



# THE LITTLE GUIDE TO REPORTING HARMFUL CONTENT

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Threats

**Hypothetical** - Non-serious threats, unlikely to be carried out. These don't tend to breach social networking site terms unless there are other factors to be considered.

**Credible** - A threat that puts someone at immediate risk of harm e.g. threat to life. They could also be used to coerce and blackmail people. These types of threats should always be reported to the police.

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Impersonation

This is when someone assumes the identity of another person to harass or defraud them. It can also include behaviours such as creating fake accounts or hijacking accounts, usually with the intent of targeting an individual.

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This service is designed to:

**Provide information** on community standards

**Give advice** on how to report problems

**Mediate where appropriate** or explain why content hasn't been removed

**Provide assistance** in removing harmful content from platforms

Delivered by:



Self-Harm and suicide

Most platforms do not allow any content which encourages, instructs or glorifies self-harm or suicide. Some platforms have processes in place for safeguarding users viewing or sharing this type of content.

If you're struggling with your mental health and want to talk to someone independently about this, Samaritans are there to help.

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Bullying and Harassment

This can include hurtful language which targets an individual or group of people, trolling, spreading rumours and excluding people from online communities. In the case of harassment, the behaviour is repeated and intended to cause distress. Repeated harassment should be reported to the police.

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Online Abuse

A broad term which covers any form of abuse committed on a social network, website, gaming platform or app. It is generally verbal but can also include image-based abuse.

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Violent Content

This includes graphic content depicting acts of violence, e.g. videos or scenes which glorify animal abuse.

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For information about other types of online harm, visit:  
[reportharmfulcontent.com/advice](https://reportharmfulcontent.com/advice)

If you or the person you are helping is in immediate danger, call: 999

To report terrorism-related activity, visit:  
[act.campaign.gov.uk](https://act.campaign.gov.uk)

To report child sexual abuse imagery, visit:  
[iwf.org.uk](https://iwf.org.uk)



Pornographic Content

Adult (nude or sexual) content which is not illegal but breaches the terms of most online platforms.

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Unwanted Sexual Advances

This often takes the form of unsolicited, unwelcome or persistent messages of a sexual nature.

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For further advice:

**Revenge Porn Helpline**  
[revengepornhelpline.org.uk](https://revengepornhelpline.org.uk)

**UK Safer Internet Centre**  
[saferinternet.org.uk](https://saferinternet.org.uk)

**Samaritans**  
[samaritans.org](https://samaritans.org)

**The Mix (for under 25s)**  
[themix.org.uk](https://themix.org.uk)

**CEOP (child protection)**  
[ceop.police.uk/safety-centre](https://ceop.police.uk/safety-centre)

**Childline**  
[childline.org.uk](https://childline.org.uk)



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