What Parents & Educators Need to Know about
INSTAGRAM

AGE RESTRICTION 13+

Instagram remains one of the world's most popular social media platforms, especially among teens – with around 70% of 13 to 17-year-olds using it. Owned by Meta, Instagram allows users to share photos and videos, create interactive 'stories', broadcast live, send private messages and follow others. With regular updates and new features, it's essential for parents and educators to stay informed about how children are using the app – and what the risks are.

WHAT ARE THE RISKS?

EXCESSIVE SCREEN TIME

Instagram's design encourages prolonged use through endless scrolling of trending content and generating a fear of missing out (FOMO). Children can quickly lose track of time browsing posts from friends, influencers, and strangers, which may disrupt their day-to-day activities.

AI CHATBOT CONCERNS

Meta's AI, which is available on Instagram, allows users to chat with an in-app chatbot. While often helpful, it can blur boundaries for young users, who may ask for or read content that is inappropriate or see it as a real friend or confidant. Privacy issues also arise, as conversations may not be as secure or private as children assume.

RISKS OF GOING LIVE

The livestream feature allows real-time broadcasting to followers – or anyone, if the account is public. This increases the chance of unwanted contact from strangers and pressure to act in ways that gain attention, including engaging in inappropriate behaviour. Viewers may also post offensive or harmful comments during live sessions.

THREADS INTEGRATION

Threads is Instagram's sister app for public, text-based conversations. Posts from Threads appear in users' Instagram feeds and can lead children to view, share, and comment on public conversations with strangers. The content may not always be age-appropriate and can be misleading or false.

SCHEDULED MESSAGING

Instagram's newer ability to schedule direct messages means that children could receive messages late at night or early in the morning. This can disrupt their sleep or keep them preoccupied before the school day even begins.

EXCLUSION AND LOW SELF-WORTH

Feeling left out online can have a real emotional impact. Being left out of photos, receiving fewer likes, being unfollowed, or being ignored in chats and comments can leave children feeling excluded, which often hurts as much as in real life. There is a risk this can lead to reduced self-esteem and a sense of not belonging.

Advice for Parents & Educators

USE INSTAGRAM'S SUPERVISION TOOLS

Instagram's built-in Family Centre lets parents monitor how much time their child spends on the app. Specialised 'teen accounts' are private by default and offer controls on who can message them. Make sure that children use their real age when registering their account to ensure they have these protections.

OPEN UP THE CONVERSATION

Talk regularly to the children in your care about what they enjoy on Instagram – and what makes them uncomfortable. Encourage honest chats about filters, body image, and online approval. Reassure them that they don't need to edit their appearance or chase 'likes' to feel valued.
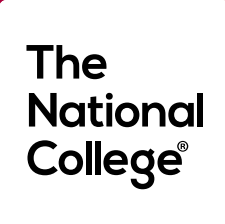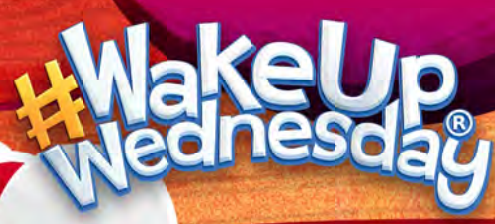
SET BOUNDARIES FOR THREADS AND AI

Parental controls on Instagram also apply to Threads. These allow parents to monitor time spent in the app, check follower lists and adjust exposure to sensitive content. Discuss AI features, too, therefore helping children understand that chatbots aren't real people and should be used with care.

BE MEDIA-SAVVY WITH INFLUENCERS

Parents should follow a few of the influencers their child watches, so they can better understand the content they're seeing. Use this as a springboard to talk about the difference between genuine recommendations and paid promotions – and how online personalities can shape opinions and behaviour.

Meet Our Expert

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

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SNAP STREAK
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WHAT ARE THE RISKS?

