

E-SAFETY UPDATE



TERMLY UPDATE

Welcome to the Lionheart Educational Trust's termly E-safety update!
This is to support parents and students to stay safe online.

This update will feature resources by the National Online Safety organisation, and these can also be found on our school websites.

A FREE ONLINE GUIDE ON THE USE OF MYLOL

Teenagers' blossoming interest in romantic relationships and their devotion to online networking is a potent combination – and, regrettably, not always a safe one.

It raises all kind of worries about the possibility of sharing intimate images or deeply personal information; and that's simply with contacts their own age – to say nothing of the chance of connecting with an older stranger.

MyLOL – a site which specifically facilitates interaction between 13 to 19-year-olds – has amassed around a million users worldwide, but sadly its safeguarding protocols can't match that level of success.

The ease with which an adult could pose as a teen under a bogus birthdate makes grooming a realistic threat – and that's far from the platform's only risk, as our guide explains.

This information guide highlights potential risks to young users on the self-styled "teen dating app" MyLOL.

A FREE ONLINE GUIDE ON CLICKBAIT

While scrolling online, you'll almost inevitably have come across posts or links with headlines like "You Won't Believe These 10 Crazy Facts about ...". Such lurid language – and the often-dubious nature of the content it promotes – has become something of a running joke on the internet. Yet while these articles are often laughed at by communities online, they can have an insidious side.

Clickbait, as it's known, can frequently function as part of a trap: intended to draw users in for the sake of advertising revenue or, in worse cases, masking an attempting to collect their personal information.

This guide explores the various risks of clickbait and offers some top tips for evading the pitfalls of this controversial marketing technique.

TOP TIPS FOR ENCOURAGING OPEN CONVERSATIONS AT HOME

Cultural and technological changes have made the experiences of today's children vastly different to our own childhoods; it can be challenging to engage youngsters in open, honest conversation – especially about more sensitive topics. This, combined with many children's instinct to avoid "rocking the boat", can make it difficult to stay up to date with the goings on in their lives.

However, it's hugely important that trusted adults still offer an empathetic ear and feel able to encourage young people to open up about their day-to-day activities. This guide provides ten top tips for promoting open conversations with children – helping to make sure there's someone they know they can turn to in times of need.

What Parents & Carers Need to Know about MYLOL

AGE RESTRICTION
13-19

MyLOL is a free social networking and dating site aimed at teens. Profiles can publicly display users' images and information, including sexual orientation and personal interests. The service bills itself as "the number one teen dating website in the world", claiming to have more than a million users globally. Despite its popularity, the MyLOL app is no longer available from Google Play or the App Store, although the site is still active. In some countries, police forces and schools have previously warned parents about "sinister predators" and "inappropriate activities" on the site.

WHAT ARE THE RISKS?

FLIMSY AGE GATES

Although MyLOL states it is exclusively aimed at users aged between 13 and 19, there is no credible age verification system to prevent a younger child – or an older adult – from signing up to the platform. Coupled with the fact that it's impossible to establish a user's true identity on MyLOL, this raises a serious concern that the site could be used for grooming.

AGE-INAPPROPRIATE CONTENT

MyLOL maintains that it monitors all uploaded images for nudity or sexual content. It also claims to be able to detect suspicious keywords. However, there have been numerous reports of explicit content being found on the platform, with users often posting provocative, semi-nude pictures of themselves and engaging in flirty or sexually explicit conversation.

POTENTIAL CYBER-BULLYING

MyLOL lets users 'vote' on other people based solely on their appearance, much in the same vein as the now-defunct site Hot or Not. This feature could easily lead to distress and bullying, especially if a young person's profile pics receive an unfavourable response. Various reviews of MyLOL have noted that bullying frequently becomes an issue in the platform's chat groups and private messages.

IN-APP SPENDING

MyLOL is free to join and use, but it also offers paid-for memberships. Users who have paid money get their profile promoted at the top of the site and in search results. They can also earn additional credits for increased engagement with the platform – such as sharing, replying to messages and voting. At the time of writing, the monthly membership fee was \$9.95 (just under £8).

DATA COLLECTION

According to its privacy policy, MyLOL collects user data including email addresses, contact details and interests. While the company says it is committed to protecting users' privacy, the small print states that information may be shared externally. MyLOL claims to follow procedures to keep data secure, but does not specify what these procedures are, or whether such information is encrypted.

CONTACT FROM STRANGERS

MyLOL makes it easy to connect with strangers. In fact, the site's rewards feature encourages users to send private messages to people they don't know. There have been several media stories of adults posing as teens on MyLOL to connect with minors, which could lead to extremely dangerous situations, such as a young person meeting up with someone who has been posing under a false identity.

