

Let's talk nudes...



**To keep
teens safe
online, we
need to talk
about this**

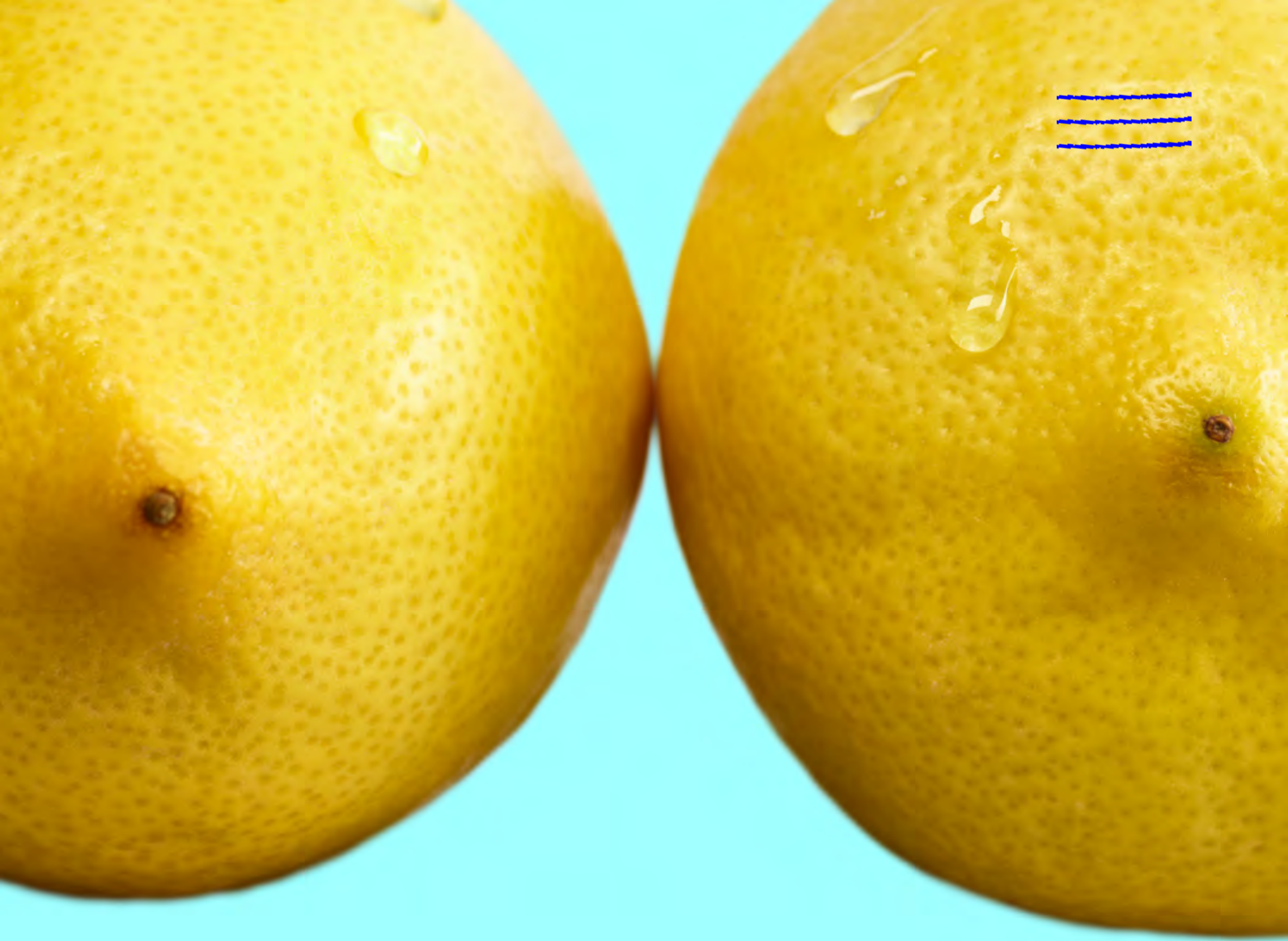


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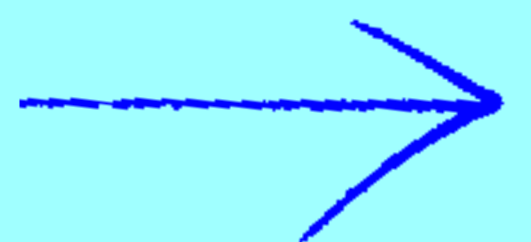
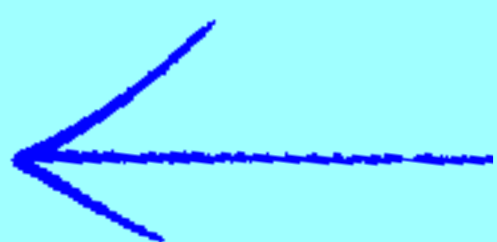




Why do we need to talk?

