

consider

BEHIND THE SCENES: IWF'S 'THINK BEFORE YOU SHARE' CAMPAIGN.

|
19th November 2025

ABOUT IWF:

- Not-for profit child protection organisation – established 29 years ago.
- We identify images and videos showing the sexual abuse of children.
- We work with partners and law enforcement globally to have them removed.
- Reporting portals in 54 countries – latest being Sri Lanka



IWF's campaign history

iwf.org.uk/about-us/our-campaigns/



TALK and Gurls Out Loud Campaign

This campaign aims to empower young people and warn their parents and carers about the risks posed by online predators targeting children.



Self-generated child sexual abuse fieldwork report

This report conducted in collaboration with the Policing Institute for the Eastern Region (PIER) highlights the gravity of self-generated child sexual abuse material.



So socking simple

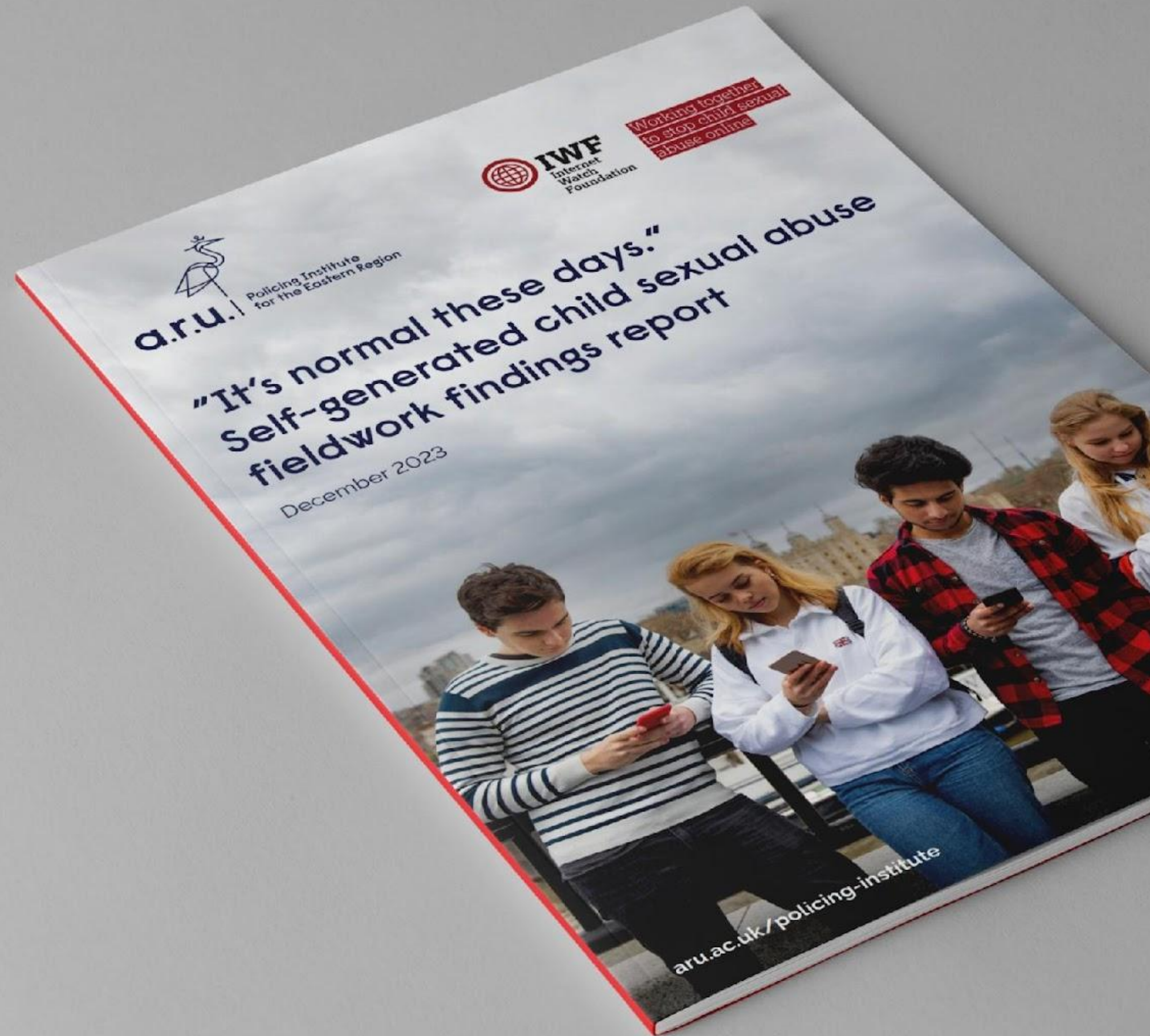
We want to help young people stay safe online by making sure you know what to do if you accidentally see sexual images or videos of someone you think might be under 18.

Campaign research

- Conducted by researchers from the International Policing and Public Protection Research Institute (IPPPRI).
- Research aims to build an evidence base to inform targeted prevention campaigns.
- Primary and desk research with children, parents, carers, educators.
- Analysis of dark web forums.

Report findings:

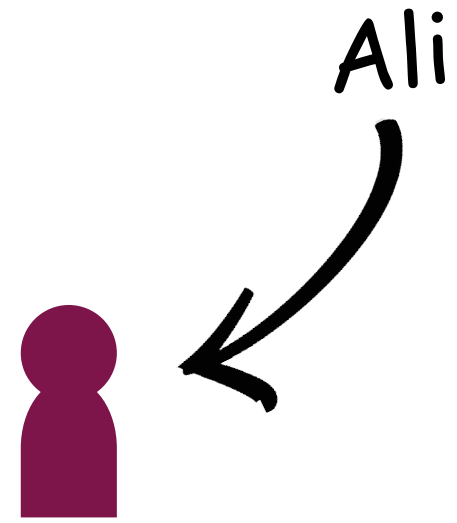
- The normalisation of sharing 'nudes'
- Regular exposure to sexual images
- Gendered nature of image sharing
- Emergence of a collecting culture



THE STRATEGY



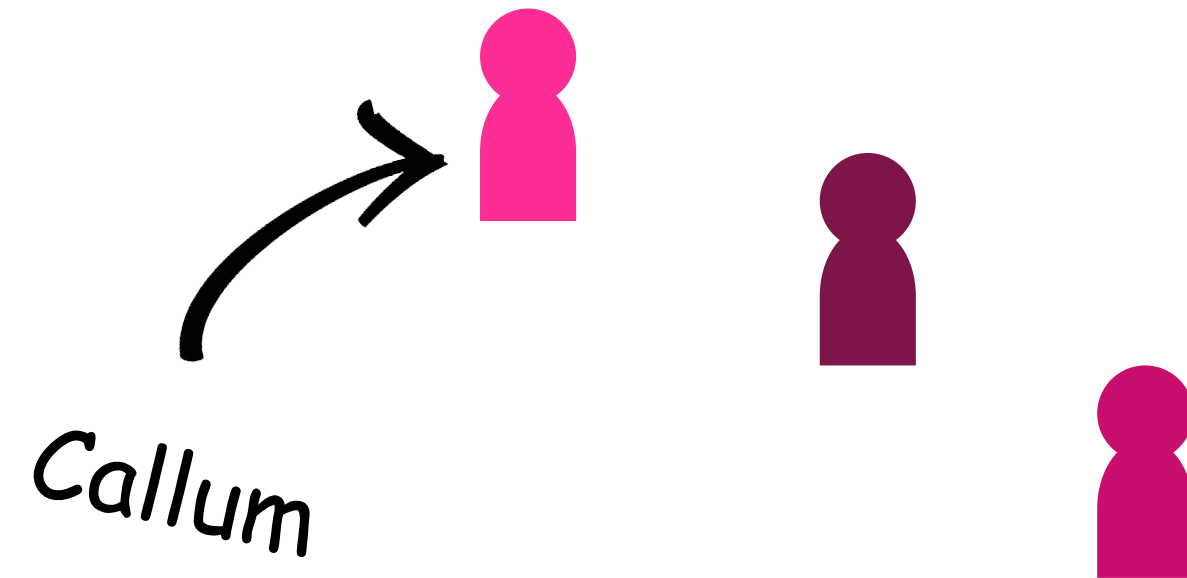
A STORY OF A NUDE...



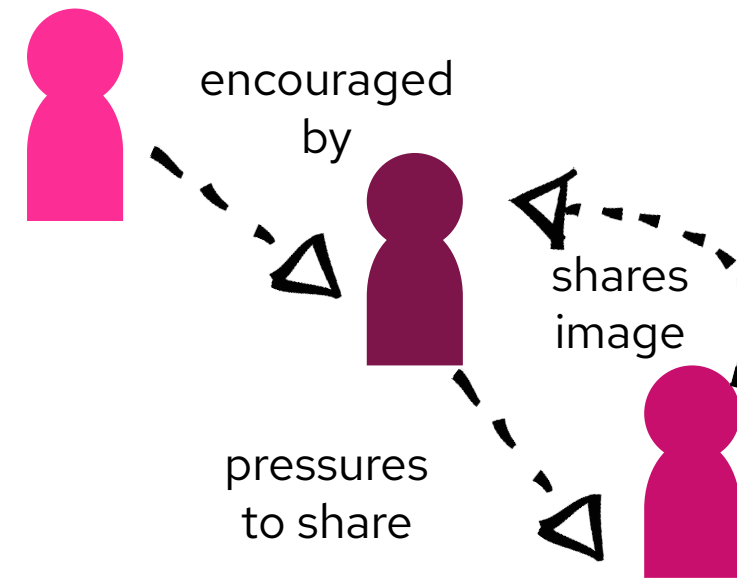
A STORY OF A NUDE...



