

ONLINE GROOMING

ACTIONS TAKEN TO MANIPULATE EMOTIONAL CONNECTION, USING THE INTERNET TO TRICK, PRESSURE OR FORCE A YOUNG PERSON INTO DOING SOMETHING SEXUAL, AND WITH THE AIM TO SEXUALLY ABUSE



**700% INCREASE
SINCE 2014**

NCA said it had received 82,109 referrals for child sexual abuse images from social media companies in 2017



Research shows that

**70% OF
GROOMERS**

Used SNAPCHAT,
INSTAGRAM &
FACEBOOK

WHAT'S THE AIM OF THE GROOMER?

The goal of groomer is to sexually abuse a child. This can happen in two ways



**Online sexual
abuse**

Increasingly children and young people are being tricked or coerced into sexual activity on webcam or into sending sexual images.

**A physical
meeting**



Some people will try to persuade children and young people to meet them face-to-face, in order to abuse them. Make sure they talk to an adult if they want to meet someone they've only known online.

6 PLACES WHERE GROOMING CAN HAPPEN

social networking
websites

instant
messaging apps



chat rooms



dating apps

online gaming
sites



photo sharing apps and sites,
like Snapchat and Instagram

Meeting someone
you don't know.



Accepting messages
from people you
don't know

To keeping a secret.



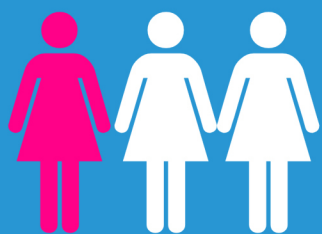
To
giving personal
information



HOW IS THE GROOMING OF CHILDREN DIFFERENT ONLINE?

grooming online is faster and anonymous and results in children trusting an online "friend" more quickly than someone they had just met 'face to face'.

1 IN 3



Children and young people who go online at least once a week, report having received unwanted sexual comments via email, chat, text, instant messenger (IM) and social media sites

**JUST
30
MINUTES**



For a sexual predator to convince a young person to meet. Someone online may be lying about who they are, their age, and their intentions of wanting to be friends

CHILDREN
ADMIT
THEY DON'T
KNOW
MORE THAN

50%

OF THEIR
CONNECTIONS
ON SOCIAL
MEDIA

WARNING SIGNS

There isn't one clear sign of online grooming. A young person who is being groomed may be pressured to keep it a secret from you.

YOU MAY NOTICE SOME OF THESE SIGNS

WITHDRAWN

mood swings, upset or outraged after using the internet or their mobile phone

SECRECY

about who they are talking to and what they're doing online or on their mobile phone, switching screens when you come near them.

MOBILES

or devices you haven't given them in their possession

DISTRACTED

we can all get caught up in ourselves if things are worrying us, they may seem unusually preoccupied

NEW PHONE NUMBERS,
texts or email addresses on their mobile phone, tablet or computer

LIVE STREAMING

98%

of victims are
13 or younger

96%

of victims were girls,
and on their own
at home

40%

of the abuse was
categorised as
Category A or B.
which includes
rape, sexual torture
and serious sexual
abuse.

100%

of images had been
harvested from their
original upload
locations.



WHAT SHOULD I DO IF I BELIEVE A CHILD IS IN DANGER

FOR IMMEDIATE
RISK CALL

IF YOU'RE AN ADULT WORRIED
ABOUT A CHILD CALL NSPCC

IF YOU'RE A CHILD & NEED
TO TALK CALL CHILDLINE

POLICE ON **999**

HELPLINE **0800 800 5000**

0800 1111

#KIDSSAFEZONE

NNECA
NATIONAL NETWORK TO END CHILD ABUSE

WWW.NNECA.ORG.UK

