

# The “Always-on” Nature of Child Safety Policy

The proliferation of social media has made the same digital communities easily accessible to children and perpetrators alike.

Today, children are on every digital platform. And so too are bad actors, seeking to target children, and sharing child sexual abuse material (CSAM) at alarming rates.

Creating a formal process to implement child safety policies is the first step to mitigating the risks to your platform. But the “always-on” nature of child safety requires that policies are updated regularly to keep pace with emerging threats.

This process may look differently for each platform. Through internal assessments, platforms can create key feedback loops for continuous improvement.

## CHILD SAFETY POLICY IMPROVEMENT CYCLE



Upholding strong child safety policies helps protect your platform, your users, and children even as the digital landscape and its risks shift over time.

**Together, we can build a safer internet.**