What Parents & Educators Need to Know about
SNAPCHAT

AGE RESTRICTION 13+

With over 900 million active monthly users and billions of 'Snaps' sent each month, Snapchat is a popular messaging app among children and young people. It allows users to share fun, spontaneous pictures and videos with friends and family while using playful filters. One of Snapchat's unique features is that pictures, videos and messages are only viewable for a short period of time.

ARTIFICIAL INTELLIGENCE

Snapchat's use of artificial intelligence (AI) includes features like the 'My AI' chatbot and AI-powered filters, offering interactive experiences that can be fun but also pose risks. These tools may share unfiltered or inaccurate responses, promote unrealistic beauty standards, and collect personal data. Advanced filters and deepfake-style lenses can distort reality, potentially leading to manipulation, impersonation, or inappropriate content.

SCREEN ADDICTION

Snapchat boosts user engagement and daily use with features like streaks (daily Snapchat exchanges between you and a friend). When a streak's been going for a few days, users will see a 🔥 emoji. The number alongside it shows the number of days, but if users miss a day and break the streak, the only way to restore it is to pay. This encourages daily use habits, and frequent notifications can keep users returning to the app even more often.

SEXTORTION

Because Snapchat's disappearing messages feature may foster a sense of safety, users may become targets of sextortion. For example, a predator may pressure someone into sending nude images, then somehow capture those images to threaten and intimidate the victim. This might involve claiming they will share the images with friends or family unless money is paid.

SNAPCHAT+

Snapchat+ is the platform's premium subscription service, offering early access to new and exclusive features. In June 2025, Snapchat introduced a new tier called Lens+, giving subscribers access to hundreds of lenses and AR experiences for playing, creating, and sharing Snaps. These paid features may encourage young users to spend money to access exclusive content, increasing the risk of overspending or feeling pressured to make in-app purchases.

ACCESSIBILITY

Snapchat is now accessible from a web browser, meaning children can use it on a laptop or tablet without downloading the app. This can make activity harder to monitor, reduce the effectiveness of parental controls, and increase the risk of unsupervised communication or exposure to inappropriate content.

INAPPROPRIATE CONTENT

Some content on Snapchat isn't suitable for children. The hashtags used to group content are determined by the poster, so even an innocent search term could still yield age-inappropriate results. The app's disappearing messages feature also makes it easy for young people to share explicit images on impulse – so sexting continues to be a risk associated with Snapchat.

Advice for Parents & Educators

ACCESS THE SNAPCHAT FAMILY SAFETY HUB

Created with guidance from Common Sense Media, Snapchat has developed a Family Safety Hub that explains how the app works and how to use its in-app protections for teens. It's recommended that you review this guidance before allowing a child to download Snapchat. Remember, the app is only intended for children aged 13 and over.

ENCOURAGE OPEN DISCUSSIONS

Snapchat's risks can be easier to handle if you nurture an open dialogue. Talk about scams and blackmail before letting children sign up. If they're lured into a scam, encourage them to tell you immediately. Talk openly and non-judgementally about sexting, emphasising its inherent risks. Furthermore, explain how popular 'challenges' on the platform can have harmful consequences.

BLOCK AND REPORT

If a stranger connects with a child on Snapchat and makes them feel uncomfortable by pressuring them to send or receive unwanted or inappropriate images, the child can tap the three dots on that person's profile to report or block them. There are options to state why they're reporting that user, with a tailored reporting section under the 'Nudity and Sexual Content' category. In this category, there's the option to report somebody for threatening to leak sexually explicit images, or 'nudes'.

USE PRIVACY SETTINGS TOGETHER

Sit down with the children in your care and explore Snapchat's privacy settings as a shared activity. You can help them adjust who can contact them, view their stories, or see their location on Snap Map. It's a good opportunity to explain why some settings are safer than others, reinforcing their understanding of online boundaries. Encourage them to regularly review these settings, especially after app updates or changes in their friendship groups.

