

What Parents and Carers Need to Know about SOCIAL BOTS

WHAT ARE SOCIAL BOTS?

Bots are computer-generated accounts which sit on social media, masquerading as humans. While many are harmless or even have good intentions, others are designed to extort, sell products, spread propaganda or bully human users. Bots – short for ‘robots’, of course – are often confused with state-funded troll accounts; the two can be difficult to tell apart. However, if the results are the same, then both should be treated similarly.

KNOWING THE RISKS ...

ASTROTURFING

Propaganda and conspiracy theories are usually niche interests on social media. But with an army of thousands of bots amplifying posts through retweets and shares, people can make their messages travel further and appear to reflect mainstream opinion. Known as ‘astroturfing’, this can make children more susceptible to questionable beliefs.

CYBERBULLYING

Bots can be set to hunt for certain search terms or opinions and then automatically reply aggressively to anybody who uses them in a message. This means that if your child posts something that whoever programmed the bot doesn't like, they may be deluged with angry messages from fake accounts – which can be overwhelming and comparable to cyberbullying.

EXTORTION

Criminals use bots to trap users into sextortion or online blackmail scams. The bot cultivates a flirtatious online relationship with the victim, then persuades them into a video chat during which they are tricked into posing inappropriately or carrying out a sexual act. This footage is recorded, and threats are then made to release it to the victim's friends and family unless money is paid.

SHADY SELLING

Bots are often used for illicit advertising – that is, they spam social media platforms with links to commercial websites. Additionally, some unscrupulous influencers have been found to use bots to artificially inflate their number of followers and the engagement with their account – making them seem more popular and therefore able to charge companies more to work with them.

SPOTTING THE SIGNS ...

BEWARE PROLIFIC POSTING

Bots post a superhuman amount of content. A visit to their profile usually proves they're responding to people far faster than a human could. Check their join date and number of followers. If the account has been around for ages and still doesn't have any friends, it probably isn't a real person. A brand-new page is also a red flag.

NOTICE ODD USERNAMES

Finding a social media username that isn't taken can be difficult. People often end up with their name and some numbers – but not the way bots do it. A username like johnsmith5273 is either a sign of a random number generator or a site offering an unwieldy alternative because the preferred name is taken, which isn't something most humans would accept.

VERIFY PROFILE PICS

Check a user's authenticity by investigating their profile picture: bots obviously don't have faces, so they tend to skim publicly available photos to try to fool people. Put suspicious pics through a reverse-image search like TinEye – you might find they actually belong to someone else or are stock images.

CHECK THE CONTENT

Bots can't think for themselves and usually just exist to amplify somebody else's message. Try copying and pasting the text into the search function on Twitter, for example, and see if it's being said anywhere else. If a lot of similar-looking accounts are saying the same thing, you're probably looking at a bot army.

Advice for Parents & Carers

SPOT THE BOTS

Forewarned is forearmed, so if your children aren't that familiar with the world of bots yet, explain what to look for using the tips in this guide. At the moment, most bots still aren't that sophisticated – so finding accounts which are designed purely to troll people or spread misinformation isn't hugely difficult, even for an untrained eye.

BLOCK AND MOVE ON

Your child isn't obliged to be friends with anyone online, bot or not. Pretty much every social media app has a block button, and you should encourage your child to use it whenever something or someone is making their digital lives less than pleasant. If everyone blocked malicious bots rather than engaging them, they wouldn't pose a problem.

BE SUSPICIOUS

While many people have made lifelong friends over the internet, it's important not to be too trusting. Random strangers adding you on Facebook could well be bots, so do some background checks: do they have any mutual friends? Is it a new account? Even if everything seems fine, encourage your child to be cautious: warn them of potential risks.

Meet Our Expert

Alan Martin is an experienced technology journalist and the former deputy editor of technology and internet culture website Alphr. Now freelance, he has contributed articles to publications including the *New Statesman*, CNET, the *Evening Standard*, *Wired*, *Rock Paper Shotgun*, *Gizmodo*, *Pocket Gamer*, *Stuff*, *T3*, *PC Pro*, *Macworld*, *TechRadar* and *Trusted Reviews*.



SOURCES: <https://www.computing.co.uk/feature/3085226/the-positive-case-for-twitter-bots> | <https://www.nytimes.com/2018/02/18/world/europe/russia-troll-factory.html> | <https://truepublica.org.uk/united-kingdom/propaganda-automated-bots-defending-the-government/> | <https://www.lbc.co.uk/radio/presenters/games-obrien/what-are-the-twitter-users-with-eight-numbers/>

What Parents & Carers Need to Know about

SNAPCHAT

AGE RESTRICTION
13+

Snapchat is a photo- and video-sharing app which also allows users to chat with friends via text or audio. Users can share images and videos with specific friends, or through a 'story' (documenting the previous 24 hours) visible to their entire friend list. Snapchat usage rose during the pandemic, with many young people utilising it to connect with their peers. The app continues to develop features to engage an even larger audience and emulate current trends, rivalling platforms such as TikTok and Instagram.

