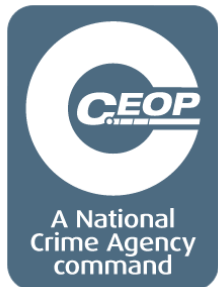


# Live Streaming: Information for parents and carers





# What is live streaming?

- Visual broadcast live over the internet via any smart phone or tablet with a camera
- Live streamed videos are unedited and shared without delay
- Unmoderated, unrehearsed & unpredictable
- Viewers can send gifts, comment and talk directly with the person live streaming

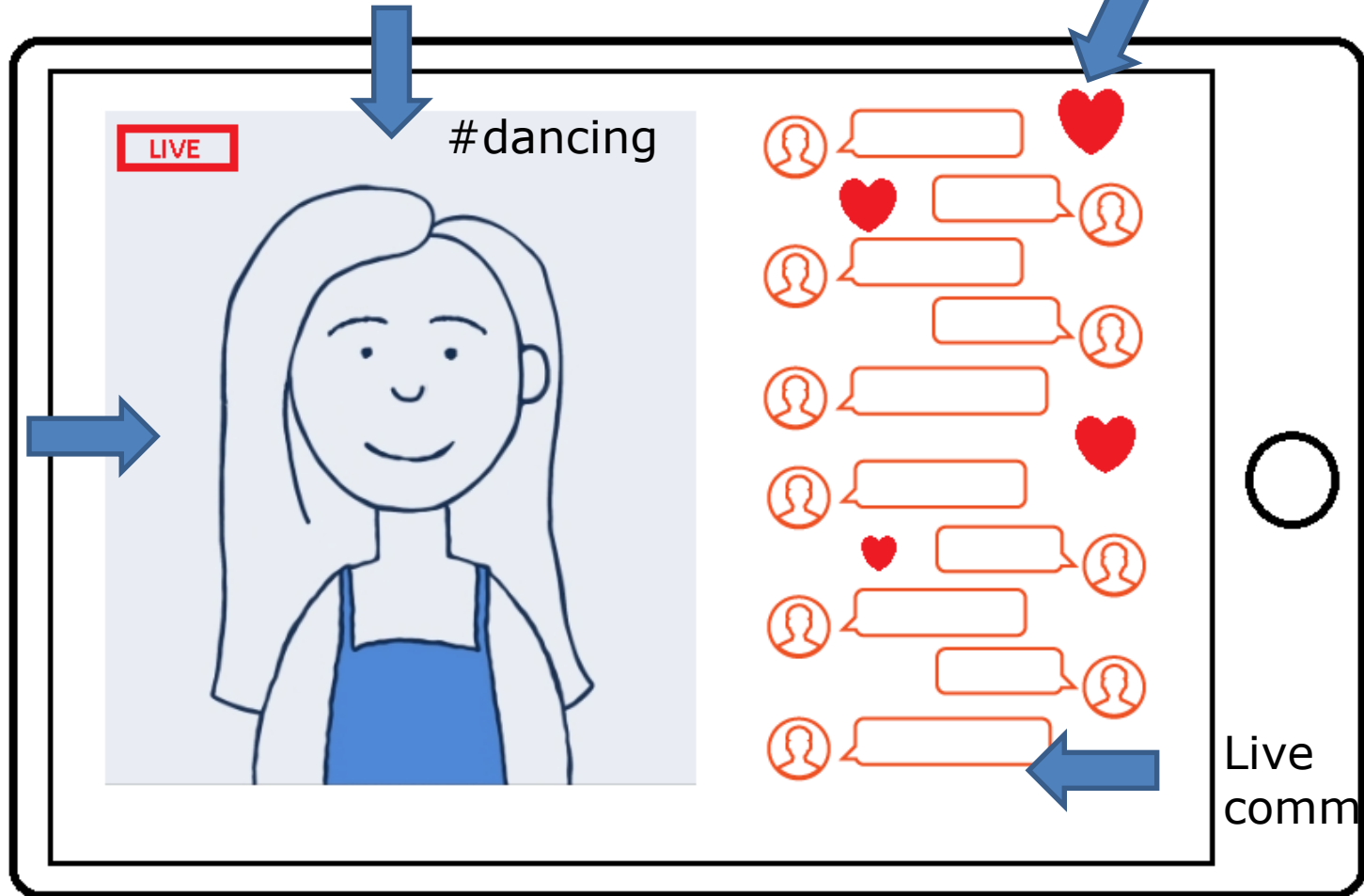




# What does it look like?

Hashtags

Emoji's/Gifts



LIVE

#dancing

Live comments

Live stream



# Popularity

Live streaming is highly appealing to children and young people as it offers the opportunity for them to be a creator and presenter and be seen by a potentially huge audience.