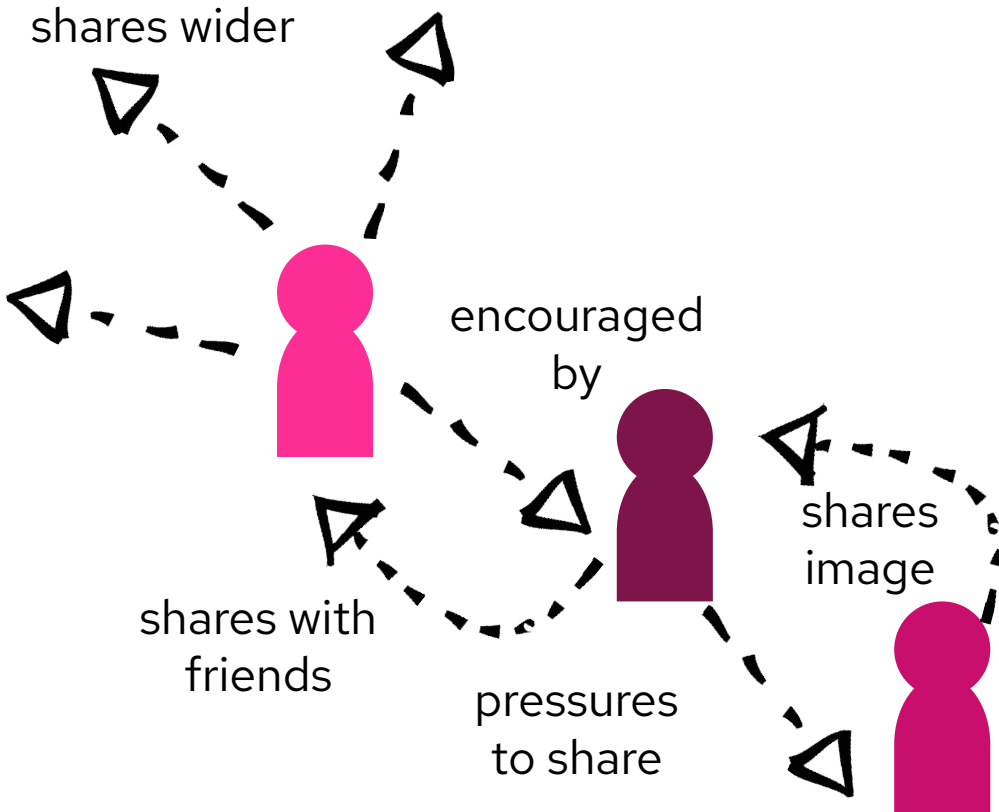
A STORY OF A NUDE...



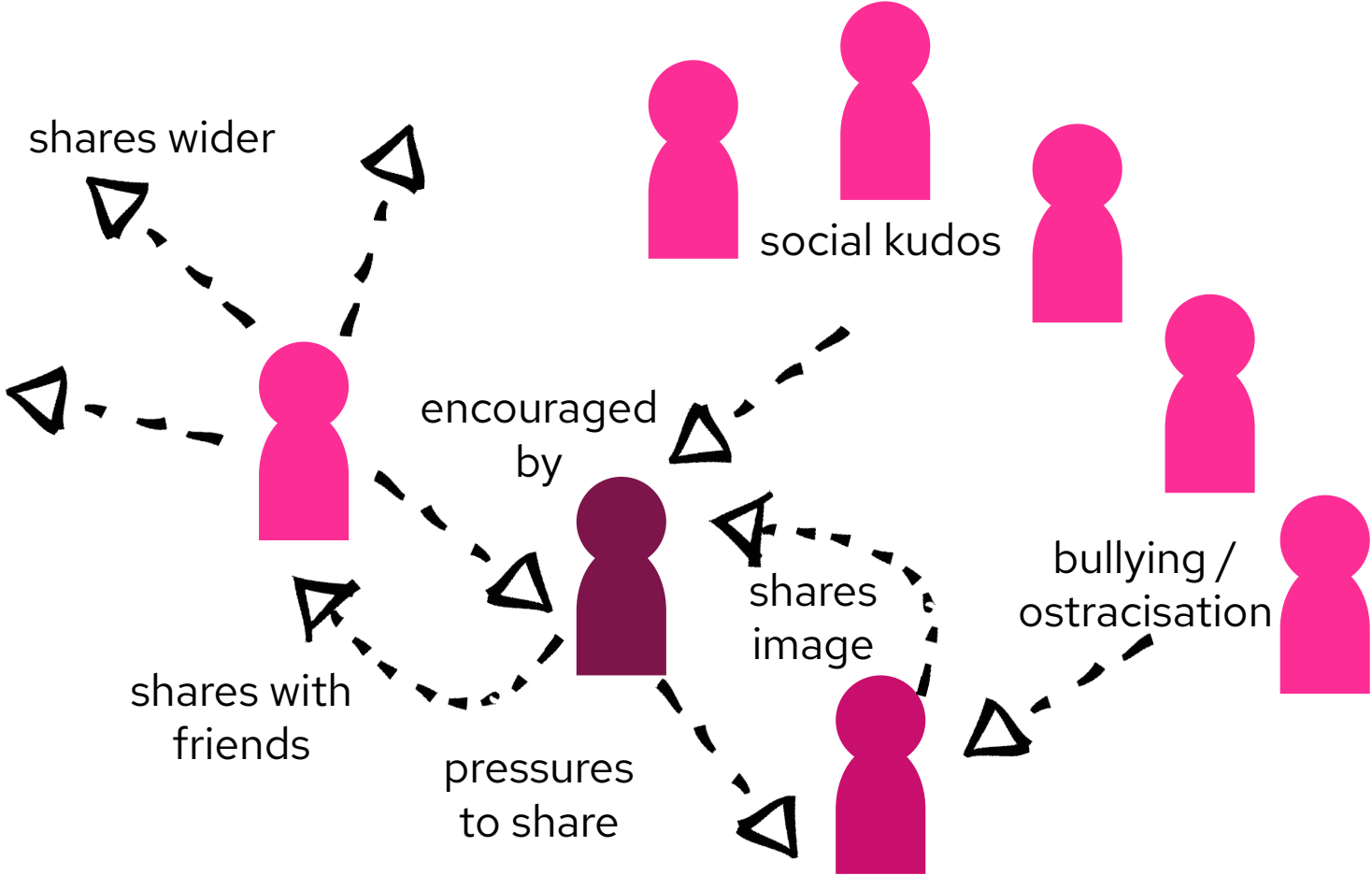
A STORY OF A NUDE...



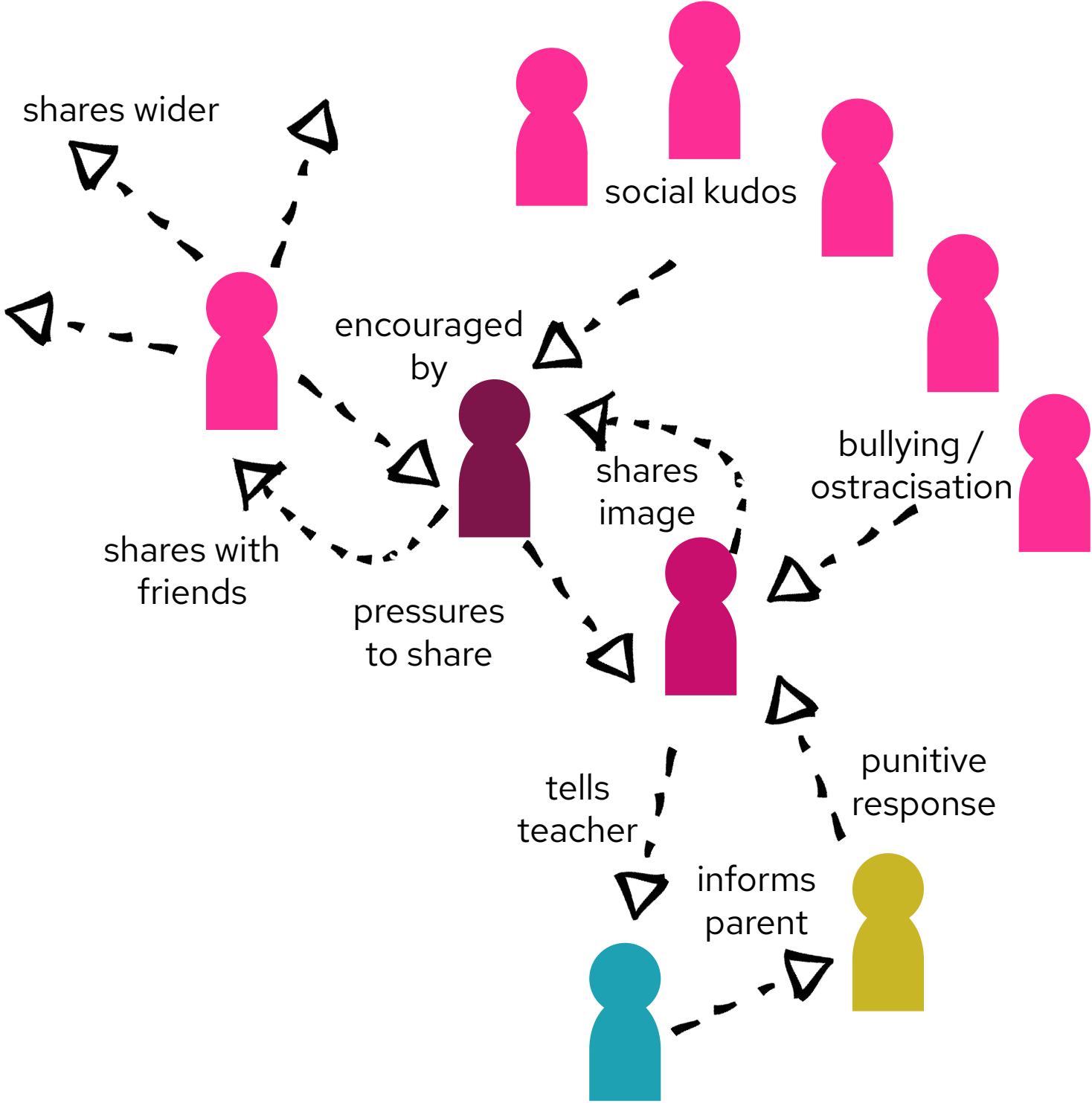
A STORY OF A NUDE...



