

Together for a better internet

Impact Report
2022/23



internet
matters.org

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Foreword from the CEO

This impact report is being published at a time of great anticipation, with the Online Safety Bill on the cusp of passing into law and becoming the long-awaited Online Safety Act. Over five years in the making, this legislation will represent a step change in the UK’s tech landscape, making online platforms more responsible for the safety and wellbeing of their users – especially children. Greater regulation is important and necessary. We have already seen improvements to services following the introduction of the Children’s Code in September 2021, and we look forward to many more. Internet Matters stands ready to help companies fulfil their new responsibilities by providing expert advice and input.

But I am clear in my view that regulation is only part of the answer. There also needs to be a continued focus on educating and empowering children themselves, and the adults that support them. In an era of ChatGPT, deepfake technology and cryptocurrencies, media literacy can no longer be seen as a luxury. It provides skills and knowledge which are fundamental to children becoming happy, successful and responsible citizens of the future.

Parents must be at the heart of efforts to educate children in this space. When something goes wrong online, the overwhelming majority of children turn first to their parents. Amongst all the work Internet Matters has done to support parents over the past year, I am particularly proud of the research we have undertaken that demonstrates how engaged, confident and supportive parents are the most significant factor in keeping children safe, well and happy online. And with the support of our partners, we continue to campaign to raise awareness and provide families with the much-needed help and advice.

Schools also have an important role to play, with online safety forming part of the core curriculum. Online life crosses the boundary between

school and home, meaning that collaboration between parents and teachers is key. Teachers play a particularly important role in supporting vulnerable children who may not have parents with the capabilities to provide support themselves. This is why Internet Matters continues to expand our offer to schools. It has been a pleasure to see Digital Matters, our platform for teachers of 9–11-year-olds, go from strength to strength.

I am proud of everything Internet Matters has done over the past year to equip parents and teachers with vital advice and support. But this work does not happen in a vacuum, and we cannot ignore the incredibly challenging context of the past year: a cost-of-living crisis putting so many families under incredible strain, along with continued funding constraints faced by schools. Furthermore, accountability for media literacy at the national level remains divided between several government departments and agencies. Internet Matters will continue to champion the voices and interests of families to all those who can make a difference to their online lives.

As the online safety regime begins to bed in, it is my hope that media literacy can now receive the time, attention and commitment it deserves. Internet Matters stands ready to support these efforts and do our bit to make the UK the safest - and most fulfilling - place in the world for children and families to be online.

Carolyn Bunting MBE
CEO, Internet Matters



Foreword from our Members



As leaders in the industry, it is our responsibility to equip individuals with the necessary skills to navigate their lives online. At EE and BT, we take pride in our longstanding relationship with Internet Matters and are glad our mutual support continues. In particular, our ongoing collaboration for EE's PhoneSmart programme means we're helping more parents each year to develop the confidence to prepare their child with the digital skills they need for a brighter future.

Marc Allera, CEO, BT's Consumer division



Internet Matters remains a reliable source of practical advice, helping families to continue having vital conversations about online safety. As a founding member of Internet Matters, Sky is committed to offering families the safest online experience possible.

Stephen van Rooyen, EVP & CEO, Sky UK & Europe



The importance of online safety has never been greater. TalkTalk, as one of the founding members of Internet Matters, is steadfast in our commitment to upholding its remarkable work while connecting people with affordable, high-speed broadband. The coalition has achieved numerous milestones over the last year, effectively safeguarding and educating parents and children alike. This report is a testament to the industry's collective effort to collaborate and make a significant impact on the digital wellbeing of children and young people in today's world."

Tristia Harrison, CEO, TalkTalk Group



The Better Connections Plan by Virgin Media O2 is our way of reimagining connectivity while prioritising the wellbeing of people and the planet. Our partnership with Internet Matters is a significant part of this plan, enabling us to fulfil our commitment to making the internet a safer place for children and young people. Internet Matters plays a crucial role in supporting parents, carers and professionals by providing them with the necessary tools and resources to ensure that children and young people from all backgrounds can explore the digital world safely and make the most of their online experiences.

Lutz Schüler, CEO, Virgin Media O2



Google is a proud partner of Internet Matters. No two families are the same; but when it comes to setting digital boundaries, every family should be empowered with the right tools and resources to help them find a balance that's right for them. That's why Google's collaboration with Internet Matters is so important; our work together means we are able to help families understand how to use technology safely and positively.

Eileen Mannion, Vice President Marketing, Google UK



As an essential organisation, Internet Matters offers indispensable support and advice to help improve the digital literacy of families. Representing the views of parents and carers is a vital aspect of shaping the future of the internet, and we are proud to be on the Members Board and part of this expanding coalition.

Rebecca Stimson, Director of UK Public Policy, Meta

Our vision and strategy

We inspire leading organisations to create together a future where children and young people are prepared to benefit safely from the impact of connected technology.

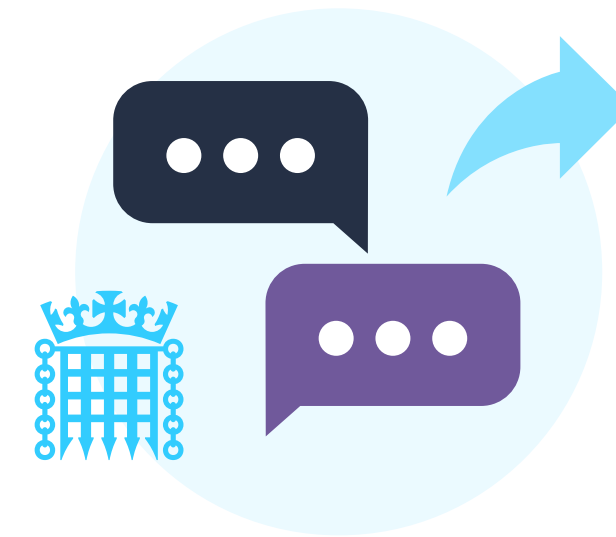
We exist to:



Give parents, carers and professionals the **evidence-based guidance** they need to help children embrace the internet with confidence and to protect them from online harms



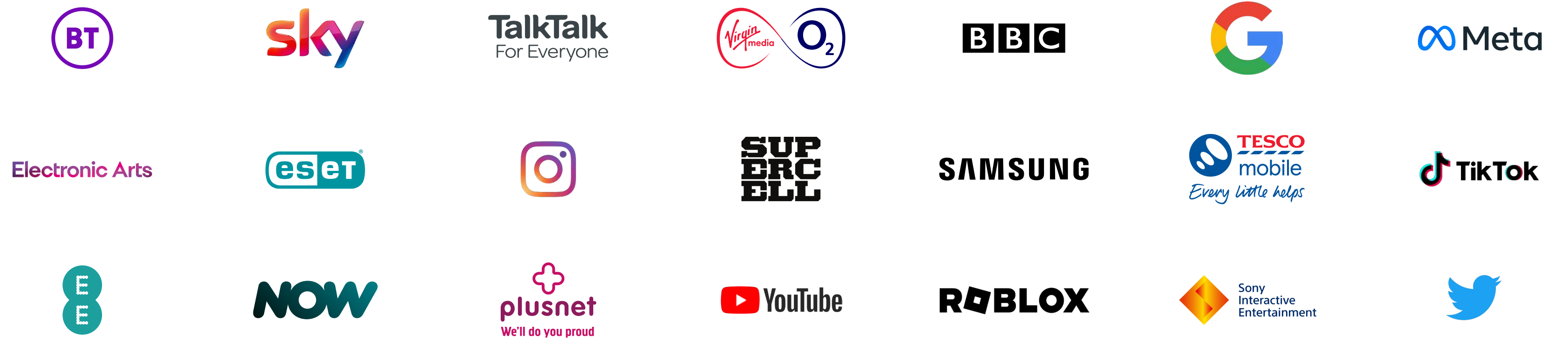
Raise awareness through campaigns and industry partnerships so that children and young people can be happy and healthy online



Ensure the **views of parents and children** are consistently and systematically heard by industry, policymakers and government

Our partners

This has been an extraordinary year, and we could not have achieved all that we did without the invaluable support of our partners. Their unwavering commitment has been vital in propelling us forward and achieving our goals. We thank them for being part of our journey.



2022/23 highlights

Digital Matters launch

A free online platform to help primary schools teach online safety through interactive lessons and dynamic storytelling

▶ [Find out more](#)

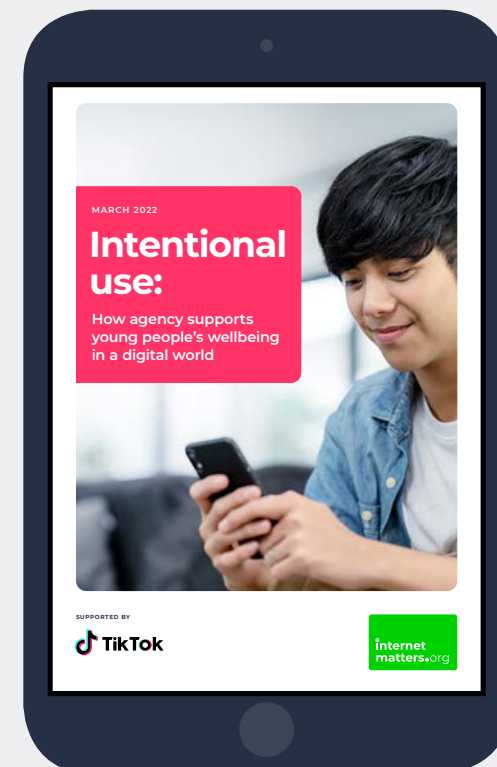


APRIL 2022

'Intentional Use' with TikTok

A report exploring the link between young people feeling in control of their online lives and their digital wellbeing

▶ [Find out more](#)