CONNECTING WITH STRANGERS

Even if your child only connects on the app with people they know, they may still receive friend requests from strangers. Snapchat's links with apps such as Wink and Hoop have increased this possibility. Accepting a request means that children are then disclosing personal information through the Story, SnapMap and Spotlight features. This could allow predators to gain their trust for sinister purposes.

EXCESSIVE USE

There are many features that are attractive to users and keep them excited about the app. Snap streaks encourage users to send snaps daily, Spotlight Challenges give users to the chance to obtain money and online fame, and the Spotlight feature's scroll of videos makes it easy for children to spend hours watching content.

INAPPROPRIATE CONTENT

Some videos and posts on Snapchat are not suitable for children. The hashtags used to group content are determined by the poster, so an innocent search term could still yield age-inappropriate results. The app's Discover function lets users swipe through snippets of news stories and trending articles that often include adult content. There is currently no way to turn off this feature.

SEXTING

Sexting continues to be a risk associated with Snapchat. The app's 'disappearing messages' feature makes it easy for young people (teens in particular) to share explicit images on impulse. While these pictures do disappear – and the sender is notified if it has been screenshot first – users have found alternative methods to save images, such as taking pictures with a separate device.

DAMAGE TO CONFIDENCE

Snapchat's filters and lenses are a popular way for users to enhance their 'selfie game'. Although many are designed to entertain or amuse, the 'beautify' filters on photos can set unrealistic body image expectations and create feelings of inadequacy. Comparing themselves unfavourably against other Snapchat users could threaten a child's confidence or sense of self-worth.

VISIBLE LOCATION

My Places lets users check in and search for popular spots nearby – such as restaurants, parks or shopping centres – and recommend them to their friends. The potential issue with a young person consistently checking into locations on Snapchat is that it allows other users in their friends list (even people they have only ever met online) to see where they currently are and where they regularly go.

Advice for Parents & Carers

TURN OFF QUICK ADD

The Quick Add function helps people find each other on the app. This function works based on mutual friends or whether someone's number is in your child's contacts list. Explain to your child that this feature could potentially make their profile visible to strangers. We recommend that your child turns off Quick Add, which can be done in the settings (accessed via the cog icon).



CHOOSE GOOD CONNECTIONS

Snapchat has recently announced that it is rolling out a new safety feature: users will receive notifications reminding them of the importance of maintaining connections with people they actually know well, as opposed to strangers. This 'Friend Check Up' encourages users to delete connections with users they rarely communicate with, to maintain their online safety and privacy.



TALK ABOUT SEXTING

It may feel like an awkward conversation (and one that young people can be reluctant to have) but it is important to talk openly and non-judgementally about sexting. Discuss the legal implications of sending, receiving or sharing explicit images, as well as the possible emotional impact. Emphasise that your child should never feel pressured into sexting – and that if they receive unwanted explicit images, they should tell a trusted adult straight away.



CHAT ABOUT CONTENT

Talk to your child about what is and isn't wise to share on Snapchat (e.g. don't post explicit images or videos, or display identifiable details like their school uniform). Remind them that once something is online, the creator loses control over where it might end up – and who with. Additionally, Snapchat's 'Spotlight' feature has a #challenge like TikTok's: it's vital that your child understands the potentially harmful consequences of taking part in these challenges.



KEEP ACCOUNTS PRIVATE

Profiles are private by default, but children may make them public to gain more followers. Your child can send Snaps directly to friends, but Stories are visible to everyone they have added, unless they change the settings. If they use SnapMaps, their location is visible unless 'Ghost Mode' is enabled (again via settings). It's prudent to emphasise the importance of not adding people they don't know in real life. This is particularly important with the addition of My Places, which allows other Snapchatters to see the places your child regularly visits and checks in: strangers, bullies and groomers could use this information to engage in conversation and arrange to meet in person.



BE READY TO BLOCK AND REPORT

If a stranger does connect with your child on Snapchat and begins to make them feel uncomfortable through bullying, pressure to send explicit images or by sending explicit images to them, your child can select the three dots on that person's profile and choose report or block. There are options to state why they are reporting that user (annoying or malicious messages, spam, or masquerading as someone else, for example).



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.



National Online Safety®

#WakeUpWednesday

What Parents Need to Know about SQUID GAME

AGE RESTRICTION

15+

Suitable only for 15 years and over.

