

Safer Internet Use

Tips for encouraging open discussion about digital life

Make your interest clear

Ask to see your child's favourite games and apps which will help you spot issues

Be open, honest, and appropriate to their age

When answering questions about puberty, relationships, etc.

Remind your child they can always talk to you

Even when they view harmful content, talking about it openly will help

Discuss that not everything we see online is real

Use examples from your own online world, like posts that show perfect houses

Try to remain calm

Your initial reaction could stop a child from speaking openly about what they've seen

Create a family agreement

About device use including when to use devices, parental controls and why it's good to talk

Keep talking

Online Safety Newsletter

June 2026

The 'Manosphere' Edition

A year on from 'Adolescence', Louis Theroux's recent documentary "Welcome to the Manosphere" has once again shone a light on an online space that many boys and young men spend a huge amount of time in and are increasingly influenced by. In this edition we ask what it is; and what are the impacts of it?



The 'Manosphere' is not a specific place or set of ideas – it is a range of communities spread across a range of online sites and the pages of various influencers. It promotes hyper-masculinity and is in many cases explicitly anti-feminist. It is very easy for young men to start watching fitness videos and find their social media feed then showing them content from influencers from the 'Manosphere' who often showcase their fitness alongside their views. Some of these views promote sexual violence.

Key Statistics

63% of young men watch masculinity influencers.

33% of Gen Z men and boys think a wife should "obey her husband".

Why does it matter?

Research from the Fawcett Society suggests that children's attitudes towards gender are defined by the age of 7.

Where is it found?

Across a range of online platforms from Instagram and Facebook to TikTok and YouTube and beyond.

Potential Impact

Research reported by the Youth Justice Board shows that children (13-17 years old) who see online content promoting violence against women and girls, or sexual violence, are more likely to become accepting of sexually aggressive behaviour.

Youth Justice Data shows that from March 2024- March 2025, among children aged 10-17; 97% of proven sexual offences are committed by boys.

Staying safe online
Advice to share with your child

Tell a trusted adult if something upsets you

Take breaks from being online

Don't chat with strangers

Ask permission before downloading anything

Avoid sharing private photos

Don't give away personal information

Double check your news sources

Take notice of age restrictions

Stick to trusted apps

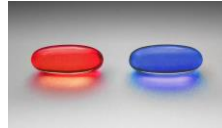
Be suspicious of new information

Show respect to others

Be honest with parents and carers

How do I know if my child is accessing this content?

They may talk about influencers such as Andrew and Tristan Tate, or HSTikkyTokky who are famously linked to the 'Manosphere' but the signs are likely to be more subtle.



Specific language

Terminology such as red pill, blue pill, black pill; Chad; Stacey; alpha/beta male; NPC; and simp are often used in these communities. Some of them are used in other contexts but if you overhear your child using any of those words it is worth a conversation around what your child thinks they mean and where they came across them.

Views/Attitudes

The 'Manosphere' frequently pushes anti-female views that shows women as objects, manipulators, status-symbols, problems or deserving of violence. Hearing your child making sexist jokes, being ruder to females than males, or talking about girls/women in a derogatory way is a warning sign that they may be being exposed to this content.

Associated content:

- The 'looksmaxxing' movement is adjacent to the 'Manosphere' and includes some influencers from it. A key looksmaxxing influencer is Clavicular (or 'Clav') who has advocated facial bone-smashing to alter jaw structure, taking steroids to build muscle, and using illegal drugs to suppress appetite to help with weight control. These practices are clearly damaging and also contribute to low body-image among boys.
- Looksmaxxers attempt to 'mog' others (this means to look better than them). A new online platform called 'Omoggle' connects two random users in a live video call to compare their appearance and see who 'mogged' the other – this can cause low self-esteem and, in many cases, has paired a child user with an adult raising grooming concerns.

Starting a conversation about life online

Be positive and open-minded about the internet

Talk early and often

Make conversations about the internet part of your daily routine

Create a safe space for conversations

Talking face to face can sometimes be difficult, so talking while walking alongside or while in a car might be easier. Make sure there are no distractions

Keep it relevant

The way your child uses the internet will change as they grow older. So, ask open-ended questions to let your child lead the conversations you have to get a feel of the challenges and experiences they face online

Be proactive

Create an agreement together on how the internet will be used, including time spent online, who your child can communicate with, appropriate apps and games and safety tools to report and block harmful content

How do I talk to my child about this?

Your child likely started watching fitness videos or was recommended some content by a friend; and social media's algorithm then fed your child 'Manosphere' videos. In other words, them consuming this content is not their fault and confronting your child about it is likely to do more harm than good. A curious approach that listens and gently challenges usually works best.

Top Tips:

-Ask open-ended questions like: "What do you like about that content?" or "How did you come across that idea?" this helps young people to be open about what they are seeing online.

Avoid judgmental language: criticising their beliefs or telling them they are wrong can make them defensive, pushing them deeper into echo chambers and making them less likely to be honest about their thoughts and feelings

Encourage them to think critically about what they are seeing:

-Questions such as "what would you say if someone said that about your mum/sister/auntie/female friend" can help children to realise that the views they read online don't apply to everyone.

-Listen to what your child shares from what they have heard online and then do some online research yourself to present them with facts to show that what they are consuming is not true.

Accept that it is not going to resolve itself in one conversation:

- Be patient and encourage dialogue. If your child is hearing hundreds of messages on social media and from their friends; you having one conversation with them is unlikely to undo all the harm. Keep communications frequent and non-judgmental to support them to change their views over time.
- Find out what their 'gateway' was into this content. If it was fitness influencers then find some fitness influencers to recommend to them who do not share sexist content. Exposure to positive male role models is the best way to beat the 'Manosphere' narrative.

Interested and want to learn more?

- The Children's Society have a short blog here: [Protecting young people from misogyny and the manosphere | The Children's Society](#)
- Educate Against Hate have a summary of the 'Manosphere' aimed at teachers but that is full of great information and advice for parents/carers too here: [Manosphere V1.2](#)
- The Youth Justice Board have just published an Online Harms evidence pack which links to some of the ideas in this newsletter here: [Online harms affecting children: Evidence Pack - Youth Justice Resource Hub](#)