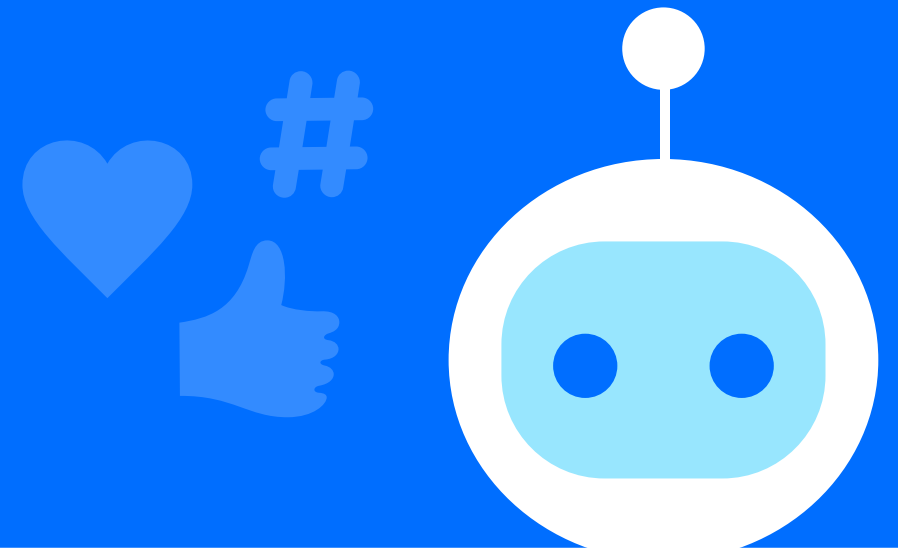


AI and social media what's changed?

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AI is now built into many social media platforms, shaping what children see, create and interact with every day.



Feeds are becoming more personalised

AI learns what keeps children watching and serves more of it.

This can deepen interests quickly, both positive and harmful.



Content is harder to spot as fake

AI-generated images, videos and voices can look very real.

Children may struggle to tell what's authentic, edited or manipulated.



Image filters are changing appearance expectations

AI beauty filters can reshape faces and bodies instantly.

This can affect confidence, self-esteem and body image.



AI chatbots and “companions” are growing

Some platforms now include AI characters users can chat with.

Children may see them as emotionally responsive or trustworthy.

What parents can do

- Talk about what's real, edited or AI-generated
- Encourage children to question:
 - “Who made this?”
 - “Why was this shown to me?”
- Remind children that not everything online is true, even if it looks real
- Review AI features and settings together where possible



Remember:



AI isn't just a future issue, it's already shaping children's social media experiences today.

Questions to ask teens:



- “Can you always tell if something is AI-generated?”
- “How do filters make people look different?”
- “Why do you think this content was recommended to you?”



Want to learn more?

Visit our [AI advice hub](#) for practical guidance to help children use AI safely and confidently online.