Nudes. Dick pics. Suggestive videos.
You name it – children are sharing it.

Nobody wants to think about their kids doing this. But whether they're sharing their own images or forwarding them from others, it's important that we talk about the risks.



Why do we need to talk?



Every day, children share sexual images and videos – at home, behind closed doors. Some tricked by adults, others pressured by their classmates or friends. Some are even sharing images of others without their consent.

As a parent or carer, it's uncomfortable to think about. But early, open conversations can keep your kids safe.

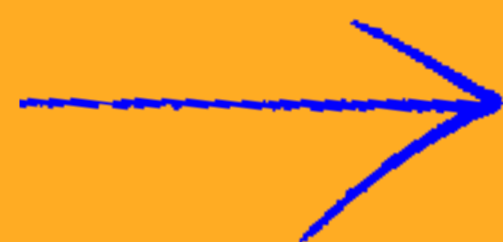
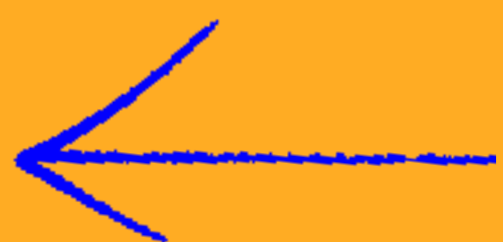




“I genuinely didn’t realise this could happen to someone so young. By the time I understood the scale of it all, Roxy was in crisis. Shame kept us silent, and silence is dangerous.”

Roxy’s mum

Roxy was just 13 when older kids shared her private photos.





What is a ‘nude’?

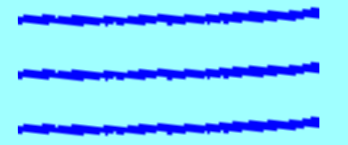
Nude: a naked or semi-naked photo or video of oneself shared in a sexually-suggestive way, including on a livestream or video call.

Whether it’s shared willingly – or through pressure and blackmail – it’s never the young person’s fault if it’s shared out of their control.

