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E-Safety and Wellbeing
28th February 2025



A parent's guide to: Discovering digital at primary school

internet
matters.org

Online safety tips to support children

What are kids doing?

Before they've even learnt to read, most can navigate through devices to play games and watch cartoons.

By the time they reach the age of 8, over two in five children own their own mobile phone with **45% using it to go online.***

YouTube is the most popular destination and an alternative to TV with **37% of under-8s citing it as the only app they use.***

*Ofcom Children and Parents: Media Use and Attitudes Report 2022



Online activities

- Watch videos on **YouTube**
- **Play a range of online games** from Roblox and Fortnite to Toca Boca mobile games
- **Livestreaming is very popular** and can be done on most of the main social media platforms
- Some are also using platforms like **Snapchat, Instagram and TikTok** although the minimum age for these is 13
- Use **educational apps** to supplement learning

What risks and challenges do they face?

The internet can expose children to things that they may not be ready for such as violent content, extreme ideas and adult content either by accident or through an intentional search.

As they start to communicate with others through gaming or social networks there's the temptation to overshare information that could lead to incidences of cyberbullying or put them at risk of being approached by those that may wish them harm.



Sharing too much information

With the growth of Vloggers and YouTubers, young children are also starting to aspire to be more like those they see online, sharing their world with the wider world to get likes, views and comments.

According to Ofcom's 2022 report, **60% of 8-11-year-olds** have a social media profile although the minimum age for most social platforms is 13.

Although children do learn how to share safely online, there is a clear difference between what they learn and how they apply this rule in real life.



What can you do to help?

- **Have a chat about personal information** and what they understand this to be and why it's important
- Discuss the fact that **anything you put online** has the potential to be there for a long time
- As most children will at one time or another be speaking to strangers online, it's important to **teach them how to recognise when a person's intentions might not be what they seem** and steps to take if they run into trouble through sharing too much information
- Talk about the pressure to **post things just to get likes** and comments and how to challenge this
- **Review the privacy settings** available on the platform they use to ensure they are set to the right level
- **Work together** on a family agreement to create digital boundaries so they are more aware of your values on what is safe to share online

Support from schools

Issues around who to trust, what to share and when and how to protect personal data forms part of the [Education for a Connected World \(EfCW\) framework](#) which schools are encouraged to use when considering what children should be taught about online safety.

The [Digital Matters learning platform](#) follows the EfCW framework to help children in key stage 2 learn about keeping personal information private.



Seeing inappropriate content

Like looking up rude words in the dictionary back in the day, children remain curious creatures looking to push boundaries and be in the know about things they may have heard about on the school playground.

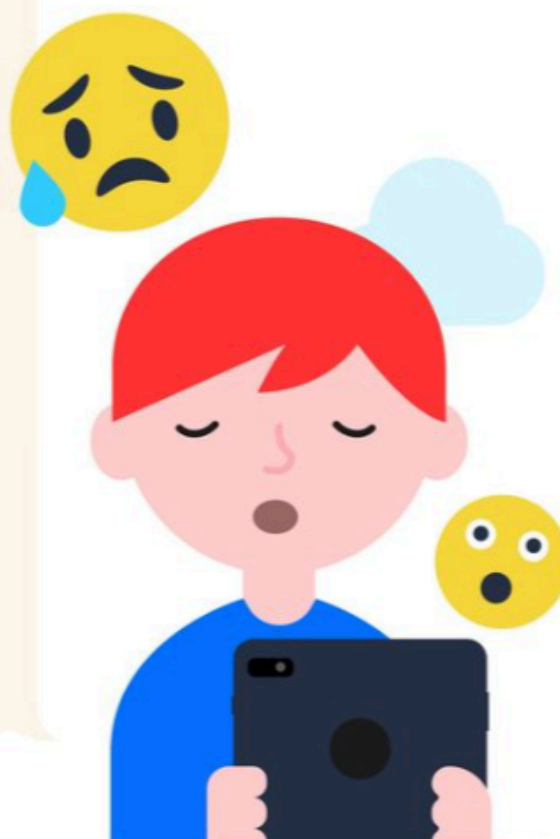
When children take part in the following activities online, the possibility and probability that they will see content that is not inappropriate increases:

- **Joining social networks, messaging apps and services** before reaching the minimum age
- Playing games and using **apps which are not age appropriate**
- Watching **live streams which may show inappropriate content**



What can you do to help?