Live.me: Over 20,000,000 downloads



YouNow: 10,000,000 – 50,000,000 downloads



Live.ly: 5,000,000 – 10,000,000 downloads



Periscope: 10,000,000 – 50,000,000 downloads



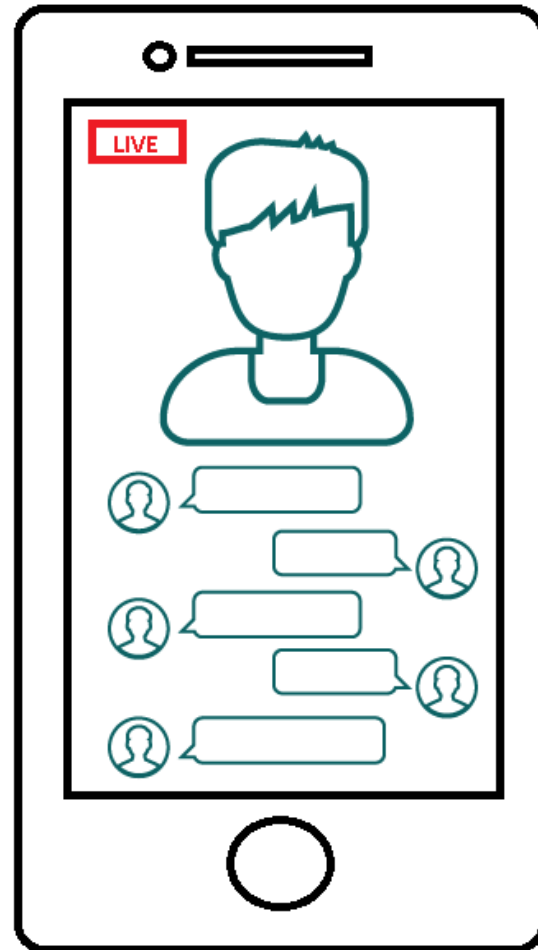
Musical.ly: 100,000,000 – 500,000,000 downloads

\* References: Google Play October 2017. All referenced have an age limit of 13+ years



# Risk factors

- Developmental stage
- Reduced inhibition online
- Live streaming is 'in the moment'
- Tactics such as trickery
- Affirmation
- Power of multiple comments
- Fear





# What can you do?

- Ongoing conversations with your child about their internet use
- Children should only live stream in public rooms
- Look out for children moving to private platforms
- Build resilience, particularly where children are feeling lonely
- Encourage children to identify safe and trusted adults
- Make sure children know where to go for support





# Positive vs unhealthy attention

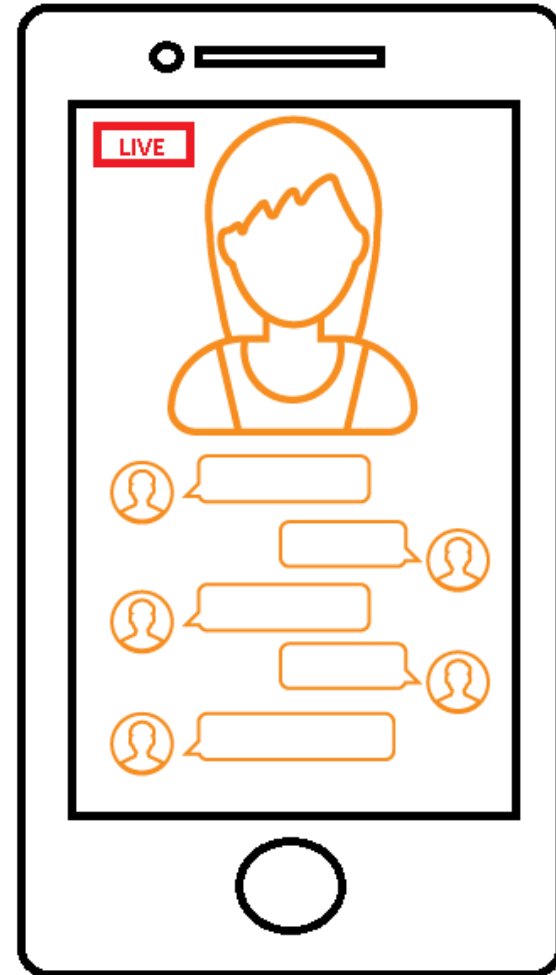


- Schedule planned attention
- Give personal and positive feedback
- Be a positive role model
- Encourage choice and consent from an early age