Reminder

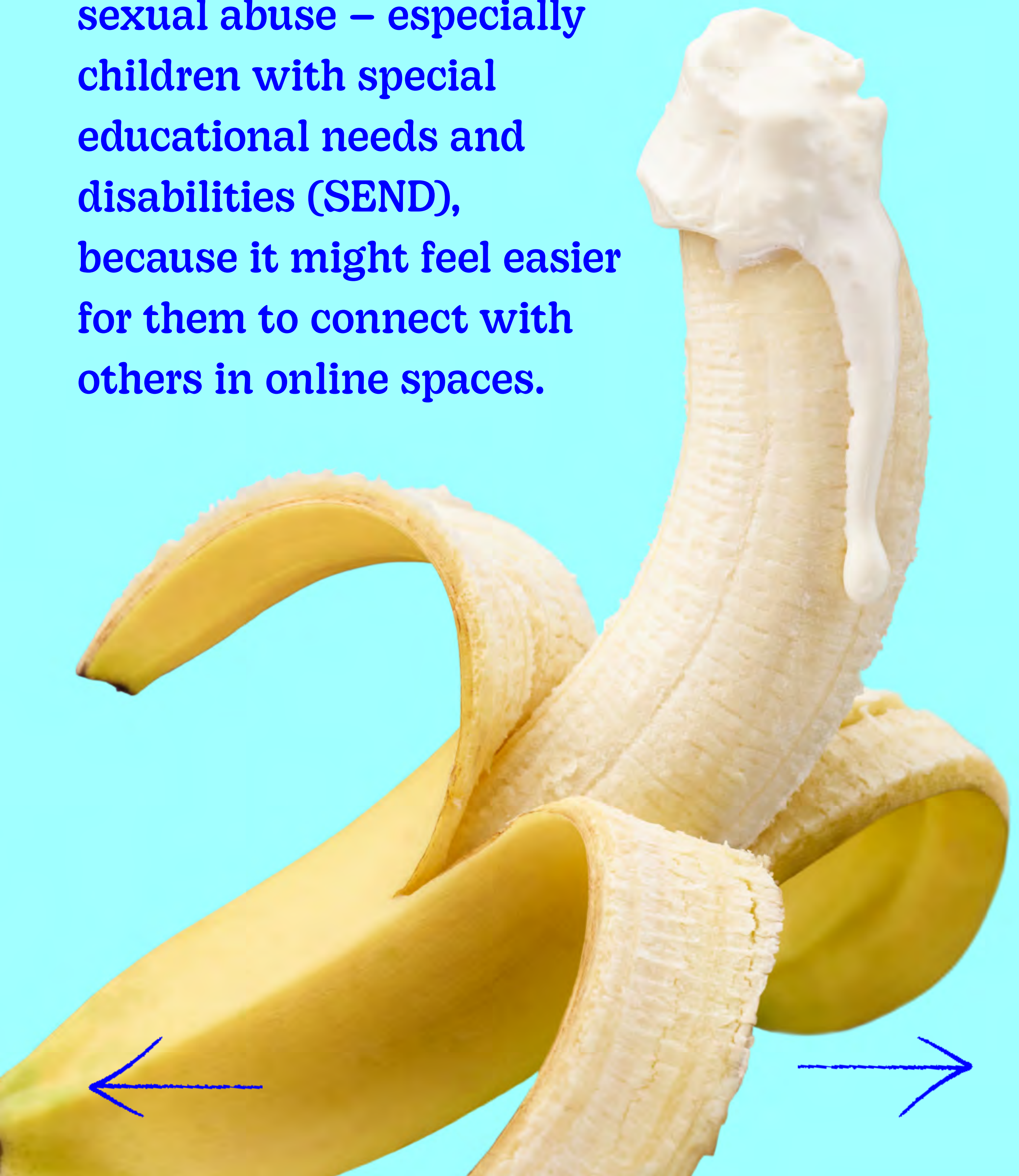
If a child has been sexually abused, they are never to blame.

Is my child a target?



Being online is a normal part of teenagers' lives these days – but this is not without risks.

Any child with unrestricted access to the internet can become a target for sexual abuse – especially children with special educational needs and disabilities (SEND), because it might feel easier for them to connect with others in online spaces.



Is my child sharing others' images?



Remember being a teen? Peer pressure was tough. But online, it's even tougher.

Kids may send or forward images just to experiment or fit in, without realising the long-lasting damage it could cause. Talking openly helps them make safer choices.



What can I do?



Remember **T A L K** – four ways you can keep your children safe online.

T – Talk

Talk about online risks.

A – Agree

Agree on technology ground rules.

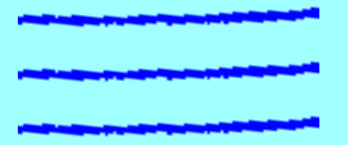
L – Learn

Learn what platforms and apps your child likes to use.

K – Know

Know the tools and settings that help keep children safe online.



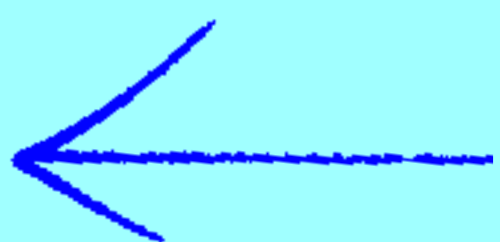


How to talk about it

While there's no perfect time for a conversation like this, it's never too late.

Start small: choose a calm moment, like a walk or car journey, or while doing something together.

Keep it casual – avoid the dreaded 'we need to talk'.



Conversation starters



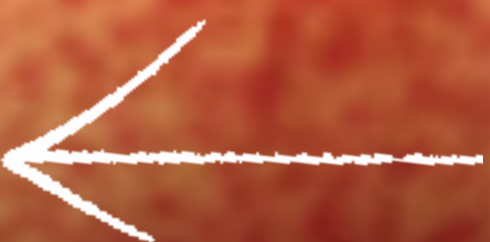
“

“Now you’ve got your first phone, we should chat about staying safe.”

“You can be on the internet without supervision, but let’s talk about how to stay safe when chatting to new people online.”

“Have you ever been sent private photos or videos that weren’t meant for you?”

