



# Protecting children and young people

→ self-generated images

Self-generated imagery includes sexual photos or videos created by children or young people.

Some are taken willingly but shared without consent. Others are coerced - where a child is groomed, tricked, or pressured into creating sexual content by someone online.

These images may then be shared or sold.

Self-generated content is now the most common type of child sexual abuse imagery found online.

Learn more:  
[bit.ly/FirstFilter](https://bit.ly/FirstFilter)



# self-generated images



## What are 'self-generated' images?

'Self-generated' imagery covers a range of sexual images and videos of children and young people.

- Some may have been taken with permission and then shared without permission.
- Some will be coerced child sexual abuse images- where a child has been groomed, deceived or extorted into creating sexual content of themselves by someone not physically present with them. These are then captured and shared/sold on to other sites.

'Self-Gen' is now the predominant type of child sexual abuse imagery found online.

## How does it happen?

- **Casting a Wide Net:** A person may contact many children at once, hoping to find those who will respond.
- **Pressure and Manipulation:** Repeated pressure of a child, use of emotional blackmail, or threats. They slowly push boundaries to see how much control they can gain.
- **Turning Abuse into a "Game":** Taking advantage of children's natural curiosity, disguising harmful activities as fun challenges or games.
- **Using Flattery to Influence:** Use of excessive compliments to make children feel special or mature, encouraging participation by appealing to their curiosity about growing up.
- **Making Harmful Behaviour Seem Normal:** They may show videos of other children doing explicit activities to make their victims feel like such behaviour is common or acceptable.

(Source: Internet Watch Foundation)

104,282 'self-generated' reports featured a 7-10 year old in 2023, which is a **65% increase** from 2022

(Internet Watch Foundation)

**97%** of victims are female

Children are most often in 'safe spaces' of their bedrooms, and using a family device, or parent's device

For up to date figures, refer to Internet Watch Foundation: [www.iwf.org.uk](http://www.iwf.org.uk)

Did you know **Report Remove** helps young people under 18 to confidentially report sexual images and videos of themselves and remove them from the internet?

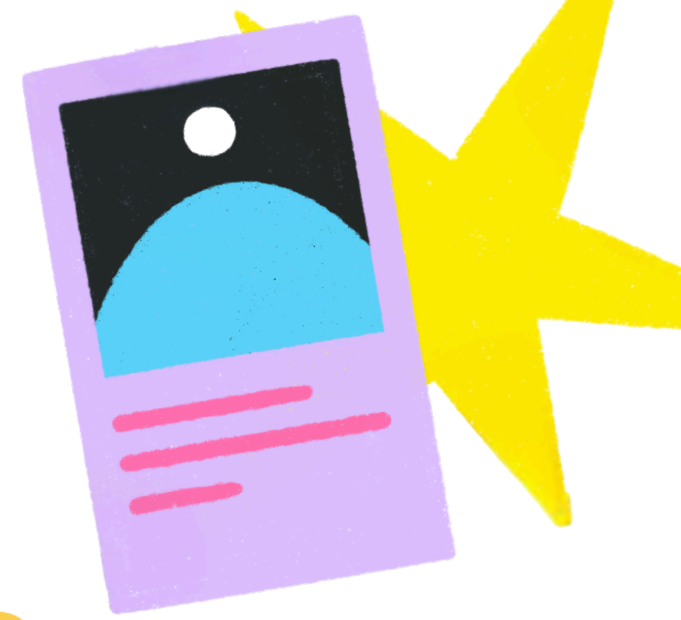


Scan QR code to find out more

Learn more: [bit.ly/FirstFilter](https://bit.ly/FirstFilter)

