



MOUNT  
KELLY

Boarding and Day School  
Boys and Girls, Aged 4-18

# Safeguarding Bulletin

## ISSUE 22

Mount Kelly's Safeguarding Bulletin aims to provide parents and carers with the information needed to have informed and age-appropriate conversations with their children about potential risks and issues in the wider world and online. This week's bulletin is on the topic of the Ofcom Media Use and Attitudes Report.

On 19 April 2024, Ofcom released their annual Media Use and Attitudes Report, detailing the findings of several surveys and their implications for parents, children and young people in the UK. These statistics often include plenty of thought-provoking information relating to online safety.

The report itself is extremely extensive, so this week's #WakeUpWednesday guide provides a bespoke selection of data gathered by Ofcom about children and young people's experiences on social media, video games and the like. The guide has a thorough breakdown of the headline findings.

If you would like to explore the full report further, you can access it here: [Children and parents: media use and attitudes report 2024 – interactive data - Ofcom](#)

**Ofcom**  
Children  
and Parents:  
Media Use  
and Attitudes  
Interactive report

**i** →

Published 19 April 2024

# What Parents & Educators Can Learn from the OFCOM MEDIA REPORT 2024

Each year, Ofcom – the UK’s regulatory body for communications – produces an overview of children and parents’ media experiences over the course of the previous year. At the time of writing, the latest of these reports, ‘Children and parents: media use and attitudes 2024’ has just been published, and we’ve plucked out some of its most thought-provoking findings regarding online safety.

## ONLINE LIVES

**99%**  
of 8-17s  
had regular  
access to the  
internet

**65%**  
of 13-17s  
prefer short videos  
to films and TV

**34%**  
experienced  
harassment or  
bullying online

**11-18s**  
felt more confident  
communicating online (71%)  
than in person (53%)

**87%**  
of 8-17s  
felt pressure to be  
popular on social media

## SCREEN TIME

By children’s age group, the percentage of parents who felt less able to manage their child’s screentime were ...



## POPULAR PLATFORMS

Most used by children ...

Under-12s

Over-12s

YouTube **89%**

YouTube **88%**

WhatsApp **37%**

WhatsApp **82%**

TikTok **35%**

TikTok **78%**

Snapchat **27%**

Snapchat **73%**

Instagram **22%**

Instagram **69%**

## ONLINE GAMING

**68%** of children played video games online

Who did these children most commonly play with?

**74%**  
played with  
someone they know

**32%**  
played with  
strangers

## ONLINE SAFETY IN SCHOOLS

**93%** 8-17s had at least one lesson about online safety

**93%** of children are aware of at least one thing they can do to stay safe online

**91%** children found these lessons useful

**78%** of 8-17s were aware of age restrictions for apps

**40%** admitted to faking their age to bypass these limits

## PARENTAL CONCERNS

The things that most commonly worry parents and carers about their child being online include ...

- 77%** seeing age-inappropriate content
- 70%** being harassed or bullied
- 68%** seeing pro-self-harm content
- 62%** having their data gathered by companies
- 59%** being influenced by extreme views
- 55%** having their reputation damaged
- 51%** being pressured to spend money

## DEVICES MOST USED TO GO ONLINE

Age Group	Device	Percentage
3-4s	use tablets	67%
5-7s	use tablets	77%
8-10s	use tablets	73%
11-15s	use phones	95%
15-17s	use phones	97%

#WakeUpWednesday

The National College