

Safer Internet Day 2025: Whole-School Focus on Staying Scam-Safe Online

On Tuesday 11th February 2025, our school took part in Safer Internet Day, joining thousands of organisations across the UK in celebrating positive, responsible, and informed use of technology. This year's national theme—"Too Good to Be True? Protecting Yourself and Others from Scams Online"—formed the foundation for our learning and discussions throughout the day.

Understanding Why Scams Matter to Young People

Research released by the UK Safer Internet Centre (UKSIC) revealed the significant scale of scam exposure among children and young people. According to their findings:

- 79% of 8–17-year-olds encounter scams online at least once a month.
- 45% see scams every week.
- 20% come across scams daily.

Nearly half (46%) have been scammed online, and 9%—including some as young as eight—have lost money to scams.

These figures highlight the growing need to teach pupils how to recognise suspicious content, understand risk, and respond safely. They also reflect a wider national and regulatory concern, with organisations such as Ofcom emphasising the increasingly sophisticated nature of online scams and the importance of early education in preventing harm.

Whole-School Approach and Age-Appropriate Learning

Across the school, pupils took part in structured, age-appropriate sessions designed to build their awareness, confidence, and practical skills in spotting and avoiding scams:

Early Years & Key Stage 1

Younger pupils explored the idea of trust online, focusing on simple, child-friendly examples of things that "seem too good to be true." Through stories, games, and discussions, they learned not to share personal information and to speak to a trusted adult if something online feels unusual or confusing.

Key Stage 2

Older pupils examined scams in more depth, engaging with activities such as:

- Identifying common scam types, including fake giveaways, in-game trades, and deceptive messages.
- Learning about phishing, unexpected links, and impersonation attempts.
- Discussing real-world examples of misleading offers and how scammers use temptation or urgency to trick people.

These lessons emphasised independence and critical thinking, helping pupils develop practical strategies to protect themselves and others.

Core Safety Messages Reinforced Throughout the Day

Drawing on guidance from the UKSIC, pupils were encouraged to follow key principles for staying scam-safe in 2025:

Be sceptical: If something seems too good to be true—such as free prizes, "exclusive" in-game trades, or unbelievable offers—it probably is.

Protect personal information: Remember that not everyone online can be trusted, even in games or familiar platforms.

Avoid clicking unknown links: Watch out for phishing messages, especially those that look like they come from friends or well-known companies.

Throughout the day, pupils practised applying these messages to real-life scenarios, helping them understand both the risks and the safe responses.

Impact on Pupils

The impact of Safer Internet Day 2025 was clear across all year groups. Teachers reported that pupils:

- Asked thoughtful questions about online safety.
- Demonstrated increased confidence in identifying suspicious content.
- Showed a stronger understanding of how to seek help and support.
- Engaged enthusiastically with examples and scenarios relevant to their own online experiences.

The learning also prompted important conversations about empathy and responsibility, reinforcing that protecting others online is just as important as protecting ourselves.

A Continued Commitment to Digital Safeguarding

As scams become more sophisticated and more frequent, our school remains committed to equipping pupils with the knowledge, critical awareness, and practical skills they need to navigate the digital world safely. Safer Internet Day 2025 provided a vital opportunity to strengthen these foundations, ensuring pupils feel supported, informed, and empowered in their online lives.