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What Parents & Educators Need to Know about

TIKTOK

AGE RESTRICTION 13+
(Certain features are restricted to over-18s only)

Adults tend to associate online videos with YouTube – but among teens, TikTok is king. The app provides a stream of short clips tailored to users' interests, based on what they've already watched. Around half of British children use TikTok, and while much of the content is benign, Ofcom considers it the app where youngsters "were most likely to encounter a potential harm".

WHAT ARE THE RISKS?

AGE-INAPPROPRIATE CONTENT

CENSORED

While TikTok's Following feed only displays videos from familiar creators, For You is a collection based on a user's previously watched clips. Most of these videos will probably be inoffensive, but the app *could* potentially show something unsuitable. If children then engage with this content, more like it will follow. TikTok's guidelines prohibit the sharing of illegal or inappropriate content, but the huge number of uploads means that a small amount inevitably slips through.

BODY IMAGE AND DANGEROUS CHALLENGES

According to Ofcom, most online harms for teens are body image related for girls (promoting unhealthy eating, body shaming and so on) and dangerous stunts for boys. Both are prevalent on TikTok. One extreme example of the latter was the 'blackout' trend, which encouraged users to hold their breath until they passed out from a lack of oxygen. This led to two families filing lawsuits against TikTok over the tragic deaths of their children.

IN-APP SPENDING

TikTok is free, but users have the option to buy TikTok coins, which can be used to purchase gifts for content creators. Coin bundles range from £9.99 to an eye-watering £99; while that may not sound appealing, the app still generated £7.9 billion in user spending in 2023. TikTok's policy is that under-18s can't make in-app purchases, but it's possible to bypass this with a fake birth date.

CONTACT WITH STRANGERS

With more than 1.5 billion users globally, the potential for contact from strangers on TikTok is high – especially as accounts created by over-16s (or young people using a fake date of birth) are set to public by default. This means that not only is someone's profile visible to everyone else on the app, it also suggests their videos to others and enables *anyone* to download or comment on them.

MISINFORMATION AND RADICALISATION

Although the short videos on TikTok tend to be more frivolous than the longer ones on YouTube, clips can still influence impressionable minds in a negative way. Not only is there plenty of dangerous misinformation on TikTok, but Ofcom reports that nearly a third of 12 to 15-year-olds use TikTok as a news source – so you should be wary of misogynistic, racist or conspiracy-themed material shaping how they see the world.

ADDICTIVE DESIGN

With its constant stream of eye-catching videos, TikTok can be addictive to young brains. In 2024, UK children spent an average of 127 minutes per day on the app: that's twice as much as in 2020. Excessive use can interfere with young people's sleep patterns – often leading to irritability – and distract them from other, healthier activities. The instantly skippable nature of bite-size videos may also impact children's ability to maintain focus.

Advice for Parents & Educators

ENABLE FAMILY PAIRING

Family Pairing allows parents to link their TikTok account to their child's, and control settings remotely. Parents can then turn on Restricted Mode (reducing the chances of a child seeing inappropriate content), set screen-time limits, make accounts private and manage whether their child can send messages – and if they can, to whom. Children can't alter these settings without parental approval.

DISCUSS THE DANGERS

If a child wants to use TikTok and you're happy for them to do so, it's good practice to discuss the potential risks. Ensure that they don't share any identifying personal information, and that they know to talk to a trusted adult if they're worried by interactions on the app. With more teens using TikTok for news, it's also worth talking about misinformation and propaganda, and how to identify it.

BLOCK IN-APP SPENDING

If a child is using an iPhone or Android device to access TikTok, you can alter their settings to prevent them from making in-app purchases. We'd recommend enabling this feature, as it can be quite easy for a young person to spend a significant amount of real money buying TikTok coins to unlock more features of the app – sometimes without even realising.

READ THE SIGNS

If you're concerned that a child is spending too much time on TikTok, or that they've been emotionally affected by something they've seen, it's important to know how to spot the signs. Increased irritability and a lack of concentration are potential red flags, as is failing to complete homework or skipping meals. Remember, the parental controls are there for a reason, and it's never too late to introduce limits.

