Social Media Safety

Preventing people being drawn into terrorism

This infographic highlights some of the social media concerns that were identified in a recent report that was produced by the Police. Social media has become an essential and exciting part of how we live our lives. It is used by millions of people to view and share innocent images, posts and videos. ISIL are known for using social media to radicalise and recruit vulnerable people and it enables them to reach a large pool of people worldwide. This infographic highlights some of our findings regarding social media so you can better understand the risks.

72%

The site was the primary radicalising influence in....

You Tube

the most used site, were

facebook 32% of Prevent referrals

You Tube 31% of Prevent referrals

28% of Prevent referrals

twitter

Most of the referrals were under 30yrs old and 45% were students.

oyn

Why is this important?

This highlights how many referrals have been exposed to extremist content through social media. Social media paltforms have a huge audience so when extremists post videos or images they can access a huge number

of people.

These pictograms show the % of referred people that sought out the extremist content on purpose.



You Tube

The majority of this content on YouTube was accessed "accidentally"







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So how does this happen?

The simple answer is: *meta tags*.

When a video is uploaded to YouTube, the author adds a title and description, but they can also add descriptive labels known as meta tags, which allow youtube to categorise the video and add it to relevant searches. By wrongly adding common tags to extremist videos, users can unintentionally be recommended extremist material.

of the pro-ISIL video's on You Tube were accessed accidentally when the person was actually searching for something else. They then started looking for more of these videos until someone referred them to **Prevent** from fear they had

> been radicalised. Of these almost 40% of people saw their first "Pro-ISIL" video whilst innocently searching for Playstation and Xbox game walkthroughs and cheats. They then started deliberately looking for these extremist videos.

How many times a game was searched for

• Be aware that "innocent" searches can expose people to extremist content that has been cleverly tagged.

> Talk to young people about the importance of online safety.

Make sure you understand what devices they are using and how to use things like "parental controls"

Click on this red button or visit www.gov.uk/report-terrorism to report anything online that you are concerned about.

REPORT

ONLINE

TERRORIST

& EXTREMIST

MATERIAL

HERE 🛈

You can also consider making a Prevent referral to the Police.



You should contact your designated safeguarding lead if you have any concerns about an individual.