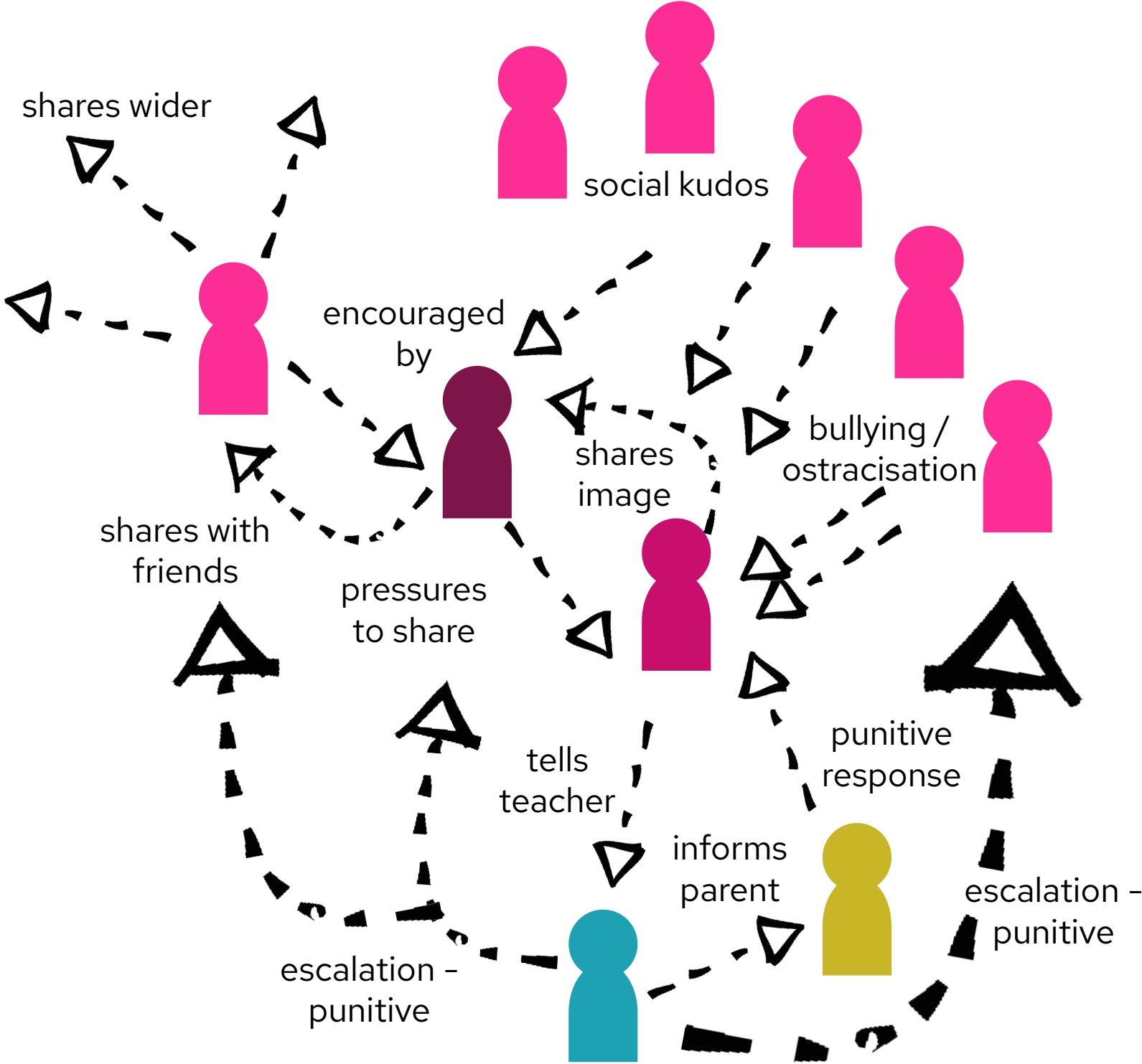
A STORY OF A NUDE...



A STORY OF A NUDE...



A STORY OF A NUDE...



PRINCIPLES

- 1. TACKLE ALL BEHAVIOURS
CONSISTENTLY**
- 2. SHAME THE SPREADING,
NOT THE SHARING**



**1.
TACKLE ALL
BEHAVIOURS
CONSISTENTLY**

- One overarching creative identity for young people and adults
- Reckoning with the fluidity of behaviour
- Introducing a role for tackling bystander behaviour

**2.
SHAME THE
SPREADING,
NOT THE
SHARING**

- Moving away from abstinence messaging
- Giving adults the tools to start a conversation



BEHAVIOUR CHANGE: YOUNG PEOPLE



PERPETRATORS

RESPECT



Be respectful when communicating with peers online, and honour their trust in you



(POTENTIAL) VICTIMS

EMPOWERMENT

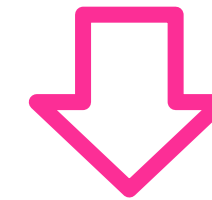


Stop and think before sharing



BYSTANDERS

RESPONSIBILITY



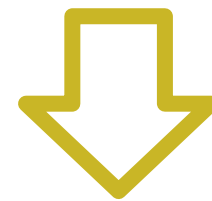
Intervene when images are being shared

BEHAVIOUR CHANGE: ADULTS



PARENTS & CARERS

OPEN CONVERSATION



Have open conversations with your children about what they share online



TEACHERS & EDUCATORS

CLEAR COMMUNICATION



Set clear expectations and talk safety with pupils



A joined-up approach: improving the holistic approach to prevention and response to victims



MAKING THE CAMPAIGN





Talk about awkward

The bottom half of the image features two large, close-up, reddish-pink objects that resemble peach or nectarine skins. They are positioned diagonally, with the one on the right being larger and more prominent. A blue oval sticker with a white border is placed on the smaller object on the left. The sticker contains the text "THINK BEFORE YOU SHARE" in white, bold, uppercase letters, arranged in three lines.

**THINK
BEFORE YOU
SHARE**

CREATIVE PRINCIPLES

SHOCK

HUMOUR

CLARITY



PERPETRATORS





**IF YOU
SHARE IT,
ANYONE
COULD
SEE IT**



VICTIMS



The image features two lemons in the foreground, their bright yellow-orange skin glistening with several clear water droplets. The background is a solid, light blue color. Centered over the lemons is the text "FEELING PRESSURED TO SEND PICS?" in a large, bold, blue, sans-serif font.

**FEELING
PRESSURED
TO SEND
PICS?**

A blue oval sticker with a white border is positioned on the left lemon. The words "GET" and "HELP" are written in white, bold, sans-serif capital letters, stacked vertically.

**GET
HELP**

BYSTANDERS



They shared it.

YOU SHOULDN'T.

A close-up photograph of two ripe, red apples. The apple on the right has a blue oval sticker with white text that reads "THINK BEFORE YOU SHARE".

**THINK
BEFORE YOU
SHARE**

NATIVE CONTENT





LIVE

478



WATCH VIDEO





LIVE 478

WATCH VIDEO

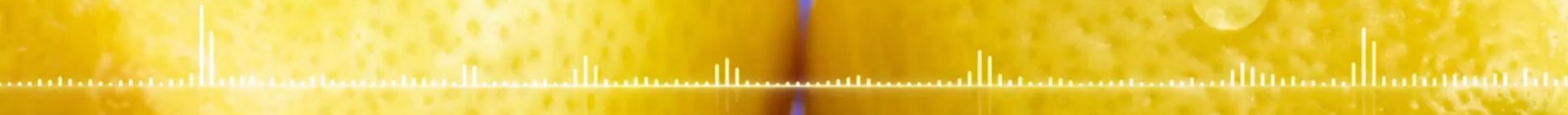
PARENTS & CARERS





LISTEN TO
AUDIO

**Voiced by
Diane Morgan**



GETTING TO OUR AUDIENCE



The Objective

1

**Reach teenagers and young people
across the UK**

2

**Reach them in the moments and contexts
that resonate most with Internet Watch
Foundation's message**



The Consideration

1

Children's personal data is legally protected, blocking behavioural or age-based targeting.

2

Accordingly, platforms hide teenage users from advertisers.



