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Edition - 1



Out of sight



Out of mind

How Many “Secret” Social Media Accounts Does Your Child Have?

With children now spending more time online this means the saying, “**Children Must Be Seen But Not Heard**”, that was used for decades has evolved; with ever increasing exposure to online gaming apps and social media our young people are now “Out of sight, out of mind”

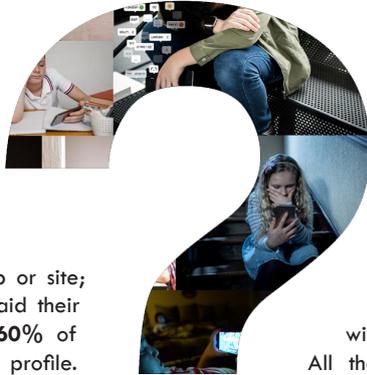
In March 2022 OfCom’s Media Use And Attitudes Report confirmed that the majority of **children under 13** had their own profile on at least one social media app or site; **33%** of parents of **5-7s** said their child had a profile, and **60%** of **8-11s** said they had one profile.

Six in ten children aged 8-17 said they had **more than one profile** on some online apps and sites (**62%**). Alarmingly, the most common reason for doing so was to have a separate profile just for their parents and family to see. So, what does this mean for our young people today?

Molly Russell, who took her own life in November 2017 at the age of 14, hit the headlines recently when the inquest re-

vealed Molly had a second Twitter account. Following the outcome of the inquest there is real concern about the impact because that the number of secret accounts and profiles may continue to rise.

It is not necessary to have a profile to access ‘public’ content with social media and video-sharing platforms. It is important for us to also point out that having a profile, however, allows users to follow accounts they like, post content themselves and engage with content posted by others. All these behaviours then shape and influence the type of content that is recommended to them by the platform or curated for them on personalised feeds such as TikTok’s ‘For You Page’ (FYP), Instagram’s ‘Feed’ or YouTube’s home page.



Sources - The OFCOM Report is called “Children and parents: media use and attitudes report 2022”
Media Links [Molly Russell Inquest BBC News Article](#) “[Molly Russell’s Secret Twitter Account](#)”



Is your child ‘out of sight, out of mind’.....

Tik Tok parental guide

Snap chat parental controls

Online safety, practical tips

Better Together

Talking about difficult topics

Why it's good to talk

Digital childhoods: a survey of children and parents