- **Use stories to introduce the topic** to make it easier to spark a conversation with children such as [Digiduck's Big Decision](#), [The Internet is like a Puddle](#) and [#Goldilocks](#).
- **Agree together what is appropriate** for them to do online so they feel part of the decision making process
- Create a safe place for them to **talk to you or a trusted adult** if they run into issues online
- **Show them that not everything they see online is true** and tell them to always try and check other sources. Remind them that just because something has been shared by someone that they trust doesn't mean that it is true!
- **Use parental controls** to block access to adult and inappropriate sites



Support from schools

All schools are required by law to use filtering tools to block access to inappropriate content. They should also teach children the basics about online safety such as the importance of keeping things private, where to go for support if something goes wrong online and how to recognise good and bad behaviour online. Most schools will want to work in partnership with parents and will provide support when things go wrong.



Screen time

The average time spent on mobiles by 7-16 year olds is 3h 20m per day according to Childwise.

Although most parents and children believe that they have a good balance of time on and offline, research from [UKSIC](#) found that there was a clear link between the amount of time children spend online and their exposure to upset, risk and issues related to well-being.

Although the amount of time that children are spending on a screen matters - it is perhaps more important to think about what they are actually doing when they are online. Assessing children's online activities to minimise risks and maximise the opportunities they bring is key at this stage.



Ages 7-16 average hours spent online



What can you do to help?

- Give them opportunities to **think about how what they do online** can affect their well-being, i.e. sleep, feelings, learning
- Talk about ways to combine what they love online, offline, i.e. using apps that **encourage you to move and play outdoors**
- **Put in place a family agreement** and agree an appropriate length of time that they can use their devices for
- **Use tech tools and parental controls** to help them to manage the time they spend online and the apps they use
- For younger children find ways to **combine touch screen use with creative and active play**
- **Get the whole family to unplug** and create 'screen free' zones at home

Support from schools

As well as other topics, children should learn about how to manage and self-regulate their screen time as part of the curriculum. More and more schools are also making use of tech in the classroom by giving children access to virtual learning environments to introduce children to the online world.

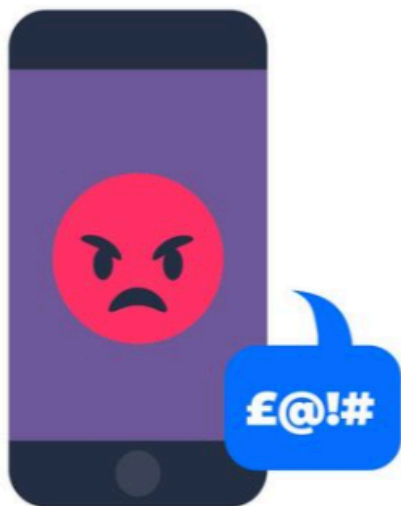


Cyberbullying

As with friendships in real life, the internet can become a place where children play out disagreements or express issues they have with each other without a full grasp of the potential consequences of what they say.

Research shows that it's normally towards the end of primary school that issues of cyberbullying occur as children start using more messaging apps to talk to friends outside of school.

Although it may not affect younger children as much as those in secondary school, teaching them about netiquette and how to be kind online early on can give them a good foundation to build on when they start to interact with others online. Setting a good example in our own online interactions is important too.



What can you do to help?

- Highlight the need to be 'kind online' and support those who may be being picked on online
- Talk about reasons why people may bully others and how it makes people feel
- Encourage them to speak out if they experience cyberbullying themselves or if they see it happening to others.
- Discuss the power they have to do the right thing when it comes to supporting others online and share the ['Stop, Speak, Support'](#) online code
- Teach them how to report or block people on the apps they use
- Be aware of what the school policy is just in case you need support

Support from schools

The [government Internet Safety Strategy](#) states that where bullying outside of school is reported to teachers, it should be investigated and acted upon. Parents should feel that they can approach the school for help and support if they feel that their child is being bullied.

