

**MOUNT  
KELLY**

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

# Safeguarding Bulletin

## ISSUE 34

**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 provides information about Instagram, upcoming webinars and a support programme for dads and male carers.**

Instagram is one of the most well-known social media platforms around, frequented by users of all ages all over the world, and allowing them to share photos and videos with friends, family and the wider public if they wish. The site has many younger users, allowing people as young as 13 to create an account and engage with its community.

As a popular choice of platform for teenagers, it's vital that parents and educators understand the risks associated with the site and what can be done to mitigate them. This week's #WakeUpWednesday guide lets you know about the most prominent safety concerns on Instagram, offering expert advice on how to make young people's experiences on the app as secure as possible.



### **Upcoming webinars for parents and carers via Anna Freud**

*Adolescent self-harm - how to make sense of it and when to seek support:* Tuesday 8 October 12:00-13:00. Click [here](#) to register.

*Supporting your young person through exam time:* Tuesday 15 October 12:00-13:00. Click [here](#) to register.

*Weathering the storms of strong adolescent emotions - do's, don'ts and when to consider talking to someone:* Thursday 17 October 12:00-13:00. Click [here](#) to register.

### **'Let's Talk' Sessions for Dads and Male Carers**

Let's Talk provides online support and advice to parents of young people aged from approximately 7 to 18 years. They are now looking to provide specialist support for dads and male carers in the coming months. To ensure they design the best support and advice they would be grateful if dads and male carers could please complete this survey: <https://forms.office.com/e/rPqrXDuzYh>

# What Parents & Educators Need to Know about INSTAGRAM

AGE RESTRICTION  
**13+**

Instagram is a highly popular social media platform with over 2 billion active monthly users. The app is continuously updating and adding new features to meet the wishes of its audience, allowing them to upload images and videos to their Instagram feed, create interactive 'stories', go live, exchange private messages or explore and follow other accounts that catch their eye.

## WHAT ARE THE RISKS?

### ADDICTION

Many social media platforms, Instagram included, are designed to keep us engaged on them for as long as possible. They encourage scrolling often and scrolling more in case we miss something important – in essence, a fear of missing out. On Instagram, young people can lose track of time when aimlessly scrolling and watching videos posted by friends, acquaintances, influencers and possibly strangers.

### UNREALISTIC IDEALS

Children sometimes compare themselves to what they see online: how they look, how they dress, and the way their life is going in comparison to others on social media. However, most people only share the positives about their lives online and many use filters when sharing pictures of themselves. A constant comparison with unrealistic ideals can lead to insecurity over one's own appearance and lifestyle.

### GOING LIVE

Livestreaming on Instagram allows users to connect with friends and followers in real time. Risks increase if the account is public, because that means anyone can watch the broadcast, which could result in further contact from strangers. Additional dangers of going live include an impulse to act inappropriately to draw more viewers, as well as being exposed to harmful content or offensive language.

### INFLUENCER CULTURE

Social media influencers are sometimes paid thousands of pounds to promote products, services, apps and more. When celebrities or influencers post such content, it often says 'paid partnership' above the post. In April 2024, Ofcom found that over a quarter of children (27%) believed in influencer marketing, accepting their endorsement of products wholeheartedly. So it's perfectly possible for young people to be taken in by this kind of content.

### PRODUCT TAGGING

Product tags allow users to tag a product or business in their post. This tag will take viewers directly to the product detail page on the shop where the item can be purchased. Children may also be encouraged by influencers to purchase products that they advertise.

### EXCLUSION & OSTRACISM

Youngsters are highly sensitive to feeling excluded, which comes in many forms: not receiving as many 'likes' as expected; not being tagged in a friend's photo; being unfriended; not receiving a comment on their post or a reply to a message they sent. Being excluded online hurts just as much as offline. Young people have reported lower moods and self-esteem when excluded in this way, feeling as if they don't belong and aren't valued.

## Advice for Parents & Educators

### AVOID GOING PUBLIC

If a young user wants to share their clothing style, make up or similar and use product tagging to show off the items in their post, they may be tempted to change their settings to public. This leaves their profile visible to everyone, which carries the risk of strangers getting in touch with them. Set a child's account to private and explain the importance of keeping it this way.

### HAVE AN OPEN DIALOGUE

Talk to children about the positives and negatives of social media, including the risks involved and how they can view or create content safely with family and friends. Explain how safety settings will ensure only followers can view them, and why this is so important. Also, if you find a child continuously uses filters on their photos, ask them why and impress on them that they don't need it.

### MANAGE LIKE COUNTS

Due to the potential impact on mental wellbeing, Instagram allows users to hide the total likes on their posts, to prevent people from obsessing over that number in the corner. Users can hide like counts on all the posts in their feed as well as on their own posts. This means others can't see how many likes a person gets. This can be done by going into Settings > Notifications > Posts > Likes > Off.

### USE MODERATORS

Instagram Live has implemented a mechanic called 'Moderators', meaning that creators can assign a moderator and give them the power to report comments, remove viewers and remove the ability for certain viewers to comment at all. Consider this if a child in your care wants to go live on the platform. It's also recommended to keep devices in communal spaces so you're aware if a child does go live or watch a livestream.

### FOLLOW INFLUENCERS

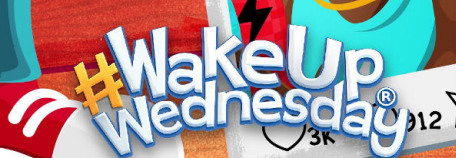
Following influencers will allow you to monitor what they're sharing as well as being able to discuss anything which you deem inappropriate. Talk to children about who they follow and help them to develop critical thinking skills about what the influencer is trying to do. For example, encourage the child to ask themselves if an influencer is trying to sell them a product when they make a video endorsing it.

### BALANCE YOUR TIME

Instagram has a built-in activity dashboard that lets you control how much time is spent on the app. Make sure children sign in to the platform with the correct age, as Instagram's 'Teen Accounts' afford much more control for parents and carers over how long they can use the app each day. Talk with young users about how much time they spend on Instagram and work together to set a healthy time limit.

## Meet Our Expert

Dr. Claire Sutherland is an online safety consultant at BCyberAware. She has developed and implemented anti-bullying and cyber safety workshops and policies for schools in Australia and the UK. Claire has written various academic papers and carried out research for the Australian government comparing internet use and sexting behaviours of young people in the UK, USA and Australia.



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