At National Online Safety, we believe in empowering parents, carers and trusted adults with the information to hold an informed conversation about online safety with their children, should they feel it is needed. This guide focuses on one of many issues which we believe trusted adults should be aware of. Please visit www.nationalonlinesafety.com for further guides, hints and tips for adults.

What Parents & Carers Need to Know about

TODDLERS & SCREEN TIME

The toddler years are full of excitement, exploration and energy. It's a critical time in children's development, when brain connections are rapidly forming. Youngsters often begin to discover devices around this age, as they learn to communicate with friends, play games and watch videos (Ofcom recently found, for example, that one in five 3–4-year-olds in the UK uses social media). These activities can make a child happy and relaxed but have a damaging impact if overused. Setting screen time limits for toddlers can be a challenge, so we've pulled together some suggestions for making sure your little one is interacting with the online world in a safe, healthy way.

ONLINE SAFETY CHECKLIST

PARENTAL CONTROLS

Children need to be shielded from content that's not age appropriate. You can do this by adjusting parental controls and safe search settings on the devices, apps and games they use.

ONGOING SUPERVISION

Try to stay engaged and present in what your child is doing digitally. Make time to talk about what they enjoy and how they can stay safe online.

OFFERING HELP

Teach your toddler to ask for help – and that they should always tell a trusted adult if they're unsure about anything to do with a device, or they see or hear something that makes them scared or upset.

COMMUNICATION IS KEY

Emphasise that your child should check with you before they do anything online for the first time – such as watching a new show, playing a new game or exploring a new app.

FACE TO FACE IS ACE

Support toddlers' development of language and other skills by prioritising games or apps that encourage face-to-face interaction – like learning to read or count with an adult.

Advice for Parents & Carers

MODEL IT

Your toddler is watching and learning from you whenever you pick up your phone. Even babies are aware of screens and the attention their parents give to them. By showing you know when to put your phone down and focus on something else, you're modelling an important behaviour for them.

CONTROL IT

Use tech to control tech. Most devices and individual apps have settings that allow you to restrict screen time. Decide on the right length of time and use the settings or a timer to block access. This is especially useful for very young children, who simply see it as the device 'turning off'.

ANNOUNCE IT

When a toddler's screen shuts off suddenly, it can lead to frustration and tears. Let your little one mentally prepare for the end of screen time by announcing they have five minutes left, two minutes left and so on. You could also set an egg-timer, alarm or buzzer to go off just before time's up.

DELAY IT

Try to avoid letting children start their day with screen time. Once they're online, it can be hard to get them back offline – and can set a negative tone for the rest of the day. Routine and structure are important for toddlers, so encourage them to enjoy some other activities before the screens go on.

TRADE IT

You could try offering rewards and alternatives in exchange for screen time – for example, having a device-free day to get a playdate with a friend at the weekend, or skipping screen time one evening in return for a trip to the ice cream parlour tomorrow.

EARN IT

Screen time can definitely be used as a reward. You could opt for the classic "no screen time until you've tidied up your toys" or you could get creative and award screen time in relation to successful tasks: eating all of their vegetables earns 10 minutes on their device, for example.

REMOVE IT

Keep family mealtimes, social gatherings, children's bedrooms and other important occasions and places screen free. Remember to turn off TVs that you aren't watching, because even background noise can distract from you spending quality face-to-face time with your young ones.

SWAP IT

Put together a bag of things that your children love playing with – and get them to help choose what goes in there (items like stickers, pens, small toys, Lego or teddy bears are ideal). Then encourage them to pick something to play with from "the special bag of fun" instead of staring at a screen.

Meet Our Expert

Cayley Jorgensen is the director of FaceUp South Africa: a reporting system currently being used to combat bullying in schools and businesses around the world. FaceUp helps to give a voice to bystanders by encouraging them to speak up against unacceptable behaviour.

https://www.healthychildren.org/English/family-life/Media/Pages/Tips-for-Parents-Digital-Age.aspx | https://www.ofcom.org.uk/__data/assets/pdf_file/0024/234609/childrens-media-use-and-attitudes-report-2022.pdf
https://blog.kingscollege.qld.edu.au/10-strategies-for-managing-screen-time | https://www.babycenter.com/child/activities-and-play/screen-time-kids_10408590 | https://kidshealth.org/en/parents/screentime-baby-todd.html

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