



Concerned about exposure to harmful content


6 practical things to do as a family:

1.  **Talk about the difference between supportive content and content that quietly harms**


Some posts sound caring but still push unhealthy thinking. Help your child notice how content leaves them feeling, whether that's calmer and understood or more worried or stuck.

2.  **Help them understand why content appears**


Explain that algorithms show more of what we have already seen, without checking if it is healthy. This means harmful posts can keep appearing. Noticing this pattern helps disrupt its impact and reminds them it is not their fault.

4.  **Explore safety tools together and practise simple steps for handling upsetting content**


Show your child how to report or block content and users by using the tools in the app, often found under the three dots. Knowing how these work helps them feel more confident if something unsafe appears. For younger children, keep it simple by practising steps like stop watching, put the device down and come and get you so they remember what to do in the moment.

3.  **Talk about how online content can mirror offline feelings**

Explain that some harmful content can feel relatable because it mirrors feelings we already have. Let them know support is available and that strong feelings do not have to last. Encourage them to pause if something makes them feel low and remind them they can come to you or use helplines like **Childline (0800 11 11)** or **Shout (85258)**. They deserve support and do not have to face hard feelings alone.

5.  **Encourage them to review who and what they follow**

Support them to unfollow or mute accounts that make them feel low or less worthy. Remind them that whilst this can sometimes feel validating to see others feeling the same way it doesn't help to move past these feelings.

6.  **Help them find age appropriate, healthy content**

Focus on what your child can follow, watch and enjoy. Supporting them to choose content that makes them feel interested, relaxed or inspired can shape their online experience more positively than only focusing on what to avoid.

Spotting harmful content:

1 Content that leaves someone feeling heavy, low or distressed	2 Content that discourages getting help or talking to trusted people	3 Content that encourages self harm or suicide	4 Content that promotes eating disorders	5 Content that is violent, hateful, bullying or illegal, including child sexual abuse material, terrorist content or material that encourages violence
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Share our 'safe scrolling' resource with your child to help them spot harmful content and know how to respond.

If your child spots these on their feed encourage them to...

MUTE IT ▶	UNFOLLOW IT ▶	REPORT IT ▶	REACH OUT FOR SUPPORT ▶
They can mute posts and accounts that they want to take a break from.	They can unfollow accounts they have noticed are having a negative impact on them.	They can report content to the platform that they think is harmful to others.	If you're worried about a child's safety or wellbeing call: NSPCC Helpline on 0808 800 5000 or Young Minds Parent Helpline on 0808 802 5544 . You can also visit the 'Get Support' pages on our website for more advice: mollyrosefoundation.org