareness of Internet Matters with their own staff by running a series of competitions across their intranet and supporting our campaigns with bespoke social posts.

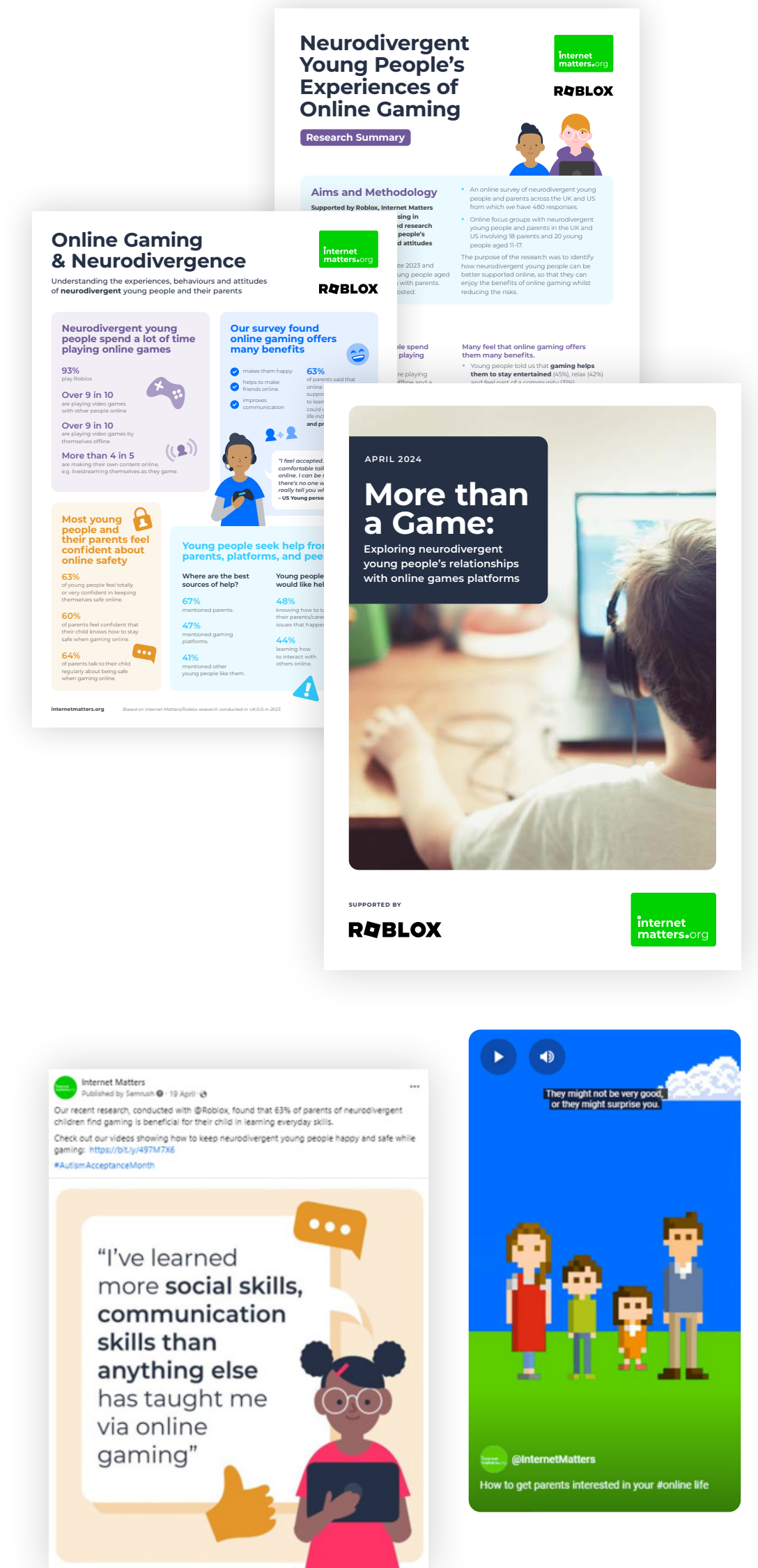


World Autism Awareness Day in April 2024 marked the launch of brand-new research conducted with support from Roblox, in partnership with Autism Alliance (UK), Autistica (UK), Ambitious about Autism (UK) and Autism Society (US).