The **Considered** Objective

1

**Ensure compliance with UK GDPR and
ICO's Children's Code**

2

**Reach teenagers without any reliance on
behavioural or age-based targeting**



How we'd normally do it

Has been to the cinema twice this month

Follows @skysports on Instagram

Has a pet cat

34 years old

Buys vintage Crocs on Depop

Subscribes to @Fallow Chefs on YouTube

Recently ordered with Amazon Fresh

Watches *Ratatouille* 4 times a year

Worth £35,000

Renter



Pierre

Single

Lives in Hackney

Streams *The Bear* on Disney+

Follows @ottolenghi on Instagram

Reads *The Guardian* Food section

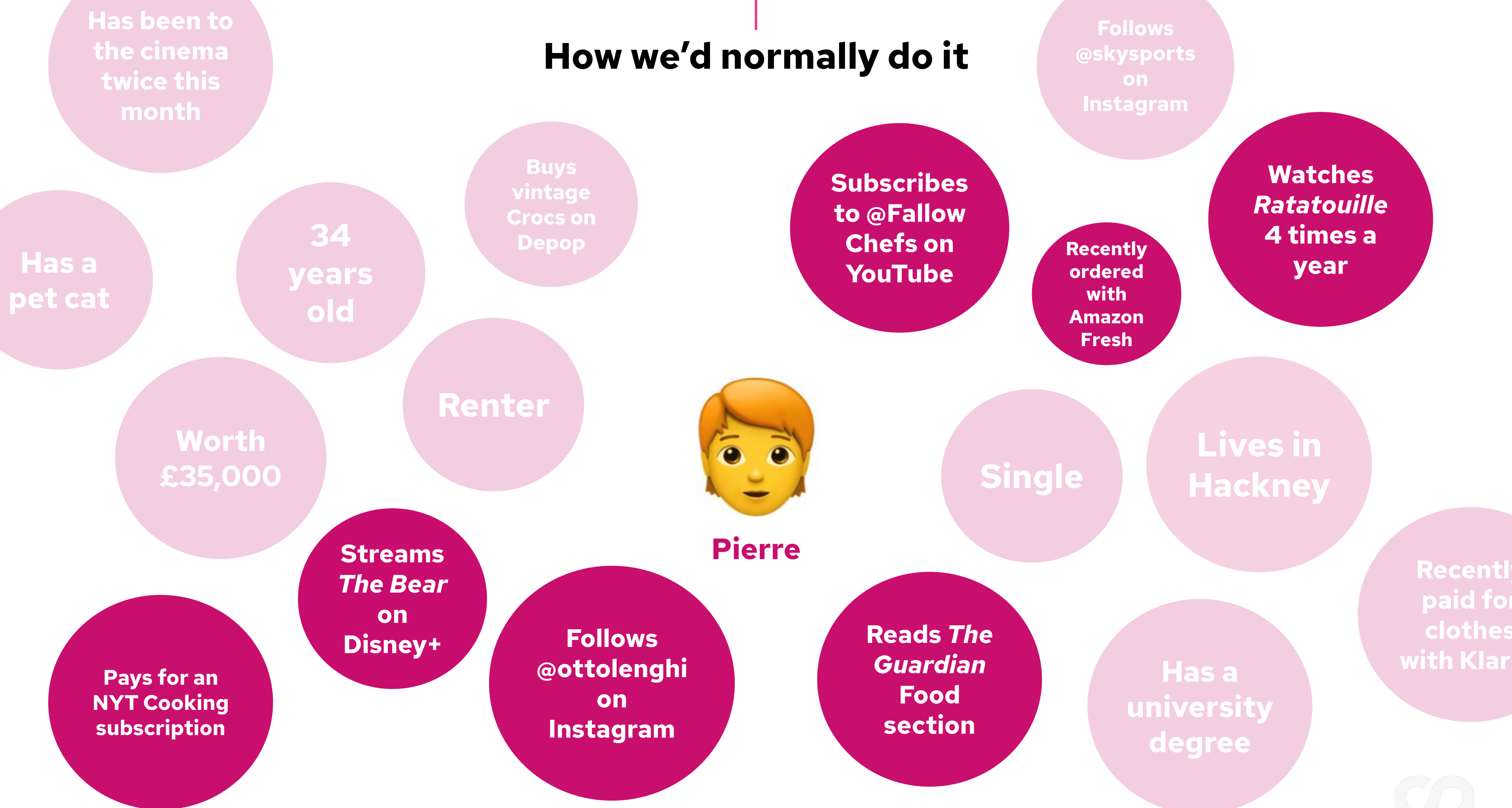
Has a university degree

Pays for an NYT Cooking subscription

Recently paid for clothes with Klarna

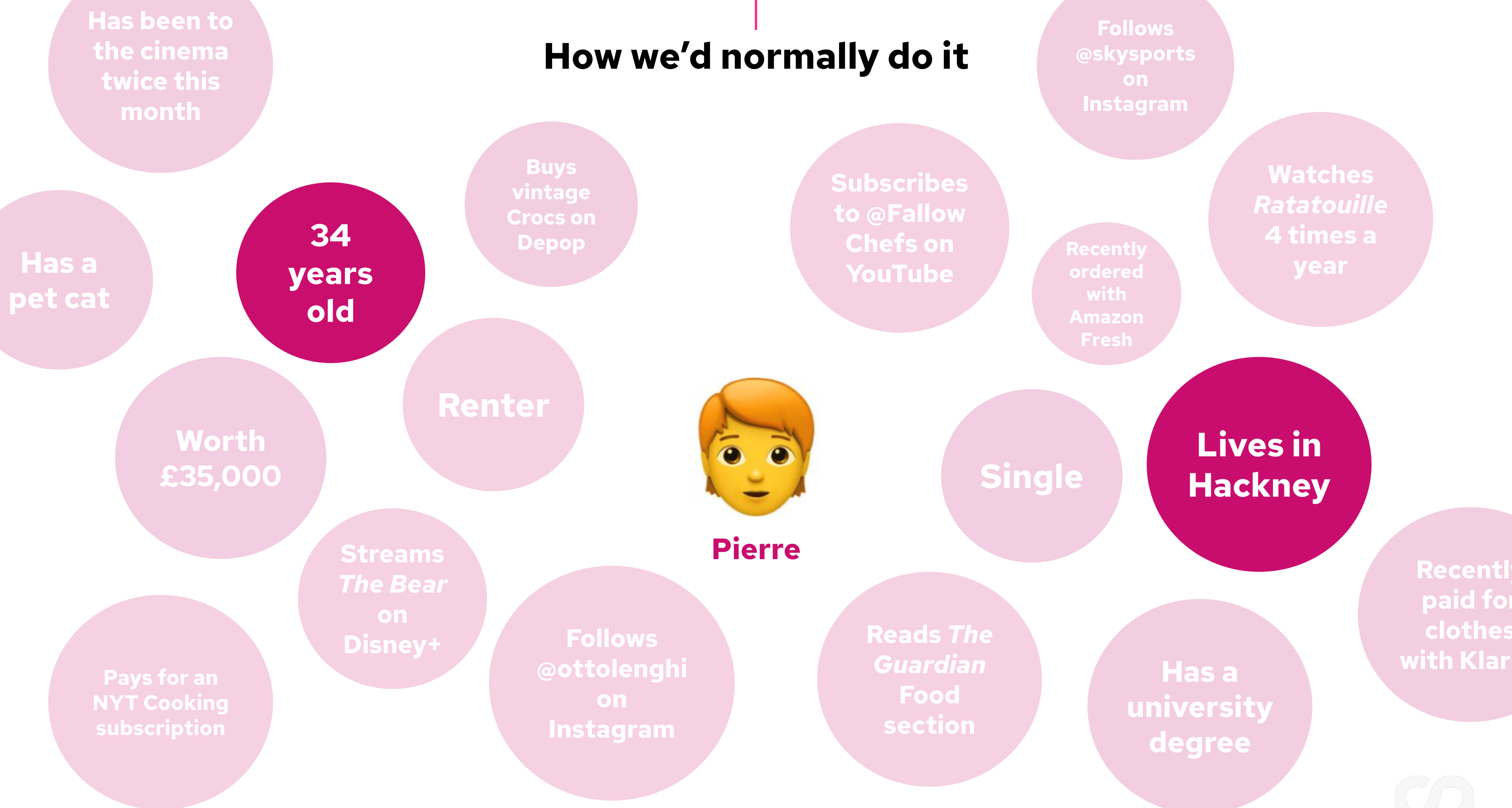


How we'd normally do it



Pierre

How we'd normally do it



Has been to the cinema twice this month

Follows @skysports on Instagram

Watches *Ratatouille* 4 times a year

Subscribes to @Fallow Chefs on YouTube

Recently ordered with Amazon Fresh

Buys vintage Crocs on Depop

34 years old

Lives in Hackney

Renter

Single



Pierre

Worth £35,000

Streams *The Bear* on Disney+

Recently paid for clothes with Klarna

Reads *The Guardian* Food section

Has a university degree

Follows @ottolenghi on Instagram

Pays for an NYT Cooking subscription

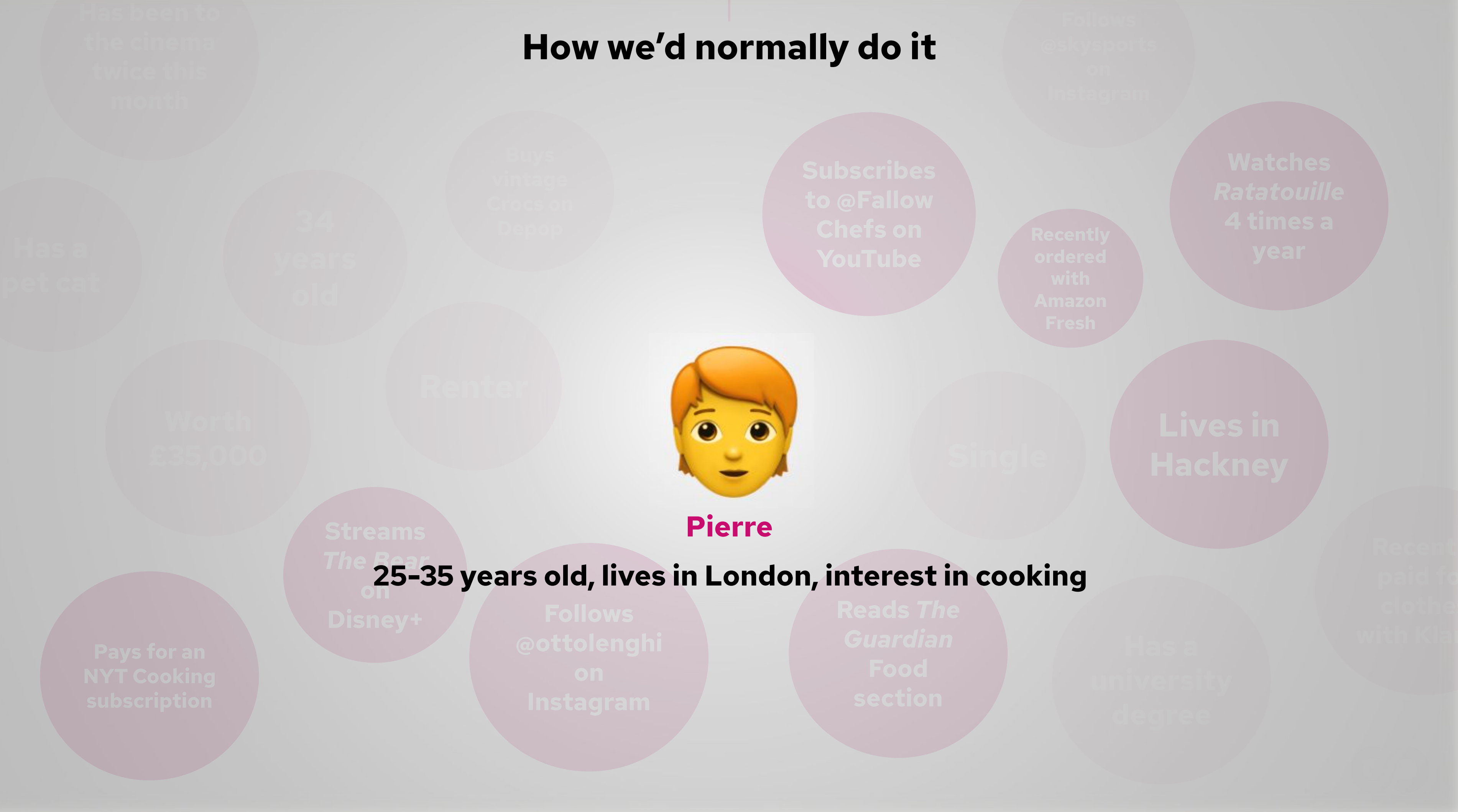


How we'd normally do it

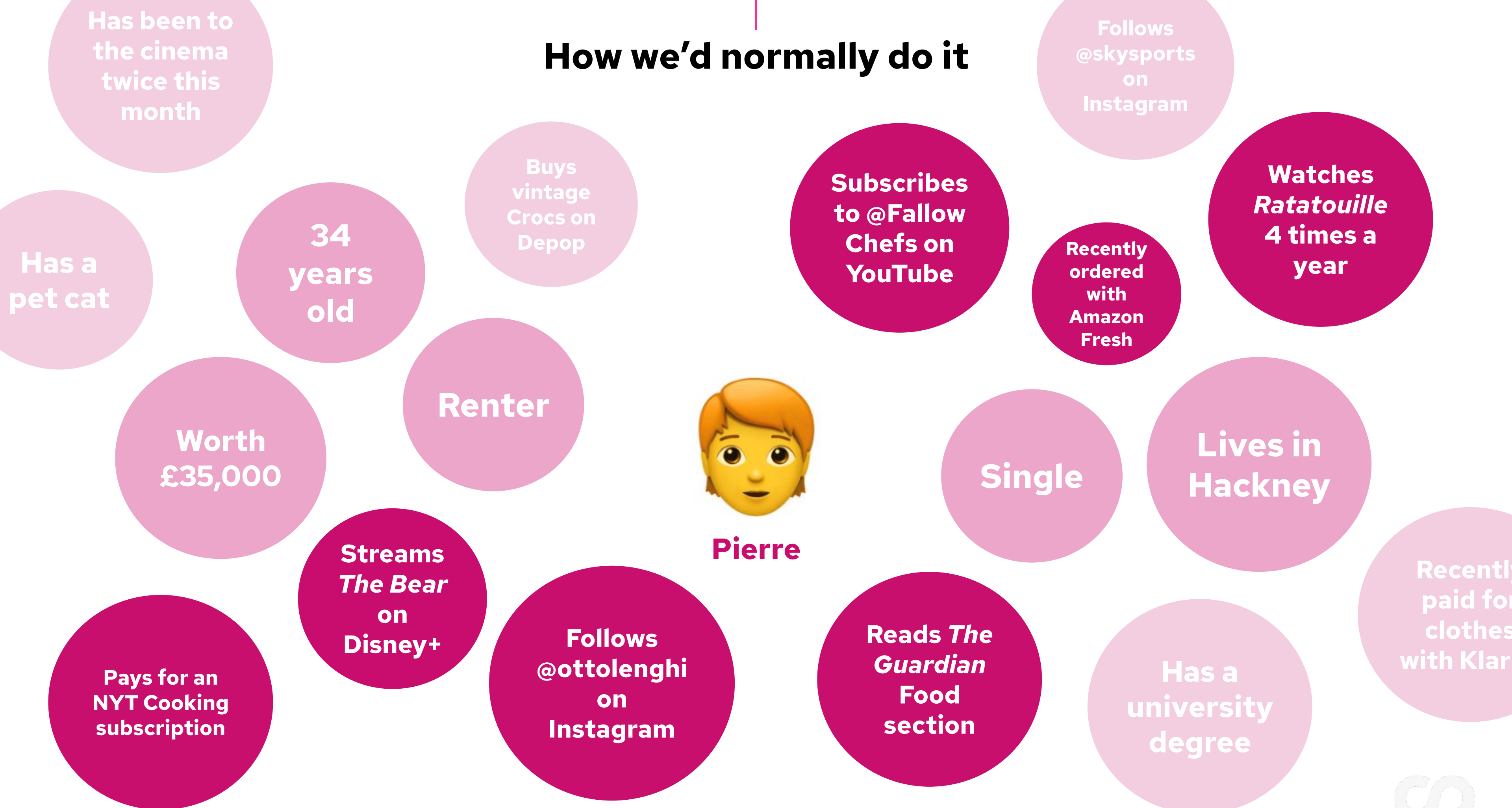


Pierre

25-35 years old, lives in London, interest in cooking



How we'd normally do it



Pierre

How we'd normally do it



Pierre's contexts

**Streams
The Bear
on
Disney+**

**Follows
@ottolenghi
on
Instagram**

**Subscribes
to @Fallow
Chefs on
YouTube**

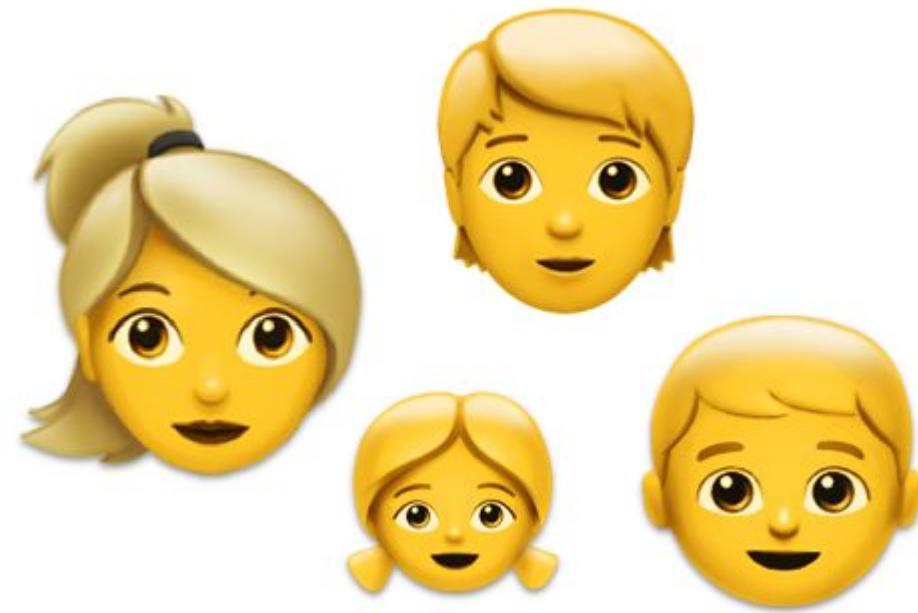
**Reads *The
Guardian*
Food
section**

**Recently
ordered
with
Amazon
Fresh**

**Watches
Ratatouille
4 times a
year**

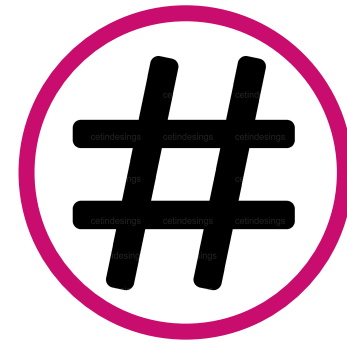


How we did it here



**What are our
audiences's
contexts?**

The Methodology



Hashtag Mapping

- Monitored real-time teen trends across TikTok, Instagram, and YouTube to see what content, challenges, memes, and slang were gaining traction.
- Clustered recurring hashtags, sounds, and themes to reveal distinct youth subcultures and interest zones (e.g. beauty, gaming, mental health).
- Used these mapped trend clusters to locate natural contexts where campaign messages would feel native and attention-worthy.



Content Ethnography

- Observed teen media habits directly on platforms like YouTube, TikTok, and Twitch.
- Logged interaction styles, comment tone, and recurring content themes.
- Identified how teens discuss sensitive topics and the humour or references they use.



Creator Tracking

- Monitored high-reach teen influencers to see which creators shape youth culture and attention.
- Used their followings to identify priority content niches and platform hotspots (e.g. gaming, lifestyle, advice).
- Treated creator ecosystems as placement signals, not partnership targets, to guide contextual ad buying.

The Research



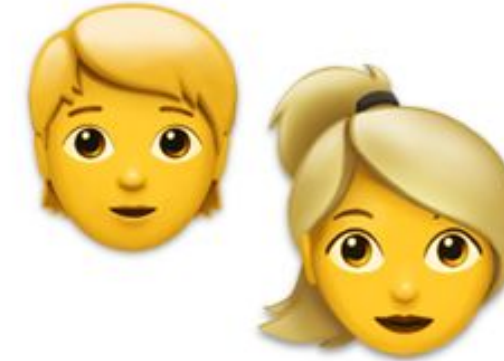
Audience 1

#warzonememes #valorantclips
#apexclips #rocketleagueclips
#gtarpclips #cs2clips
#overwatch2clips #amongusmemes
