

Social Media Algorithms



What is an Algorithm?

Algorithms influence what we see on social media platforms and predicts what type of content we are most likely to interact with, thereby keeping us online for longer. The algorithm uses information such as you follow, what you have searched for and what you have

who

watched, liked or shared to determine what it thinks most interests you, to then show you this content more, for example, in the explore tab on Instagram.

What do I need to know?

Whilst there are benefits to algorithms, for example it means we tend to see content that does interest us, unfortunately there are negatives as well. They can lead to increased screentime as we continue to see things that interest us. Secondly, it can lead to users being shown large amounts of inappropriate content which can exacerbate negative body image or heighten access to misogyny content. It can also lead to 'echo chambers' where you are only seeing content that relates to your opinion rather than seeing a balanced viewpoint.

The Family Online Safety Institute discuss algorithms in more detail as well as tips for you to help your child, such as how to reset their algorithm: <https://www.fosi.org/good-digital-parenting/how-to-talk-to-your-kids-about-social-media-algorithms>

WhatsApp: chat lock/secret code

You must be at least 13 years old to use WhatsApp. Did you know that you can lock chats as well as apply a secret code setting? If a user locks a chat, then the chat will appear at the top under locked chats but cannot be viewed without your device password or biometric (face id/fingerprint). Furthermore though, a user can apply an additional setting to hide the locked chat (so it does not appear in their chat list and can only be accessed via the search bar). Whilst this feature adds privacy, it can make it difficult to monitor what your child is doing on WhatsApp, which is why it is important to have regular chats with your child.

Snapchat

What is Snapchat?

Snapchat is a social media app used for messaging and sharing photos and videos. **You must be 13+ to sign up.** Users can send messages (snaps) to others that can only be seen for a set time e.g., 10 seconds and users can also upload snaps to stories, which disappear after 24 hours.

What should I be concerned about?

Risks of using Snapchat include your child viewing content that is not appropriate for them, location sharing and contact from strangers.

NEW safeguarding features

Snapchat have recently announced their newest features to help protect 13-17-year-olds. The features include seeing a warning message if they receive a chat from someone who has been blocked/reported by others. Also, if a teen blocks a user, it will also now block any future friend requests sent from accounts created on the same device (to reduce the potential of bullying). **These two features are available to users aged 13-17-year-olds, this is one of the reasons why it is always important for your child to sign up with their correct date of birth, so they can benefit from such features.** You can find out more as well as about the other new features here: <https://values.snap.com/news/new-features-to-help-protect-our-community?lang=en-GB>

Family Centre



Family Centre is a set of parental controls designed to help you see what your child is doing when using Snapchat. You must have your own Snapchat account to set it up. Family Centre allows you to see who your child is friends with, who they are communicating with (not the contents of conversations though) and who your child has sent messages, photos or videos to in the last week. You will also be able to report any accounts that you are concerned about as well as restrict sensitive content. Snapchat have published a safety checklist to help support conversations about how to use Snapchat safely: <https://parents.snapchat.com/parental-controls>

Safety tips

Please make sure the appropriate privacy settings are set up on Snapchat and your child knows how to block and report other users if necessary: <https://help.snapchat.com/hc/en-gb/articles/7012343074580-How-do-I-change-my-privacy-settings-on-Snapchat>

More information

Parent Zone have published a short 5-minute guide here: <https://parentzone.org.uk/article/snapchat>