Meet Our Expert

Alan Martin is an experienced technology journalist who has written for the likes of Wired, TechRadar, Tom's Guide, The Evening Standard and The New Statesman.

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What Parents & Educators Need to Know about
WHATSAPP

WhatsApp is a free messaging service owned by Meta which allows users to send text and voice messages, make video calls, share multimedia – such as images, videos, documents and polls – and have group chats. WhatsApp messages are encrypted, meaning only the sender and the recipient can view what is sent. While this privacy may sound attractive on paper, this app comes with several associated risks that must be considered – especially for younger users.

AGE RESTRICTION 13+

WHAT ARE THE RISKS?

GROUP CHATS

Group chats let friends talk together but can pose problems for young users. They might feel excluded – like discovering events they weren't invited to. Hurtful comments can also escalate quickly, as more people join in, amplifying the impact through a wider audience.

EVOLVING SCAMS

WhatsApp's popularity makes it attractive to scammers. Tactics include impersonating a child in an 'emergency' to request money, or triggering a login code, then pretending to be WhatsApp and asking for it – giving them access to private messages and personal data.

CHANNELS

'Channels' let users follow topics anonymously, interacting only through polls or emoji reactions. However, fake channels can mimic real ones, spreading misinformation, hate speech, or phishing for personal data. WhatsApp may also collect and share channel-following info with third parties, raising privacy issues.

DISAPPEARING MESSAGES

Disappearing messages help share sensitive info, but young people may wrongly assume they're fully private. Senders can opt for their message to vanish after 24 hours, 7 days, or 90 days – or for media, after one view. However, recipients can still save them by bookmarking or taking screenshots, reducing their privacy.

FAKE NEWS

WhatsApp's simplicity makes sharing news quick – accurate or not. To help curb misinformation, messages forwarded over five times now show a 'Forwarded many times' label with a double arrow. This alerts users that the message isn't original and may be unreliable.

CHAT LOCK

The new 'Chat lock' feature lets users store specific messages in a separate passcode- or biometrically-protected folder. While useful for privacy, it could be misused by younger users to hide conversations or content they know parents and educators might find inappropriate, including age-restricted material.

VISIBLE LOCATION

WhatsApp's 'live location' feature helps friends meet up or parents check a child's route home. However, anyone in a child's group chats can track their location, potentially revealing their home address or regular travel patterns to strangers.

AI INTEGRATION

Meta AI on WhatsApp poses risks to children, including exposure to misinformation, inappropriate content, and data privacy issues. AI responses may be inaccurate, and kids might share personal information unknowingly. It can also hinder critical thinking by offering ready-made answers.

Advice for Parents & Educators

EMPHASISE CAUTION

Encourage children to treat unexpected messages with caution. Get them to consider, for example, whether it sounds like something a friend or relative would really send them. Make sure they know never to share personal details over WhatsApp, and to be wary of clicking on any links in messages. Setting up two-step verification adds a further layer of protection to their WhatsApp account.

THINK BEFORE SHARING

Help children understand why it's important to stop and think before posting or forwarding something on WhatsApp. It's easy – and all too common – for content sent to one user to then be shared more widely, and even publicly on social media. Encourage them to consider how an ill-judged message might damage their reputation or upset a friend who sent something to them in confidence.

ADJUST THE SETTINGS

It's wise to change a child's WhatsApp settings to specify which of their contacts can add them to group chats without needing approval. To do this, go to 'Privacy', then 'Groups'. You can give permission to 'My Contacts' or 'My Contacts Except...'. Additionally, if the child needs to use 'live location', emphasise that they should enable this function for only as long as they need – and then turn it off.

CHAT ABOUT PRIVACY

Have a conversation with youngsters about how they're using WhatsApp, emphasising that it's for their own safety. If you spot a 'Locked Chats' folder, you might want to talk about the sort of messages that are in there, who they're with and why they have been hidden. Also, if a young user has sent any 'view once' content, discuss their reasons for using this feature.

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