#brawlstarsmemes #clashroyalememes
#skateuk #palaceskateboards
#supremeuk #fnatic #excelesports
#FaZeClan #NRG #G2 #TSM
#streetwearuk #sneakerheadsuk
#footasylum #footasylumchallenge
#primedrink #primehydration #siuu
#messi #ronaldo #griddy
#binleymegachippy #wealdstoneraider
#barstooluk #sportbibleclips
#talksportclips #bbcspportfootball
#skysportsnews #433uk #brfootballuk
#pubityuk #ladbiblegaming
#sidemenclips #betasquadclips
#ishowspeedclips #kaicenatclips



Audience 2

#sims4builds #animalcrossinguk
#cozygaming #robloxfashion
#royalehigh #bloxburgbuilds
#minecraftcottagecore #valorantgirls
#fortnitegirls #gtaonlinegirls
#strangerthingsedit #heartstopperedit
#bridgertonedit #gilmorgirlsedit
#gossipgirledit #skinsukedit
#femalestreamers #ukinfluencers
#olivianeill #flossiecc #lewiscapple
#mollymae #ellederby #saffronbarker
#anastasiakingsnorth #livvyblake
#madzturner #isabelleweall
#holliablythe #gracebeverley
#emmasrectangle #nikkidemartino
#alixearle #charlidamelio
#dixiedamelio #addisonrae
#belleporch #emmasteel
#oliviaponton #girlmemepages



Audience 3

@oliviaponton @swiftiesuk @taylorswift
@oliviaponton @sabrinacarpenter
@arianagrande @pinkpantheress
@tate_mcrae @icespice @gracieabrams
SidemenReacts MoreSidemen
SidemenShorts PitchSide TheKickOff
HappyHour TheFellas
ThatPeterCrouchPodcast
JackSaunders BBCRadio1 CapitalFM
KISSFMUK GRMClips LinkUpTVClips
MixtapeMadnessClips PressplayClips
WednesdayFrog Doge Gigachad
OhioRizz Beluga FamilyGuyClipReels
SubwaySurfersOverlay
MinecraftParkourBG SkibidiToilet
NPCStream Sigma Rizz Gyatt
QuandaleDingle FanumTax
GrimaceShake @starbucksuk
@dunkinuk @gongcha_uk

The Research

#football #premierleague #efl
#facup #championsleague
#sidemen #betasquad #ksi
#miniminter #w2s #tobijizzle
#behzinga #zerkaa #callux
#calfreezy #chunks #nikoomilana
#yungfilly #mrbeast #ishowspeed
#speedgang #kai_cenat #xqc
#ninja #tommyinnit #tubbo
#wilbursoot #ranboolive #dantdm
#mongraal #benjyfishy #clix
#typicalgamer #schlan #aliA
#jakepaul #
#skibidito #ake
#npcstreet #gyatt
#ohiomen
#quandale #ara
#subways
#easportsfc #fortnite
#minecraft #roblox #warzone
#valorant #apexlegends
#rocketleague #gta5 #gtarp #cs2
#overwatch2 #amongus
#brawlstars #clashroyale
#tiktoktrends #reels Sidemen
BetaSquad SidemenReacts
MoreSidemen SidemenShorts
PitchSide TheFellas TheKickOff
HappyHour MrBeast
MrBeastGaming TommyInnit
DanTDM Jacksucksatlife WillNE



#girlsoftiktok #ukgirls #ukteens
#teenstyle #grwm
#getreadywithme #outfitinspo
#ootd #outfitideas #zarahaul
#primarkhaul #sheinhaul
#h&mhaul #skincareuk #diorlipoil
#charlottetilbury #drunkelephant
#soldegenero #rarebeauty
#glossier #cerave
#ordinaryskincare #sephorauk
#cleanlook #girl #pilatesgirl
#whatsinmybag #girlmath
#girlhood
#studygram #girl
#stationery #templates
#pinterest #aesthetic
#strawberry #girl
#vanillagirl #girl
#girlycore #softgirl
#preppyaesthetic #gymshark
#starbies #matchalatte #girlboss
#thatgirlroutine #selfcarecheck
#bedroommakeover
#roomdecorinspo #ikeahaul
#dysonairwrap #heatlesscurls
#sleekbun #hairtok #nailsuk
#nailinspo #frenchmani
#aura_nails #haileybiebernails
#chrome_nails #glazeddonutskin
#vinteduk #depopuk #thrifthaul
#ukthrift #charityshopfinds
#booktokuk