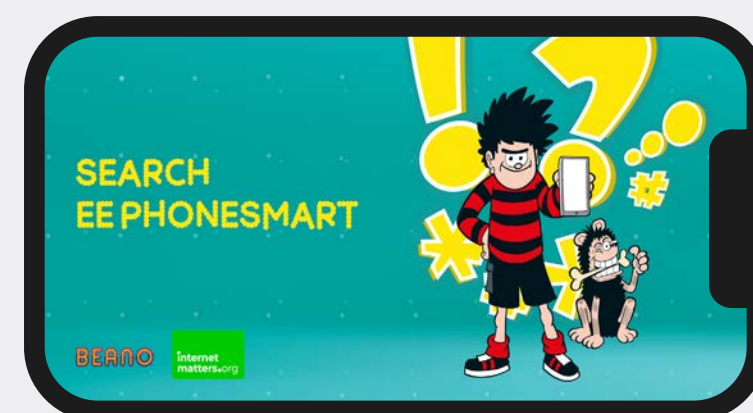


JUNE 2022

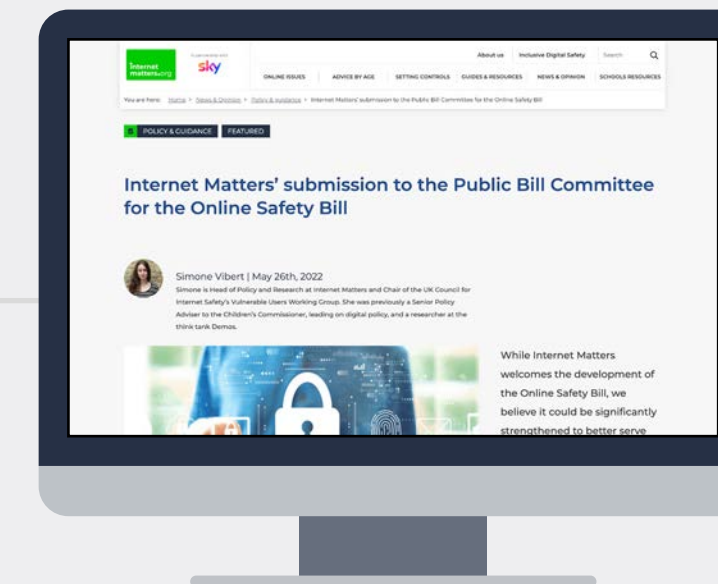
EE PhoneSmart Campaign

Supporting the development of EE's new campaign teaming up with Beano, encouraging families to learn about smartphone safety

▶ [Find out more](#)



MAY 2022



Online Safety Bill submission

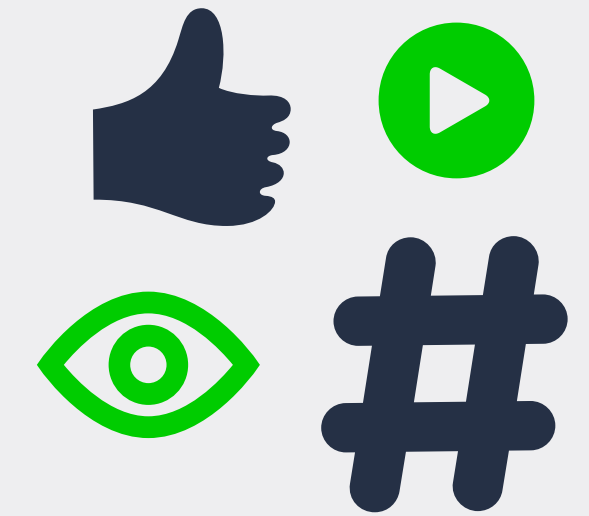
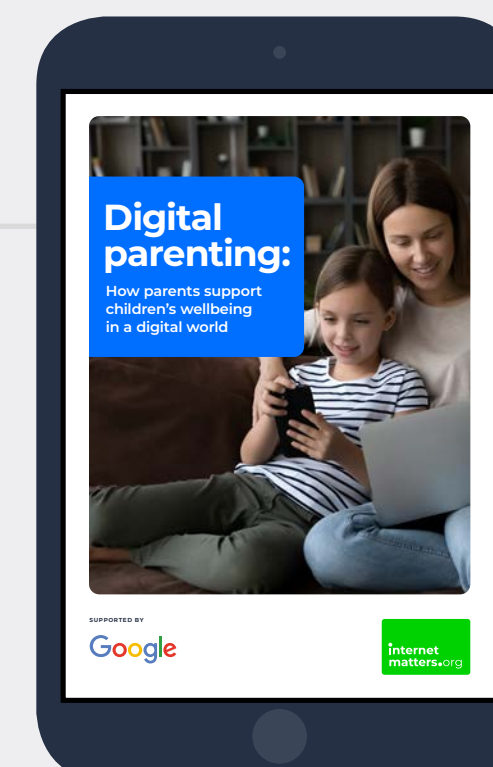
Our consultation response to the Bill's treatment of content which is legal but harmful to children.

▶ [Find out more](#)

'Digital Parenting' with Google

A report expanding on the important role parents play in their children's online lives

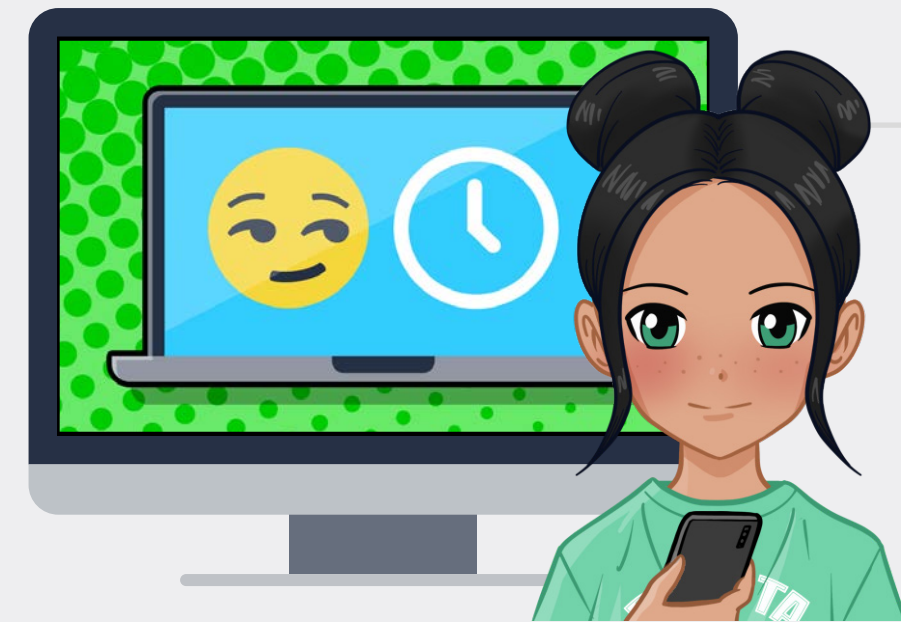
▶ [Find out more](#)



Digital Matters' 'Health Wellbeing and Lifestyle' lesson

New lesson to help children discover how to make good screen time choices

▶ [Find out more](#)



AUGUST 2022

TikTok Playbook - The essential safeguarding guide

Helping teachers understand the platform's privacy features to help students stay safe

▶ [Find out more](#)



SEPTEMBER 2022



Supporting educators on issues of online safety

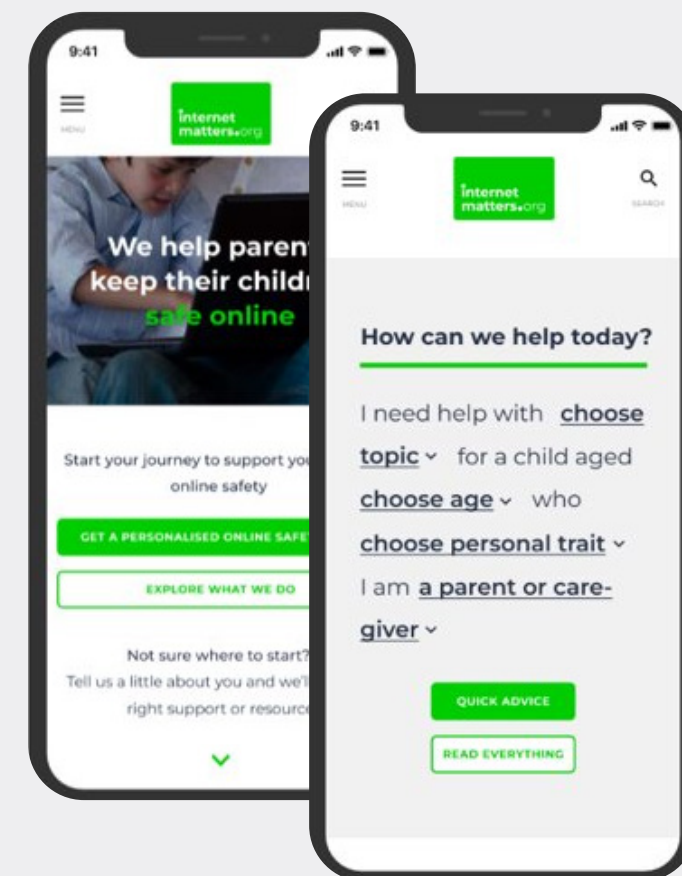
Research exploring the thoughts and perceptions of secondary school teachers in relation to their own resource needs

▶ [Find out more](#)

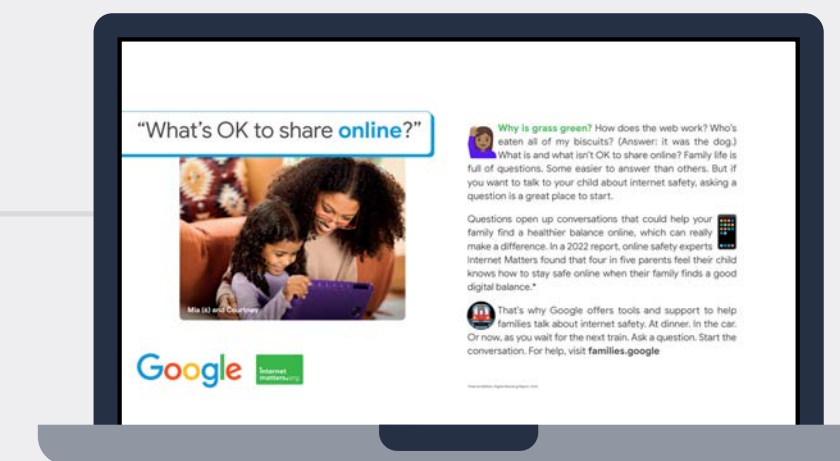


User Experience research

Ensuring our website delivers the best experience for parents and professionals



OCTOBER 2022



Google Find Your Balance

A co-branded Google campaign to encourage families to talk about online safety

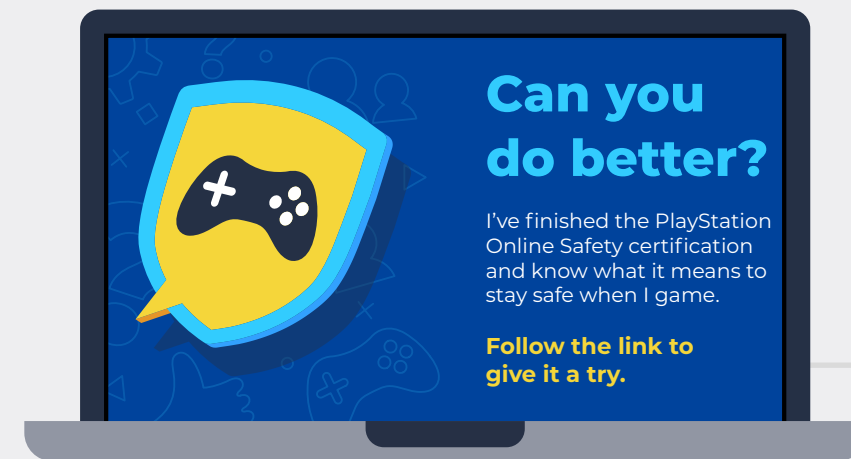
▶ [Find out more](#)



