At The National College, our WakeUpWednesday guides empower and equip parents, carers and educators with the confidence and practical skills to be able to have informed and age-appropriate conversations with children about online safety, mental health and wellbeing, and climate change. Formerly delivered by National Online Safety, these guides now address wider topics and themes. For further guides, hints and tips, please visit nationalcollege.com.

What Parents & Educators Need to Know about WHATSAPP

AGE RESTRICTION 13+

WhatsApp is a free messaging app owned by Meta, allowing users to send text and voice messages, share multimedia, make video calls, and chat in groups. With end-to-end encryption, only the sender and receiver can view messages. This may offer privacy, but it also comes with risks that parents and educators need to be aware of.



GROUP CHAT PRESSURES

Group chats enable multiple users to message in the same space, but this can also make it easier for young people to feel excluded or overwhelmed. Negative comments can escalate quickly, and young people may feel pressure to respond or stay engaged even when the conversation is uncomfortable or upsetting.

EXPOSURE THROUGH CHANNELS

'Channels' are an optional feature that allows users to follow updates from public figures or organisations; however, there is no way to block this feature or filter its content by age. Young users may encounter adult or distressing content, including misinformation and harmful ideologies.

SCAMS TARGETING YOUNG USERS

Scammers are increasingly using WhatsApp to trick users into sharing personal information. Common scams include fraudsters posing as family members in an emergency or tricking users into revealing security codes. These can lead to identity theft or access to private conversations.

UNWANTED CONTACT AND LOCATION SHARING

WhatsApp users can share their live location, and if not managed carefully, this can allow others – even those in mutual groups – to track someone's whereabouts. Also, without the right privacy settings, young users may be contacted by strangers.

DISAPPEARING AND HIDDEN MESSAGES

WhatsApp offers features like disappearing messages and 'Chat Lock', which can give users a false sense of security. While intended to protect privacy, they can be used by young users to hide inappropriate conversations or content, making it harder for adults to spot potential issues.

COMMERCIAL AND AI CONTENT

WhatsApp now includes ads in the 'Updates' feed and has introduced an AI assistant – Meta AI – across the app, which cannot be removed. These additions raise concerns about targeting, privacy, AI use, and the type of content children and young people might interact with.



Advice for Parents & Educators

REVIEW PRIVACY SETTINGS TOGETHER

Help young users check who can see their profile photo, status, and location. Activate the 'Silence Unknown Callers' setting and set group chat invitations to 'My Contacts' or 'My Contacts Except...' for added safety.

TEACH HOW TO SPOT SCAMS

Encourage caution around unusual and unexpected messages, especially if they involve money or codes. Help young users understand the signs of scams and what to do if they receive a suspicious message. Enable two-step verification to add an extra layer of protection.

BE OPEN ABOUT HIDDEN CHATS

Discuss why children and young people might use features like disappearing messages or 'Chat Lock'. Encourage them to share if something made them uncomfortable, even if the messages are gone. Let them know that privacy should not mean secrecy.

TALK ABOUT ADVERTISING AND AI

Explain that WhatsApp now includes ads and AI tools. Discuss the difference between genuine and sponsored content, and the potential for AI to share inaccurate or age-inappropriate responses. Encourage young users to think critically before trusting or interacting with these features.

Meet Our Expert

Dr Claire Sutherland is an online safety consultant, educator and researcher who has developed and implemented anti-bullying and cyber safety policies for schools. She has written various academic papers and carried out research for the Australian Government comparing internet use and sexting behaviour of young people in the UK, USA and Australia.



See full reference list on our website

#WakeUpWednesday®

The National College®

Users of this guide do so at their own discretion. No liability is entered into. Current as of the date of release: 18.02.2026