At The National College, our WakeUpWednesday guides empower and equip parents, carers and educators with the confidence and practical skills to be able to have informed and age-appropriate conversations with children about online safety, mental health and wellbeing, and climate change. Formerly delivered by National Online Safety, these guides now address wider topics and themes. For further guides, hints and tips, please visit nationalcollege.com.

What Parents & Educators Need to Know about SNAPCHAT

AGE RESTRICTION 13+

Snapchat is a messaging app which allows users to send images, videos and texts to others. Its best-known feature is that anything sent 'disappears' 24 hours after it's been viewed; however, users are known to take screenshots or use another device to obtain a photo of their screen. In 2023, Snapchat added a chatbot function called 'My AI'.

WHAT ARE THE RISKS?

SCAMS AND BLACKMAIL

Predators can exploit Snapchat's disappearing messages feature by, for example, telling a user they have naked photos of them (regardless of whether it is true or not) and will share them online unless they send them money. Teens then (understandably) panic and worry about the long-term consequences. Snapchat's own research found that 65% of teenagers had experienced this – either on this app or others.

EXCESSIVE USE

Snapchat works hard on user engagement, with features like streaks (messaging the same person every day to build up a high score). The app also has sections called 'Discover' and 'Spotlight'. It claims the content shown here is relevant to each user, but it could also be seen as an easy way to hook users into watching videos endlessly. Furthermore,

INAPPROPRIATE CONTENT

Some content on Snapchat simply isn't suitable for children. The hashtags used to group content are determined by the poster, so even an innocent search term could still yield age-inappropriate results. The app's 'disappearing messages' feature also makes it easy for young people to share explicit images on impulse – so sexting continues to be a risk associated with Snapchat.

ARTIFICIAL INTELLIGENCE

My AI is Snapchat's new chatbot, which replies to questions in a human-like manner. However, the software is still in its infancy and has significant drawbacks, such as biased, incorrect or misleading responses. There have already been numerous reports of young users turning to AI for medical help and diagnoses, which could be inaccurate and therefore potentially dangerous.

ONLINE PRESSURES

Although many of Snapchat's filters are designed to entertain or amuse, the 'beautify' effects on photos can set unrealistic body image expectations – creating feelings of inadequacy if a young person compares themselves unfavourably with other users. Snapchat now also has 'priority' notifications (which still get displayed even if a device is in 'do not disturb' mode), increasing the pressure on users to log back in and interact.

VISIBLE LOCATION

A feature called 'SnapMaps' highlights your device's exact position on a virtual map, which is visible to other users. There are options to restrict who can see this information: all friends, selected friends or just you. Snapchat also has real-time location sharing, which is intended as a buddy system to help friends keep track of each other – but it could also be used to track a young person for more sinister reasons.

Advice for Parents & Educators

SET CONTROLS VIA FAMILY CENTRE

Snapchat has parental controls called 'Family Centre'. You must invite a child to the Family Centre for them to join. This allows you to view their friends list, see who they have chatted with in the last 7 days (but not to view the specific messages) and report any concerns.

TALK ABOUT REAL LIFE SCAMS

If a young person is mature enough to have Snapchat, then they are mature enough to have a conversation about scams, nudes and blackmail. Have this discussion before you let them join. Share some real-life examples. Discuss the importance of never adding strangers and discourage them from sharing nudes. If they are lured into a scam, encourage them to tell you immediately, then block and delete the predator and screenshot any evidence.

DISCUSS AI

Although My AI's responses can often give the impression that it's a real person, it's essential that young people remember this certainly isn't the case. Encourage children to think critically about My AI's replies to their questions: are they accurate and reliable? Remind them that My AI shouldn't replace chatting with their real friends, and that it's always better to talk to an actual person in relation to medical matters.

CHAT ABOUT CONTENT

It may feel like an awkward conversation (and one that young people can be reluctant to have) but it's important to talk openly and non-judgementally about sexting. Remind children that once something's online, the creator loses control over where it ends up – and who else sees it. Likewise, it's vital that children understand that some 'challenges' which become popular on the platform may have harmful consequences.

KEEP ACCOUNTS PRIVATE

Profiles are private by default, but children may make them public to gain more followers. Snap Stories are visible to everyone a user adds unless they change their settings. On SnapMaps, their location is visible unless Ghost Mode is enabled. It's safest for a child to avoid adding people they don't know in real life – especially since the addition of My Places, which allows people to see where users regularly visit.

BE READY TO BLOCK AND REPORT

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

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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