At The National College, our WakeUpWednesday guides empower and equip parents, carers and educators with the confidence and practical skills to be able to have informed and age-appropriate conversations with children about online safety, mental health and wellbeing, and climate change. Formerly delivered by National Online Safety, these guides now address wider topics and themes. For further guides, hints and tips, please visit nationalcollege.com.

What Parents & Educators Need to Know about

YOUTUBE

Almost anyone with an internet connection knows about YouTube. The Google-owned platform allows users to upload and share videos globally, making it a readily accessible resource with free content on almost any topic. However, with over 20 million videos uploaded each day, not all material is suitable for younger audiences.

VJ\-\ATARE T\-\E *RIS\(S?*

INAPPROPRIATE CONTENT

YouTube is free and can be accessed across multiple device types, even without an account. While some videos are marked as 'age restricted', this relies on uploader honesty and automated moderation, meaning children and young people may still encounter unsuitable content if these measures aren't taken.

!!□□□□□:,:□:such()

assomments and direct messaging. This means young users can interact with people they don't know, potentially exposing them to inappropriate language, cyberbullying, or unwanted contact. Young content creators may be especially vulnerable.

TRENDS ANO CHALLENGES

Popular trends and challenges can be entertaining and widely shared. While many are harmless, some can be risky or harmful if copied. For example, the 'salt and ice challenge' has caused injuries when imitated.

SUGGESTED CONTENT

YouTube recommends videos based on what a user has previously watched. While this can enhance the experience, it may also encourage binge-watching and excessive screen time, particularly when Autoplay is enabled. Without an account, users are shown trending videos, which are not always age appropriate.

EY.POSURE TO *EY.TREME* CONTENT

The platform's algorithm often promotes content that attracts high engagement, which can sometimes include videos containing extreme viewpoints, misinformation, or risky behaviour. As children and young people watch more of this content, similar videos are likely to be recommended by YouTube's algorithm, therefore reinforcing the exposure.

SHORT-I=ORM CONTENT IMPACT

YouTube Shorts - short, fast-paced videos - are designed for continuous viewing. This style of content can be highly engaging but may also contribute to increased screen time and difficulties with maintaining focus over longer periods.

Advice for Parents & Educators

CONSIDER YOUTUBE KJOS

YouTube Kids can help reduce young users' exposure to unsuitable content by filtering videos into age groups, such as preschool, younger, and older children. However, as moderation is automated, it should be used alongside active supervision.

CHECK PRIVACY SETTINGS

If a child in your care uploads content, consider setting videos to Private or Unlisted so they are only shared with trusted viewers. Disabling comments can also help reduce unwanted interaction from strangers.

USE PARENTAL CONTROLS

Google Family Link allows adults to filter content, monitor usage, and manage younger users' screen time. Supervised Accounts offer a gradual step up from YouTube Kids, enabling children to explore the platform with appropriate safeguards.

WATCH TOGETHER

Spending time watching YouTube with the children and young people in your care can help you understand what they enjoy and guide your conversations about content. Tools like Downtime in Family Link can also help limit unsupervised viewing.

Meet Our Expert

Alan Martin is an experienced technology journalist who has written for publications including Wired, TechRadar, Tom's Guide, The Evening Standard and The New Statesman.



#WakeUpWednesday®

The National College®

See full reference list on our website

Users of this guide do so at their own discretion. Noliability is entered into. Current as of the date of release: 22.04.2026