#fyp #foryou #football
#premierleague #facup
#championsleague
#footballmemesuk #streetwearuk
#sneakerheadsuk #gamerlifeuk
#gamingreels #fc24 #fifa #eafc24
#proclubs #career_mode
#packluck #fut #fortnite
#minecraft #roblox #warzone
#valorant #rocketleague #gta5
#cs2 #h2 #brawlstars
#clashroyale #clashroyale #clashroyale #clashroyale #clashroyale
#sidemen #tiktok #tiktok #tiktok #tiktok #tiktok
#teem #tiktok #tiktok #tiktok #tiktok #tiktok
#ootd #ootd #ootd #ootd #ootd #ootd
#sephorauk #skincareuk #skincareuk #skincareuk #skincareuk
#studygramuk #booktokuk #booktokuk #booktokuk #booktokuk
#hairtok #nailsuk #nailsuk #nailsuk #nailsuk #nailsuk
#glazeddonutskin #glazeddonutskin #glazeddonutskin #glazeddonutskin
#coquetteaesthetic #vanillagirl
#strawberrymakeup #sleekbun
#heatlesscurls #girlmath #girlhood
#reels #tiktoktrends #memes
#funnyreels #ukmemes
#britishmemes #relatable
#povreels #dancechallenge
#lip_sync #povschool #gcseuk
#alevelsuk #revisiontok
#goodnotes #ipadnotes
#freshersweek #uniroomtour
#bubbletea #matchalatte



The Application

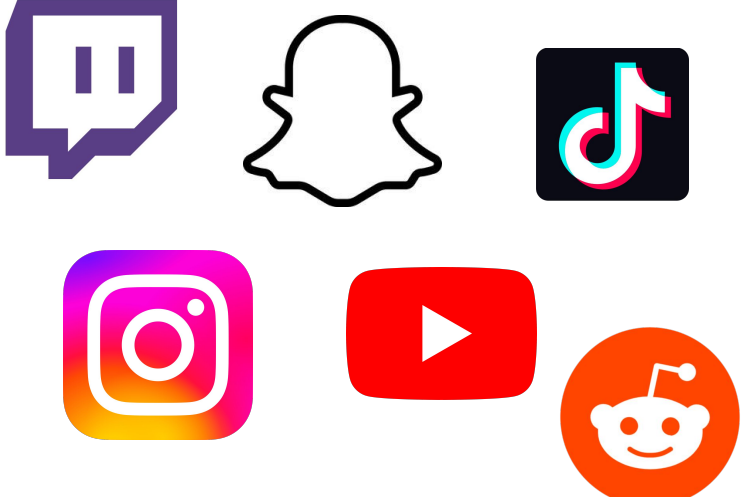
#football #premierleague #efl
#facup #championsleague
#sidemen #betasquad #ksi
#miniminter #w2s #tobijizzle
#behzinga #zerkaa #callux
#calfreezy #chunks #nikoomilana
#yungfilly #mrbeast #ishowspeed
#speedgang #kai_cenat #xqc
#ninja #tommyinnit #tubbo
#wilbursoot #ranboolive #dantdm
#mongraal #benjyfishy #clix
#typicalgamer #nobleman #aliA
#jakepaul #ninja
#skibiditoilet #jake
#npcstreet #gyatt



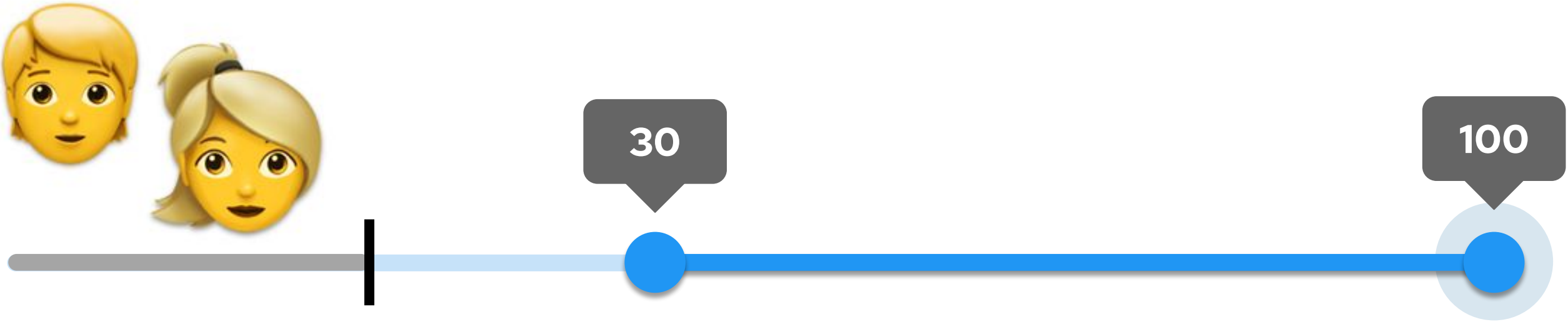
#girlsoftiktok #ukgirls #ukteens
#teenstyle #grwm
#getreadywithme #outfitinspo
#ootd #outfitideas #zarahaul
#primarkhaul #sheinhaul
#h&mhaul #skincareuk #diorlipoil
#charlottetilbury #drunkelephant
#soldegenero #rarebeauty
#glossier #cerave
#ordinaryskincare #sephorauk
#cleanlook #girl #pilatesgirl
#whatsinmybag #girlmath
#girlhood #girlmath
#studygirl #girlmath
#stationery #girlmath



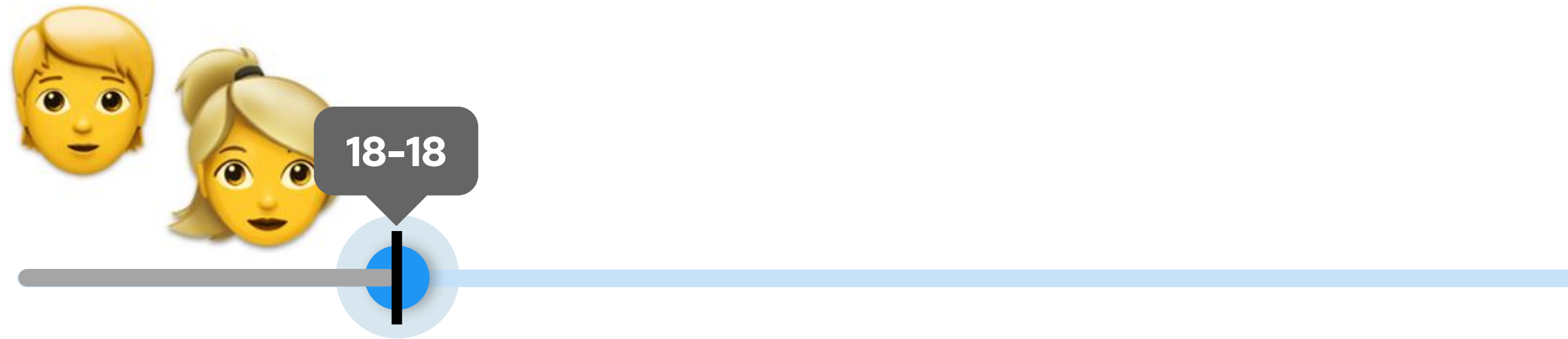
#fyp #foryou #football
#premierleague #facup
#championsleague
#footballmemesuk #streetwearuk
#sneakerheadsuk #gamerlifeuk
#gamingreels #fc24 #fifa #eaafc24
#proclubs #career_mode
#packluck #fut #fortnite
#minecraft #roblox #warzone
#valorant #rocketleague #gta5
#cs2 #h2 #brawlstars
#clashroyale #fatic
#sidemen #kt
#teammates #m #
#ootd #pr