Advice for Parents & Carers

DISCUSS ONLINE DATING

It's vital to talk to your child about the possible dangers of platforms like MyLOL – particularly the threat of online predators. Remind them of the risks of sharing intimate images and information with strangers and emphasise that most people don't realise they're being 'catfished' until it's too late – it really isn't wise for a young person to meet up with someone they've only spoken to online.

RESTRICT IN-APP SPENDING

If your child has access to a bank card or other payment method, they may be enticed into signing up for MyLOL's premium features. Having their profile boosted and receiving more attention could be especially tempting if their friends also use the site. You could consider altering their device's settings to disable internet purchases, or at the very least keeping an eye on their online spending.

EXPLAIN PRIVACY RISKS

Before your child begins using a service such as MyLOL, it's important that they understand the potential pitfalls of giving out their personal data on this type of platform. Explain to them, for example, that they shouldn't divulge any personally identifying information to people who they don't know, as scammers can be quite convincing when attempting to steal someone's identity.

SET UP LOCATION ALERTS

If you're worried that your child may be planning to meet up with someone they've met on MyLOL, you could consider utilising GPS or WiFi location tracking technology to follow their whereabouts in real time. You can even set up a virtual boundary or 'fence' and opt to receive an alert to your phone if your child enters or exits a specified area.

Meet Our Expert

Carly Page is an experienced technology journalist with a track record of more than 10 years in the industry. Previously the editor of tech tabloid *The Inquirer*, Carly is now a freelance technology journalist, editor and consultant.



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What Parents & Educators Need to Know about CLICKBAIT

Clickbait is a controversial online marketing strategy which uses sensationalist (and frequently misleading) headlines to encourage engagement with an article, image or video – often playing on users' emotions and curiosity, while much of the actual content is of questionable accuracy. Clickbait is also sometimes used to disguise scams, phishing sites and malware.

WHAT ARE THE RISKS?

HARMFUL MISINFORMATION

Clickbait tends to play fast and loose with the truth, opting for eye-catching content over objectivity. This is particularly dangerous for younger internet users, who are generally more susceptible to that type of material. A child could be presented with fake news, misleading articles and – in some cases – outright lies without fully understanding what they're viewing and why it's harmful.

INAPPROPRIATE CONTENT

Due to the misleading nature of many examples of clickbait, what may seem to be innocuous and child friendly could actually contain age-inappropriate material such as extremist political views or violent, pornographic or sexually explicit content. This is clearly a hazard for young people, who could be upset, disturbed or influenced by exposure to such subject matter.

HIDDEN MALWARE

While most clickbait is simply trying to promote engagement to earn companies additional revenue, some of it does redirect to dubious sites with the potential to infect devices with viruses or malware. This could put a child's sensitive data – such as their name, their location and their date of birth – at risk of being accessed and exploited by malicious hackers.

PRIVACY PROBLEMS

Some clickbait leads to sites which could coax a child into volunteering their personal data – using pop-ups to ask them for their email address and phone number, for example, in exchange for accessing additional content or subscribing to various services. Normally, this harvested information is then sold to third parties, who often utilise it for targeted adverts and other sales schemes.

A DRAINING DISTRACTION

Clickbait encourages spiralling consumption of online content, which could easily result in a young person spending hours scrolling aimlessly instead of doing something productive or interacting with family and friends. This can leave them tired, asocial and lacking focus – and, in the long term, can negatively impact their social skills, education and mental wellbeing.

IMPACT ON BEHAVIOUR

Depending on the type of clickbait a child is interacting with, you might notice negative changes in their behaviour. Weight loss scams, for example, are common among clickbait and have the potential to influence eating habits and body image – while deliberately inflammatory 'rage bait' articles can leave impressionable young people feeling irritable, restless or argumentative.

Advice for Parents & Educators

START A CONVERSATION

The sheer volume of clickbait can make protecting children against it quite challenging. It's vital to talk to young people regularly about the types of content they encounter online, so that they understand the risks of engaging with clickbait. If you're still concerned, it may also be wise to keep an eye on children's online activity to ensure they're not being tempted by clickbait headlines.

PROMOTE CRITICAL THINKING

Encouraging children to question the legitimacy of sensational headlines and too-good-to-be-true promises will help them to become savvier online – and far less likely to be drawn in by clickbait content. These critical thinking skills will also serve to protect them in other areas of the digital world where misinformation is becoming increasingly common.

SPOT THE TELLTALE SIGNS

There are certain common elements in clickbait, including headlines and images that use shock and outrage to grab people's attention – as well as numbered lists, such as "8 Facts You Won't Believe Are True". Some clickbait combines several of these tactics to snag users' interest. Learn to recognise these techniques for yourself so you can teach children to notice them as well.

