

Information about *Send me a pic?* and nude image sharing for parents and carers

Send me a pic? is an education resource from Thinkuknow. Thinkuknow is the national education programme from the Child Exploitation and Online Protection command at the National Crime Agency (NCA-CEOP). NCA-CEOP works to keep children safe from sexual abuse and exploitation.

Send me a pic? explores issues around nude image sharing and has been developed to support Relationships and Sex Education. *Send me a pic?* has three sessions based on seven short film clips depicting fictional online chats. The chats show young people requesting, receiving, and discussing issues related to the sharing of nude images.

Send me a pic? helps young people to spot the signs of manipulative, pressurising and abusive behaviour. It helps them develop the skills, knowledge and confidence they need to identify risk online and access help when they need it.

What is nude image sharing?

'Nude image sharing' is a term used to describe naked or semi-naked photographs or videos taken on an electronic device and shared online. Young people often refer to nude images as either 'nudes' or simply 'pics'.

[Digital Romance](#) (2017), a research report by NCA-CEOP and Brook, told us that **26%** of the 14-17-year olds surveyed had sent a nude or sexual selfie to someone they were interested in.

The research found there are many reasons young people share nude images, which include:

- With a trusted boyfriend/girlfriend within a relationship
- Flirtation with someone they are interested in
- Fun with friends
- Because they are confident in their body and want to show it
- Looking for reassurance about body image
- Pressure from a friend or a partner
- Sharing someone else's nude in revenge

There are situations where nude images of others are shared without their consent. Sometimes young people share nude images of other people because they're shocked by it, or because it seems like everyone is sharing it. They share it with more people without stopping to think of the harm it will cause. In other cases, images are shared in large group chats, either as a joke or to cause the person harm.

How do I talk to my child about this?

Sending nudes is a way for young people to explore their sexuality and relationships. Talking to your child about relationships, sex and nude images is the best thing that you can do to help keep them safe.

Key messages about nude images to share with your child

Your child will explore these key messages during their *Send me a pic?* sessions. Try to reinforce these messages with your child.

- Young people often think once they've sent an image, they're powerless to prevent anything bad from happening. If your child is worried about an image they've shared, there are things they can do about the situation (see advice in the box below).
- It's abusive to pressure someone into sharing an image if they don't want to. If someone says no to sending one this decision should be respected.
- If someone is pressuring or manipulating a young person to share a nude image, they should speak to someone they know and trust, or they can call [Childline](https://www.childline.gov.uk) on 0800 1111.
- Sharing nude images without someone's consent is wrong and it's ok to tell someone. Tell your child about reporting to CEOP (www.ceop.police.uk) if images are being shared.
- Sharing nude images of someone else is not 'just a joke'. Non-consensual image sharing can have a devastating impact on the person in the image.

Further information and guidance for parents and carers is available on the Thinkuknow website. <https://www.thinkuknow.co.uk/parents/articles/7-questions-parents-ask-about-nude-selfies>

My child has shared a nude – where can I get help?

If your child has shared a nude image and is worried, there are several steps that can be taken to help them.

- 1. Ask them to delete it.** Your child may have shared a nude image of themselves with a friend or a partner. Often, the person an image has been sent to will not want to share it any further. Advise your child to have an honest conversation with them and ask them to delete it.
- 2. Report the image.** Social networks don't allow naked images of those under 18. If the image has been posted online, a report can be made on most popular sites and the image should be taken down. If the site doesn't have any way to report the image, you can [report it to IWF](#) (Internet Watch Foundation). They should be able to assist with getting it removed from the internet.
- 3. Report to CEOP.** If your child shared a picture or video because they were threatened, pressured, or forced to, [report to CEOP](#). CEOP can help protect your child. It's never too late to get help.