With themes of horror and violence, it's important for parents and carers to understand the potential risks posed for young audiences by the viral TV show, Squid Game. The nine-episode Netflix-exclusive TV show is rated 15+ and is about a world where contestants who are deeply in debt play children's games in order to win cash prizes. The losers, however, are violently killed. The show's popularity has meant it has spread across online platforms, and there is a great risk of young people being exposed to unsuitable scenes, meaning parents and carers have to be vigilant when allowing children to use devices.

INAPPROPRIATE CONTENT

Some might argue that Squid Game contains content that might not even be suitable for older teens, let alone young children. Characters are brutally tortured and killed through stabbings or getting shot as a result of rules developed and enforced by a masked game master. The show also features sexual content and threats of sexual violence, as well as a strong theme of gambling that runs throughout the whole show.

APPEAL TO YOUNG PEOPLE

Whilst the content is very much adult-themed, some features of the show seem to appeal to young children at face-value. The name "Squid Game" may be interpreted as a programme aimed at children rather than adults. The content itself, such as the bright and childish aesthetics, may also appeal to young children, particularly as there's a focus on playground games to go with it.

SIMILAR CONTENT SUGGESTIONS

When using social media and streaming sites, content is recommended based on what is the user has consumed i.e. what they have watched or searched for. Therefore, there is a greater chance of your child being exposed to similar violent or horror-themed content on social media after watching a show like Squid Game.

VIRAL SPIN-OFFS

As well as Netflix, Squid Game has grown in notoriety and prevalence on other platforms, like TikTok and YouTube, with clips of the show going viral. On YouTube Kids, a number of successful channels have taken advantage of the Squid Game trend, creating content such as "How to Draw Squid Game Characters" videos. Its popularity has also led to the creation of app games that put the player in the role of a contestant who is killed if they lose a game.

SCENE RE-ENACTMENTS

Squid Game's pervasive presence on social media has encouraged many content creators to re-enact scenes from the show, which has led to reports of children wanting to also imitate those scenes displayed on social media at home and in school. Much of this content stems from the "Red Light, Green Light" game from the first episode, where contestants attempt to make it past a giant animatronic girl before she shoots them. episode, where contestants attempt to make it past a giant animatronic girl before she shoots them.

Advice for Parents & Carers

USE PARENTAL CONTROLS

Netflix has easily accessible built-in parental controls that allow you to set up a profile for your child with a specific age rating, block them from watching certain shows and even lock their account so it can't be accessed by anyone else. Netflix also allows you to access your child's viewing history to make sure they're not watching anything inappropriate for their age.

MONITOR ONLINE ACTIVITY

Squid game has become a social media craze and it's possible your child will see some content related to the show on various platforms. Therefore, it's important to be aware of which websites your child has visited on their smartphone, tablet or laptop, and to also keep an eye out for which accounts they are following on social media platforms, such as Instagram and TikTok.

MONITOR BEHAVIOUR

Due to the viral nature of the show, even if your child has not seen Squid Game, it's important to keep an eye on their behaviour. There have been reports from schools of children "playing Squid Game" in the playground and acting aggressively towards the losers as a way to replicate the consequences of losing in the TV show. Viewing content that makes your child feel uncomfortable could also cause them to feel distressed or distracted, so it's important you can easily spot the signs.

CHECK AGE RATINGS

Age ratings on TV shows and films are a way to gauge what is suitable for audiences of different ages. If you are unsure about the content your child is watching, check the age rating to see if the TV show or film is deemed suitable for their age group. If not, try watching the show yourself or talking to other parents who have seen it before to get a better understanding of why it's been rated a certain way.

HAVE OPEN CONVERSATIONS

Making sure your child is comfortable telling you about what they see online can go a long way to ensuring you are kept in the loop about their online use. Showing an interest in what your child is doing online gives you the opportunity to discuss what is and is not appropriate for their age group, and how they might recognise their own feelings towards content they see.

WATCH THE SHOW

If you're trying to figure out whether you should let your child watch Squid Game, it might be a good idea to watch the show yourself first. Doing so will allow you to get a better understanding of the show's content and themes, as well as help you decide if this is something you'd feel comfortable with your child being exposed to.

Meet Our Expert

Carly Page is an experienced and highly respected freelance technology journalist, editor and consultant. Previously the editor of tech tabloid The INQUIRER, Carly now works as the news editor for Computer Shopper and IT Pro and writes for a number of publications including Forbes, TechRadar, Tes, The Metro, uSwitch and WIRED.