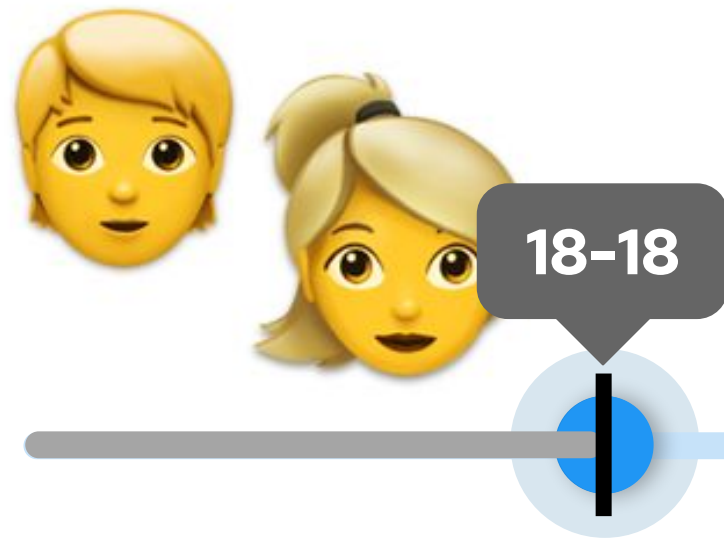
The Application



The Application



The Application

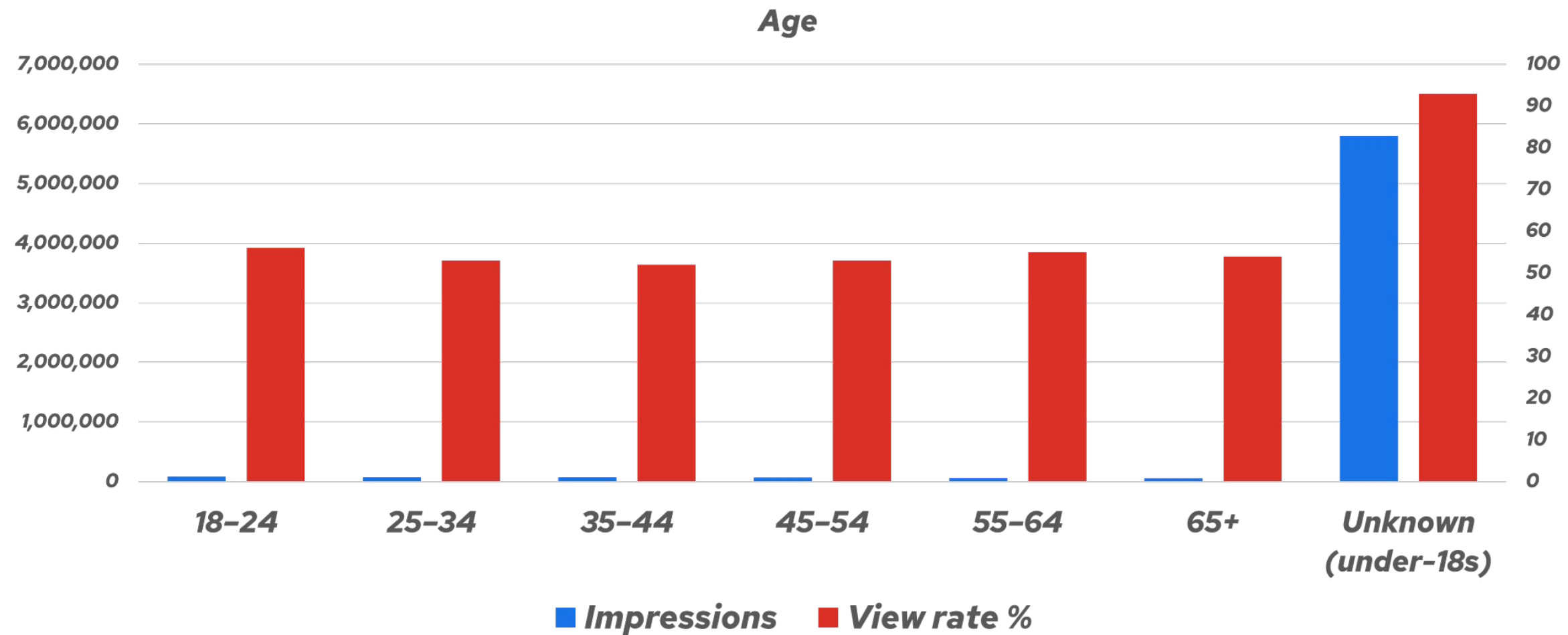


Combined with

#fyp #foryou #football #premierleague #facup #championsleague #footballmemesuk #streetwearuk #sneakerheadsuk #gamerlifeuk
#gamingreels #fc24 #fifa #eafc24 #proclubs #career_mode #packluck #fut **#fortnite #minecraft #roblox #warzone**
#valorant #rocketleague #gta5 #cs2 #overwatch2 #brawlstars #clashroyale #skateuk #fnatic #sidemenclips #ukteens #teenstyle #grwm
#outfitinspo #ootd #zarahaul #primarkhaul #sephorauk #skincareuk #thatgirl #studygramuk #booktokuk #hairtok #nailsuk #nailinspo
#glazeddonutskin #cleanlook **#coquetteaesthetic** #vanillagirl #strawberrymakeup #sleekbun #heatlesscurls **#girlmath** #girlhood #reels
#tiktoktrends #memes #funnyreels #ukmemes #britishmemes #relatable #povreels #dancechallenge #lip_sync #povschool **#gcseuk**
#alevelsuk #revisiontok #goodnotes #ipadnotes #freshersweek #uniroomtour #bubbletea #matchalatte #airportfit #packwithme Sidemen
BetaSquad MrBeast MrBeastGaming TommyInnit DanTDM WillNE Jacksucksatlife ChrisMD SV2 Miniminter W2S Zerkaa Behzinga TobiJizzle Calfreezy
Callux KSI Chunkz NikoOmilana YungFilly IShowSpeed KaiCenat xQc Ninja TypicalGamer Lachlan AliA CentralCee Dave Stormzy Aitch ArrDee TionWayne
DiggaD UnknownT Knucks @ladbible @sportbible @Pubity @FootyScran @GRMDaily @MixtapeMadness @ProDirectSoccer @BBCSport



The Result

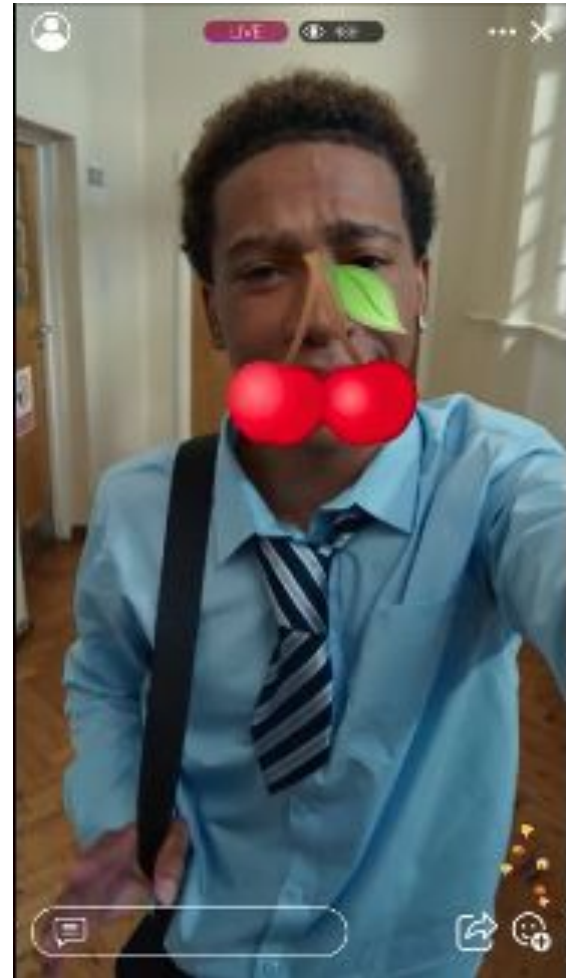


The Unknown group (i.e. those for whom Google is legally not allowed to hold data) served as a reference for whether we were successfully reaching under-18s
On YouTube, the Unknown category ended up receiving ~90% of impressions, and achieving a 70% higher completion rate



The Results

ells
@louisa 🙄💙🦋 "get help" is what i'd say to little ella tbh
5d Reply
4
louisa 🙄💙🦋
😭😭😭😭
5d Reply
Hide ^



lilly ❤️ 2024-07-10 17:38:59 Selected Comment
@R 🙄 this is so real!

really_awful_bassist · 2d ago
how do you know what year im in?
2
Reply Share ...
kickkush · 1d ago
Ik like what the f k
1
Reply Share ...

patience joyce ❤️
@vel 💖💖 @Elle 💖🎀 real
18h Reply

...and TikTok and Reddit comments further evidenced the success of our approach

olivermeeks 2024-06-25 23:31:10
@caitlin not being funny but the private story cares more about my problems than if i was to report it 🙄🙄🙄

turkey 2024-07-13 02:49:44 Selected Comment
this just happened in my school 🙄🙏



The Results

-  **122M impressions**
-  **350K+ clicks across all channels**
-  **94% view-through rate on YouTube***
-  **50% paused to engage with Teads display ads***

***vs. 30% benchmark**

***vs. 20% benchmark**



The **Considered** Objective

1

**Ensure compliance with UK GDPR and
ICO's Children's Code**



2

**Reach teenagers without any reliance on
behavioural or age-based targeting**



Success!



**...BUT DID WE CHANGE
BEHAVIOUR?**



Evaluation questions



- 1** How did the target audience **perceive** the campaign?
- 2** How successful was the campaign in raising **awareness**?
- 3** How successful was the campaign at changing **attitudes**?
- 4** Is there evidence of potential **behaviour** change?

Evaluation method

- Theory of change
- Online survey
- Distributed via schools and research recruitment panel

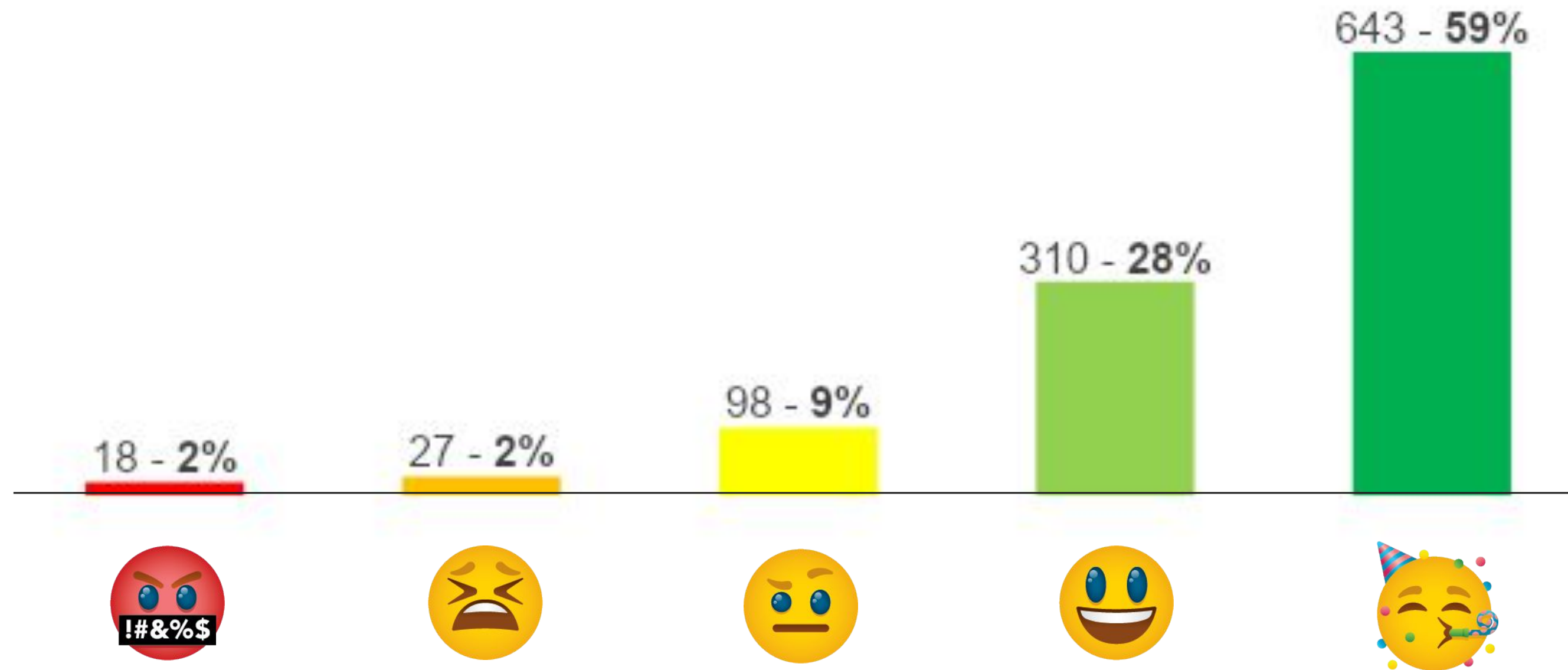
1,347 participants

- **573 Teenagers** (mean age of 15.18 years)
 - 53.2% female, 45.9% male
 - 73.5% white, 9.6% African/Caribbean/Black/Black British
- **774 Adults**
 - 688 parents
 - 86 educators (some were also parents)
- **28.5% had seen the live campaign**