The [Digital Matters learning platform](#) follows the EFCW framework to help children in key stage 2 learn about tackling online bullying.

Scan below or visit internetmatters.org for more advice



[InternetMatters](https://www.facebook.com/InternetMatters)

[@im_org](https://twitter.com/im_org)

[@InternetMatters](https://www.youtube.com/InternetMatters)

[Internet Matters Ltd](https://www.linkedin.com/company/InternetMattersLtd)

[@internetmattersorg](https://www.instagram.com/internetmattersorg)

[@InternetMatters_org](https://www.pinterest.com/InternetMatters_org)

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How to create an environment for kids to talk

1 Talk early and often

- Talk with children from an early age to make it easier to maintain good communication
- Have bitesized conversations that are relevant to them



2 Choose the right time

- Choose to talk when you are due to spend some time together, like over a meal or during their bedtime routine
- Bring digital experience into normal, everyday conversations

3 Open up and share too



- Model the behaviour you want them to show by sharing about your day
- Be open and encouraging to make them feel supported

4 Create a safe space for your child

- Ask open-ended questions
- Ensure that your child feels listened to rather than cornered
- When they start talking, hold off with questions and really listen
- Be prepared, calm and patient with them



What to talk about

Online reputation

- Understanding how online activity creates a 'digital footprint' that lasts forever
- Being a **good digital citizen** e.g. treating people like you would face to face
- Thinking before posting

Critical thinking

- Making them aware that some people hide behind fake profiles
- Being **critical about what they see online** as not everything is true
- Agreeing digital boundaries to allow them freedom to make informed decisions

Resolving online issues

- Tools and strategies to deal with issues they may face online such as cyberbullying or seeing inappropriate content
- Where & how to **report an issue** – encouraging them to speak to an adult



Personal safety

- Keeping info private on devices and apps they use with **privacy settings**
- What a secure social media profile looks like
- Create strong passwords for every online account

Best of the net

- What they enjoy most about their favourite apps or sites
- The coolest **sites and apps** among their group of friends
- Talking about things online you can enjoy together and ways to stay involved in their digital world

Free tools to promote conversations

Digital Matters

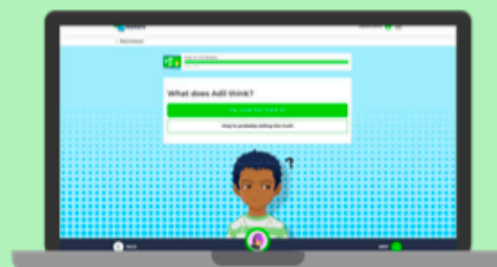
Use the Once Upon Online storytelling activities to discuss how children can get help and from where, along with how to manage different aspects of their online lives.

The Online Together Project

This interactive quiz provides guidance on how to talk about tough issues like gender stereotypes and online safety.

Find the Fake

Discuss what misinformation online looks like and what children can do to make sure they think critically about what they see online.





Start on a positive note...

What do you like most about the internet and why?
What's your favourite game/app/site?

Do you like to be creative online?
What have you created?

(It could be anything from a picture or video to creating their own games, sites or apps.)

The internet offers brilliant opportunities for making connections with others. Who do you like to keep in touch with online and what apps/-services do you use?

Keep the conversation going...

Do you have any tips for how to be positive and show respect online?

What could you do if someone online is making you or someone you know feel worried or upset?

How might you know if you are using the internet/technology too much?

How does the internet make you feel? Do different apps/games makes you feel differently?

Do you know where to go for help, where to find safety advice and how to use safety tools on your favourite apps and games?

Help me!
Can your child show you how to do something better/safer online?