Press Start for PlayStation Safety

Interactive quiz designed to inform parents on how to make the most of PlayStation safety settings to keep children safe while gaming

▶ [Find out more](#)



NOVEMBER 2022



Care leaver Pilot with Greater Manchester Combined Authority

Launching our innovative Government-funded project to identify what works in supporting vulnerable young people's media literacy

▶ [Find out more](#)



Research funding into self-generated CSAM

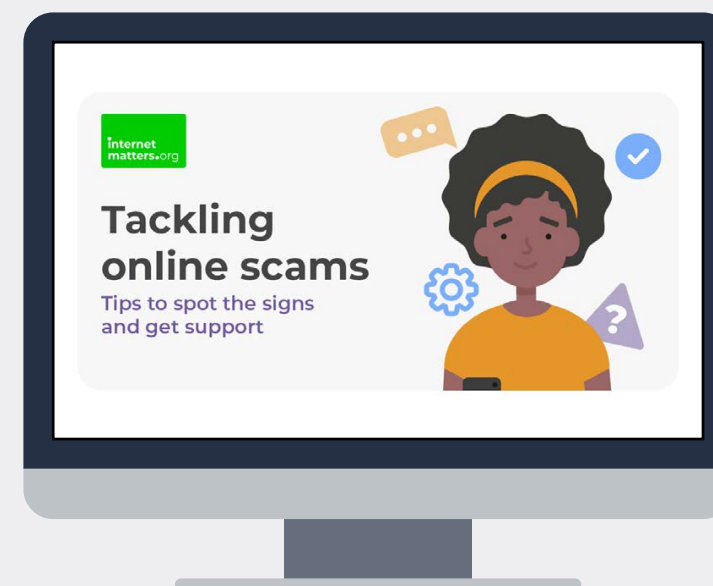
Funding secured for new research into self-generated child sexual abuse material (CSAM), exploring a new preventative approach through extensive consultation with young people, parents and professionals



Interactive online scams guide

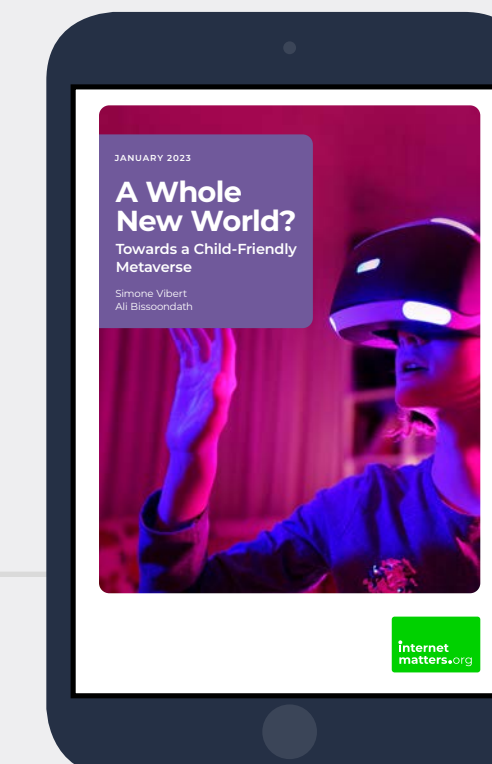
Supporting parents with guidance on how to tackle online scams to keep children safe

▶ [Find out more](#)



DECEMBER 2022

JANUARY 2023



A Whole New World? Towards a Child-Friendly Metaverse

New research report into what families think and feel about the metaverse

▶ [Find out more](#)

Safer Internet Day - Making space for conversations about life online

A social media Q&A with our experts and tips to help parents talk to their kids about difficult online safety issues

▶ [Find out more](#)



FEBRUARY 2023

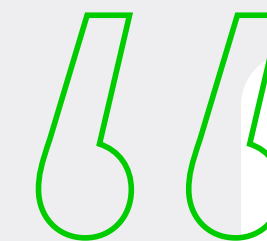
MARCH 2023



Children's Wellbeing in a Digital World: Year Two

Our 2023 Index report with insights from the second year of our research programme to measure the impact of digital participation on children's wellbeing

▶ [Find out more](#)



"The government has set out our ambition to make the UK the safest place in the world to be online, in particular for children, and organisations like Internet Matters are making a huge contribution to achieving this. It is incredibly encouraging to see such a significant raft of educational materials and research published in the space of a year, all of which will help to keep children safer online.

Whether in support of parents, teachers or children themselves, these resources are of great value, and I am delighted to see Internet Matters place an emphasis on using robust data to inform their approach. We look forward to continuing to work closely with them on the government's Media Literacy Taskforce, and to watching their government-backed project to support care leavers online flourish."

- Digital Minister, Paul Scully

Our resources are used across the world

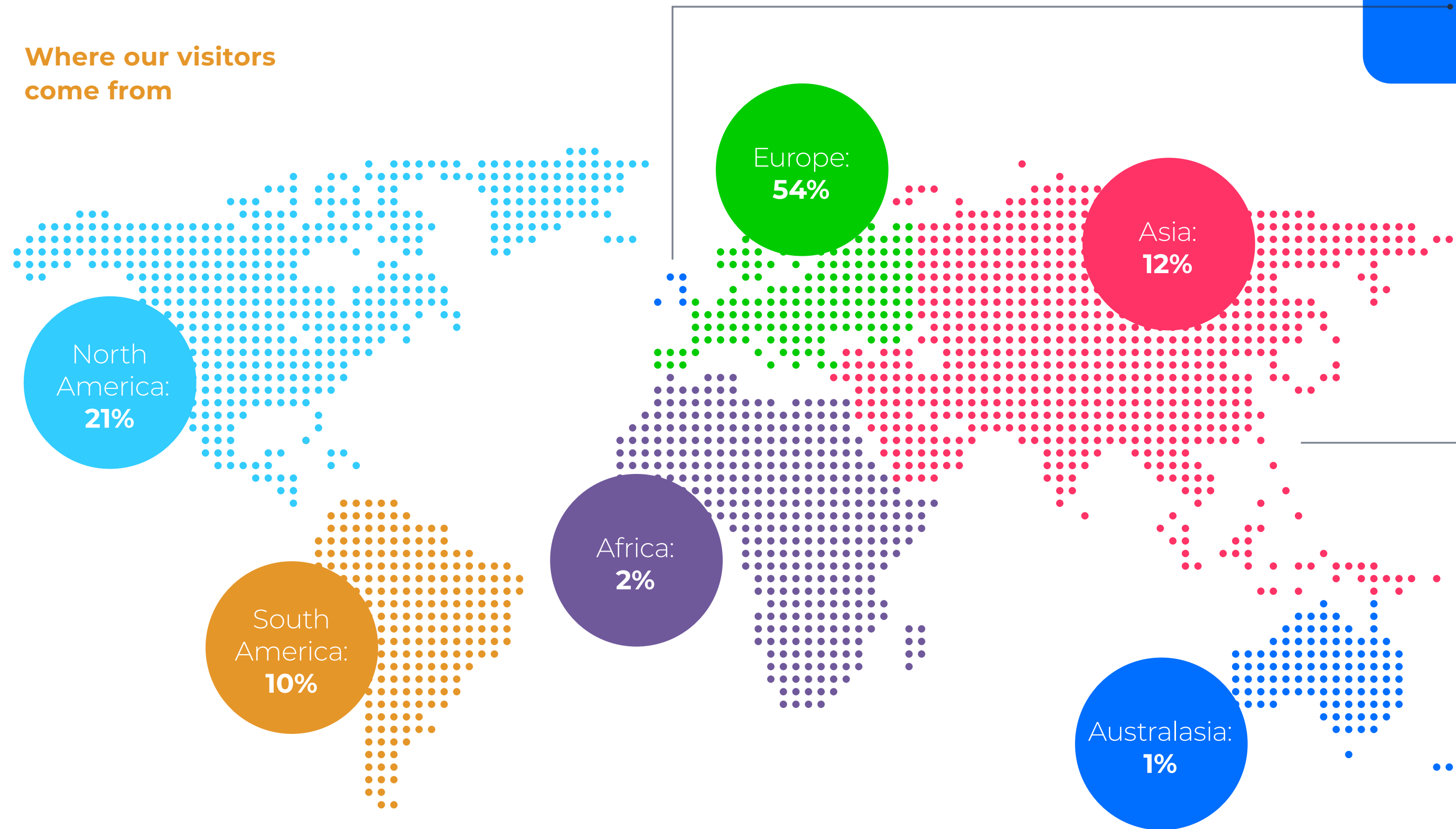
Over the last year, our website received 9.7m visits, with 2.7m from users in the UK. Year on year, more people took an action whilst on our website with 7.7m users actively engaging with our content.



From nearly 3m visits from our UK users, the most viewed content was:

- Screen time tips for different ages
- How to set parental controls across children's devices
- Creating a personalised online safety plan for their family

Where our visitors come from

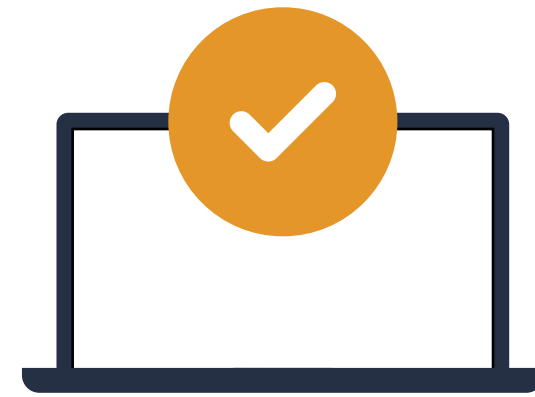


Countries where we've seen the biggest growth this year
Content driving this growth is around specific apps and platforms e.g., OnlyFans, Omegle, BeReal plus Gaming and Misinformation:

 United States 1.5m visits 42% increase	 Canada 154k visits 28% increase	 Russia 115k visits 517% increase
 Ukraine 42k visits 334% increase	 Philippines 269k visits 34% increase	



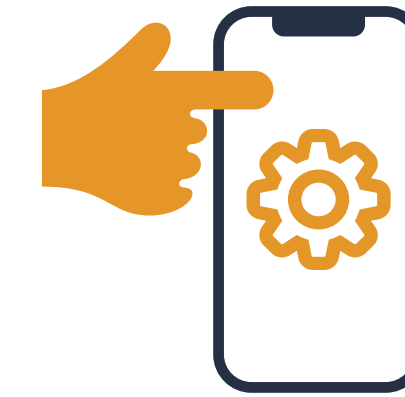
UK parents are taking positive action



91% of UK parents who visit our website go on to take positive action to keep their child safe online



43% had a conversation with their child about online safety



31% reviewed their child's online safety settings

After seeing our resources:

83%

of parents feel better prepared to handle issues that may come up in the future



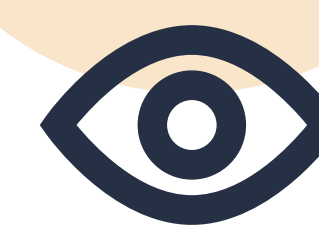
81%

of parents would definitely or probably recommend Internet Matters as a trusted resource