”



Handling difficult questions



Kids can ask difficult questions – often about stuff we take for granted. So, just be honest and avoid judgement or shaming.

Sometimes, you don't even need to mention the word 'sex', but with older kids you can be more direct. And always remind your child that being abused is never the victim's fault.



A banana peel is shown on a purple background. A white arrow points from the bottom right towards the banana peel. The text is written in white on the left side of the image.

Agree some rules

Family rules create fairness, safety and trust.

Agreeing rules **together** can help children feel involved in your decisions – not punished or resentful.

Online life is part of kids' reality – and you want to ensure they can come to you if something's wrong.

Example rules for kids

No devices after a certain time

No devices behind closed doors

**Tell someone if something
online worries you**

**Be open about who you're
speaking to online**

**Think before you share a photo or video
– would you be happy if I saw it?**

Did you know?

Outright bans on apps or social media can make kids feel angry or alienated. It's better to involve your kids in setting rules, so that they feel respected and listened to.



Learn the platforms



Whether they're chatting to friends, taking part in trends, or playing games, your child will have their go-to platforms.

Taking an active interest in your child's online world can make conversations about safe choices easier. If your child loves an app, game or platform, gently find out why. Ask what they enjoy about it – and even try it yourself!





Do



Ask curious questions:
“Can you show me how it works?”