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# Staff guidelines



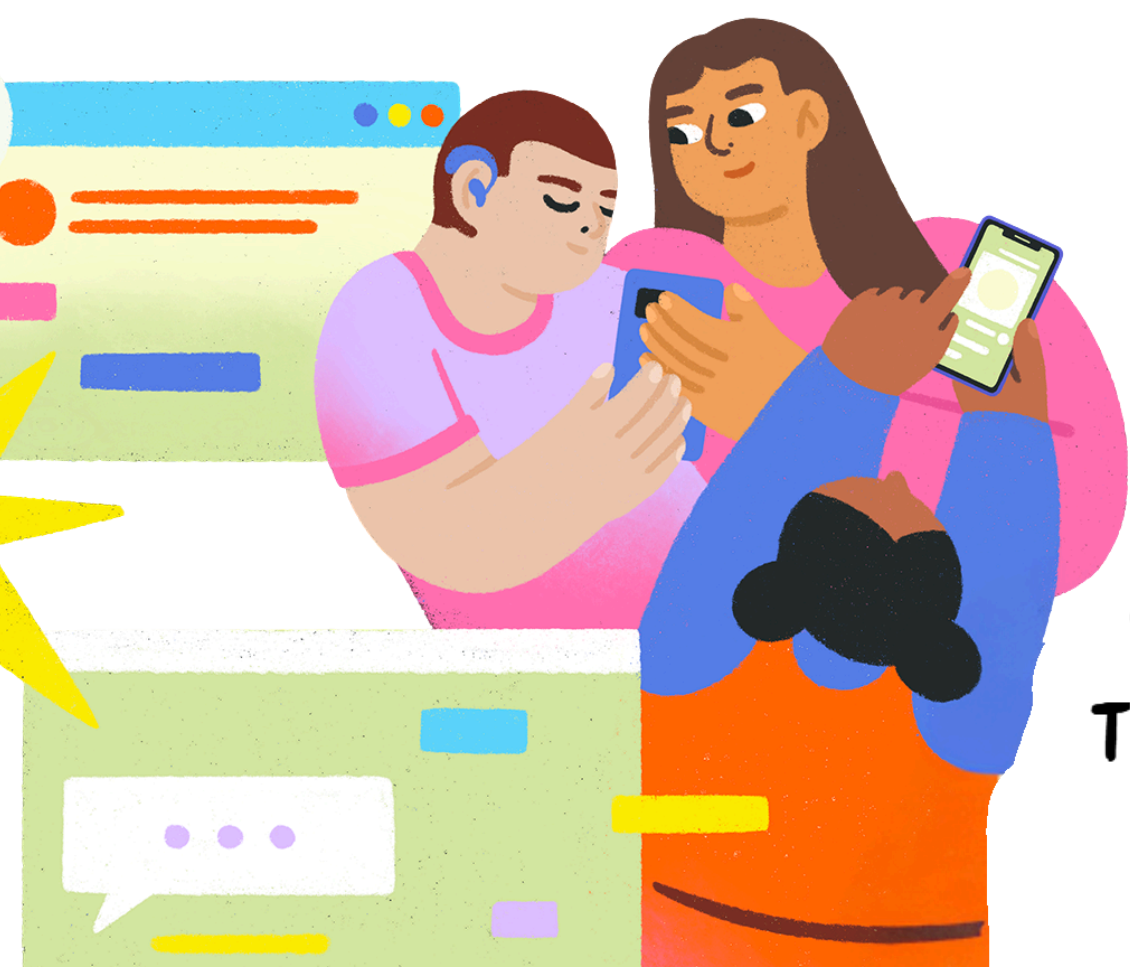
## self-generated images

- Follow normal safeguarding procedures.
- Do not view, make a copy, or share the image/video.
- Do not ask to see the image.
- Do not trace the image or video back to its source.
- Only share information with others involved in the normal safeguarding procedures.
- Avoid using victim-blaming language.
- Remember, the needs of ALL children involved need to be considered.

### Things to consider

- Tailor your response to the child – consider the context and needs of individuals.
- Common phrases/terms used by young people will change with the trends all the time. Be inquisitive. Explore what you hear as a chance to open up conversations.
- Use reflective language, scenarios and active participation to explore the contexts around image sharing.

Learn more: [bit.ly/FirstFilter](https://bit.ly/FirstFilter)



“What would really help is if adults stop just saying ‘don’t send images’ and talk to us about why we might find ourselves in that situation, how to overcome the pressure and fear of saying no and how to deal with it if they are put in this situation. There can be lots of reasons why things like this happen.”

- Female, 15, Jersey



# Key links and resources



self-generated images



Nude image of you online?  
We can help take it down.



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Learning



Q [bit.ly/FirstFilter](https://bit.ly/FirstFilter)

Children and Families Hub: 01534 519000 or email  
[childrenandfamilieshub@gov.je](mailto:childrenandfamilieshub@gov.je)



Helpline

For any concerns about a child  
[help@nspcc.org.uk](mailto:help@nspcc.org.uk) | 0808 800 5000

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