Ongoing Internet Matters research via our Digital Wellbeing Index and Internet Matters Pulse study shows that vulnerable children, including those with special educational needs, experience more online harm. This new research '[More than a game: exploring young people's relationships with online games platforms](#)' examined the views, needs and experiences of neurodivergent young people aged 11-17, including autistic young people and young people with ADHD who were interested in online video games, along with their parents.

The research informed the development of a suite of new resources for families with neurodivergent children, including online gaming safety tips for parents and carers and a guide for neurodivergent teens. A series of short videos was created to support young people to interact safely, to report problems and also to engage parents in their online lives.

The research and resources were promoted via Internet Matters' owned channels and received excellent engagement from the target audience.





This year Tesco Mobile became the sponsor of Digital Matters, our interactive platform providing primary schools with ready-made lessons and resources to teach online safety to children in KS2.

The sponsorship launched in September with pupils from Willowbrook Primary School joining us at the Tesco Mobile phone shop in Watford for a live lesson about managing online information and a chance to explore the platform. Throughout the year, we continued to work with schools to show how Digital Matters can support media literacy teaching, bringing this to life in new case studies that we shared with schools UK-wide.

The year also included opportunities to help parents keep their children safe online. In its third year, the Little Digital Helps toolkit has been a valuable tool to offer parents tailored advice based on their children's digital habits. The tool was featured in a Tesco Mobile back-to-school campaign which, through joint research with Internet Matters, found that 65% of parents said staying safe online is their main back to school concern.

Support for parents continued with a campaign, delivered in partnership with Tesco Café and child psychologist Dr Martha Deiros Collado, that offered a set of helpful questions designed to enable parents to kickstart meaningful and constructive talks on the topic of online safety around the dinner table. Fronted by presenter and mum Frankie Bridge, the campaign featured in national press including The Sun, Indy 100 the Daily Express. It also included partnerships with Mumsnet and Bauer Radio to encourage families to have their own conversations.

Tesco Mobile colleagues also began their online safety training journey. Modules covering a range of topics covered Online Safety Essentials, setting up children's devices safely, getting to know the Little Digital Helps Toolkit and much more. The training was completed by all Tesco Mobile colleagues as well as being built into the new starter pack so that every future customer-facing colleague feels prepared to talk to customers about online safety. The training also included a webinar run by Internet Matters to 500 phone shop managers.

BACK TO SCHOOL

Did you know?
78% of children aged 9-17 use YouTube.
72% of young people say the internet is an important source of inspiration about future jobs.*

Smartphone safety: test your knowledge.

Schools across the UK are starting to limit smartphone use, leaving many parents wondering when the right time is to give their kids a phone.

True or false?

- You can set limits on the device for inappropriate content, screen time and spending.
- You can download appropriate apps and games before your child uses their device.
- You can download our Little Digital Helps Toolkit (a bespoke safe plan for your children's mobile devices) for free.

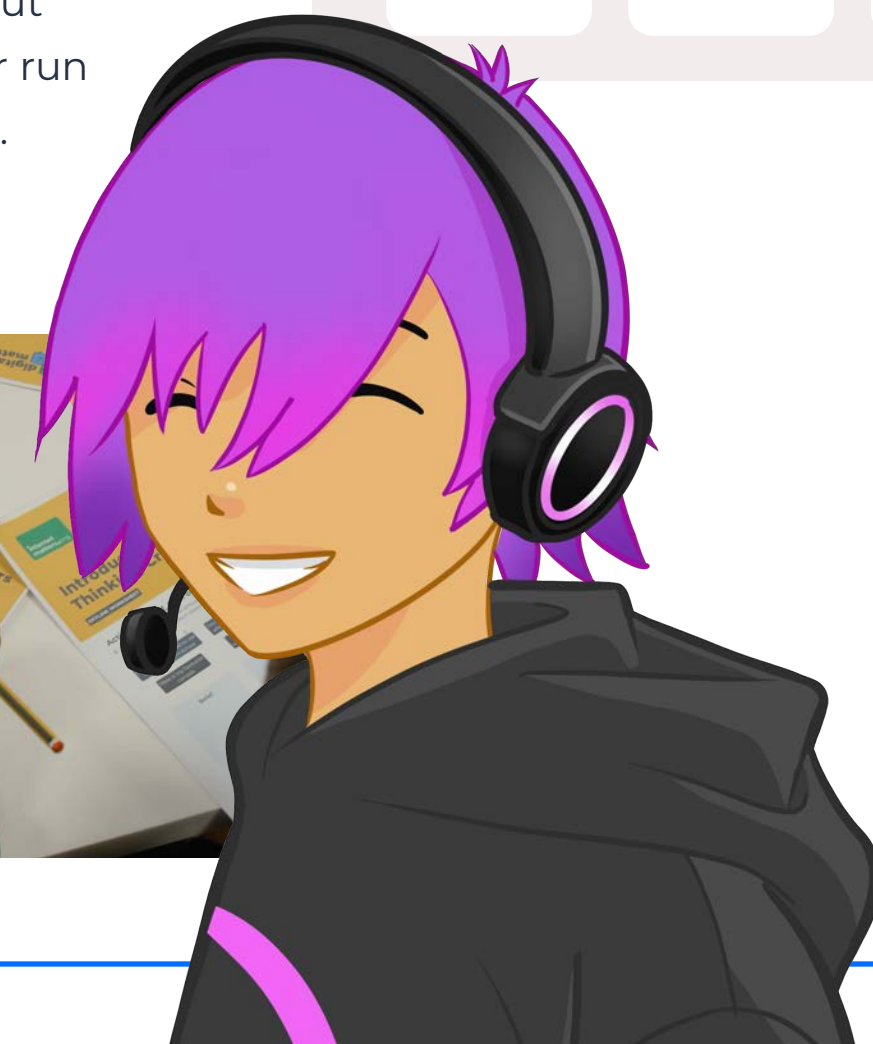
* Internet Matters, Tracking Research, November 2023.
2. Internet Matters, Children's Wellbeing in a Digital World, January 2024.