Share your own online interests or
funny memes



Join in – follow each other or try
the same app

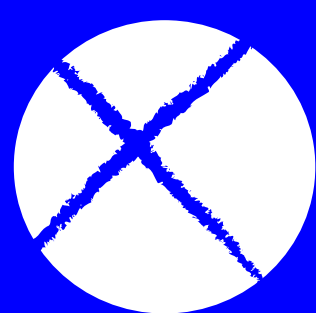


Let them teach you new updates
and features

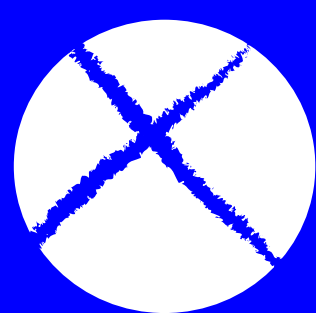
What you **shouldn't** do >>



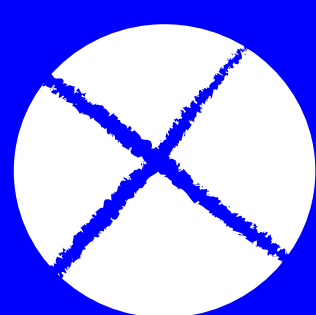
Don't



Dismiss apps as 'rubbish' or make fun of their interests



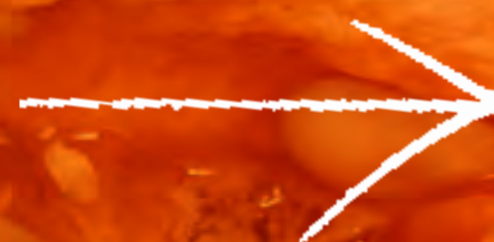
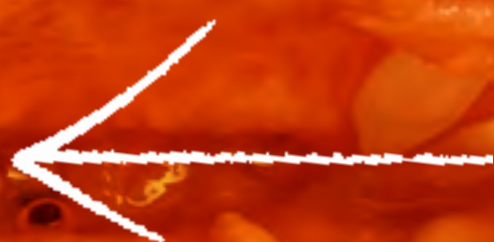
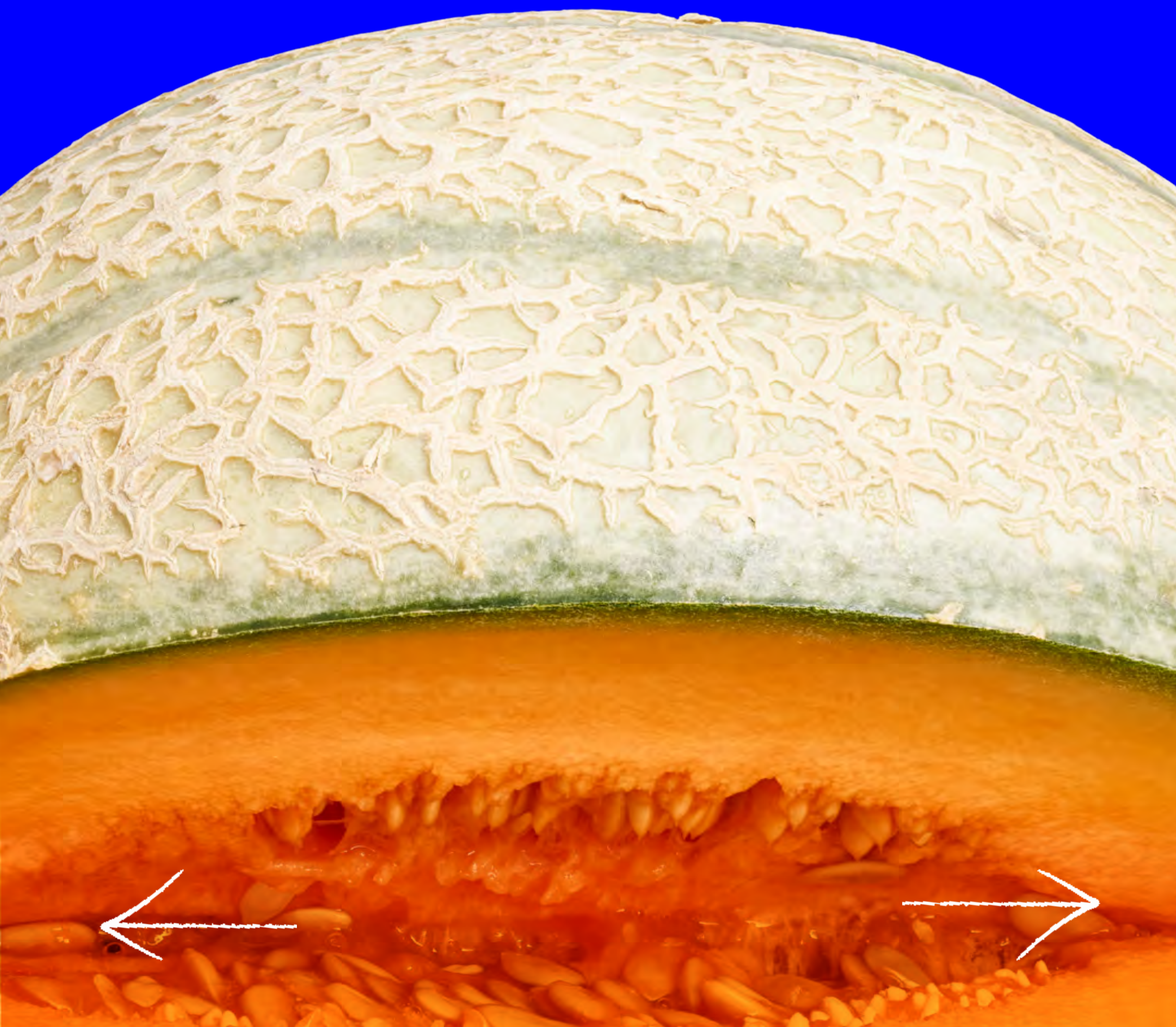
Rush to judgement if you don't 'get it'



Compare your child to others when talking about apps, games or social media habits – every child is different

Criticism makes them secretive.

Curiosity keeps the conversation going.



Know how to use the tools

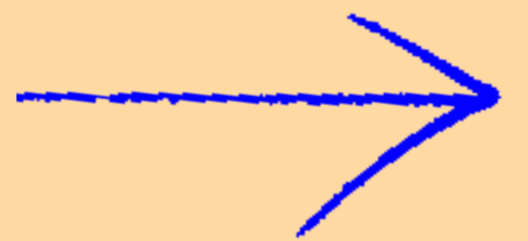


Explore safety settings on devices, apps and your WiFi network.

They can't block everything, but they do give you and your child more control.

Top tip

Ask your kids what they've learned about online safety at school – they might be able to teach you a thing or two!



Small steps make a big difference



Encourage them to:

Pick safe usernames

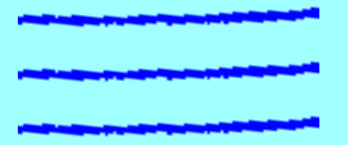
Keep personal info private

Use privacy settings

Restrict, mute, block and report
things or people that feel wrong

Practise together so your child can
feel confident using these tools.





