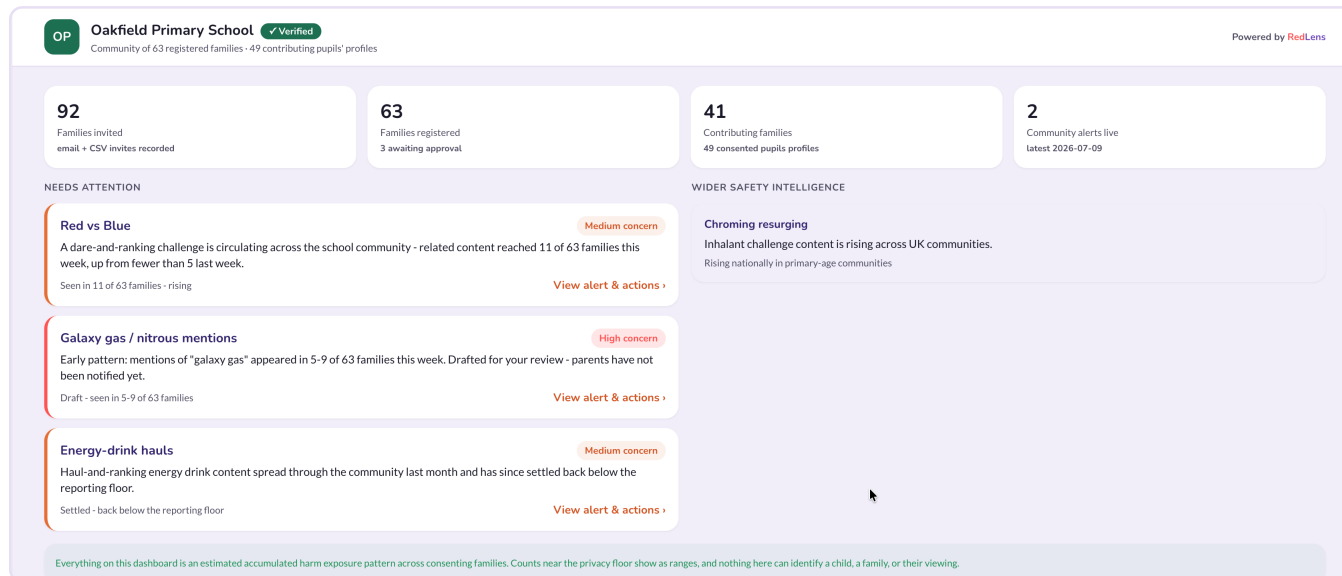


The safeguarding blind spot every school shares

Young people today are shaped by influences broader than any generation before them. Pupils at your school are consuming digital content that none of us, parents or teachers, are aware of until it's a problem. That content doesn't just reflect who they are. It's shaping who they're becoming.



A live RedLens school dashboard - anonymised and aggregated across consenting families, never showing an individual child's activity.

THE PROBLEM

The adults around our children are managing the aftermath, not the cause

Chroming, an inhalant-abuse trend. Misogynistic content circulating among the boys. Self-harm and body-image content among the girls. A concerning clip moving through a year group in a matter of days. Parents, teachers and guardians see the fallout from all of this regularly, but almost never the warning signs that came before it, because those signals are personalised to each pupil, invisible to everyone else, and entirely outside anyone's view.

By the time it reaches them, it's already a crisis. RedLens brings that visibility forward, so there's a moment to step in before the crisis, not after it.

WHAT REDLENS DOES

A practical early-warning layer, not another platform to manage

RedLens connects to a pupil's digital platforms (currently YouTube and TikTok) and turns what they watch into something a parent, and where a school chooses to use it, the school itself, can actually understand and act on.

- **For parents:** a plain-English view of themes, patterns and risks across 24 harm categories, with conversation starters and real-world activities generated from those signals.
- **For the school (optional, opt-in):** anonymised, aggregated trend data across a pupil community, so something concerning can be spotted before it reaches crisis point, without ever seeing an individual child's activity.
- **For staff:** ready-to-use email templates for parents, session plans for pupils, safeguarding-review summaries, and conversation points for assembly or form time, all written to guide the conversation rather than police it, and none of it ever pointing at an individual child.

None of this changes how the school operates.

Nothing is blocked, nothing is filtered, and no existing policy changes. The only addition is visibility into signals that were already there, surfaced early enough to act on.

WHY THIS, WHY NOW

Bans don't work. Visibility does.

The Online Safety Act and Ofcom's Children's Safety Codes put real duties on platforms, but none of it gives an individual school or family visibility into the signals behind what a pupil is being shown today. The evidence is increasingly clear that blanket bans and blunt restrictions don't reduce the underlying risk, and often just push children into less-supervised spaces. RedLens doesn't compete with whatever policy or filtering your school already has in place. It works alongside it, as understanding and guidance, not another rule to enforce.

OP

Oakfield Primary School

✓ Verified

Community of 63 registered families · 49 contributing pupils' profiles

Powered by RedLens

Red vs Blue

Medium concern

Raised 2026-07-09 · Seen in 11 of 63 families · rising

What it is

"Red vs Blue" splits a class into two teams who film each other completing escalating dares and pranks. Points and rankings drive it, so each round pushes a little further than the last.

Why it needs attention

- The escalation is the point - dares move from silly to risky as teams try to outdo each other.
- Filming adds social pressure: backing out happens in front of an audience.
- Pupils left off a team or "ranked" low can be singled out or excluded.

How this alert was raised

Raised automatically when the pattern crossed the community threshold. It is about the group; RedLens cannot tell you which families are affected, and members received their own version of this alert with conversation guidance.

Recommended actions for Oakfield Primary School

- Share an awareness note with parents - members received their own version of this alert with conversation guidance. [View email template](#)
- Consider a session topic for your pupils on this theme. [View session template](#)
- Add to your next safeguarding or welfare review. [View one-page summary](#)
- Name it lightly in assembly or form time as a game going round - and talk about where a dare stops being funny. "I am out" is always allowed, on camera or not.
- Give staff the shape of it so conversations get guided, not policed.
- Reassure pupils that being left off a team says nothing about them.

Actions inform and guide your community - none of them reference an individual child.

Trusted reading

- Internet Matters - online challenges
- NSPCC - peer pressure and dares

What an alert looks like in practice - the pattern, why it matters, and ready-to-use actions. Never pointing at an individual child.

IN PRACTICE

What this actually looks like for a safeguarding lead

This fits alongside the safeguarding routine a school already runs. Parents opt in, and the community view builds itself, surfacing issues only when they need a response, not another task added to the safeguarding lead's day.

If something like a chroming trend starts spiking across a year group, the safeguarding lead receives an alert immediately, not buried in a digest. Each alert includes:

- a ready-to-send parent email
- a suggested response plan
- a classroom or assembly session plan, where appropriate

Individual pupils are never identified. No more data leaves the platform than is needed to raise the alert, so it sits comfortably alongside your existing data protection policies and safeguarding responsibilities.

Straightforward about scope

RedLens currently works with **YouTube and TikTok**, covering the platforms where most of this activity actually happens. We're upfront that **Meta (Instagram, Facebook, WhatsApp) does not currently provide the data access needed** to do this responsibly, which is itself a useful thing for a school to be able to tell parents.

How an early pilot would work

We're looking for one or two independent schools to run a small pilot with an initial group of interested parents, with your school's safeguarding lead as the single point of contact throughout. No cost during the pilot, and no obligation to continue.

Start the conversation

If this looks relevant to your safeguarding priorities this year, we'd welcome a short call and a live demonstration. No commitment, just a short meeting to see if it's worth a longer look.