

Helping young people manage their online identity

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matters.org

5 Things you can do to support children ▶▶

1

Start with a positive conversation

- **Discuss what they enjoy and why** (apps / Favourite vloggers/ website / social networks).
- **Talk about how and who** they share their lives with online – make sure to touch on what they would and wouldn't share.
- **Have a chat about what their online identity means** to them and how they feel it reflects who they really are.
- **Discuss the issues they may face** such as pressure to conform or encountering negativity and provide guidance and advice.



2

Get them to think critically about online and offline influences

- **Encourage them to think about the intentions** behind what people share and **be sure to check sources of information** if they seem too good to be true.
- **Make sure they have a varied digital diet** to ensure they are exposed to a range of ideas that will give them a balanced view of the world.



3

Encourage them to review their data and privacy

- To ensure they stay in control of the information they share online, **get them to regularly check who they are friends with online** and what data they are showing on the platforms they use.
- **Doing a regular Google search on their name** can be a simple way to manage what content is visible to everyone or remove content that may be incorrect or harmful to their reputation.



4

Highlight the importance of being #FreeToBe online

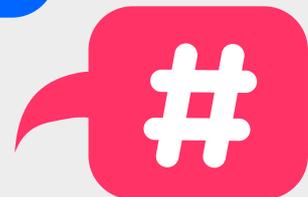
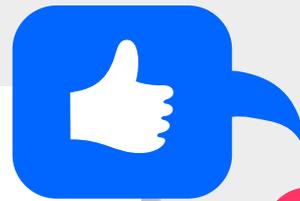
- **Discuss safe ways for them to stay authentic** to who they are online. This could be only sharing certain content with people who offer positive encouragement and avoiding and reporting toxic environments online.



5

Stay engaged with what they do online

- **Have regular check-ins** about what they do online to be better prepared to offer your support.
- Steer them towards apps and platforms **that will support their passions** and help them express who they are.



For more advice visit [Internetmatters.org/online-identity](https://www.internetmatters.org/online-identity).

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