Top tip

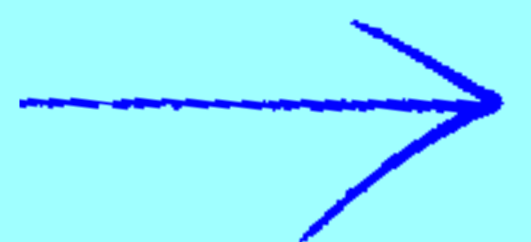
Online privacy settings can stop strangers in their tracks.

Shared decisions

Talk through these settings as a family – and decide **together** what works best.

Most importantly, explain ‘why’ – not just ‘because I said so.’

Shared decisions build trust, and your child is more likely to respect them.



Identify the signs



Watch for signs like:

Changes in time spent online

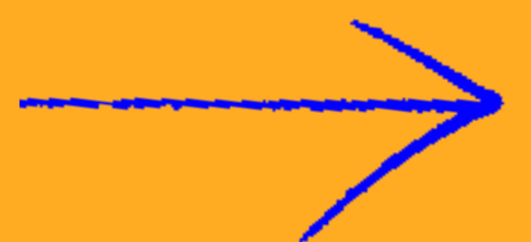
Being stand-offish after texting
or internet use

Secrecy about contacts

Lots of new messages,
friends, or followers

These signs could mean they're being pressured, exposed to harmful content, or sharing content they shouldn't.

Early awareness allows conversation and support before things escalate.



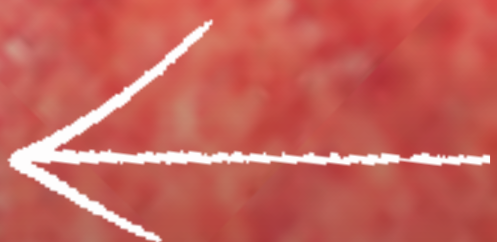
Report Remove



Once something has been shared online, you can help take action.

For nudes or sexual images or videos, the powerful **Report Remove** tool (via NSPCC) lets young people request removal safely. Support them and reassure them it's not their fault.

Visit Report Remove >>



Other useful resources



For further support, visit or search:

Cerebra >>

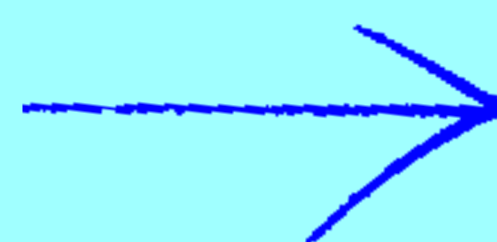
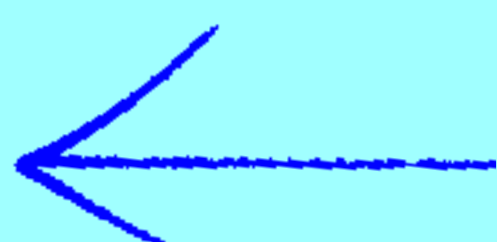
Provides internet safety guidance for children with autism or learning disabilities and their families.

Childline >>

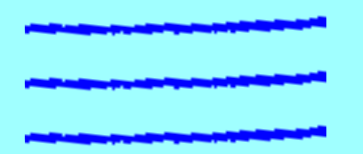
A free, confidential, phone and online service for children and young people aged 5-19.

Childnet >>

Works with children, schools and families to ensure safer internet use, and offers support and advice for parents and carers of children with SEND.



Other useful resources



For further support, visit or search:

Internet Matters >>

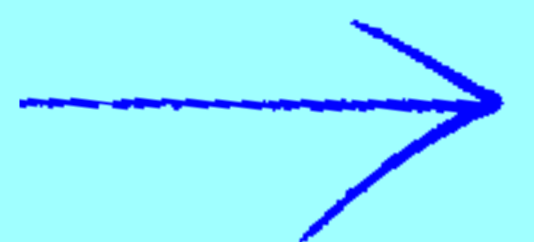
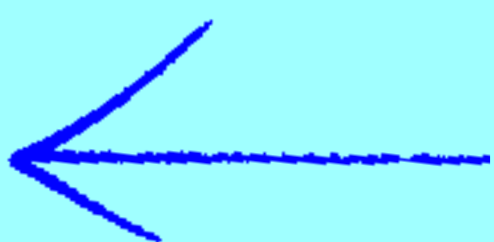
Provides tailored resources for parents and carers who want to take positive action to keep their children safe online.

Marie Collins Foundation >>

A support organisation for victims and survivors of technology-assisted child sexual abuse and their families.

