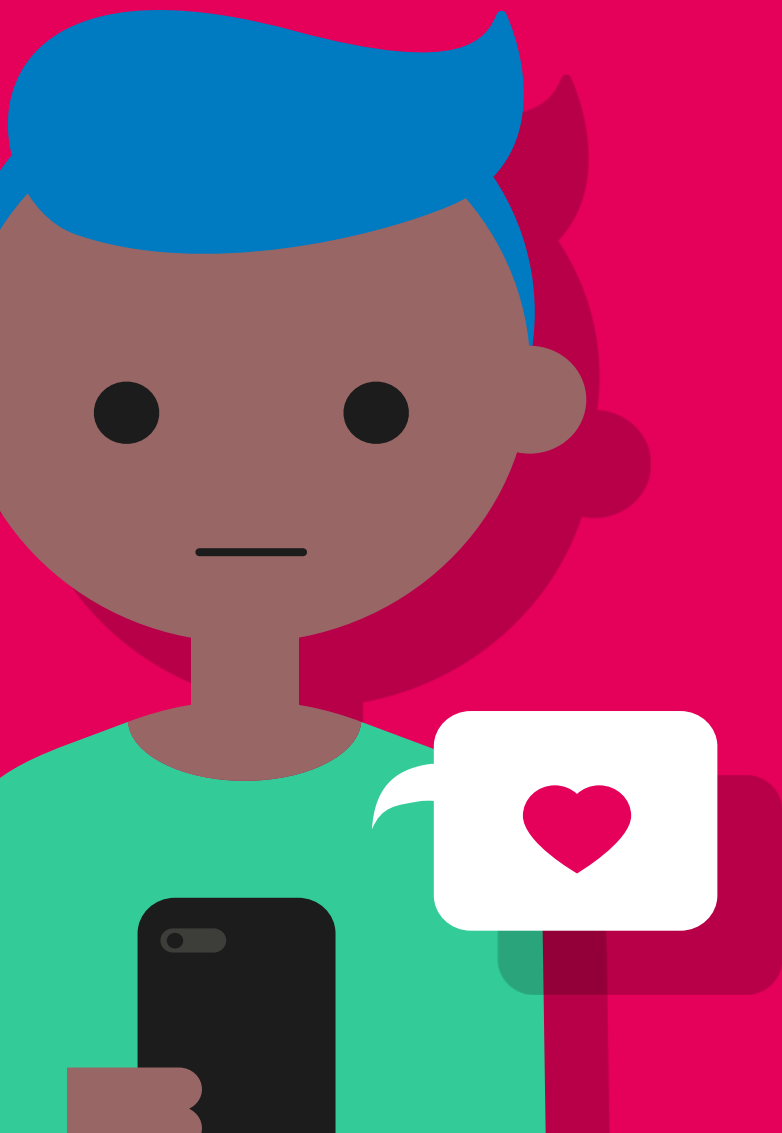


The average child posts around *26 times a day* on social media but *only 6 out of 10* followers are real friends.



**Online safety should be on every parent's checklist this school year.**

That's why we've got information, advice and support for all your concerns about your child and the Internet. Showing you the best ways to keep them safe online, whatever they're doing.

Source: Ginger Research online survey

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matters.org**

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*1 in 10 or fewer*  
parents say that  
they don't know  
how to use some  
of the more risky  
websites and apps



**Get up to speed with  
online safety.**

We've got information, advice and support to help you get up to speed on all the big issues around children and technology. Showing you the best ways to keep them safe online, whatever they're doing.

Source: Pace of Change Report Research focused on how parents and children differ in their use of the internet December 2015

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*48% of parents believe*  
that their children know  
more about the internet  
than they do and *73%*  
*of children agree*

**Need to brush on up on  
your online safety this  
school year?**

We've got information, advice and support to help you get up to speed on all the big issues around children and technology. Showing you the best ways to keep them safe online, whatever they're doing.

Source: Pace of Change Report Research focused on how parents and children differ in their use of the internet December 2015

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While *three-quarters (76%)* of secondary school children are using a smartphone regularly at home, *just over a quarter (29%)* use their phone at school\*

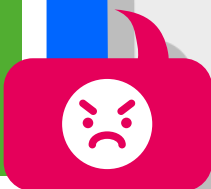


1 in 3 children

hide websites they've been visiting from parents *while 1 in 5* change the social media safety settings enforced by their parents\*\*



3 out of 10  
(30%)



secondary school pupils admit that *they regret things* that they have said online†

**Online safety's never been so important.**

That's why we've got information, advice and support on everything that matters when it comes to children's Internet safety. Showing you what to do, and where to go for help.

\* Source: Techknowledge research 2015

\*\* Conducted by Childwise on behalf of Internet Matters Ltd  
Online survey of 1,001 parents of children aged 7-17 2015

† Source: Techknowledge research 2015

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