

5 Things Today's Parent Needs to Know

There are 8 billion strangers on the other end of your child's smartphone. Here's what responsible parenting looks like today.

1 Online exploitation can be devastating

Sextortion, grooming, and cyberbullying don't stay online. They follow kids into every part of their lives. The harm is real, and happens fast. Knowing the warning signs and having an open channel of communication with your child is one of the most protective things you can do.

Online child exploitation reports have risen 192% in just one year. 48% of girls report having been contacted by a stranger on messaging apps. - NCJTC, Common Sense Media

2 Supervision looks different now

You wouldn't drop your child off in an unfamiliar neighborhood and leave. The internet is no different. Supervision allows them to earn more independence over time.

BrightCanary monitors everything your child types across all their apps and sends you real-time alerts so you can stay close without hovering.

3 The online world moves really fast

New apps, new slang, new risks — the digital landscape your child navigates today looks nothing like it did two years ago. Staying informed isn't about being an expert. It's about staying curious and asking questions often.

You don't need to know everything. You need to know enough to notice when something's off.

4 The internet can also be genuinely good for kids

This isn't all doom and gloom. Kids are finding communities, building skills, and expressing themselves online in ways that weren't possible a generation ago. The goal isn't to keep them off the internet — it's to help them get the most out of it safely.

A child who feels guided online, not just restricted, is more likely to come to you when something goes wrong.

5 The risks aren't just online. They show up in real life, too

Kids who spend more time on screens show measurably higher rates of anxiety, depression, and sleep disruption. The clinical and physical effects of unmonitored internet use are well-documented — and they compound over time.

The earlier you establish healthy digital habits, the easier they are to maintain.



Parent Tip

The most important thing you can do right now is to **start the conversation — and keep having it**. Kids who feel they can talk to their parents about what they encounter online are more likely to ask for help when they need it. You don't need to have all the answers. You just need to show up curious, stay calm, and make it clear that nothing they tell you will make you love them less.