



Online Safety Newsletter

June 2026

Pinterest

You need to be at least 13 years old to use Pinterest.

Pinterest is a social media app, where users can share images and videos (called Pins). Users can browse through the images based on their stated interests, for example cooking. Users can then 'pin' (save) these images to their own boards to revisit.

There is content on Pinterest that is not suitable for young people to see. Also, did you know that there is a messaging element to it, so your child could be interacting with strangers? Therefore, if your child is using Pinterest, it is important to show your child how to use the blocking and reporting tools. You can find out more information, including how to set up parental controls here: <https://help.pinterest.com/en/article/resources-for-parents-and-caregivers-of-teens>

Find out more here: <https://www.internetmatters.org/hub/news-blogs/what-is-pinterest-what-parents-need-to-know/>

COMING SOON:

The Under 16s Social Media Ban:
How will it impact Schools?

A lot is changing in the world of safeguarding.

What I will be covering in future editions?

- Social Media Ban and its Impact
- Image Manipulation using AI
- New Information Sharing Guidance
- Keeping Children Safe in 2026-27

Online Scams

It is important to be aware that scammers can target your child whilst online through social media, messaging apps and games. These scams often look genuine, and children may not have the digital literacy skills to question their authenticity. This can happen across lots of platforms that your child is accessing, for example Roblox or TikTok. Scams can include:

- Offering in game currency.
- Befriending your child, which can then lead to requests for money or account details/personal information.
- Phishing links, with the intention of sharing malware or requesting account details/personal information.

What can I do?

It is important to have regular conversations with your child about what they are doing online and remind them to:

- Never share passwords or verification codes.
- Speak to you or another trusted adult if they are unsure about anything.
- Ensure appropriate parental controls and privacy settings are in place.
- Talk to your child about the different scams that can appear online and remind your child to check links before clicking on them.
- Remind your child that if they do think that they have been scammed, then to tell you straightaway.

Further information

<https://parentzone.org.uk/article/how-deal-online-scams-parent-guide>



Digital Footprints

When we go online, we create a digital footprint, which is a record of what we do online. This can be by visiting websites, sharing photos, liking or commenting on other people's posts or playing games. It is important that children are aware of the digital footprint that they are creating and the lasting effect it can have. Childline provides further information about digital footprints, including advice on how to protect our privacy online:

<https://www.childline.org.uk/info-advice/bullying-abuse-safety/online-mobile-safety/taking-care-your-digital-footprint/>

For further help and information please visit our AJS Website:
Useful Links for Parents and Children
www.AshleyJuniorSchool.co.uk

What Parents & Educators Need to Know about ONLINE GROOMING

WHAT ARE THE RISKS?

Online grooming is when someone builds a relationship with a child or young person online to gain their trust for the purpose of sexual abuse, exploitation, radicalisation, or criminal activity – such as county lines or financial scams. According to the NSPCC, police in the UK recorded over 7,000 offences involving sexual communication with a child in a single year – an increase of 89% since 2017/18.

STRANGERS USING FAKE IDENTITIES

Groomers often pose as children or teenagers online to build trust. They may create convincing fake profiles, share photos stolen from real people, or mimic the interests of the child. By pretending to be someone their age, they make conversations feel safe and relatable. Over time, they may ask for personal details, photos, or suggest meeting in person, exposing children to significant emotional and physical harm.

EXPLOITATION THROUGH GIFTS AND FLATTERY

To gain trust quickly, groomers often send gifts, gaming credits, or money. Alongside material offerings, they use excessive compliments, affection, and attention to create emotional dependency. These tactics make children feel valued and special, lowering their defences. Once trust is secured, groomers may escalate their requests, often asking for photos or private conversations, making the child feel pressured or indebted to continue.

GROUP CHATS AS HIDDEN PATHWAYS

Unmonitored group chats on platforms like WhatsApp or Discord provide a cover for groomers. They can watch how children interact, identify those who seem vulnerable, and then move conversations into private messaging. This transition makes detection difficult for trusted adults. The seemingly harmless group setting often masks the presence of predators, giving children a false sense of security.

THE RISE OF SEXTORTION

Sextortion involves pressuring children into sharing explicit content, then blackmailing them for more. Offenders may claim to have hacked a child's device, threaten to share images with friends or family, or demand money. Many victims remain silent out of fear and shame. This growing crime is particularly dangerous because children often feel trapped, believing there's no safe way to escape the situation.

GAMING PLATFORMS AS GROOMING GATEWAYS

Games like Roblox, Fortnite, or Call of Duty, which include live chat features, are frequent targets for groomers. Conversations often begin casually during gameplay and can become manipulative over time. Groomers may offer in-game gifts, credits, or exclusive add-ons to build rapport. Children using headsets or private chat features are especially at risk, as conversations are harder for adults to monitor.

CRIMINAL & RADICALISATION RISKS

Grooming is not always sexual. Some offenders manipulate children into criminal activities such as drug running or online fraud. Others attempt to radicalise young people with extreme ideologies. Groomers often use fear, money, shame, or promises of belonging to control their victims. These forms of exploitation can be just as harmful as sexual grooming, and often leave lasting psychological and social consequences.

Advice for Parents & Educators

KEEP CONVERSATIONS REGULAR

Rather than having one "big talk" about online safety, weave conversations into everyday life. Ask questions about children's online friendships and interests. Share real-life examples to make discussions relatable and encourage honesty instead of secrecy. When children feel comfortable discussing their digital lives, they are far more likely to share concerns or admit when something feels wrong, reducing the chance of risky interactions going unnoticed.

CREATE A "TELL ME" CULTURE

Children often keep silent because they fear being punished or losing access to their devices. Reassure them that coming forward with concerns won't get them into trouble. Emphasise that you are there to help, not judge. Creating a safe, open environment encourages children to speak up if something feels wrong, and helps to ensure they don't suffer in silence when facing potential grooming risks.

UNDERSTAND THE PLATFORMS CHILDREN USE

Take time to learn about the apps, games, and social platforms children are on. Familiarise yourself with privacy settings, parental controls, and group chat features. Use resources like The National College guides or conduct quick searches to stay updated. By understanding how these platforms operate, you'll be better equipped to set boundaries, guide safe use, and notice any unusual or concerning online behaviour early.

STAY ALERT TO WARNING SIGNS

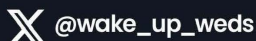
Be attentive to both behavioural and digital red flags. Sudden secrecy, mood swings, or new online contacts may signal a problem. Watch for unexplained gifts, new social media profiles, or changes in sleep patterns. Increased anxiety or reluctance to attend school can also be indicators. Regularly checking in and showing interest in those whom they communicate with online help prevent small issues from escalating into serious risks.

Meet Our Expert

Staffordshire Police is dedicated to keeping people safe and tackling crime across both the physical and digital world. The force continues to strengthen its digital investigation and safeguarding capabilities to protect children and vulnerable people online, working in partnership with local, regional and national organisations, schools, and the wider community.



See full reference list on our website



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