At The National College, our WakeUpWednesday guides empower and equip parents, carers and educators with the confidence and practical skills to be able to have informed and age-appropriate conversations with children about online safety, mental health and wellbeing, and climate change. Formerly delivered by National Online Safety, these guides now address wider topics and themes. For further guides, hints and tips, please visit nationalcollege.com.

What Parents & Educators Need to Know about

OFCOM MEDIA REPORT 2025

Every year, Ofcom releases its Children and Parents: Media Use and Attitudes Report, offering fresh insights into how young people are using digital platforms. The 2025 edition highlights key safeguarding concerns as children's engagement with social media, gaming, and live streaming continues to grow. This guide pulls out the top statistics from the report, focussing on the main areas of concern for parents and educators.

ONLINE LIVES

Children are engaging with social media and online content at increasing rates:

37% (3-5s) now have access to social media platforms; however, only a small proportion use it independently of parents.

79% (3-17s) have a social media profile, with 16% including a public photo.

66% (3-17s) watch livestreamed videos regularly, with 16% of them streaming their own content.

POST

ONLINE GAMING

Gaming remains popular but raises concerns:

74% of children say they play with someone they know, while 32% report playing with strangers.

62% of parents worry about their children talking to strangers while gaming.

31% of children who game online chat with people they don't know.

PARENTAL CONCERNS

Parents are increasingly worried about online risks:

70% fear their child may see age-inappropriate or sexual content.

68% fear exposure to content that promotes self-harm.

72% worry about their child distinguishing real from fake information.

61% worry about exposure to extreme views.

69% are concerned about online bullying.

SCREEN TIME

Screen time is still a major challenge for parents:

70% of parents of 13-17s say it's difficult to manage screen time.

33% of 8-17s think their own screen time is too high.

At **29%** vs **24%** boys were more likely than girls to disagree that their screen time is too high.

18 HARMFUL CONTENT & INTERACTIONS

A significant minority of children continue to have negative feelings about social media and messaging apps:

Nearly four in ten 8-17s believe that people are mean or unkind to each other online all or most of the time.

Girls aged 8-17 are more likely than boys to say they have experienced someone being nasty or hurtful to them online (31%).

One third of teenagers agree that it's important that people can say what they want online, even if it offends someone.

&$#%

ONLINE SAFETY IN SCHOOLS

Positively, the vast majority of children reported learning about online safety at school:

92% of children aged 8-17 recall at least one lesson on online safety and most report finding them useful.

The top three topics covered are:

63% How to recognise harmful content.

63% How to keep personal information safe.

62% Being kind and respectful online.

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