NSPCC >>

Online safety information for families and children, including ways to support online wellbeing and talking to people online.



Other useful resources



For further support, visit or search:

ParentZone >>

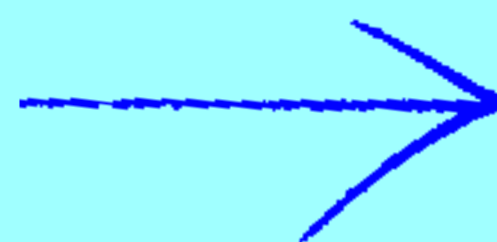
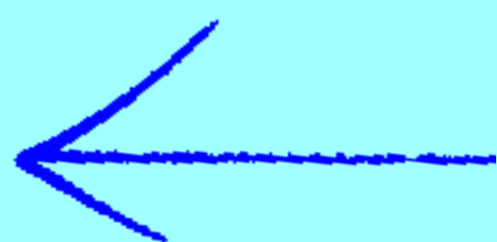
Provides general support and information to parents to help families navigate the internet safely and confidently.

Shout >>

Text SHOUT to 85258 to speak to a trained volunteer by text. This free, confidential service is for anyone in the UK who's struggling with their mental health.

TALK >>

A microsite created by the IWF that provides parents and carers with a checklist and resources to help keep children safe from online sexual abuse.



Other useful resources



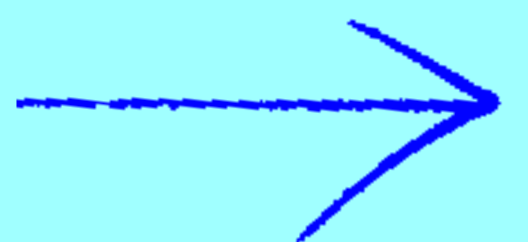
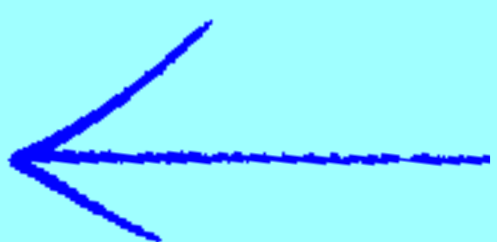
For further support, visit or search:

The Breck Foundation >>

An organisation that raises awareness and provides helpful materials about children's online safety for parents and carers.

UK Safer Internet Centre >>

Provides support and services to children and young people, adults facing online harms, and professionals working with children.



Reporting abuse



To report online
sexual abuse or
suspected abuse:

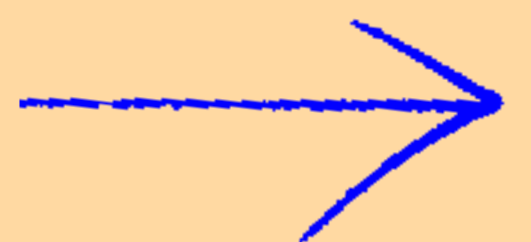
**If you think
a child is in
immediate
danger,
phone 999.**

CEOP >>

A law enforcement agency for reporting
online sexual abuse and guidance for
supporting children's safety.

IWF >>

IWF work to eliminate child sexual
abuse imagery online, preventing the
ongoing victimisation of those abused
in childhood. You can report suspected
child sexual abuse images and videos
anonymously, including pictures, videos,
AI, animation, or cartoon images, using
the IWF Reporting Portal.



Reporting abuse



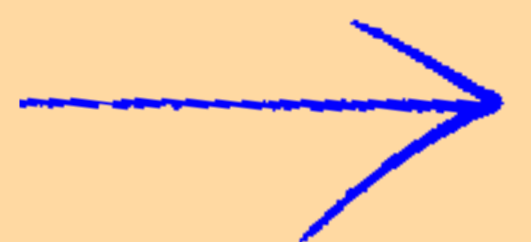
To report online sexual abuse or suspected abuse:

National Crime Agency >>

For more information about Financially Motivated Sexual Extortion ('sextortion') and guidance on what to do.

NSPCC Helpline >>

A free helpline for parents and carers, offering advice and guidance. If you're worried about a child, or need support, call 0808 800 5000 or email help@NSPCC.org.uk





Share this guide!

Every conversation about sharing sexual images or videos online can make a difference.

Please share this guide with other parents. Let's help all our children stay safe online.