indy100
Frankie Bridge's Christmas party fashion tips and best Winter advice

Frankie Bridge say it's 'overwhelming' thinking about her kids' safety online
Singer and mother of two, Frankie Bridge says she's particularly worried about her children's safety online

NEWS By Lucy Brimble
16:25, 12 Nov 2024 | Updated 16:26, 12 Nov 2024

Frankie Bridge considers herself internet savvy but says her children's online world is very different (image: PinPep)

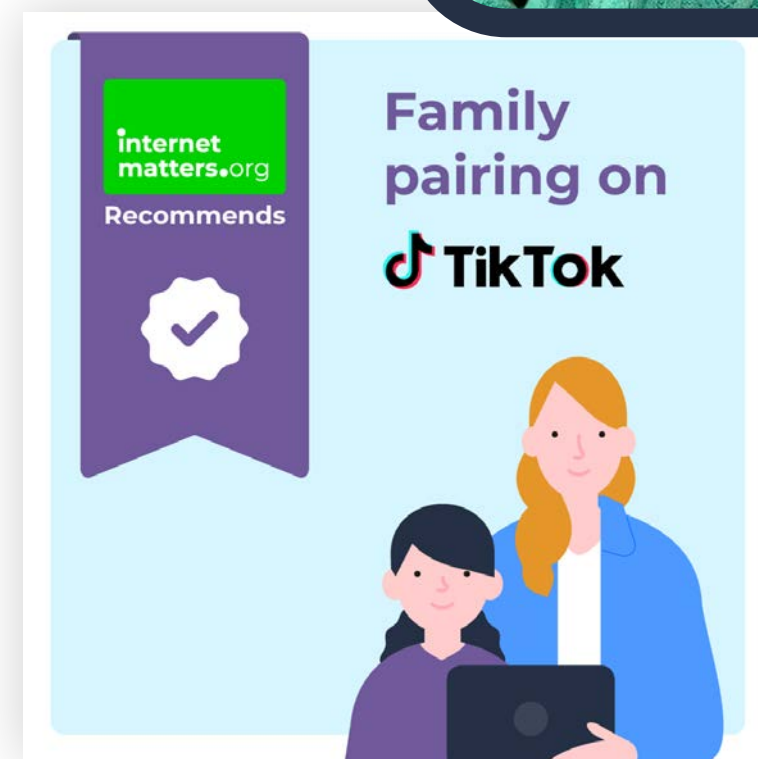




It was another busy and varied year for our partnership with TikTok, which saw insights generated from research incorporated into an important TikTok product update.

[Research](#) supported by TikTok had been conducted in the previous year to explore what authenticity, belonging and connection means for young people and parents online. This research provided insight into how image filters and editing can impact young people's sense of authenticity. TikTok used these insights to help develop a categorisation for image filters, applying age-based restrictions to some filters for users under 18. 'Beauty' filters which could portray unrealistic beauty standards and affect young people's own body image are no longer accessible to minors.