What Parents & Carers Need to Know about GROUP CHATS

Occurring through messaging apps, on social media and in online games, group chats are among the most popular ways that young people engage with their peers online. Involving, by definition, three or more individuals, these groups allow users to send messages, images and videos to everyone in one place. While they are useful for helping friends, people with shared interests or members of a club to communicate and coordinate activities, they can also leave young people feeling excluded and bullied – as well as providing opportunities for inappropriate content to be shared and viewed.

WHAT ARE THE RISKS?

BULLYING

Unkind comments or images which are purposely aimed at an individual can be shared freely in a group chat – allowing and often encouraging others to join in the bullying behaviour. If this content is shared in a group of their peers (especially a larger group), it serves to amplify the hurt, embarrassment, anxiety and isolation that the victim feels.

SHARING GROUP CONTENT

It's important to remember that – while the content of the chat is private between those in the group – individual users can easily share a message, photo or video with others outside of the group or screenshot what's been posted. The risk of something your child intended as private becoming public (and potentially going viral) is higher if there are people they don't know well in the group.

EXCLUSION AND ISOLATION

This common issue with group chats can happen in several ways: starting a new group, for instance, but deliberately excluding a certain child. Likewise, the chat may take place on an app which one child doesn't have access to, meaning they can't be involved. A child can also feel isolated when a group chat is used to discuss or share images from an event that everyone else but them attended.

UNKNOWN MEMBERS

Within larger group chats, it's more likely your child will be communicating with people they don't really know. These strangers may be friends of the host, but not necessarily friendly toward your child. It's wise for young people not to share personal details and stay aware that they have no control over the messages and images they share after they've put them online.

INAPPROPRIATE CONTENT

Some discussions in group chats may include inappropriate words, swearing and unsuitable images or videos. These could be viewed by your child if they are part of that group, whether they actively engage in it or not. Some chat apps have a disappearing message function, so your child may be unable to report something they've seen because it can only be viewed once or for a short time.

NOTIFICATIONS AND FOMO

A drawback of large group chats is the sheer number of notifications. Every time someone in the group messages, your child's device will be 'pinged' with an alert; potentially, this could mean hundreds of notifications a day. Not only is this highly distracting, but young people's fear of missing out on the latest conversation results in increased screen time as they try to keep up with the chat.

Advice for Parents & Carers

CONSIDER OTHERS' FEELINGS

Group chats are often an arena for young people to gain social status. This could cause them to do or say things on impulse, which could upset others in the group. Encourage your child to consider how other people might feel if they engaged in this behaviour. If your child does upset a member of their group chat, support them to reach out, show empathy and apologise for their mistake.

GIVE SUPPORT, NOT JUDGEMENT

Remind your child that they can confide in you if they feel bullied or excluded in a group chat, instead of responding to the person who's upset them. Validate their hurt feelings and help to put them back in control by discussing how they'd like to handle the situation. On a related note, you could also empower your child to speak up if they're in a chat where others are being picked on.

BLOCK, REPORT AND LEAVE

If your child is in a chat where inappropriate content is being shared, advise them to block the users, sending the material, report them to the host app or platform and exit the group. If any of this content could be putting a minor at risk, contact the police. Emphasise to your child that it's OK for them to simply leave any group chat that they don't feel comfortable being a part of.

PRACTISE SAFE SHARING

In any online communication, it's vital for young people to be aware of what they're sharing and who might potentially see it. Discuss the importance of not revealing identifiable details like their address, their school or photos that they wouldn't like to be seen widely. Remind them that once something is shared in a group, they lose control of where it may end up and how it might be used.

AVOID INVITING STRANGERS

Sadly, many individuals online hide their true identity to gain a child's trust – for example, to gather information on them, to exchange inappropriate content or to coax them into doing things they aren't comfortable with. Ensure your child understands why they shouldn't add people they don't know to a group chat – and, especially, to never accept a group chat invitation from a stranger.

SILENCE NOTIFICATIONS

Having a phone or tablet bombarded with notifications from a group chat can be a massive irritation and distraction – especially if it's happening late in the evening. Explain to your child that they can still be part of the group chat, but that it would be healthier for them to turn off or mute the notifications and catch up with the conversation at a time which better suits them.

