

Social Posts for professional
audiences



Do you work with parents/carers of 9 to 11 year olds? They need to know about #BeTheFirstFilter

Our new campaign offers free resources and conversation tools for parents and carers of 9–11-year-olds.

From games like Tea Time Trivia to practical advice, we can help make online safety part of everyday life.

👉 Visit our campaign page to access resources you can share with parents/carers: bit.ly/FirstFilter

#BeTheFirstFilter #NSPCCJersey



Do the parents/carers you work with know how to start the conversation around sharing nudes?

They're not alone - and we're here to help.

Share our practical tips, conversation starters, and expert advice to support parents/carers to ensure their children make safer choices online.

👉 nspcc.org.uk/keeping-children-safe/online-safety/sexting-sending-nudes

#BeTheFirstFilter #NSPCCJersey



It starts with a message.
“Just for me, promise 🙌”
“You said you trusted me...”

Self-generated images can carry real risks -and children may feel pressured before they even realise it.

Share our #BeTheFirstFilter resources to help parents/carers understand what’s safe, what’s risky, and how to respond.

👉 bit.ly/FirstFilter

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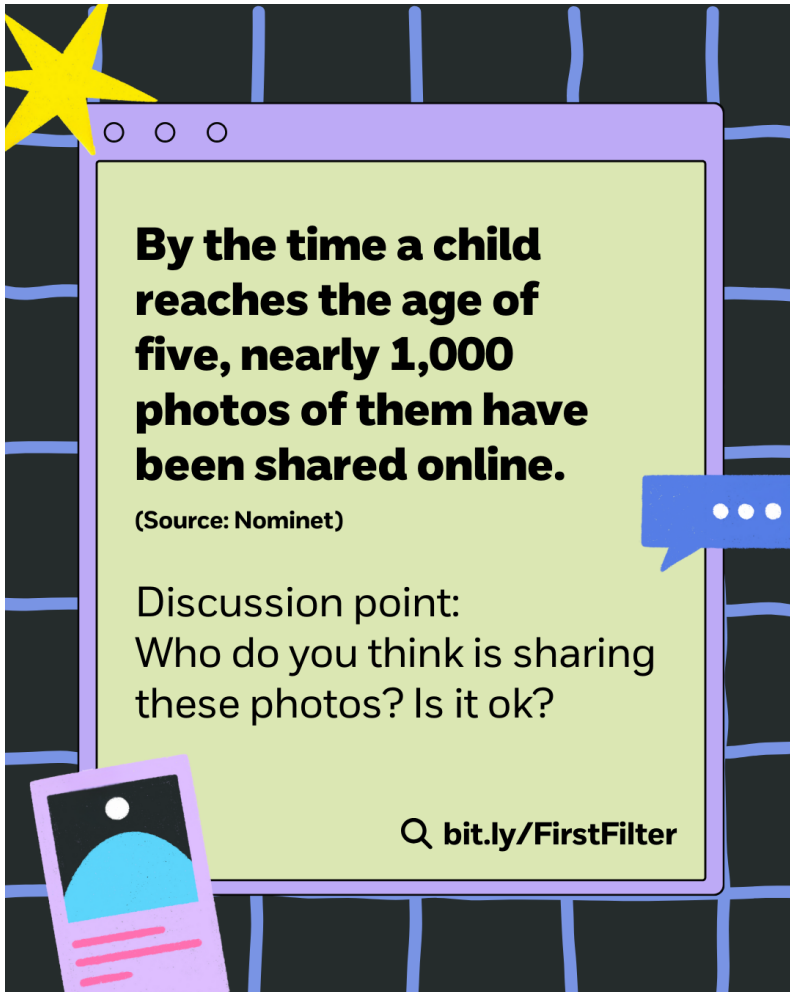


Helping professionals, parents and carers to start the conversation about online safety and self-generated images?

These simple questions can help you open up meaningful chats - and build their confidence to make safer choices online.

👉 bit.ly/FirstFilter

#BeTheFirstFilter #NSPCCJersey



By the time a child turns five, nearly 1,000 photos of them may have been shared online.

A simple question can open up a bigger chat about privacy, consent, and online safety.

👉 If you work with children and families then explore more conversation starters and free resources at: bit.ly/FirstFilter

#BeTheFirstFilter #NSPCCJersey



Looking for a fun way to talk about online safety or to support parents/carers with the topic?

Tea Time Trivia is a free game designed to get families chatting - laughing, learning, and sharing ideas about staying safe online.

Whether kids ask parents or parents ask kids, every question is a chance to open up and build trust.

👉 Download the game and explore more resources at: bit.ly/FirstFilter

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92% of reports to the Internet Watch Foundation are sexual imagery of children created in the 'safe spaces' of their bedrooms.

(Source: Internet Watch Foundation)

Learn more: bit.ly/FirstFilter

92% of reports to the Internet Watch Foundation involve sexual images of children - created in what should be the safety of their own bedrooms.

It's a powerful reminder that online risks can happen in familiar spaces.

Start the conversation. Help children understand what's safe to share - and what's not.