We were delighted to be involved in events to launch this new initiative, including the Digital Wellness & Screen Time Summit. During the year, Internet Matters also joined a roundtable discussion on screen time and the launch of the TikTok Digital Safety Partnership for Families, in addition to supporting the launch of a suite of TikTok product updates to enhance safety and wellbeing for teenage users of the platform.

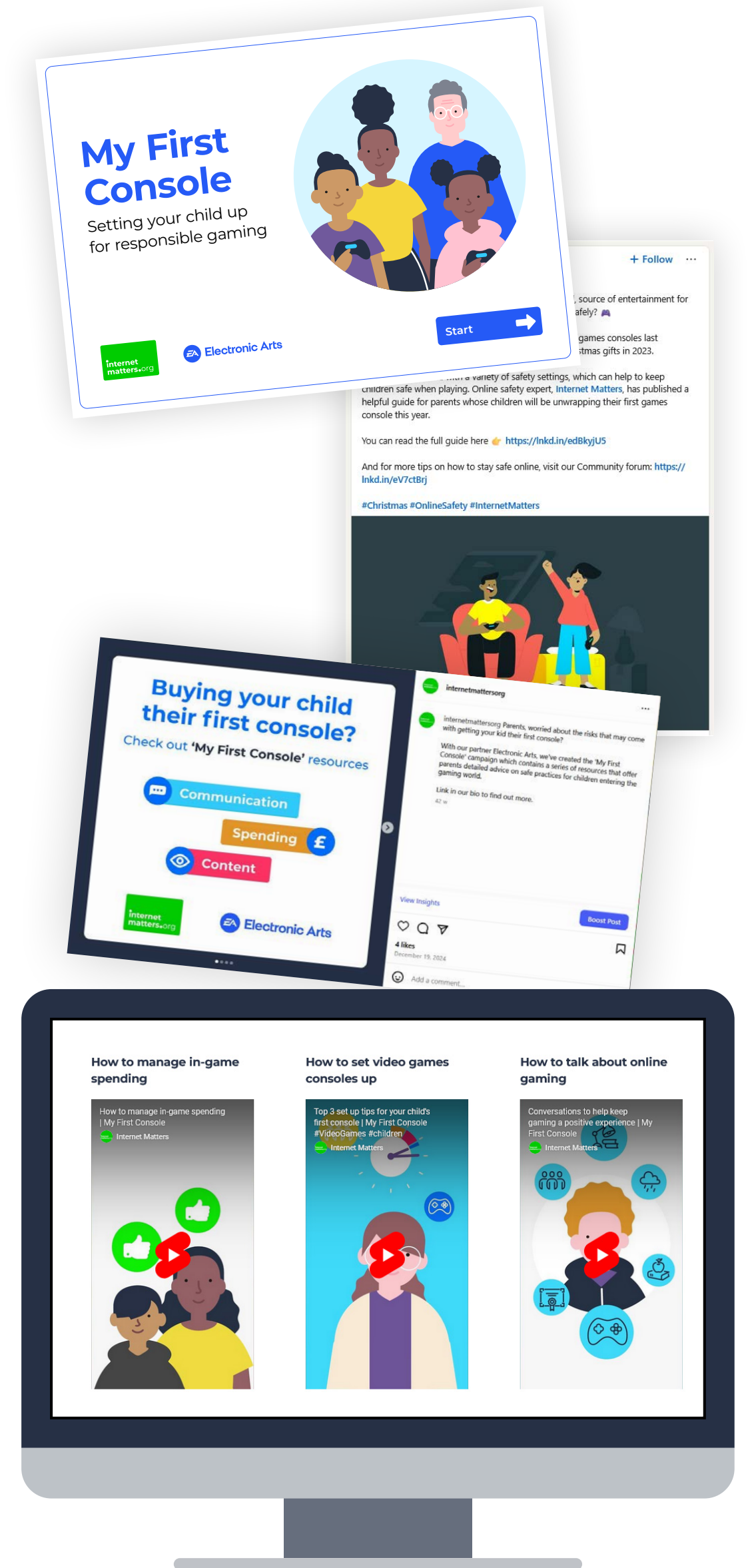


Electronic Arts

This year we worked with Electronic Arts to educate parents about safe gaming practices for children entering the gaming world through their first console, encouraging them to set up and utilise parental controls.