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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At National Online Safety we believe in empowering parents, carers and trusted adults with the information they need to hold an informed conversation about online safety with their children, should they feel it is needed. This guide focuses on one platform of many which we believe trusted adults should be aware of. Please visit www.nationalonlinesafety.com for further guides, hints and tips for adults.

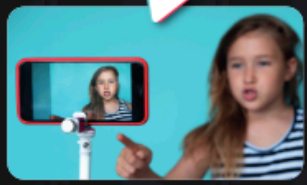


TikTok is a video-sharing social media app available on iOS and Android which lets users create, share, and view user created videos much in a similar manner to Facebook, Instagram and Snapchat. It's main draw, however, is that users can record and upload bite-sized looping videos of themselves lip-syncing and dancing to popular music or soundbites, often for comedic effect, which can then be further enhanced with filters, emojis and stickers. TikTok has been designed with the young user in mind and has a very addictive appeal. At the beginning of 2019 it skyrocketed in popularity to become the iOS store's most downloaded app with over 33 million downloads. Estimates suggest that it now has anything between 500 million and over 1 billion monthly active users worldwide.



What parents need to know about

TIKTOK



MATURE CONTENT

On the iOS store, TikTok is listed as 12+. On the Google Play Store it is rated as 'Parental guidance recommended'. When signing up for the app, it's possible to lie about your age without any form of verification. As children scroll through their feed, most of the videos they're likely to come across are lighthearted or funny takes on dance routines which are designed to make people laugh. However there has been a slew of videos which have been reported for featuring drug and alcohol abuse, self-harm and sexual content, including young teens dressing overtly sexually and behaving suggestively. Given the deluge of material uploaded to TikTok every day, it's impossible to moderate everything and it can be quite common to come across explicit content on the 'For you' feed when logging into the platform.



INAPPROPRIATE MUSIC

TikTok revolves around creating music videos through lip-syncing and dancing. Inevitably, some of the music featured by users will contain explicit or suggestive lyrics. Given the undeniably young user base, there is a risk that children may look to imitate the explicit language they hear or the suggestive actions they see when viewing others user's videos on the app.



TIKTOK FAME

TikTok is very image focused and there is a notable preoccupation with appearing cool and attractive. Many teenagers now attempt to go viral and become what's known in-app as 'TikTok famous'. TikTok (and its predecessor musical.ly) has spawned its own celebrities - social media stars Loren Gray and Jacob Sartorius have been catapulted to fame through their initial exposure on the app. Obviously, most budding influencers looking to become the next big thing will be disappointed, but this may have the knock-on effect of making them go to more and more drastic lengths to get noticed.



ONLINE PREDATORS

As a social network, TikTok makes it easy to connect with other users. This includes the ability to comment on and react to other user's videos, follow their profile and download their content. Be aware that by default, any user can comment on your child's video if their account is set to public. Most interactions are harmless enough but as an app, TikTok is prone to predators because of the abundance of younger users.



ADDICTIVE NATURE

Social media is designed to be addictive and TikTok is no different. It can be fun and hugely entertaining. However, it is also because of this that it can be hard to put down. In addition to the short, punchy nature of the looping video format, the app's ability to keep you guessing what will come on screen next makes it easy to turn a five-minute visit into 45-minute visit.



IN-APP PURCHASES

Aside from the content, there's also the option to purchase in-app extras called 'TikTok coins'. Prices range from £0.99 for 100 coins to an eye-watering £93.99 for 10,000 coins. TikTok coins are used to purchase different emojis to reward content creators that a user finds funny or entertaining. In the iOS version of the app you can disable the option to buy TikTok coins but this sadly doesn't seem to be a feature in the Android version.



Safety Tips For Parents



TALK ABOUT ONLINE DANGERS

Assuming your child is above the age limit to use the app, make sure you also take the time to talk to them about what they are seeing on the app. Have a dialogue, get them to give you their opinion on what is appropriate and model the correct behaviour for them. Go over why they shouldn't give out private information or identifiable photos and be positive and understanding of them. In the long run, getting them to think critically about what they're seeing goes a long way to keeping them social media savvy.



