Research has told us...

When a young person needs to speak to an adult online, they are not sure who can help them

When presenting a young person with a trusted adult to speak to, include:

— Their age and gender
— Their area of expertise
— Their role at Barnardo's

This is important because...

The young person can feel **confident** assessing whether this person can help them

Research has told us...

When seeking support from Barnardo's, young people can feel that they only have one way to access a Barnardo's service
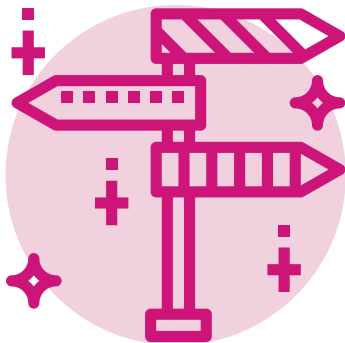
When presenting a young person with a trusted adult include:

— Their online availability
— A description of how they have helped other young people
— The different ways to get in touch

This is important because...

The young person can feel that they have **choice** over how they interact with adults

Research has told us...

If a young person doesn't know an adult, they will usually avoid speaking to them about personal topics

When interacting with a young person online have a profile which includes something about you, like your favourite hobby

This is important because...
The young person can feel more **familiar** with the adult they are speaking with

Research has told us...

At initial interaction, young people do not feel consulted about whether this interaction feels safe to them

When beginning a conversation with a young person:

— Agree rules of engagement
— Be upfront about why you're asking for personal details and how this will help you help them

This is important because...

The young person can feel **respected** having agreed mutual rules of engagement upfront

Research has told us...

When a young person is presented with a forum, they are not sure how to behave and how to expect others to treat them

When a young person is interacting with peers have:

— Moderators available to monitor posts and comments
— Rules of engagement upfront

This is important because...

The young person can feel **reassured** that theirs and others' posts are appropriate

Research has told us…

When a young person wants to speak to a peer, they don't share personal details because they can't control who will find or share it
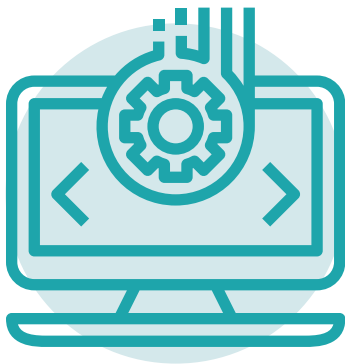
When young people are sharing content:
— Allow them to amend what can be seen by others
— Allow them to restrict sharing and commenting on posts

This is important because...
The young person can feel in **control** of what peers know about them

Research has told us...

If a young person cannot tell if a peer has been through a similar experience, they won't share personal accounts

When young people are interacting with one another online:

— Verify all users identity
— Allow them to share practical, useful advice with each other

This is important because...

The young person can **engage** having discovered a shared experience in a secure environment

Research has told us...

If the content on a Barnardo's digital service does not help a young person resolve problems, they will disengage

When presenting a young person with content on a digital service:

— Show how Barnardo's has helped others overcome their obstacles
— Keep the mood upbeat

This is important because...

The young person can feel **hopeful** that Barnardo's can help them as others have been helped

Research has told us…

If a young person cannot interact with the digital service, they disengage because they don't feel part of the service

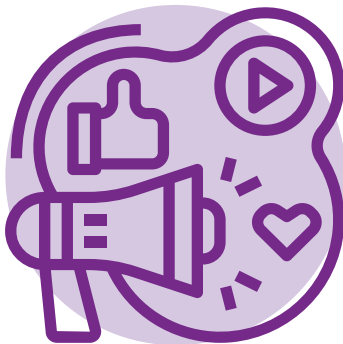## When presenting young people with content on a digital service:

— Allow them to personalise their experience to reflect their mood
— Give them a profile area where they can save links and tag content and comments
— Use videos, games, blogs, responsive design or supporting visuals

This is important because...

The young person can feel **comfortable** that this is their space and that it meets their needs

Research has told us...

If a young person is presented with content which they struggle to consume, they will disengage and look elsewhere

When presenting a young person with content on a digital service:

— Topics should be around problems or difficulties young people are a to overcome
— Break long chunks of text up to make content easier to navigate

This is important because...

The young person can feel **supported** by Barnardo's