# Risk factors

- Developmental stage and sexual exploration
- Reduced inhibition online
- Concept of live streaming
- Tactics such as flattery and affirmation
- Power of multiple comments
- Fear

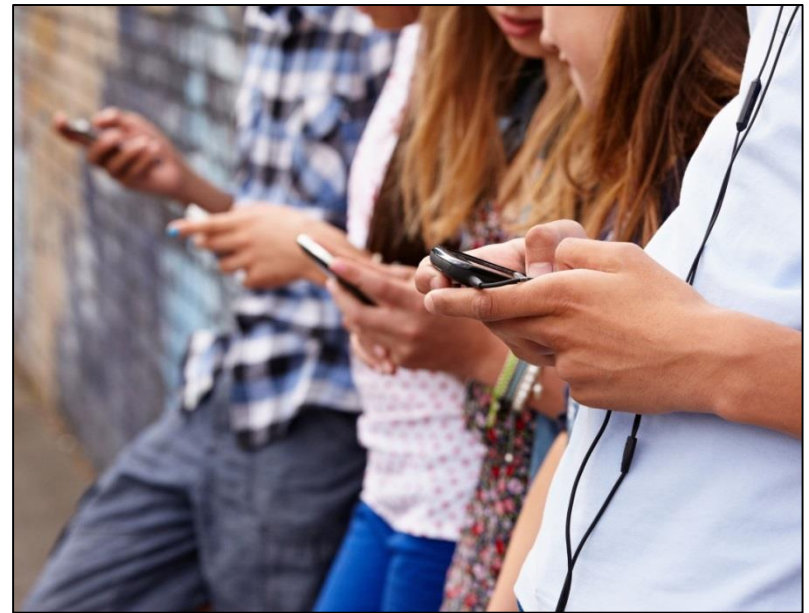






# What can you do?

- Ongoing conversations with your child about their internet use
- Talk to young people about being asked to move to private platforms
- Build resilience particularly where young people are feeling lonely
- Encourage young people to identify safe and trusted adults
- Make sure young people know where to go to report and for support





# Conversation topics

- Age appropriate news stories/TV storylines
- Photos vs live streaming
- 'Likes' and views





# Thinkuknow website for parents/carers

This screenshot shows the top section of the Thinkuknow website. At the top left is the 'THINK U KNOW' logo. To its right is a search bar with the placeholder text 'I would like advice on...'. Below the logo and search bar is a blue navigation bar with the following links: Home, Get Advice, Concerned about your child?, How to get help, Who are we?, and Support tools. The main content area features a background image of a person's hands holding a smartphone, with light rays emanating from the screen. The title 'What is live streaming?' is displayed in large white text. Below the title, a short paragraph reads: 'With an increase in the popularity of live streaming, it's important to understand why young people enjoy sharing experiences in real-time.'

This screenshot shows the top section of the Thinkuknow website. At the top left is the 'THINK U KNOW' logo. To its right is a search bar with the placeholder text 'I would like advice on...'. Below the logo and search bar is a blue navigation bar with the following links: Home, Get Advice, Concerned about your child?, How to get help, Who are we?, and Support tools. The main content area features a background image of a red 'LIVE' sign on a dark wooden wall. The title 'Live streaming: responding to the risks' is displayed in large white text. Below the title, a short paragraph reads: 'Live streaming is a popular feature of lots apps and platforms. By understanding the risks of live streaming you can help your child to stay safe when they are online.'

This screenshot shows the top section of the Thinkuknow website. At the top left is the 'THINK U KNOW' logo. To its right is a search bar with the placeholder text 'I would like advice on...'. Below the logo and search bar is a blue navigation bar with the following links: Home, Get Advice, Concerned about your child?, How to get help, Who are we?, and Support tools. The main content area features a background image of hands typing on a laptop keyboard. The title 'Online contact and staying safe' is displayed in large white text. Below the title, a short paragraph reads: 'Video streaming and chatting online can be really exciting, but do you know how to protect your child from adult content and contact? Find out how to help them stay safe from abuse.'