USE PRIVACY SETTINGS

Undoubtedly, the easiest way to safeguard your child on TikTok is to make sure their account is set to private. This means only those users your child approves can view, like, and follow their content. Setting the account to private may clash with your child's goal of social media stardom, but it will keep their account secure from strangers. This setting can be enabled under the privacy and safety menu by pressing the ellipsis in the 'me' tab of the app. To be extra safe, there are additional controls available to toggle such as who can send comments and messages, among other options.



ENABLE RESTRICTED MODE

In the digital wellbeing section there's the ability to turn on restricted mode using a PIN. Restricted mode filters out content that is not age appropriate although it should be noted that this isn't always 100% fool proof. When enabling restricted mode, parents should still be vigilant to what their child is watching and take note that the algorithm moderating content is not infallible.



EXPLORE AND LEARN YOURSELF

Understanding and learning the app yourself is a great way to get to grips with TikTok. You could then even use the app with your child and watch some videos with them. If you are the parent of a teen, even if it does not make you popular, keep a close eye on what they're viewing and sharing. That said, it's a brilliant chance to turn it into a bonding opportunity with your child also. You could even unleash your inner performer and make videos with them while (more importantly) keeping them safe online.



LEARN HOW TO REPORT AND BLOCK INAPPROPRIATE CONTENT

With the proper privacy settings in place, TikTok can be a safe space for your child to express themselves. However, just in case something does manage to slip through, make sure your child knows how to recognise and report content that isn't appropriate and get them to come to you about what they have seen. TikTok allows users to report offenders and comments within the app. You can also block individual users by going on their profile.



MODERATE SCREEN TIME

As entertaining as TikTok is, you can help your child moderate their time on the app by making use of the digital wellbeing section. Under the screen time management option, you can limit the daily allotted time allowed on the app in increments ranging from 40 to 120 minutes. You can also lock this preference behind a PIN number which has to be inputted in order to then exceed the daily time limit. This way your child can get their daily dose of memes without wasting away the day.



Meet our expert

Pete Badh is a writer with over 10+ years in research and analysis. Working within a specialist area for West Yorkshire Police, Pete has contributed work which has been pivotal in successfully winning high profile cases in court as well as writing as a subject matter expert for industry handbooks.



SOURCES:

www.nationalonlinesafety.com Twitter - @natonlinesafety Facebook - /NationalOnlineSafety

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At National Online Safety, we believe in empowering parents, carers and trusted adults with the information to hold an informed conversation about online safety with their children, should they feel it is needed. This guide focuses on one of many games which we believe trusted adults should be aware of. Please visit www.nationalonlinesafety.com for further guides, hints and tips for adults.

What Parents & Carers Need to Know about

ROBLOX

Roblox is one of the most popular video games on the market. By 2020, the game's makers were claiming that more than half of children in the USA play it. As a 'sandbox' title, Roblox offers a huge amount of creative freedom: it lets players create their own gaming experiences with the Roblox Studio to build custom levels and games, which can then be shared with other players online. Roblox fosters creative thinking and enjoys a robust online community of fans.

PEGI RATING
7+

WHAT ARE THE RISKS?

CONTACT WITH STRANGERS

Roblox encourages players to communicate online (including a group chat facility). This could expose children to risks such as scammers, online predators, harassment, griefers and more. The in-game chat has some filters, but isn't perfect: players can still send harmful messages to others – such as scam links or general hostility – while predators can reach out to children directly.

PUBLIC SERVERS

Roblox has private or VIP servers which allow people to play exclusively with their friends, but this costs money. Most Roblox players will instead be on public servers that anyone can join. Servers can host games which focus on all kinds of aspects, including direct player interaction. Some games and servers, therefore, will put children more at risk of contact from strangers than others.