78%

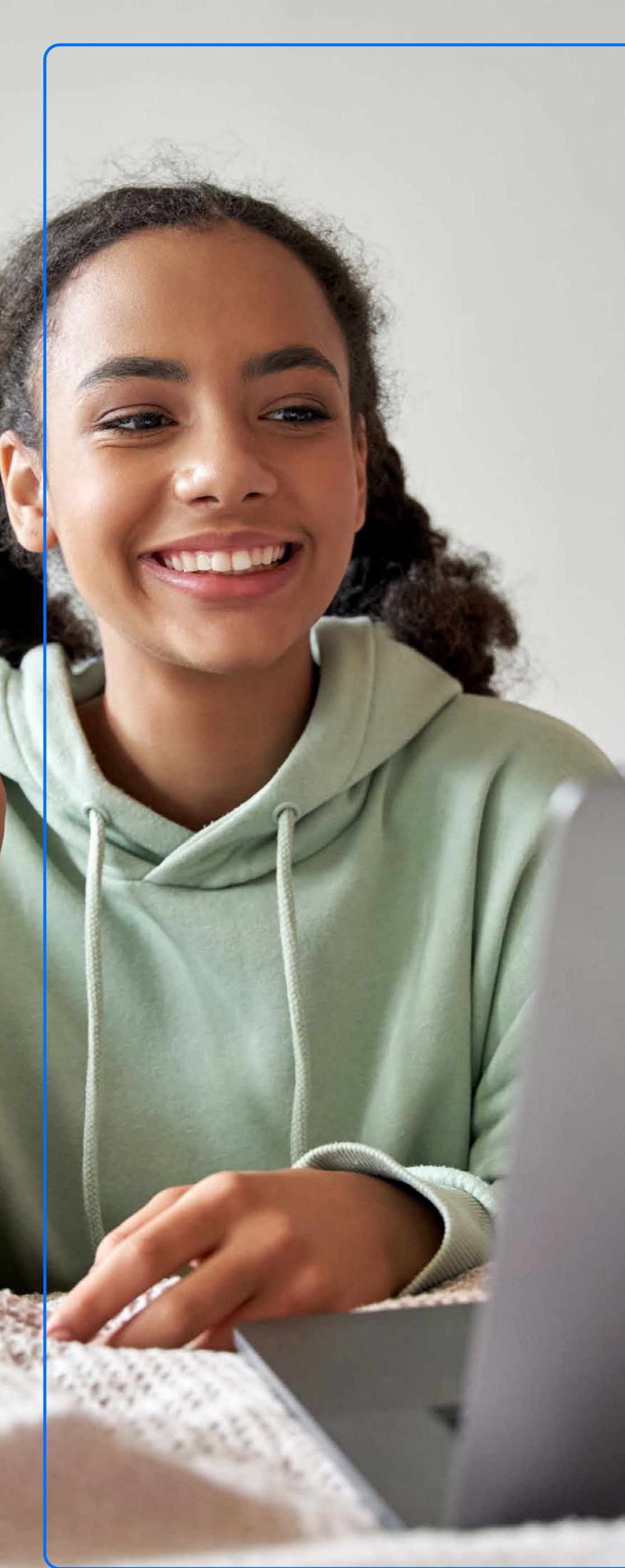
say that the Internet Matters website is one of the first places they would look for information



77%

say they learned something new that will help them keep their child safe





Insight and Advocacy



Digital Wellbeing Research Programme

This year we published two further Internet Matters reports from this research, starting with a report which expanded on the importance of parental influence on children's digital activity and subsequent wellbeing outcomes.

In March 2023, we then published the second year of our Index report, revealing an up-to-date illustration of the effects digital technology is having on children's wellbeing and providing the first set of comparative data indicating changes since last year and possible emergent trends. This was launched with an online event with attendance across industry, third sector, government and academia. Speakers included Lord Jim Knight, John Carr OBE and Anna Feuchtwang, CEO of the National Children's Bureau. The research was cited in a report by the Children's Commissioner, and we were invited to present the findings to Ofcom. [See more information here](#)

Digital parenting: How parents support children's wellbeing in a digital world

Growing up online

Just over half (56%) of parents of 4-16-year-olds see themselves as being primarily responsible for supporting their child to have positive experiences online and while this doesn't change as children get older, there is a clear transition in the role that parents play and the way in which they manage their children's online activity.

When children are first experiencing the digital world, they have a lot to learn and the parent takes on the role of teacher, helping them to navigate a new environment. As they become more independent and gain more experience, parents feel that the roles reverse, and their children are teaching them new skills. Parents report that children move into a position of knowing more about digital and technology than they do and by the time they are aged 14-16, almost half of parents say they are struggling to keep up with what their child is doing online. Their children agree, with only 8% of 10-year-olds saying their parent knows everything about what they do on their devices.

Our [children's wellbeing in a digital world](#) report demonstrated that as children get older and spend more time online, both the positive and negative impacts on their wellbeing increase. In line with this increase in age and independence, there is a decrease in the rules and controls parents put in place regarding digital use. As parents open to feel increasingly left behind by their children in relation to technology, conversations about what they are doing online start to become less frequent. However, nearly four in ten parents (38%) say still trying to maintain these discussions with children aged 15, demonstrating that they clearly see the value in staying engaged, particularly when teens are most active online.

Attitudes towards child's knowledge of digital and technology

	4-5	6-10	11-13	14-16
I have taught my children new skills using digital devices (Agree)	33%	27%	26%	23%
My child has taught me new skills using digital devices (Agree)	25%	44%	55%	57%
My child knows more about digital and technology than I do (Agree)	25%	42%	54%	53%
I struggle to keep up with what my child is doing online (Agree)	17%	28%	44%	47%

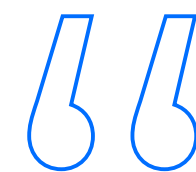
Digital Parenting: How parents support children's wellbeing in a digital world

Key insights:

- In households where parents feel they have a good balance of using digital devices, they feel more knowledgeable and confident about online safety issues and are also more confident that their child knows how to stay safe online
- The number of controls put in place by parents to manage their child's online activity is not a strong indicator of digital wellbeing outcomes; it's more important that children feel that their parents are engaged with what they do online and talk to them about their experiences
- Parents see many challenges in keeping up with technology and their children's online lives and are looking for a range of support, including more information from schools, the apps and platforms their children use and from the government itself.

SUPPORTED BY





'Internet Matters is justly famous for its high-quality and highly accessible publications all of which are underpinned by its strict insistence on evidence-led collaborative work with academics, researchers and experts who engage with real-world families facing some of the real-world challenges thrown up by the stunning technological advances of recent years. Insights from Internet Matters help lower stress levels in families, help keep children safe and help both children and parents get the best out of the technology we all now carry around with us all the time.'

– John Carr OBE, Secretary, UK Children's Charities' Coalition on Internet Safety (CHIS)

Children's Wellbeing in a Digital World: Year Two Index Report 2023

Key insights:

- The positive effects of being online have reduced for children since last year and just 3 of the 16 wellbeing metrics measured show a year-on-year improvement, with significant reductions in the positive impact on developmental and social wellbeing, which may be driven by less reliance on technology in those areas of children's lives in a post pandemic world.

- The negative impact of digital technology on children's emotional wellbeing has lessened compared with last year, but only for boys. In particular, this seems to be experienced more by older boys, who reported experiencing fewer negative effects than last year.
- 9-10-year-old girls appear to be experiencing more negative impacts of digital technology on their social and physical wellbeing than the same age-group last year. This may reflect the fact that girls are getting their first device and actively socialising online from a younger age than they used to be.
- Children in families facing challenging financial circumstances, and those who have disabilities, mental health issues or SEND, experience more negative effects from digital technology across all measured dimensions of their wellbeing than those in families without these challenges. Children in these families also reported a higher incidence of online experiences that are considered harmful, and that these experiences, when they occurred, had a worse effect on them than children in other families.



Intentional Use: How agency supports young people's wellbeing in a digital world

Our work on digital wellbeing identified that in order to develop well in a digital world, young people need to feel in control of their use of digital technology. In other words, they need a sense of 'agency'. Supported by TikTok, this report explores the importance of agency for young people in greater depth, based on research across five European countries, including the UK. It presents the views of teens and parents on what agency online looks like, how far they currently feel in control of their online lives (including their screen time) and how they can be supported to have greater agency online.

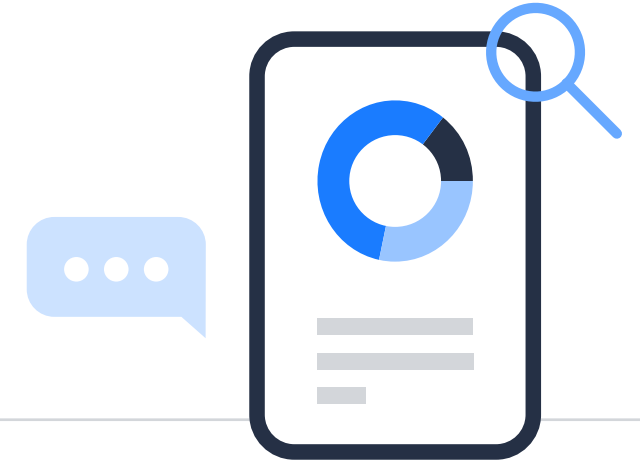


Key insights:

- Teens want to feel in control of their online behaviours and habits, but in reality, this is a challenge. They typically rely on self-discipline to manage their online behaviour, including their screen time – not always to great effect. They are not alone in this struggle; parents told us that they too struggle to feel in control of their online lives.
- The majority of teens do not use existing tools and features to manage their time online, either because they did not think to seek a solution to the challenges they articulated or because they weren't aware of the tools. They saw the potential for more tools focused on:
 - Information – having access to more data about their usage.
 - Flexibility – tools which do not impose hard limits but flex according to young people's needs.
 - Active alerts – e.g. warning times, pop-up messages and silent modes.

As a result of this research, TikTok introduced new tools aimed at promoting positive digital habits – [See more information here.](#)





Supporting educators on issues of online safety

For most secondary school aged children, a mobile phone comes as standard, which means that schools are increasingly having to deal with issues caused by their pupils' online activity. Many teachers feel ill-equipped to manage this successfully. With the support of TikTok, we conducted research with a range of teaching and senior leadership staff, and [our subsequent report](#) explores the help and support they feel they need.