Running before and during the Christmas period, the campaign featured an online hub to provide parents with advice and resources to create a safe and positive gaming environment for their children. This included animated videos focusing on common parental concerns and an interactive guide showcasing how to set up the essential safety features on the most popular gaming devices.

To promote the resources, a bespoke campaign was created called "[My First Console](#)". It focused on reaching parents at the places where they were most likely to be looking for advice about gaming and games consoles. In addition to posting on social media and Reddit, the campaign included a competition on Mumsnet where participants had the chance to win a PlayStation 5. It also included Internet Matters' first podcast advert to reach parents while they were listening to their favourite parenting podcasts.



SAMSUNG

To help teachers deliver online safety education in schools, this year our partnership with Samsung Electronics focused on creating ready-made lesson plans and resources.

The resources built on the existing [‘The Online Together Project’](#) tool, an interactive activity for parents and teachers to use with young people to promote a positive and inclusive online culture. The lessons covered three important areas – Fact Checking AI, Tackling Online Hate, and Breaking Down Gender Stereotypes – and included interactive activities to help encourage conversations about each topic. In tandem with the lesson plans, the content for ‘The Online Together Project’ was reviewed and updated, ensuring that everyone who used it was getting the most up-to-date advice possible.

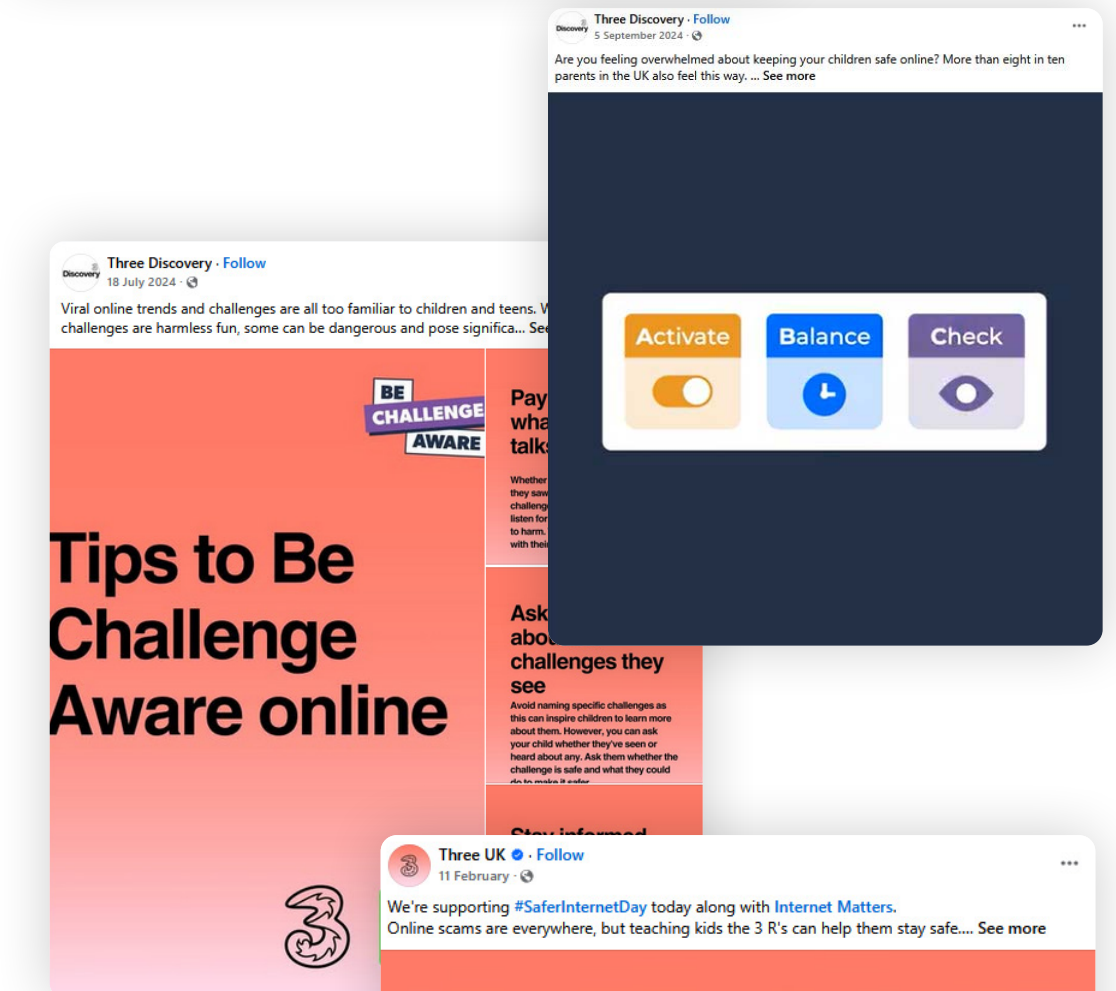
As part of Safer Internet Day 2025, Samsung Electronics UK adapted the Fact Checking AI lesson plan to be included in a wide range of resources offered to teachers through the National Schools Partnership as part of the Solve for Tomorrow Next Gen programme. The resources launched at an event in Samsung Electronics UK’s flagship store in Kings Cross. During the event Fearn Cotton moderated a panel of online safety experts, including our Co-CEO Rachel Huggins, where they shared their own experiences of online safety as parents and provided guidance on where people can find the right resources to keep young people safe online.



