At National Online Safety, we believe in empowering parents, carers and trusted adults with the information to hold an informed conversation about online safety with their children, should they feel it is needed. This guide focuses on one of many apps which we believe trusted adults should be aware of. Please visit www.nationalonlinesafety.com for further guides, hints and tips for adults.

What Parents & Carers Need to Know about SENDIT

Sendit is an add-on to Snapchat, not a standalone app: it requires users to have an active Snapchat account, which they then connect to Sendit. It's important that trusted adults realise, therefore, that any risks associated with Snapchat also affect children using Sendit. Within the app, people play question games like 'Truth or Dare' and 'Never Have I Ever': users select a question to share on their Snapchat story for their friends to reply to. All responses are anonymous, although – for paying subscribers – Sendit reveals hints about who sent which messages.

Age rating:

12+ App Store

Teen Google Play

However, Sendit's own terms and conditions state that it was developed for the 17+ age group

WHAT ARE THE RISKS?

ANONYMOUS RESPONSES

Anonymity online encourages people to say things and act in ways that they normally wouldn't. They're less accountable, and it's harder to track who sent a message. Research has highlighted that children perceive anonymous messages as being more severe than if the *same* message had come from a friend. Any app that lets children communicate anonymously should be treated with caution.

MENTAL HEALTH IMPACT

Categories of questions such as "Ask me anything" or "Rate me" – coupled with the app's anonymity – mean there is a likelihood of some friends or strangers (if the account is set to 'public') responding in a negative manner. These critical comments (especially if there are several) could ruin a young person's self-esteem – heightening their insecurities and affecting their mental health.

MEMBERSHIP COSTS

Currently costing £8.49 per week, Sendit's Diamond Membership offers clues about who sent a particular message, such as their approximate location, the type of phone used and any mutual friends. Membership also provides exclusive games and an ad-free experience. Young people may well be curious to find out who certain messages are from and therefore sign up for membership.

BULLYING AND HARASSMENT

Open-ended questions which relate personally to the sender are an opportunity for malicious people to make offensive remarks, which can lead to full-blown bullying and harassment. Additionally, bullies and trolls can hide behind the anonymity that Sendit offers, feeling more powerful and able to intimidate their target – who, by contrast, feels hurt, victimised and helpless.

POSSIBLE GROOMING

If your child doesn't have their Snapchat account set to private, or they have previously added strangers as friends, there is a possibility of predators responding to their Sendit questions. They do this in an attempt to gather information about your child – or to initiate a conversation with them, seeking ultimately to form an online 'friendship' and gain the young person's trust.

REPEATED ENGAGEMENT

On Sendit, users receive trophies for reaching a particular number of responses, for answering friends' questions and for posting their own. This sense of achievement could incentivise a young person to be active on Sendit more frequently – spending more time on their phone or tablet as they may naturally want to collect all of the trophies or might be competing with their peers.

Advice for Parents & Carers

ENCOURAGE EMPATHY

If your child has already downloaded Sendit, it might be wise to have a discussion with them about the impact that saying something anonymously online could have on others. Encourage them to think about how *they* would feel if they were on the receiving end of a particular comment. Reminding them to stop and re-read messages before sending could reduce the number of regrettable situations.

TALK IT OVER

Before allowing a young person onto a social networking app, it's a good idea to chat with them about the possibility of receiving hurtful comments. Explain that not everyone online is nice; that people often say things they don't mean; and that posts get misinterpreted. Teach your child not to reply to any offensive users on Sendit and simply block instead them (via the three dots in the top right of the screen).

BLOCK IN-APP PURCHASES

Even if you *do* allow your child to use Sendit, you might want to consider talking to them in advance about whether they really need a membership subscription. Either way, it's probably safest to make sure that in-app purchases are blocked in the settings, or that you have configured your child's device to ask for your approval before making a purchase online.

ONLY PLAY WITH FRIENDS

Stress the importance of your child playing Sendit games only with their close friends and not having strangers on their contacts list. This should help to keep the nature of the questions light-hearted – and if the games are being played among a small group, it will be easier for the members to figure out who gave certain answers if someone's been left feeling hurt or uncomfortable by any responses.

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.

Sources: https://www.getSendit.com/privacy | https://www.getSendit.com/parents | https://www.getSendit.com/terms
https://screenrant.com/is-Sendit-anonymous-on-snapchat/

National Online Safety®

#WakeUpWednesday

Users of this guide do so at their own discretion. No liability is entered into. Current as of the date of release: 19.10.2022