What Parents Need to Know about How to Combat Online Bullying

According to Ofcom's 2022 Media Use and Attitudes report, children are now more likely to be bullied via technology than they are to experience it in person. An alarming 84% of 8 to 17-year-olds who reported being targeted said it had taken place via messaging, social media, online gaming and so on, as opposed to 61% who had been intimidated face-to-face.

Just like its offline counterpart, cyber-bullying creates feelings of isolation and anxiety in its victims, along with a loss of self-esteem and potentially thoughts of self-harm or suicide. In support of Anti-Bullying Week, today's #WakeUpWednesday guide has expert tips on how trusted adults can help to prevent online bullying or reduce its damaging effects. Ofcom's research also indicated that two-thirds of parents and carers admitted to being worried about their child becoming the victim of bullying in the digital world – more than half of them specifying online video games as a particular area of unease. Concern was especially high among the parents of slightly older children: the 8–15 age bracket.

Our #WakeUpWednesday guide, to coincide with Anti-Bullying Week 2022, pulls together tips for trusted adults - including how to spot the warning signs in a child who's being bullied online, how you might respond if a young person opens up to you about such a situation and what steps you could take together to help make them safer from internet aggressors.

Please click here to download the guide