National Online Safety®

#WakeUpWednesday

What Parents & Carers Need to Know about

TIKTOK

AGE RESTRICTION
13+

TikTok is a video-sharing social media app which lets people create, view and download looping 15-second clips. Typically, these are videos of users lip-syncing and dancing to popular songs or soundbites (often for comic purposes), enhanced with filters, effects and text. Designed with young people in mind, TikTok skyrocketed in popularity in 2019 and has featured near the top of download charts ever since. It now has around a billion users worldwide.

AGE-INAPPROPRIATE CONTENT

Most videos appearing on a child's feed are light-hearted and amusing. However, some clips have been reported for featuring drug and alcohol abuse, themes of suicide and self-harm, or young teens acting in a sexually suggestive way. The sheer volume of uploads is impossible to moderate entirely – and since TikTok Jump's introduction in mid-2021, users can view third-party content outside the app.

18

CENSORED

EXPLICIT SONGS

TikTok primarily revolves around videos of users lip-syncing and dancing to music. Inevitably, some featured songs will contain explicit or suggestive lyrics. Given the app's young user-base, there is a risk that children may view older users' videos and then be inclined to imitate any explicit language or suggestive actions.

W&#*!

TIKTOK FAME

The app has created its own celebrities: Charli D'Amelio and Lil Nas X, for example, were catapulted to fame by exposure on TikTok – leading to many more teens attempting to go viral and become "TikTok famous". While most aspiring stars hoping to be 'the next big thing' will find it difficult, setbacks may in turn prompt them to go to even more drastic lengths to get noticed.



HAZARDOUS VISIBILITY

Connecting with others is simple on TikTok – including commenting on and reacting to users' videos, following their profile and downloading their content. The majority of these interactions are harmless, but – because of its abundance of teen users – TikTok has experienced problems with predators contacting young people.

ADDICTIVE NATURE

Like all social media, TikTok is designed to be addictive. It can be hugely entertaining – but that also makes it hard to put down. As well as the punchy nature of the short video format, the app's ability to keep users intrigued about what's coming next mean it's easy for a 5-minute visit to turn into a 45-minute stay.

IN-APP SPENDING

There's an in-app option to purchase 'TikTok coins', which are then converted into digital rewards for sending to content creators that a user likes. Prices range from 99p to an eye-watering £99 bundle. TikTok is also connected with Shopify, which allows users to buy products through the app.

Advice for Parents & Carers

TALK ABOUT ONLINE CONTENT

Assuming your child is above TikTok's age limit, talk to them about what they've viewed on the app. Ask their opinion on what's appropriate and what isn't. Explain why they shouldn't give out personal details or upload videos which reveal information like their school or home address. In the long run, teaching them to think critically about what they see on TikTok could help them to become social-media savvy.

MAINTAIN PRIVACY SETTINGS

The default setting for all under 16s' accounts to 'private'. Keeping it that way is the safest solution: it means only users who your child approves can watch their videos. The 'Stitch' (which lets users splice clips from other people's videos into their own) and 'Duet' (where you build on another user's content by recording your own video alongside their original) features are now only available to over 16s. This might clash with your child's ambitions of social media stardom, but it will fortify their account against predators.

LEARN ABOUT REPORTING AND BLOCKING

With the correct privacy settings applied, TikTok is a relatively safe space. However, in case something does slip through, make sure your child knows how to recognise and report inappropriate content and get them to come to you about anything upsetting that they've seen. TikTok allows users to report anyone breaching its guidelines, while you can also block individual users through their profile.

ENABLE FAMILY PAIRING

'Family Pairing' lets parents and carers link their own TikTok account to their child's. Through your mobile, you can control your child's safety settings remotely – including limiting screen time, managing their ability to exchange messages (and with whom) and blocking a lot of age-inappropriate content. TikTok's Safety Centre also provides resources for parents and carers to support online safety among families. These resources can be found on their website.

USE RESTRICTED MODE

In the app's 'Digital Wellbeing' section, you can filter out inappropriate content (specific content creators or hashtags, for instance) using 'Restricted Mode'. This can then be locked with a PIN. You should note, though, that the algorithm moderating content isn't totally dependable – so it's wise to stay aware of what your child is watching.

MODERATE SCREEN TIME

As entertaining as TikTok is, you can help your child to manage their time on it in the 'Digital Wellbeing' section. Under 'Screen Time Management', you can limit the daily permitted time on the app (in increments ranging from 40 minutes to two hours). This preference can also be locked behind a PIN. That way, your child can get their regular dose of TikTok without wasting the whole day.

Meet Our Expert

Parven Kaur is a social media expert and digital media consultant who is passionate about improving digital literacy for parents and children. She has extensive experience in the social media arena and is the founder of Kids N Clicks: a web resource that helps parents and children thrive in a digital world.



National Online Safety®

#WakeUpWednesday

SOURCES TikTok.cpm