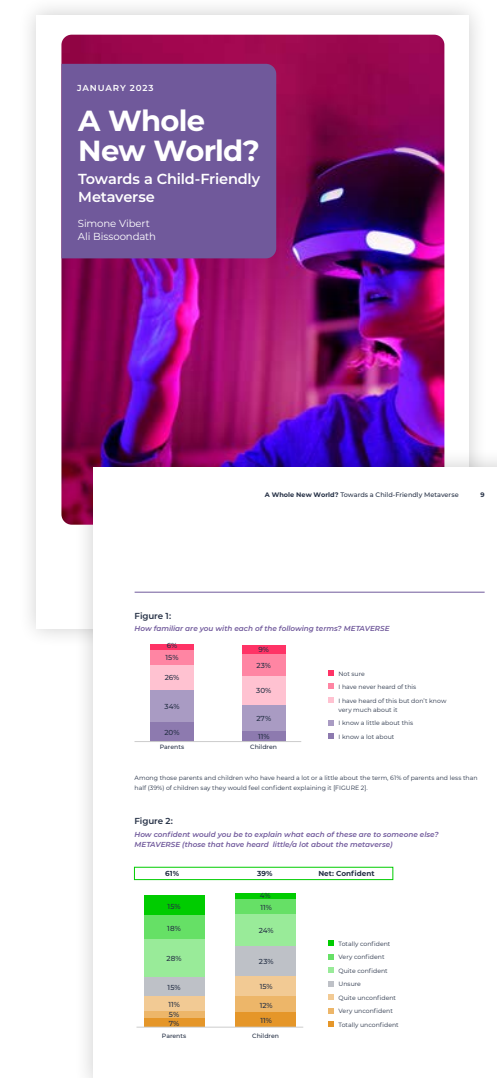
Key insights:

- Educators often felt their approach to tackling online safety issues was too reactive, and they lacked the time and knowledge to pre-empt and deal with them effectively.
- With a constantly changing digital landscape, teachers believe they need more training and resources to help them stay up to date and to provide guidance on how to discuss topics in an age-appropriate way.
- This lack of good quality resources, along with the unique nature of most cases made it difficult to establish school-wide policies to guide their approach.



A Whole New World? Towards a Child-Friendly Metaverse

No conversation about the future of technology is complete without mention of the metaverse. Yet the voices of parents and children have been missing from the debate. This report summarises current developments in the metaverse landscape, early evidence of the opportunities and risks posed to children and what families themselves think and feel about it.



Key insights:

- Many families say they have little to no understanding of the metaverse. 4 in 10 parents (41%) say they don't know much, or anything, about the metaverse. Over half of children (53%) say the same.
- Early evidence suggests that the metaverse presents enormous opportunities for children – but also considerable risks. These include exposure to harmful content, greater exploitation and abuse and the misuse of children's personal data.
- Parents are more likely than children to identify the risks of the metaverse: only 59% of children identify at least one concern about the metaverse, compared to 81% of parents. This means that parents will play a critically important role in helping children to stay safe.
- Those who are building and governing the metaverse need to ensure that it is child-friendly from the start. The tech industry needs to involve families in the design process and put their needs first. Ofcom should require companies to specifically consider the metaverse in their risk assessments under forthcoming online safety regulation and consider developing a dedicated Code of Practice for metaverse services.

[This report](#) provoked interesting discussion and debate across the sector and is shaping our activity with key partners going forward.



Advocating for families



We continued to play an active role in policy discussions in the past year, championing the voices of parents and families to those with influence over children’s online lives, including Government, regulators, industry and more. Internet Matters is dedicated to being evidence-led in everything we do, and our policy work is no exception: in addition to leveraging the research findings set out above, a key priority this year was enhancing our twice-yearly tracker study with parents and children, communicating these findings more regularly and more widely. For example, our November 2022 tracker briefing was cited in the Commons by parliamentarians.

We continue to build our relationships across Government and Parliament, e.g., by establishing a new data forum regularly attended by more than a dozen civil servants and having met the current Digital Minister shortly after he took up post. We were pleased that our expertise in families’ digital lives was recognised when we were appointed to the Steering Board of the Government’s Media Literacy Taskforce, focused on delivering support to vulnerable and hard to reach users – an agenda we continue to champion including via our chairing of the UKCIS Vulnerable Users Working Group.

We were delighted to be awarded two significant grants aimed at improving policy and practice in relation to supporting young people online. The first of these is a significant grant from the Government enabling us to deliver an innovative pilot for care leavers in Greater Manchester, working with the region’s combined authority to boost media literacy among this group. The pilot, which will run until January 2024, is being independently evaluated by the University of East Anglia and will inform government policy on delivering media literacy to vulnerable groups. The second grant, funded by Nominet, will see us test new ways of deterring children from sharing nude images and will help guide our own work, and that of the wider sector, in tackling this critical issue.



“Internet Matters makes an invaluable contribution to children’s online safety and media literacy. They can be relied upon for the most up-to-date information about what’s going on in children’s digital lives, and evidence-informed proposals for what can be done to make families safer and happier online. I look forward to my continued work with Internet Matters, championing the voices of parents and children in all things digital.”

– Lord Jim Knight

Awareness and action – Supporting Educators



Digital Matters

This year, with support from ESET, we launched Digital Matters - our online safety platform offering teachers of 9-11-year-olds free, ready-to-use lesson resources designed to help keep children safe online via interactive activities and dynamic storytelling. Utilising an art style that mirrors students' popular interest in manga, the platform launched with four lessons which achieved the PSHE Association's Quality Mark. These were under the subjects of Online Bullying, Privacy and Security, Managing Online Information and Online Relationships. Each lesson introduces pupils to the issues they might face and how to find support. Since the launch, three new lessons have been added with more on the way.

To raise awareness and to encourage educators to sign up, we worked with teaching influencers, including Lee Parkinson (ICT Mr P); respected educational

organisations like TeachCo and the PSHE Association to offer further credibility; and used targeted outreach with subject leads, Designated Safeguarding Leads, School Governors and Heads of Multi-Academy Trusts to help share within their professional circles.

In less than one year, around **1 in 8 primary schools** in the UK have registered on the platform with **over 5,000 students** accessing the lessons. 'Privacy and Security', 'Online Relationships' and 'Online Bullying' have been the most popular modules so far, and teacher feedback has been positive with 9 in 10 saying they're likely to use Digital Matters with their students in the future.*

"The children were very engaged throughout and really enjoyed the interactive elements. The content was suited for their age and, as a teacher, I really felt confident in using the technical language. Children are showing a greater understanding in computing and building their technical vocabulary too."

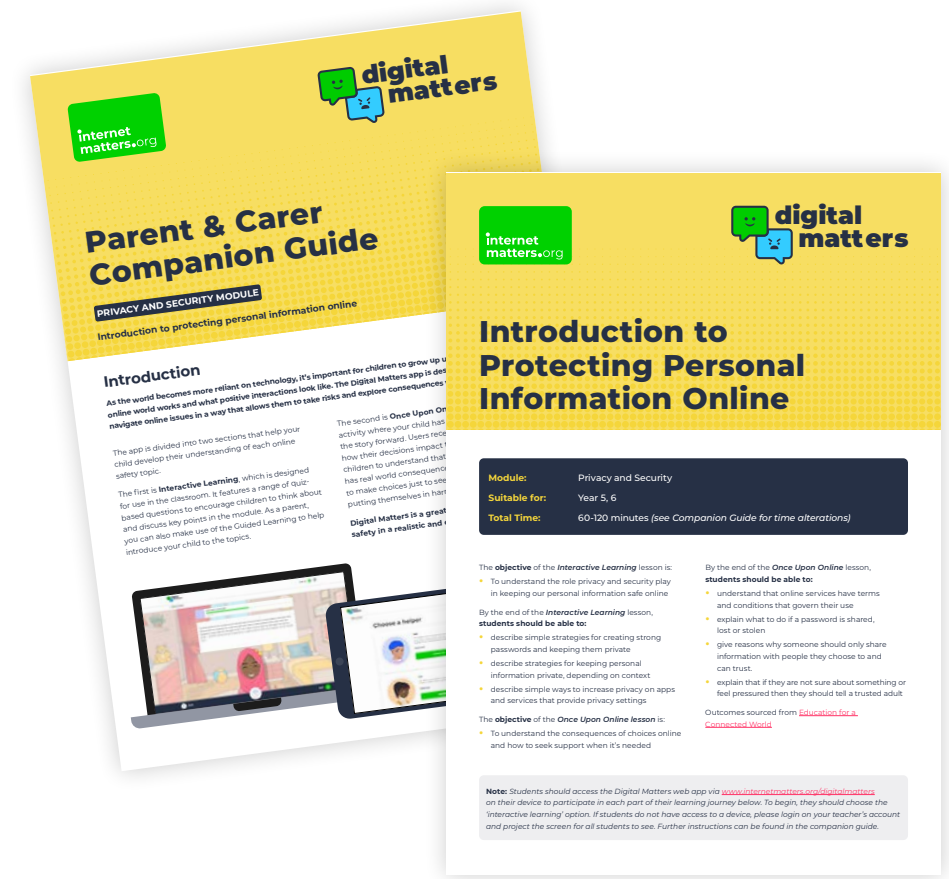
- Teacher, Digital Matters user

"It is always an area where children want to learn and know more. They were attentive and asked lots of questions linked to the lesson."

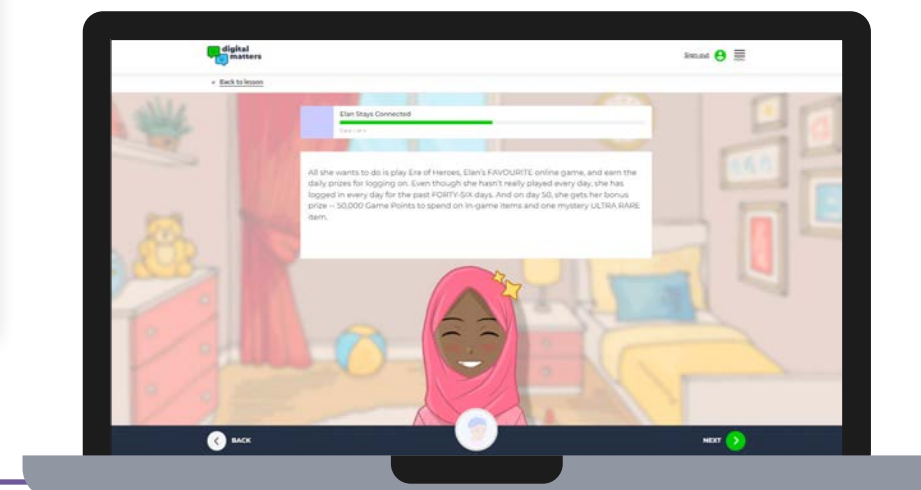
- Teacher, Digital Matters user



We have also been recognised by a range of professional awards, including a finalist for **Teach Primary 2022** (App Category) and **The BETT Awards 2023** (Primary – Free Digital Content, App or Open Educational Resource Category) as well as winners of **The Impact Awards 2023** (Education Category).



