



College Town Primary School

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Head Teacher Mrs Trudi Sammons MA

Online Safety Newsletter

March 2026

SOCIAL MEDIA ALGORITHMS

What is an Algorithm?

Algorithms influence what we see on social media platforms and predict what type of content we are most likely to interact with, thereby keeping us online for longer. The algorithm uses information such as who you follow, what you have searched for and what you have watched, liked or shared to determine what it thinks most interests you. It will then show you this content more, for example, in the explore tab on Instagram.

What do I need to know?

Whilst there are benefits to algorithms, for example it means we tend to see content that does interest us, unfortunately there are negatives as well. They can lead to increased screentime as we continue to see things that interest us. Secondly, it can lead to users being shown large amounts of inappropriate content which can for example, exacerbate negative body image or heighten access to misogyny content. It can also lead to 'echo chambers' where you are only seeing content that relates to your opinion rather than seeing a balanced viewpoint.

Further information

<https://cybersmarties.com/behind-the-screen-how-algorithms-shape-what-kids-see-online/>



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7 Steps to Good Digital Parenting

The Family Online Safety Institute have created seven steps to assist you as a digital parent.

<https://fosi.org/program/7-steps-to-good-digital-parenting/>

New government campaign

Is your child influenced by toxic content? The Government have launched a new campaign providing guidance to parents on safety settings, conversation prompts and advice for tackling misinformation and harmful content. It also includes a quiz to help you and your child spot misleading or unreliable information online.

You can find out more here: <https://kidsonlinesafety.campaign.gov.uk/>