Our partnership with Three UK has been instrumental in helping our campaigns to reach more parents via social media.

Through their “Three Discovery” account, Three UK supported our ‘My Family’s Digital Christmas’ campaign, our back-to-school campaign that launched the ‘ABC Online Safety Checklist’ as well as our resources helping parents and teachers understanding the risks of dangerous online challenges. During Safer Internet Day, the Three UK account shared co-branded content that encouraged parents to visit our resources and understand how their children could be the victim of online scams.

As well as supporting their customers, Three UK invited us to run a webinar for their staff on Safer Internet Day. The webinar explained some of the common dangers young people experience, focussing specifically the dangers of cyberbullying and how parents can protect their children, including parental controls and encouraging regular conversations.



Thanks to our contributors

Expert Advisory Panel

We would like to thank all the members of our Expert Advisory Panel, who provide us with invaluable guidance and expertise on various aspects of online safety and digital wellbeing for children and young people.



Alison Preston
Ofcom



Ashley Rolfe
Kidscape



John Carr OBE
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Jonathan Baggaley
PSHE Association



Lorna Sinclair
NCA



Martha Evans
NCB



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Childnet



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Mark Griffiths
Nottingham Trent University



Jess Edwards
Barnardo's

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Digital parenting expert

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Rachel Kowert, PhD
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Dr. Elizabeth Milovidov
Digital parenting expert

Allen Tsui
Teacher of computing and computer science

Lauren Seager-Smith
CEO, For Baby's Sake Trust

Richard Waite
Early years digital technology advisor

Michael Vallejo, LCSW
Child and family therapist





Looking forward

As we look to the future, we see the ever-increasing pace of technological change and the huge global investment in AI tools across all areas of society. As a sector we meet this with a mix of wonder and trepidation at the new era we are facing and what the results of such investment will be. Alongside the benefits for society, there are numerous challenges for online safety and how these new technologies will impact our children's experiences and the harms they may encounter. There is also the fundamental question of whether the new UK framework for online safety regulation can keep up with it.

As an organisation, we will endeavour to stay alert to these developments and their potential impact on children's online safety. Using our own research and working with experts who can best advise us, we will continue to support parents with the right information about how their children may be interacting with AI and what they need to be aware of.

While AI brings many benefits, a key piece of our work is a focus on the increasing number of AI chatbots and how these are being integrated into the apps and platforms children most commonly use. As their prevalence grows, we need to understand what the risks may be and the safeguards we need to consider.

As well as experiencing huge technological change, we find ourselves in a period of global instability generating frequent disturbing and distressing news stories. This links to another key area of concern for us: children's use of social media as a primary news source. We shortly plan to turn our attention to how young people consume news in a digital world and the impact this has on their wellbeing, especially when exposed to mis- and disinformation.

Across each of these areas and more, we will continue to shine a light on the experiences of our most vulnerable young people. Our Digital Wellbeing Index research showed again this year that they experience greater levels of online harm and the online world continues to have a greater negative impact on their wellbeing compared to their less vulnerable peers. This year we launched a number of new resources for neurodivergent young people and their families, particularly in relation to gaming, and we plan to build on this work still further over the coming 12 months.

As the Online Safety Act comes into full effect, we will continue in our mission to support parents on all aspects of their children's online safety and wellbeing. Thank you to all of our industry and third sector partners whose support makes this work possible.



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