*Survey of 59 teachers



Awareness and action – Supporting Educators



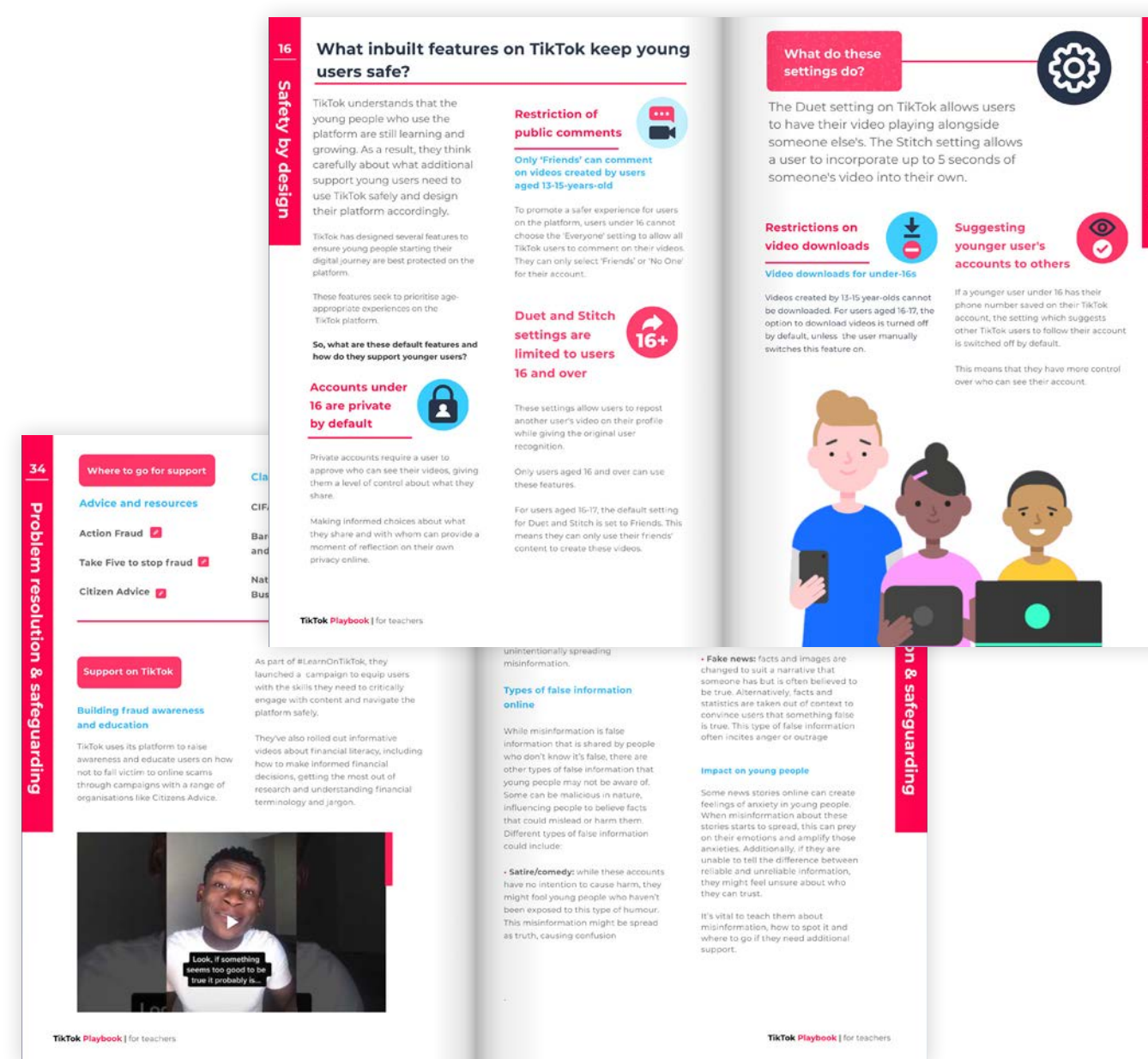
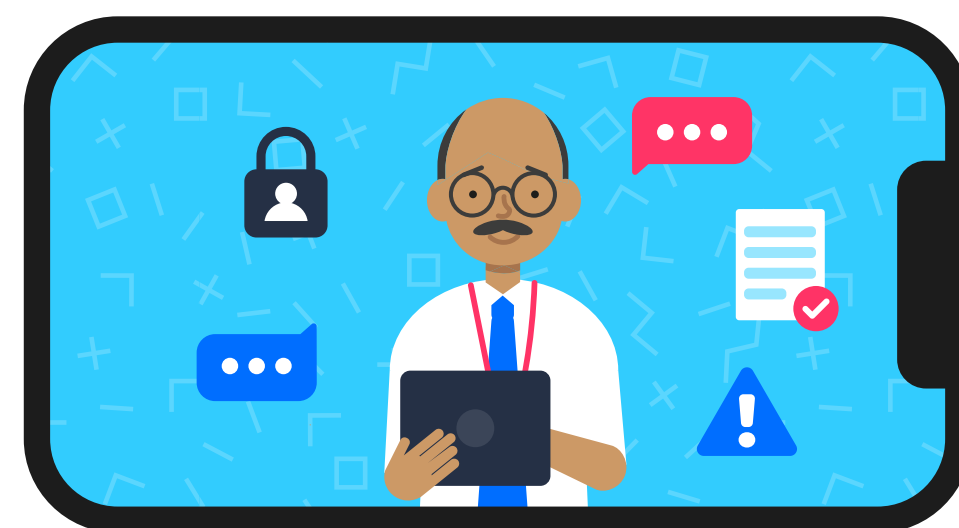
TikTok Playbook – supporting teachers with safeguarding advice

Following [research](#) with UK secondary school teachers to understand how online safety is currently taught in schools, we discovered that many found it difficult to keep up with changing technology (42%); 39% said they didn't have enough time to address online safety at school, and nearly a third (30%) said they didn't have enough training. Two thirds (64%) of teachers surveyed said they had a minimal understanding of TikTok and would welcome support and information from the platforms themselves - but their preference was to receive resources from non-profit organisations with expertise in online safety.

In response to the findings, together with TikTok, we created an interactive Playbook to help teachers gain a better understanding of the technology their students are using daily. From enhanced privacy and controls options to how the platform has implemented a 'safety by design' approach to better protect users under 16, the TikTok Playbook provides short form content that teachers can use to improve their own understanding and use with students and parents – all factors teachers told us were important attributes they'd like to see in a resource.

The Playbook:

- has been shared with over **154,000 secondary school teachers** and safeguarding leads.
- Is being translated into **14 languages**.
- To date, has been read by just under **2,000 people**.
- Has been downloaded over **200 times**.

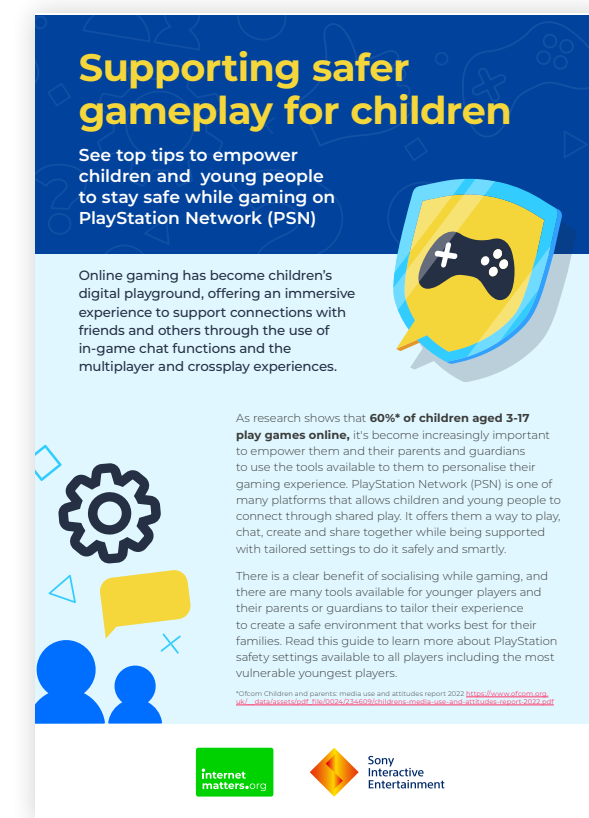


Awareness and action – Supporting Parents



Press Start for PlayStation Safety

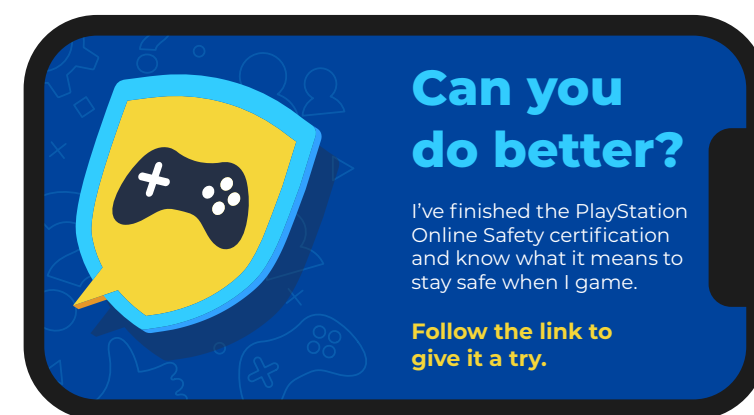
Together with Sony Interactive Entertainment (SIE), we developed 'Press Start for PlayStation Safety' – an interactive quiz to help families learn how to have a safer gaming experience.



The new resource has been created for parents and children to complete together by asking a series of questions related to the safety and privacy features available on the PlayStation Network. It encourages families to work together to understand good gaming behaviours and the parental controls available on the console, helping to create a healthy, safe and joyful experience for children while using their games console.

The content has been carefully developed so that it is relevant to PlayStation's global audience and has a downloadable certificate for completing the quiz, alongside a downloadable safety companion guide.

We launched the quiz on Black Friday, ahead of the festive period when we knew families would be considering or buying new consoles or gaming gifts. We continue to promote the quiz through our social channels, newsletters and through SIE's own channels to reach a key PlayStation audience.

