



What Your Child Learned About Clickbait Online Safety Learning



Play Now

WHAT IS CLICKBAIT?

Words, pictures or buttons designed to make people click very quickly



Big urgent buttons

"PLAY NOW!" messages



Shocking headlines

"You won't believe this!"



Pop-ups in games

Exciting or urgent alerts



KEY LESSON 1

Clickbait Tries to Grab Attention

Bright colours

Eye-catching designs that stand out

Exciting words

Language that creates urgency

Loud sounds

Noises that demand attention

Surprise or urgency

Making people click quickly

KEY LESSON 2

Clickbait Uses Feelings

Children learned that clickbait can make them feel rushed, excited, curious or unsure.

 **Important:** Feeling rushed is a sign to slow down, not speed up.



Excited

Wanting to see what happens next



Curious

Wondering what's behind the click



Rushed

Feeling pressure to act quickly

KEY LESSON 3

What to Do Before Clicking

01

Stop

Do not click straight away

02

Think

Why is this here? How does it make me feel?

03

Ask

Talk to a trusted adult if unsure

 Children are **never in trouble** for asking for help.



FOR PARENTS

How to Reinforce This at Home

Useful questions to ask your child:

- "Do you remember what clickbait means?"
- "What do you think is a good thing to do when something feels pushy?"
- Have you ever felt pushed or rushed while watching TV or playing a game to buy something?"



A Reassuring Message

They don't have to click everything

Skipping is a sensible choice

Asking an adult is always right