

Press Release

New reporting button to help prevent the spread of legal but harmful material online

[Report Harmful Content](#) (A service provided by the UK Safer Internet Centre) has launched a new reporting button for organisations and education settings to install on their website for free

- The Report Harmful Content service has provided a free reporting button for organisations and education settings to use on their websites. This will direct their users to the appropriate reporting routes for commonly used online platforms to report legal material that is offensive or harmful.
- If a user has reported content to the hosting site with no action taken, Report Harmful Content reviews the outcomes and checks against community standards to escalate the content for actioning or further justify industry responses and signposting users to appropriate support.
- **90% of content escalated to industry was successfully actioned**
- Organisations who install the button can help prevent the spread of legal but harmful material online.

Report Harmful Content (A reporting service run by the UK Safer Internet Centre) is pleased to introduce a new, innovative and accessible way for users to report legal but harmful material online! The Report Harmful Content button is a quick and simple method for helping anyone to get advice or to report offensive or harmful material online, no matter where they are.

Data from Report Harmful Content's annual report showed that **90% of content escalated to industry was successfully actioned**, indicating the right tools do exist to report and resolve these distressing events for victims. As well as this, the data also showed that: One in three incidents involved bullying or harassment, there was a concerning 225% increase in 'hate speech' reported and domestic abuse trend found that 75% of perpetrators were personally known to the victim, and three-quarters of reports were made by women.

Organisations, including schools and universities, can now install the button on their website for free, allowing any user to get the correct advice on reporting routes or make a report direct to Report Harmful Content. Legal but harmful material can make its way into all walks of life and quite often it's difficult to know where to go to for help and support. Organisations can now actively direct their users to Report Harmful Content and help keep the spread of harmful material away from their users' online experience.

Report Harmful Content has a team of dedicated practitioners who not only review content but actively communicate with victims, ensuring they are listened to whilst offering guidance and mediatory support where needed. Due to the close relationships that the

service has with industry, they are fully versed in legislation and online safety, ensuring that decisions towards harmful content are precise and fully justified.

This close relationship with industry helps practitioners to escalate content that has already been reported to the hosting site. If a piece of content has remained online after a report to the platform, and it's deemed to violate community standards for that site, Report Harmful Content can help escalate it towards removal or further justify industry responses and provide onward signposting. The service works to address the following eight types of online harm:

1. Online Abuse
2. Bullying or Harassment
3. Threats
4. Impersonation
5. Unwanted Sexual Advances (Not Image Based)
6. Violent Content
7. Self-Harm or Suicide Content
8. Pornographic Content

David Wright (Director of UK Safer Internet Centre) said:

'Trying to prevent legal but harmful content online is a task that must be supported by everyone. The simple process of directing someone to the right place is an essential step to keeping legal but offensive material away from our internet experience. The Report Harmful Content Button is the support that users need. Organisations can now easily support their users who are victims of harmful online content. This will all go towards making the internet a safer place for all – install the button on your website for free, it's as easy as that'

Report Harmful Content is a national reporting service, available to anyone over the age of 13 to report any harmful material they may have seen or been victim to online. [You can download the Report Harmful Content Button here.](#)

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About SWGfL

SWGfL (www.swgfl.org.uk) is a charitable trust working with schools and other organisations to provide safe and secure online access and resources. SWGfL has developed an international reputation within online safety. It is a founding member of UKCCIS (UK Council for Child Internet Safety) and has spoken at conferences across Europe, America and Africa.

SWGfL, alongside partners Childnet and Internet Watch Foundation, lead the UK Safer Internet Centre. The Centre is the national awareness centre and is responsible for raising

the nation's attention to online safety issues as well as managing online criminal content and supporting professionals via its unique helpline.