ONLINE DATERS

These are also called 'ODers' and are quite common in Roblox. An ODer is an individual who joins a game with the intention of finding someone to date online – and eventually meet in person. Such online dating is against the Roblox community guidelines, but this usually doesn't deter ODers. Some player-built Roblox game worlds have even been designed with online dating specifically in mind.

IN-APP PURCHASES

Roblox is actually free to download and play, but bear in mind that there are some hidden costs. Players are encouraged to make purchases in the game, for example, using real money. People can also buy extra Robux (the in-game currency) to spend on cosmetic items in the game, while it's possible to purchase a private or VIP server.

Advice for Parents & Carers

SET PARENTAL CONTROLS

Roblox comes with several parental control options, which are explained well on the game's official website. It's essential to enter the correct date of birth for your child, as that allows Roblox to automatically apply the appropriate chat filters. The game also allows parents and carers to set monthly spending restrictions and monitor their child's account.

DISABLE PRIVATE MESSAGING

Roblox's private messaging function raises the risk of children being contacted by people they may not want to speak with – potentially leading to bullying, harassment, toxicity and scam attempts. The game allows you to disable messages from anyone who hasn't been added as a friend on your child's account.

PRIVATE SERVERS

If your child has some genuine friends to play Roblox online with, paying for a private or VIP server decreases the risk of contact from strangers. Even then, however, some players could invite other people – who might not necessarily be child friendly – into the private server. If your child is a Roblox fan, it's important to talk with them regularly about who they are playing the game with.

MONITOR SPENDING

If they don't understand they're using real money, it's easy for children to accidentally spend a sizeable amount in the game. Using parental controls to place limits on their spending will help avoid any nasty financial surprises. Ensuring that you have two-factor authentication on your payment accounts also makes it harder for your child to spend money inadvertently.

DEALING WITH STRANGERS

At some point in their development, your child will need to learn how to deal with strangers online. Show them how to block and report any users who are upsetting them or asking uncomfortable questions. Talking to them about what's OK to discuss – and what they should never tell a stranger online – will help them understand how to communicate with other people online safely.

Meet Our Expert

Clare Godwin (a.k.a. Lunawolf) has worked as an editor and journalist in the gaming industry since 2015, providing websites with event coverage, reviews and gaming guides. She is the owner of Lunawolf Gaming and is currently working on various gaming-related projects including game development and writing non-fiction books.



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Sources: <https://www.ft.com/content/2020-11-02/roblox-over-half-of-us-kids-playing-virtual-parties-for-his>
<https://www.roblox.com/parents/>



ABC online safety checklist



Set your child up for safety online

The checklist below covers actions you can take to help protect children of all ages from online harms. Once you've tackled this, use the tabs above to see extra steps you can take based on your child's age.

Activate 	Turn on broadband filters for basic protection on devices in the home.	<input type="checkbox"/>
	Manage SafeSearch .	<input type="checkbox"/>
	Password-protect app stores to limit downloads.	<input type="checkbox"/>
	Update parental controls as their online activities change.	<input type="checkbox"/>
Balance 	Set a good example with your own screen use.	<input type="checkbox"/>
	Create screen-free zones at home.	<input type="checkbox"/>
	Switch off devices an hour before bedtime.	<input type="checkbox"/>
	Encourage children to take breaks (for example every 20 mins).	<input type="checkbox"/>
	Charge devices outside bedrooms.	<input type="checkbox"/>
	Use screen time tools to help manage how much time they spend online, e.g. Google Family link for Android or Screen Time for Apple.	<input type="checkbox"/>
	Set digital boundaries and routines together (Family Agreement).	<input type="checkbox"/>
Check 	Review the minimum age requirements for the apps, games and platforms for your child wants to use.	<input type="checkbox"/>
	Discuss online risks , including online scams , and how to deal with them.	<input type="checkbox"/>
	Ask children what they like to do online and why.	<input type="checkbox"/>
	Show them how to report or block inappropriate content on platforms they use .	<input type="checkbox"/>
	Share your concerns about their online safety.	<input type="checkbox"/>
	Talk regularly with your child about their online life in casual settings (like over dinner or during a walk).	<input type="checkbox"/>