# Thinkuknow websites for young people



Home Need advice? Worried about a friend? HELP! News Q & A

## Live Streaming

Live in 3...2...1

Live streaming, sometimes known as 'going live', is the broadcasting of live videos over the internet. Videos are unedited and are seen in real time - similar to Live TV.

**Why do people live stream?**

Sharing videos instantly can feel exciting. Some people use live streaming as a way to showcase their talents, campaign about an issue or to spontaneously share their thoughts with an audience.

**Watching live videos?**

The clue is in the name - live streaming. Live streaming is when someone broadcasts a video in real time. You can watch it as it happens. You can't see it before it's been shared. You can't see it after it's been shared. You can't see it before it's been shared. You can't see it after it's been shared.

## Dealing with pressure online

Sometimes it can feel awkward saying 'no' to people, especially if they're someone close, such as a friend, boyfriend or girlfriend. This might be because you really like that person, you trust them and don't want to let them down. However, if you do say no, any genuine friend or partner who cares for you and respects you will accept your decision.

Unlike our real friends, people we don't know online can try to convince us to do things, even when we have said no. This can feel tricky because, online, there can be lots of people asking all at the same time. When you're live streaming or 'going live', when often there are lots of people asking you to do things they may not be OK with. These requests can feel uncomfortable and one-to-one, asking for personal information, or asking them

## Lies and truths

Here are some lies people tell. It's important you know the facts.

- "If you do this for me I'll leave you alone"**

The more you do for them the more power they will think they have. The best thing if someone threatens you online is to get up, walk away and tell someone as soon you can. If you feel trapped, report to [CEOP](#).
- "The police will never find me, I've hidden myself on the internet"**

This is never true. No matter what clever tricks they claim to be using, everyone leaves a 'digital footprint' online. The police are very good at tracking these people down, even if they're not in the UK.
- "If you don't do more for me I'm going to share this image"**

They often don't share the images - even when they've threatened to. It's not in their best interests. The more information they share, the easier it is for the police to track them down.
- "If I share this image you'll never get over it"**

You might feel you have no way out but this isn't true. All problems can be solved with support. If you do share an image, this is better than being forced to do more sexual things. Even if you think they will share the image, talking to someone will help you get perspective. You need support to make it stop.

Some time can cause young people to feel under pressure. It might be lots of compliments, promising gifts or young people feel like they need to do what they are asked. There are lots of people asking, sometimes it can feel like they want. These are all elements of pressure and this



# Reporting to CEOP

A screenshot of the CEOP website's home page. At the top left is the CEOP logo, which includes the text 'CEOP' and 'A National Crime Agency command'. To the right of the logo, it says 'Child Exploitation and Online Protection command'. Further right, there is a small red button that says 'Quick exit' with a person icon. Below this, a main heading asks 'Are you worried about online sexual abuse or the way someone has been communicating with you online?'. Underneath this heading, it says 'Make a report to one of CEOP's Child Protection Advisors'. There are three main content areas: 'Should I make a report to CEOP?', 'What happens when I make a report?', and 'How can CEOP help me?'. Each area has a brief description and an icon. The bottom of the page has a blue decorative border with icons of a computer, gears, a pencil, and a speech bubble.

The CEOP website has information on:

- When to report to CEOP
- What happens when a report is made to CEOP
- How CEOP can help

A screenshot of a reporting form on the CEOP website. It features a dropdown menu with the text 'I am a parent' and a blue arrow pointing down. To the right of the dropdown, it says 'You can change who you would like to see information for here'. Below this, the main heading of the form is 'Should I make a report to CEOP?'. A yellow underline is visible under the heading.

A large, rounded rectangular button with a blue background and white text. On the left side of the button is a red square containing a white icon of a person with a large eye on their head. To the right of the icon, the text 'CLICK CEOP' is written in large, bold, white capital letters. Below this, the words 'Advice Help Report' are written in a smaller, white font. A white hand icon with a pointing finger is positioned over the bottom right corner of the button.



# Staying up to date

CEOP social media



**@CEOPUK**



**ClickCEOP**

CEOP websites



**[www.thinkuknow.co.uk](http://www.thinkuknow.co.uk)**

**[www.thinkuknow.co.uk/parents](http://www.thinkuknow.co.uk/parents)**



**[www.ceop.police.uk/safety-centre](http://www.ceop.police.uk/safety-centre)**