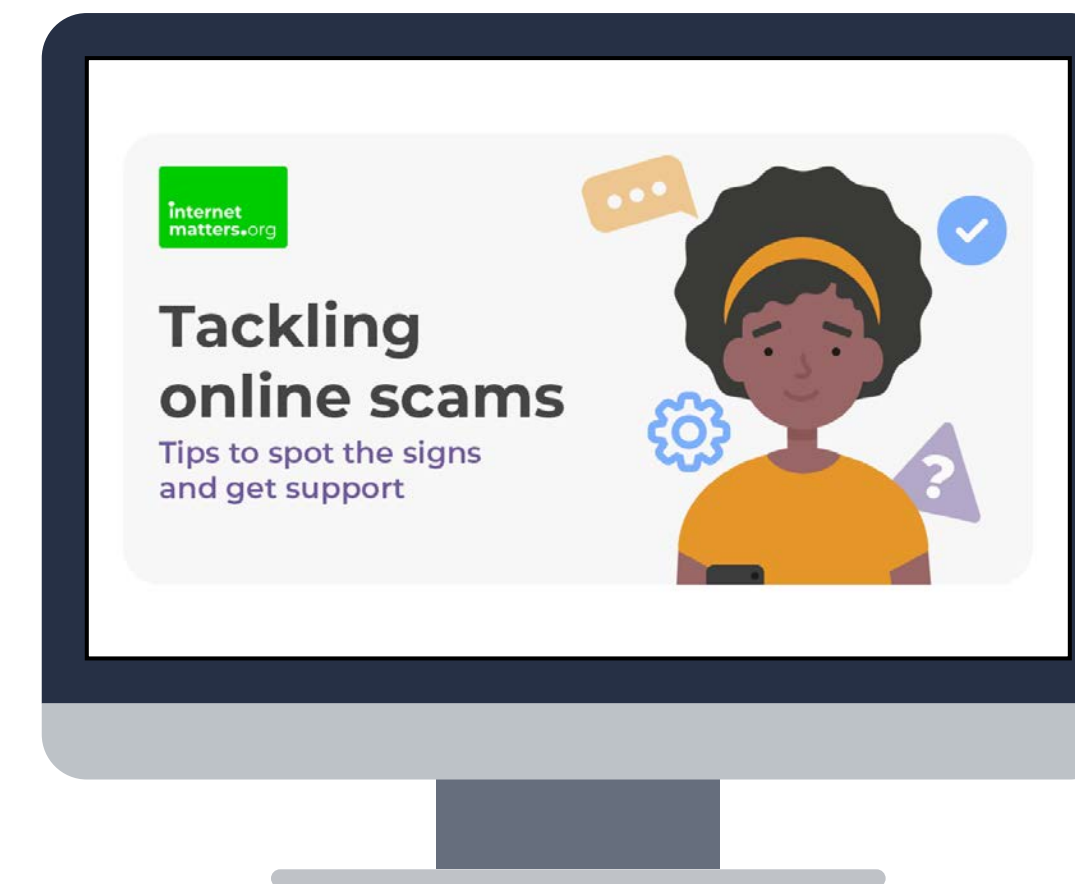


So far, we've reached over 25,000 people, and 550 people have interacted with the quiz.



Financial Scams

With the support of our experts, in December 2022, we created an interactive guide to help parents tackle online scams. It featured advice on the most common online scams, what signs to look out for and what steps to take to prevent and deal with online scams.



The guide also includes advice on how to protect children from online scams on a range of popular video sharing and messaging platforms.

It was shared with members of the **Good Things Foundation** who expressed a need for this information to support their vulnerable audiences.

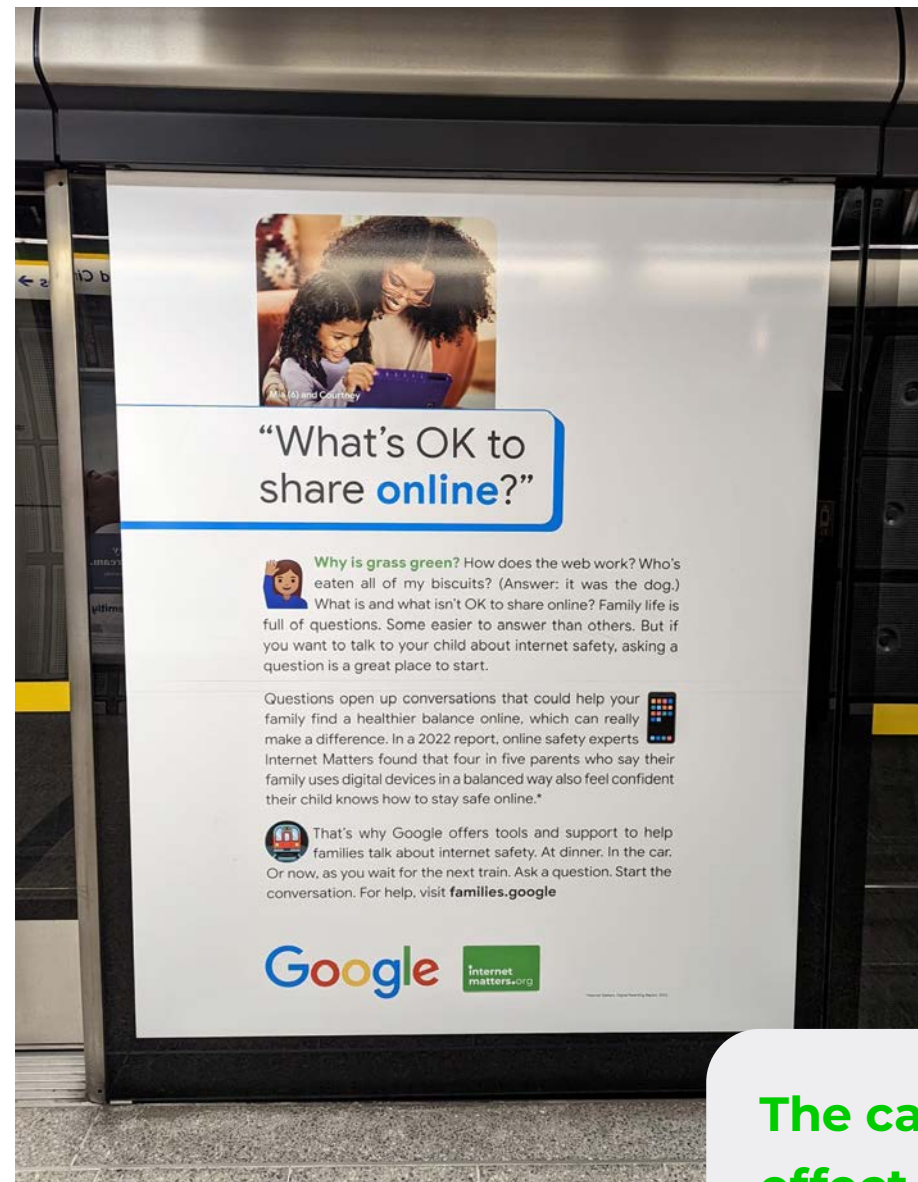
Users of the resource said it was much needed to support those most at risk of online scams.

Partners



Google Find Your Balance

We worked with Google on their 'Find Your Balance' campaign to encourage conversations between parents and children where they could talk about online safety and wellbeing. Aimed predominantly at parents, the campaign ran on social media as well as placements across busy tube stations including London Bridge, Waterloo and Westminster.



Additionally, Google partnerships with Mumsnet and Politico ensured maximum reach with all communications directing consumers to visit families.google.com where links to our relevant advice, guides and resources were also available. As part of the push to share the research findings with members of Parliament, insights from the Internet Matters research also featured on the Google stands at the Labour and Conservative party conferences.

The campaign has had the desired effect, reaching over 9.3 million people and creating a 4% brand lift in people understanding that Google is committed to keeping people safe online.



EE PhoneSmart – Beano Summer Campaign

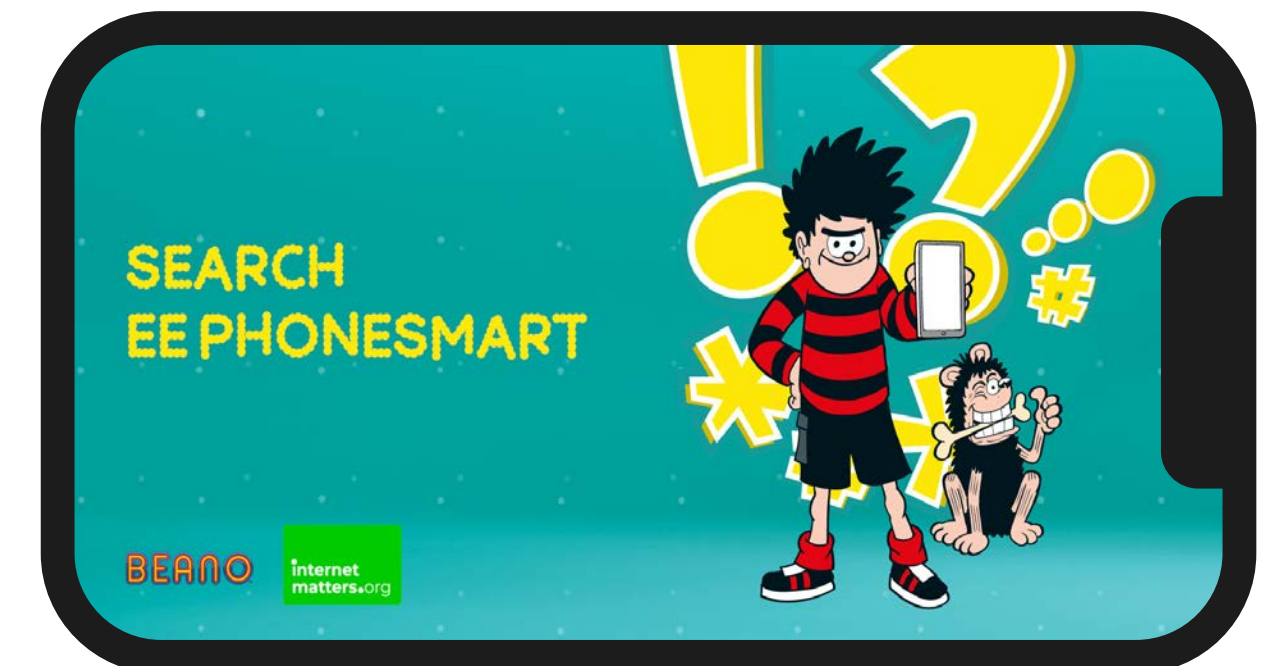
Over the summer of 2022, we collaborated with BT Group to support the development for the second phase of their PhoneSmart campaign, which saw EE team up with childhood favourite, Beano Comics.

The campaign aimed to raise awareness of EE's PhoneSmart program and to encourage families to learn about smartphone safety in a fun and engaging way, whilst also increasing sign ups. By partnering with Beano, EE appealed to children and parents alike, making the topic of smartphone safety more approachable and enjoyable.

The comics strips were also developed into an animated set of educational videos, housed on a bespoke PhoneSmart microsite, and played out across YouTube, social media and EE owned channels. Dennis the Menace was of course the main star of the campaign, which also featured other Beano characters. It highlighted the potential perils of a first mobile phone for youngsters, whilst providing parents with tips to ensure their kids stay safe online.



Overall, the campaign was a huge success for EE, with a projected 434,000 parents having learnt a new digital skill as a result of the campaign.





Safer Internet Day

This year's Safer Internet Day theme was about listening to children and creating the space for them to talk about their experiences online, the things that are important to them, along with the issues they face, the support they need and the changes they want to see. It went beyond simply starting the conversation and into creating the conditions for these conversations to thrive.

From our ongoing research with parents and children, we knew that children have more positive wellbeing outcomes when their parents are actively engaged in their digital world. Our tracking also highlighted the positive impact conversations with parents can have on young people. However, many parents said they needed more guidance and didn't always know where to go for help.

