



ONLINE SAFETY NEWSLETTER

RECOGNISING CLICKBAIT – AVOIDING MISLEADING HEADLINES.

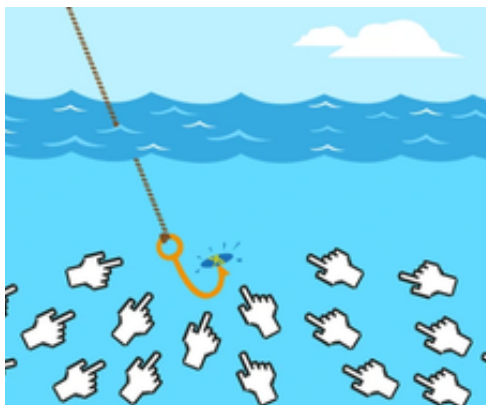
ISSUE 25

WHAT IS CLICKBAIT?

Clickbait is becoming more and more prominent online. Sensational headlines, thumbnails and titles designed to grab attention.

Clickbait titles use exaggerated or sensational language and they often leave out key facts or twist details to encourage you to click on a story or video.

Always take a moment to check whether the information comes from a trusted source. If a headline seems overly dramatic or too good to be true, the story may be misleading or inaccurate.



SIGNS OF CLICKBAIT

Spotting clickbait headlines and titles online can be quite simple. The following are usually signs of clickbait:

- **Sensational topics** - Headlines may include outlandish claims that seem impossible.
- **All caps/exclamations** - Clickbait headlines are often capitalised and have exclamation marks to grab attention.
- **Urgent language** - Clickbait titles often use phrases such as 'Read now!' or 'You won't believe this!' to pressure users into clicking.
- **Trending topics** - Clickbait articles will usually be linked to a popular news topic.

APP SPOTLIGHT - FACEBOOK



This week's app spotlight is **Facebook**.

Facebook can help children stay connected with friends and family, but it also comes with risks such as exposure to inappropriate content, online scams, and cyberbullying. Encouraging children to think carefully before sharing personal information online can keep them safer while using social media.

- The recommended age for Facebook is **13+**
- If your child uses Facebook, encourage them to tell a trusted adult if they see something upsetting or receive messages or friend requests from strangers

Scan the QR code to learn more:

