



# Living Well North Tyneside

Supporting Health and Wellbeing

**Safer Internet Day 2025** shines a spotlight on online scams—helping children, young people, parents, and carers recognise and avoid digital deception. Scammers are becoming more sophisticated, making it harder to spot fraudulent activity. This year's theme, **'Too Good to Be True? Protecting Yourself and Others from Scams Online'**, focuses on empowering young people to develop critical thinking skills so they can identify scams, understand risks, and stay safe online.

## Understanding Online Scams

Many assume that only adults fall victim to scams, but children and young people are also targeted. Fraudsters often create convincing fake profiles to manipulate individuals—a practice known as catfishing. Some scammers pose as friends, influencers, or even organisations to gain trust and exploit vulnerabilities.

Common types of scams include:

**Phishing scams** – Emails or messages pretending to be from trusted sources to steal personal details.

**Catfishing** – Fake online identities used to manipulate people into sharing private information or money.

**Online gaming scams** – Fraudsters offering free in-game currency, cheats, or rare items to trick players.

**'Too good to be true' offers** – Fake competitions, giveaways, or 'exclusive' deals designed to steal data or money.

**Social media fraud** – Fake investment opportunities, influencer scams, and counterfeit product promotions.

If a child has been targeted by an online scam, reassure them that:

It is not their fault. Scammers are highly deceptive and can trick anyone.

They are not in trouble. Encourage open discussions without fear of blame.

Help is available. There are trusted organisations and support services to assist them.

## Starting the Conversation

Talking to children about online safety helps build confidence and resilience. To encourage open discussions, try asking:

1. What do you enjoy most about being online?
2. Have you ever come across something online that didn't seem right?
3. What warning signs might help you spot an online scam?
4. If a friend was caught in a scam, what advice would you give them?
5. Who would you talk to if you saw a scam online?
6. What can I do to help you feel safer online?

Creating a judgment-free environment allows children and young people to share their experiences and seek guidance.

## Resources for Parents, Carers, and Schools

There are many useful tools available to help children, parents, and educators navigate online safety.

- **Interactive Quizzes** – The UK Safer Internet Centre offers engaging quizzes to help children test their scam-spotting skills.
- **Educational Resources** – Schools can access a range of teaching materials that can also be used at home.
- **Top Tips for Parents & Carers** – Practical guidance on how to talk to children about online safety.
- **Child-Friendly Advice** – Share age-appropriate tips to help young people identify and avoid scams.
- **NSPCC and Childline** – These organisations provide support, advice, and digital resilience tools to keep young people safe.

For more information, visit:

[UK Safer Internet Centre](#)

[NSPCC Online Safety Advice](#)

[Childline](#)

## The Importance of Preventative Education

Preventing online harm starts with awareness and education. Schools and families play a crucial role in ensuring children develop digital literacy skills to safely navigate the online world. Safer Internet Day is an opportunity to reinforce these messages and encourage young people to think critically before engaging with online content.

By working together, we can create a safer digital environment where young people feel empowered, informed, and protected.

### Related Links

- [UK Safer Internet Centre](#)
- [Educational Resources and Quizzes](#)
- [Online safety advice from NSPCC](#)

Last Updated - 10th February 2025

