

How Can We Foster Child-Safe Digital Environments on Social Media?

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**We cannot rely
on children
protecting
themselves**



**Safeguards must adjust with
age,
agency of children must
grow with support,
help must be available
when online harm occurs.**

**We do not make school
zones safe by only telling
children to cross carefully.**

- We slow the cars.
- Mark the crossings.
- Put up signs.
- Teach road safety.

**Social media needs the
same thinking.**

How Do You Perceive Social Media?

Parents see time spent, bedtime conflict, scrolling and gaming.

Parents often see the screen.

Children live the social world behind it.

Children are managing group chats, belonging, pressure, reputation, and fear of being left out.



Supporting A Child's Digital Journey

Strategy	Our Approach
Protect early	First Device Campaign
Prepare before crisis	Safe & Confident Youths Online, Sandbox
Build agency and regulation	MINDCove
Restore after harm	DigitalMINDSET, Connection Cove

DigitallyUs – a new care model for cyberwellness and mental resilience will be launched next month



Three Recommendations for Child-Safe Social Media

- ✓ Age-appropriate safeguards by design
- ✓ Build agency, don't assume it
- ✓ Make recovery from online harms a part of safety

