Managing online pressure and image consent

Key takeaways for parents & carers

Help your child take control online with these simple steps:

✅ **Online pressure extends beyond learning** – young people often feel judged, compared, or visible online in many areas of life.

✅ **Image consent is a life skill** – children should understand when, how, and if their image is shared

✅ **No one should feel forced to be on camera** – consent should be informed, ongoing, and respected

✅ **Encourage kindness** - Praise positive behaviour and talk about how to treat others with respect online and offline.

✅ **Anxiety can show up as avoidance** – this is a response to pressure, not a lack of motivation

✅ **Parents play a key role** – open conversations and reassurance help reduce digital stress

✅ **Support over scrutiny** – confidence grows when young people feel safe, not watched

Promoting confidence, consent, and care online 💫

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What parents & carers can say:

Guide your child to make safe, respectful choices online:

- ✅ *"You're allowed to decide when and how you're online."*
- ✅ *"It's okay to say no to photos, videos, or messages."*
- ✅ *"You don't owe anyone access to you or your image."*
- ✅ *If being online feels stressful, we can talk about it."*
- ✅ *"You can change your mind - consent isn't permanent."*
- ✅ *"Your wellbeing matters more than being available."*

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Recommended Support Links

UK Safer Internet Centre - practical advice for parents and carers on online safety and managing digital pressures.

https://saferinternet.org.uk/guide-and-resource/need-help

Childnet – guidance on social media, cyberbullying, consent, and keeping children safe online.

https://www.childnet.com/resources

NSPCC Online Safety Hub - advice for families on protecting children online and supporting wellbeing.

https://www.nspcc.org.uk/keeping-children-safe/online-safety/

NSPCC Helpline - free support for parents and carers concerned about online safety or wellbeing. 0808 800 5000 or help@nspcc.org.uk

https://www.nspcc.org.uk/keeping-children-safe/online-safety/

YoungMinds Parents Helpline - support and guidance on child and teen mental health, including managing anxiety from online pressures.

https://www.youngminds.org.uk/for-parents/

Childline - free, confidential support for children and young people experiencing online pressure or distress. 0800 1111

https://www.childline.org.uk/