



What you need to know about... TROLLING & ONLINE ABUSE



Brought to you by



What is it?

'Trolling & Online Abuse'

Trolling is a form of cyberaggression. It involves the sending of malicious, abusive or derogatory messages by one user (a 'troll') to another user online with the intention of upsetting or harassing them or damaging their reputation. It is often anonymous and does not meet the definition of bullying yet might develop into online bullying. Trolls will often goad others until they react. They enjoy putting people down and causing discord, starting arguments or being inflammatory – stirring things up for their own entertainment. Trolling may take the form of a one-off offensive comment, hate speech or even threats made online.

Know the Risks

May cause distress

Children can be particularly vulnerable to online trolling and online abuse. Receiving offensive comments for no reason can cause young people distress and increase feelings of anxiety and worry.

Impact on wellbeing

Trolling which is targeted and persistent can have a huge impact on children's mental health and wellbeing. It can lead to low self-esteem and create feelings of worthlessness and dissatisfaction, potentially affecting how children see and feel about themselves.

Could damage reputation

Online trolling can be humiliating for the victim and can negatively impact on how they are perceived online or on social media. Trolls might goad children into reacting or saying something they might regret and then sharing those comments widely to purposely paint them in a negative light.

May affect home and school life

Children who constantly receive hateful and spiteful messages online can become isolated and withdraw from daily life. They may become depressed, angry or unable to sleep at night. Their school performance may suffer and it may impact on their behaviour at home.

Safety Tips

Have open dialogue

It is vital to have conversations with young people about the hate speech, anger and prejudice that are all around them and explore what resilience they may have. Keep the dialogue always open so that young people have trusted adults to turn to.

Discuss online behaviour

Discuss what is acceptable behaviour online and what is inappropriate, unacceptable or against the law. Warn against reacting even more aggressively towards online trolls, reminding them that their digital footprint will outlast the current problem.

Implement privacy settings

Make sure that children are only using age-appropriate apps. Make their profiles private so that only friends and family can interact with them online and turn off comments if you're concerned about what other people might say.

Teach critical thinking

Help young people to spot trolls or when people are 'stirring it' on social media. Talk to them about people who might dare them to do risky things or encourage them to post negative comments online so that they recognise them and don't become an online troll themselves.

Further Support

Report to platform

Understand the tools available on the platform where trolling is taking place and whether or not it is moderated. Check out the community guidelines to see if the behaviour contravenes them and then if so, report it, block, unfriend or unfollow the sender where possible.

Collect evidence

Always try to screenshot or take a photo of the negative posts or comments made online. Report the incident to your child's school, police or local authority who will be able to investigate further.

Seek professional advice

If your child has experienced negative effects on their mental health and wellbeing due to trolling online, ask for additional support from your school's local safeguarding officer or seek professional help from charities who will be able to offer further advice and guidance.

Seek support from friends

Friends can be supportive to one another and can be encouraged to flock to post positive messages when someone is targeted. Ask your child's friends for support – like-minded people can act together positively and they may help to build their confidence and self-esteem.

Our Expert Adrienne Katz



Adrienne Katz is an award-winning cyberbullying expert with extensive experience of working with schools and education providers to deliver training in online safety. She is the founder and leader of the annual national Cybersurvey, providing one of the richest databases of young people's views on digital life in the UK and has previously worked on government level projects funded by the Home Office and The Princess Diana Memorial Fund.