To help parents, we gave them the opportunity to ask our experts for tips and advice on the everyday online safety challenges they faced via our Facebook and Instagram Stories. We answered their questions and directed them to the relevant

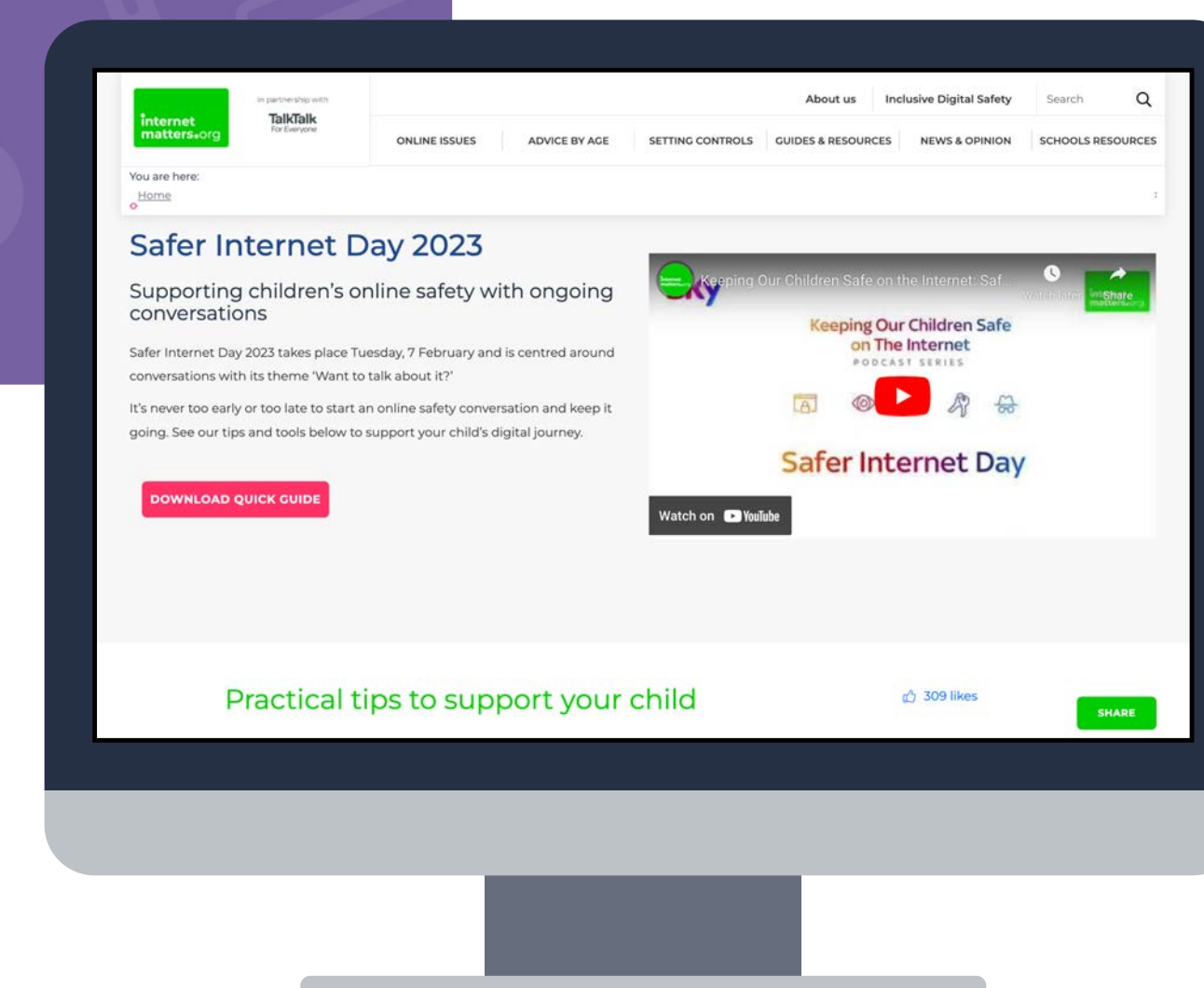
pages at internetmatters.org for more information. Our dedicated Safer Internet Day page included advice to start and keep the conversation going from – a guide to create an environment for kids to talk and open up, practical tips, our Safer Internet Day podcast with Sky and our interactive tools.

We supplemented this with PR activity focused on practical tips covering the topics parents told us they found more difficult to discuss, which included online pornography, sharing sexual images and self-harm content.

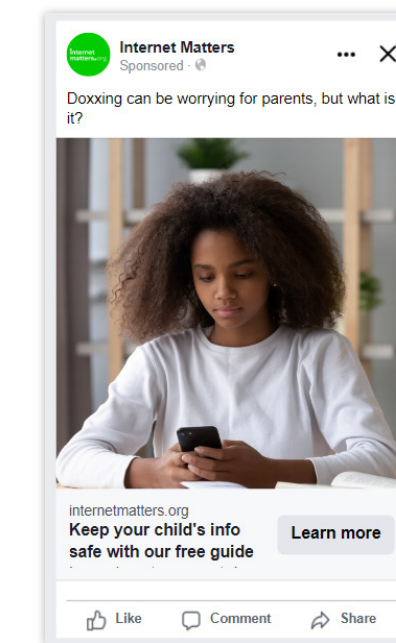
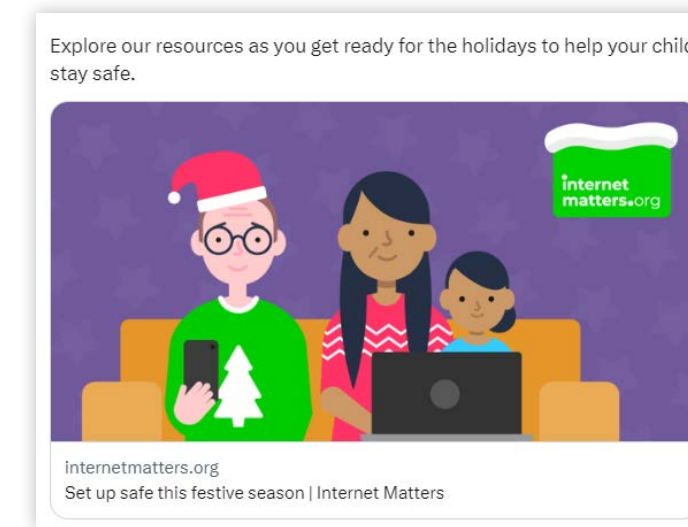
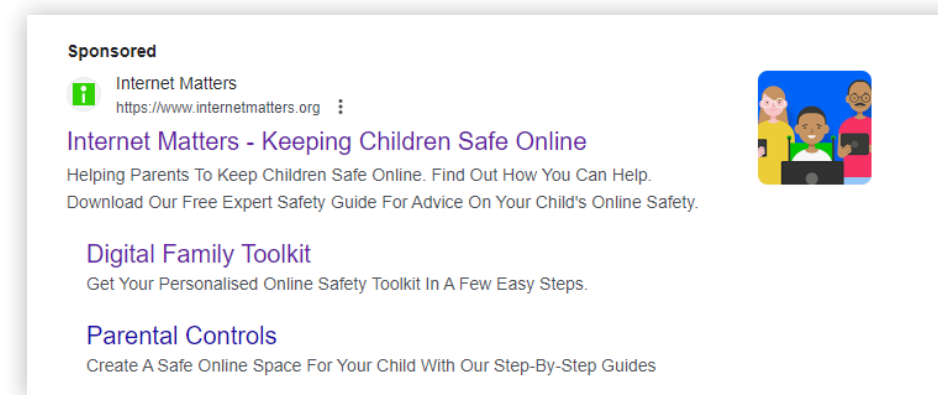
Our coalition of partners and supporters came together to signpost our Q&A activation, resources and our other initiatives that support children's wellbeing online. This helped us to achieve **150,000 views** of our posts on Twitter alone, our tailored Q&A stories were viewed **nearly 2,000 times**, and media coverage of a campaign with Virgin Media O2 was seen by over **430,000 people**.



Overall, organic visits to internetmatters.org in the week of Safer Internet Day increased by 16% compared to the previous year.



Raising awareness through our partners



Sky Airtime

Our founding partner Sky continually help us to drive awareness of our resources by providing us with pro-bono TV advertising. This year was no different, and we were able to extend the run of our TV advert 'All things techy and internetty' across Sky TV channels. The ad recognises it can be hard for parents to know if they're making the right choices for their child's online safety and wellbeing and signposts Internet Matters as a place where parents can stay up-to-date and informed to make decisions about what's best for their children.

With Sky's support we were able to reach **5.9 million people this year.**



Google Ad Grants

Google's Ad Grant programme helps non-profits share their causes with their audiences. For us, the programme helps to increase visibility of Internet Matters when people are using Google Search to look for information about online safety.

This free advertising enabled us to:

- Appear in over **650,000 search results** for parental controls, social media, gaming, screen time and more
- **Help nearly 80,000 people** find information they needed on our website



Twitter Ad Credits

Pro-bono advertising from Twitter helps us drive awareness of our new resources and key launches within our calendar such as the Safer Internet Day activity and the release of our wellbeing research. Over the course of the year, the advertising has helped us to:

- **Encourage 125,000 people** to visit our site to engage with our resources
- Create opportunities for our ads to appear **over 7 million times**, spreading awareness of the work that we do



Meta Ad Credits

Through pro-bono advertising, Meta have helped us **reach over 3.7 million parents** and teachers across their platforms and raise awareness of our relevant resources. Recognising a rise in interest for information on specific apps and platforms, we focused on highlighting our guides for platforms like Facebook and Instagram, alongside broader topical issues that included sexting, child-on-child abuse and screen time. Beyond reach, the ad credits **helped over 190,000 parents** and teachers find our resources on our website.

Working with others

We would like to thank all the members of our Expert Advisory Panel, who provide us with invaluable advice and insight. Some of our members have been with us since we formed the EAP in 2014 and we are particularly grateful to them for their ongoing support.

Expert Advisory Panel



Alison Preston
Co-Director & Head of Research,
Ofcom



Jess Asato
Head of Policy and
Public Affairs, Barnardo's



John Carr OBE
Secretary, UK's Children's
Charities' Coalition on Internet
Safety (CHIS)



Jonathan Baggaley
CEO, PSHE Assoc



Jessica Edwards,
Senior Policy Advisor,
Barnardo's



Dr. Linda Papadopoulos
Psychologist and
Internet Matters Ambassador



Martha Evans
Director,
Anti-Bullying Alliance



Sam Marks
Manager CSA Education
and Prevention, NCA-CEOP



Dr Simon P. Hammond
Lecturer in Education,
University of East Anglia



Professor Victoria Nash
Deputy Director, Associate
Professor & Senior Policy Fellow,
Oxford Internet Institute



Will Gardner OBE
CEO, Childnet International
& Director, UK Safer Internet Centre

Contributors

Once again, we would like to thank our panel of experts who have helped us in creating a range of content to support parents and carers. With their guidance, we can provide advice on the topics that matter most to our audience – from advice on how to help children find the right balance between online and offline activities to support on how to help children deal with social media anxiety and much more in-between.

Ademolawa Ibrahim Ajibade
Decentralised Finance Research Analyst

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Independent E-safety Expert

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