👉 Learn more and access free resources:
bit.ly/FirstFilter

#BeTheFirstFilter #NSPCCJersey

Make Online Safety Part of the Conversation

Not Sure Where to Start? Try These Questions 📌

"If someone asked you to make a video or picture and share it, how would you decide if it's okay?"

"What kinds of pictures do you think are fun and safe to share with friends or family online?"

"Have you ever seen a video or picture online that made you wonder if it should be shared?"

"Can you think of anything in a photo that might accidentally give too much information about you or our family?"

'If you could take a photo of anything and share it with the world, what would it be?'

🔍 bit.ly/FirstFilter

Helping parents/carers to start conversations about online.

These simple questions can help spark everyday chats about what we share online, how it makes us feel, and what to do if something doesn't seem right.

👉 If you work with children and families, share our #BeTheFirstFilter resources to help everyone feel more confident to be safe online.

#BeTheFirstFilter #NSPCCJersey



You don't need to be a tech expert to help a child stay safe online.

From everyday chats to simple tech tools, there are lots of ways to support them - online and offline.

Find more tips and free resources to use and share with parents/carers at: nspcc.co/FirstFilter

#BeTheFirstFilter #NSPCCJersey

Social Posts for
public/parents and carers



Help your child navigate the online world safely.

Our new campaign offers free resources and conversation tools for parents and carers of 9–11-year-olds.

From games like Tea Time Trivia to practical advice, we're making online safety part of everyday life.

👉 Visit our campaign page to get started:
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Worried about how to start the conversation around sharing nudes?

You're not alone - and we're here to help.

Explore practical tips, conversation starters, and expert advice to support your child in making safer choices online.

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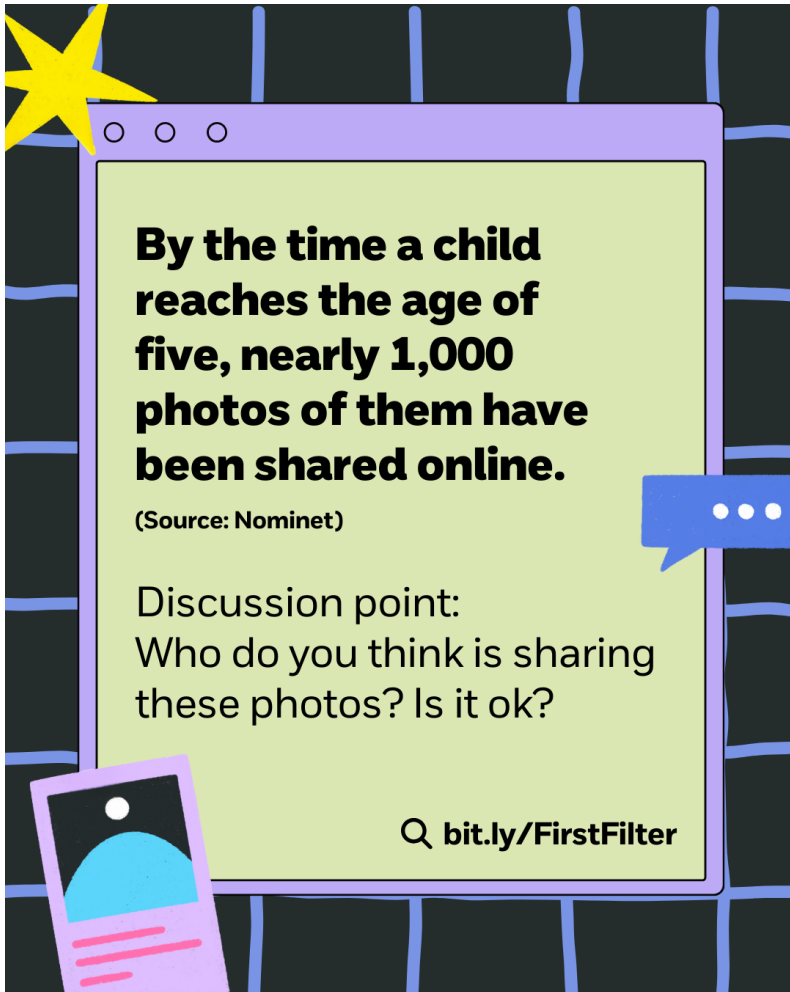


Not sure how to start the conversation about online safety and self-generated images?

These simple questions can help you open up meaningful chats with your child - and build their confidence to make safer choices online.

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By the time a child turns five, nearly 1,000 photos of them may have been shared online.

That's a powerful stat - and a great starting point for a conversation. Ask your child: "Who do you think is sharing these photos? Is it OK?"

It's a simple question that can open up a bigger chat about privacy, consent, and online safety.

👉 Explore more conversation starters and free resources at: bit.ly/FirstFilter

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Not sure how to start talking about online safety with your child?

These simple questions can help spark everyday chats about what we share online, how it makes us feel, and what to do if something doesn't seem right.

Keeping the conversation open helps your child feel confident coming to you for advice or support.

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You don't need to be a tech expert to help your child stay safe online.

From everyday chats to simple tech tools, there are lots of ways to support them - online and offline.

Keep the conversation open, and let them know they can always come to you.

 Find more tips and free resources at: nspcc.co/FirstFilter

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