TAKE CONTROL

Many parents opt to place limits on how long their children can spend online each day, which obviously reduces the chance of exposure to clickbait. Alternatively, most internet-enabled devices have built-in controls that allow parents to manage what sort of online content their child can access – including filtering by age, which can screen out a percentage of inappropriate material.

Meet Our Expert

Carly Page is an experienced technology writer with more than 10 years in the industry. Previously the editor of tech tabloid The Inquirer, she is now a freelance technology journalist, editor and consultant who writes for Forbes, TechRadar and Wired, among others.



10 Top Tips for Parents and Educators

ENCOURAGING OPEN CONVERSATIONS AT HOME

With tricky topics and occasional clashes of opinion, it can be challenging to maintain an environment where children feel able to talk candidly and honestly. However, encouraging such conversations helps to develop trust – making it easier to unpack even sensitive subjects as children get older. Here are our top tips for promoting open conversations at home.

1 CREATE A SAFE SPACE



Criticism, blaming or shaming can all prevent children from feeling emotionally safe – while showing affection, positive attention and an interest in what a child has to say builds their sense of security. These formative years are when children's opinions and values begin to take shape, so it's important to provide a non-judgmental environment in which to discuss them – especially if their opinions differ from your own.

2 CONSIDER OTHER OUTLETS



Some children may find it easier to talk while they're participating in another activity such as drawing, writing, walking or sport. If it's possible, taking part in these activities together presents you with an opportunity to communicate while doing something side by side. A child may feel less pressure that way and can be more inclined to open up of their own accord.

3 NORMALISE CHATS ABOUT FEELINGS



Incorporate mental health and emotional wellbeing into everyday conversations, using age-appropriate language and examples to help children understand their emotions. Ask questions like "How are you feeling today?", "What was the best and worst part of your day?", "If you could start today again, what would you do differently?" and "Is there anything you want to talk about?"

4 LISTEN ACTIVELY



When children express themselves, make it obvious that you're listening closely and giving them your full attention. Maintain eye contact and validate their feelings without immediately trying to solve the problem. It's not helpful to dismiss their issues as childish or 'teenage angst' – or to assume that they'll simply 'get over' whatever they're feeling. Children don't have your life experience; their resilience is still developing as they learn to push through difficulties and handle problems.

5 ASK OPEN QUESTIONS



Encourage children to share their thoughts by asking open questions about their feelings and experiences. Closed questions (such as "Did you enjoy school today?") are more likely to elicit a simple "yes" or "no" response. Instead, you could ask things like "Who did you spend time with at break?" or "Who did you sit with at lunchtime?"

6 RESPECT THEIR BOUNDARIES



If a child isn't ready to talk to about something yet, respect their boundaries: this reinforces that their feelings are important and worthy of consideration. Ideally, you're aiming to let them know you care without smothering them, so just make it clear that you're there for them whenever they're ready to chat. Gentle, regular check-ins can sometimes be the best form of progress.

7 LEAD BY EXAMPLE



Model open, honest and healthy communication in front of children and young people. Try to demonstrate kindness when talking about others and yourself, because if children hear adults being overly harsh, critical or judgmental, or see them having unrealistic expectations of themselves, it makes them more likely to adopt and repeat this behaviour themselves as they grow.

8 HAVE REGULAR CHECK-INS



Check in with children periodically to discuss how they're feeling and what's going on in their lives. This could be a weekly or monthly conversation, where the child has an opportunity to share whatever's on their mind. For parents and carers, getting away from the house and other distractions might be productive here: you could consider regular trips to a coffee shop or a café, or just a weekly walk.

9 PROVIDE RESOURCES



It's often beneficial to let children know about other support that's available to them if they're struggling to talk to you specifically. Encourage them to talk to school counsellors, trusted adults or even a therapist, if necessary – while normalising this route and dispelling the harmful stigma around asking for help. Older children could engage with resources such as Kooth or YoungMinds.

10 CELEBRATE EMOTIONAL EXPRESSION



It's beneficial to praise children for expressing their feelings honestly – emphasising how important it is to talk about their emotions and how proud you are of them for doing so. This can be especially pivotal for boys, who often experience more of a stigma around talking frankly about their feelings and their mental health – a barrier that can be overcome, with enough love and support.

Meet Our Expert

With 30 years' experience as a teacher, trainer, consultant and interim executive board member, Anna Bateman has a superb understanding of what works in pedagogy, school improvement and leadership. She has also advised the Department for Education on their mental health green paper.