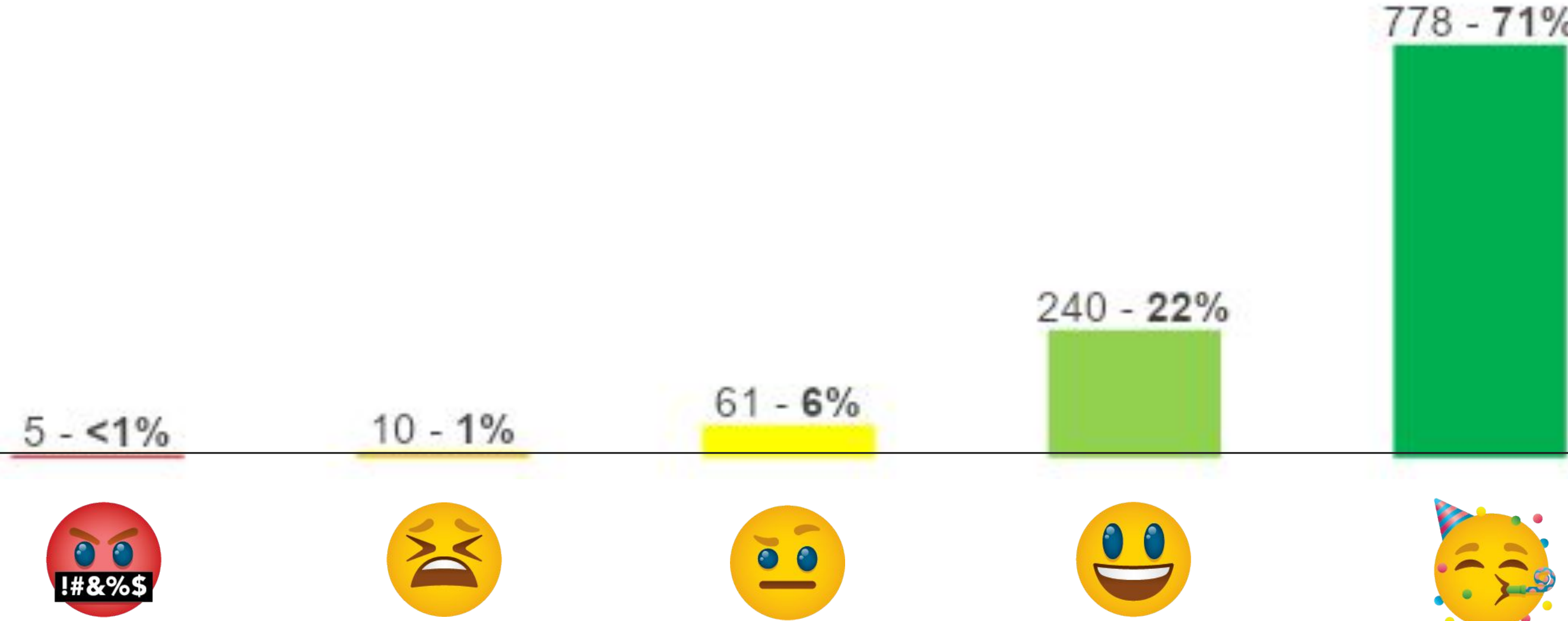
How did the target audience perceive the campaign in terms of its relevance, messaging clarity, and overall effectiveness in addressing key issues?

“I think overall it's one of the best campaigns”
Adult, female, 27 years

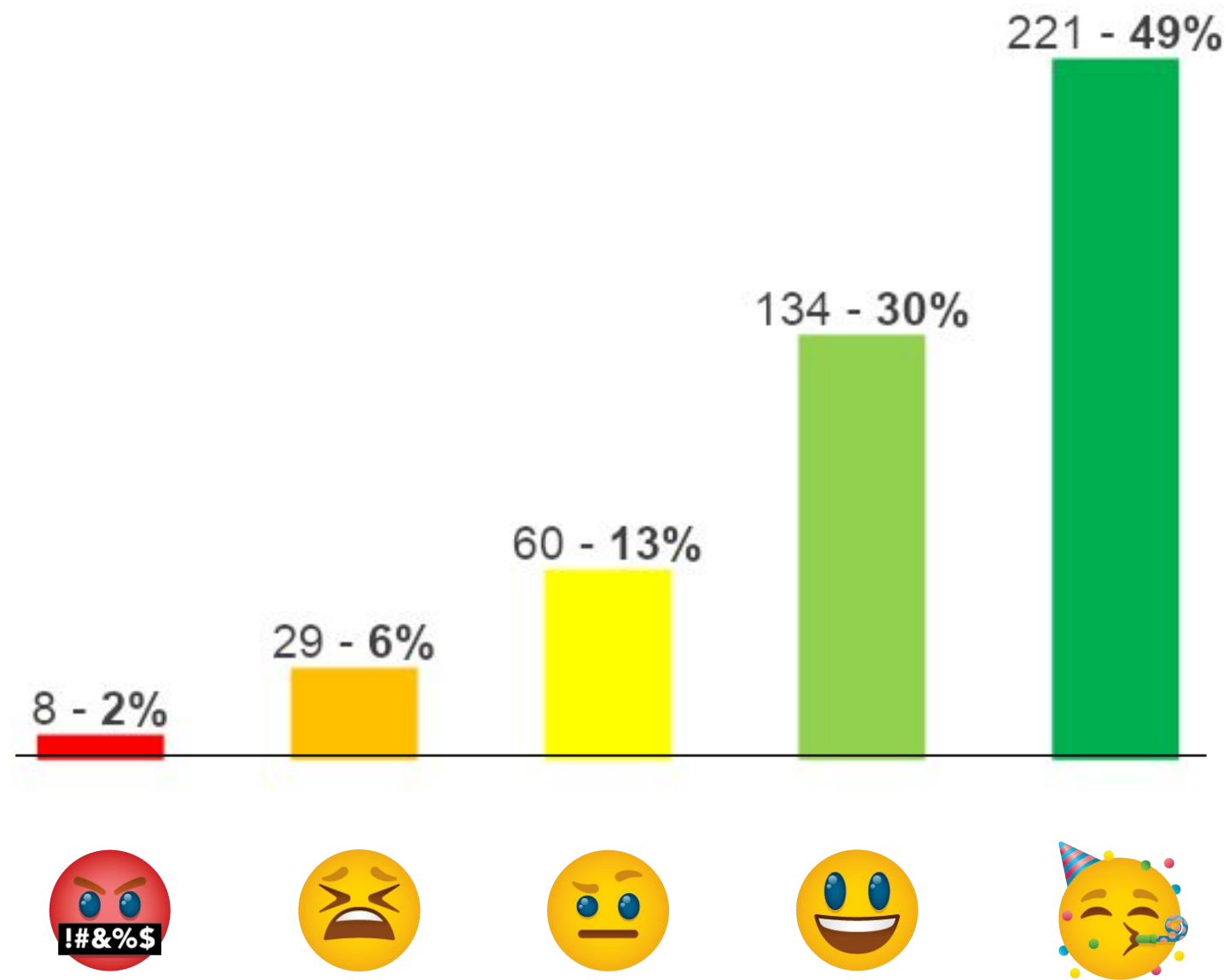
'I liked the campaign'



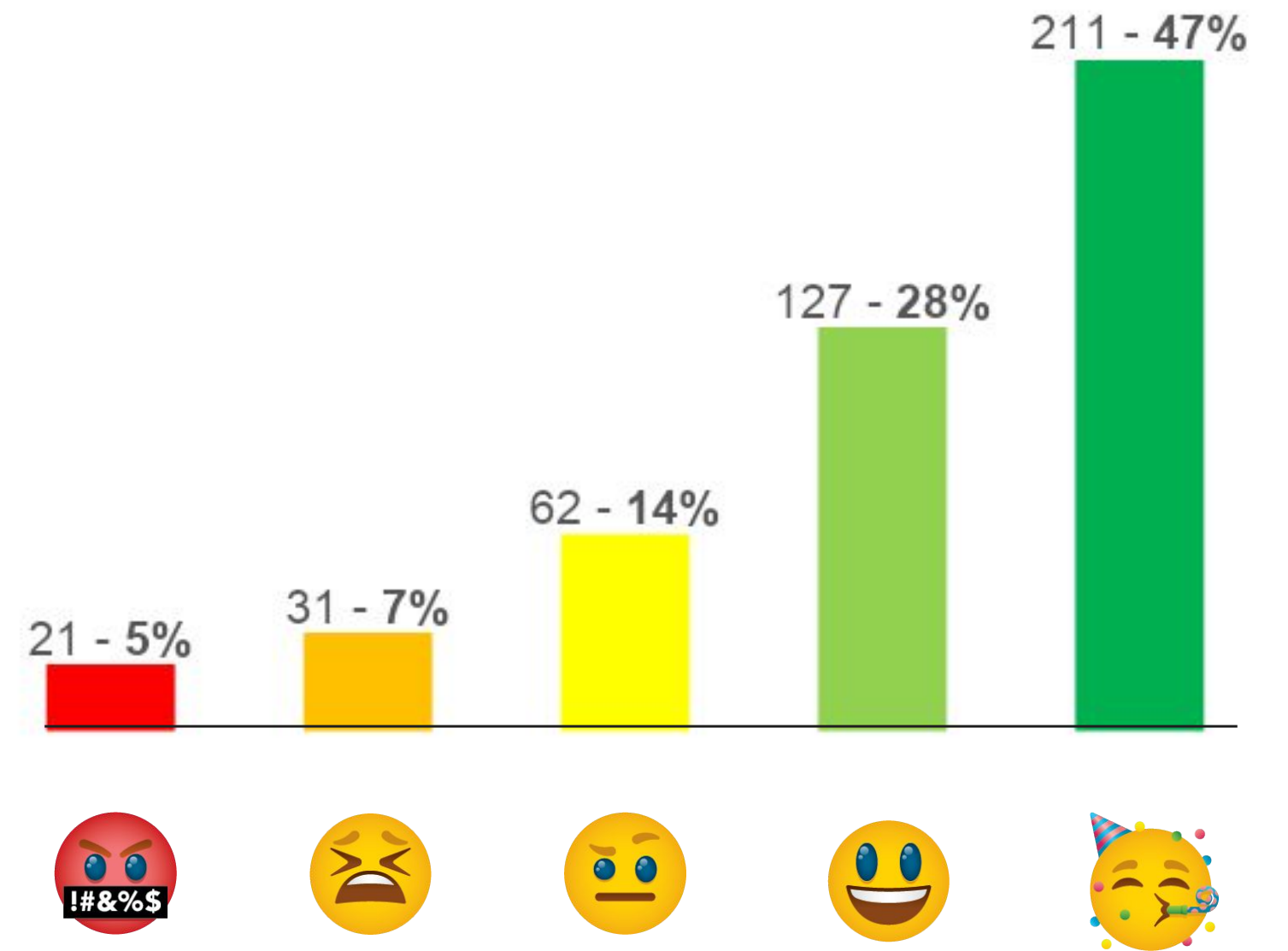
'I understood the key messages of the campaign'



'I will talk about the campaign with my friends'



'I will talk about the campaign with my family'

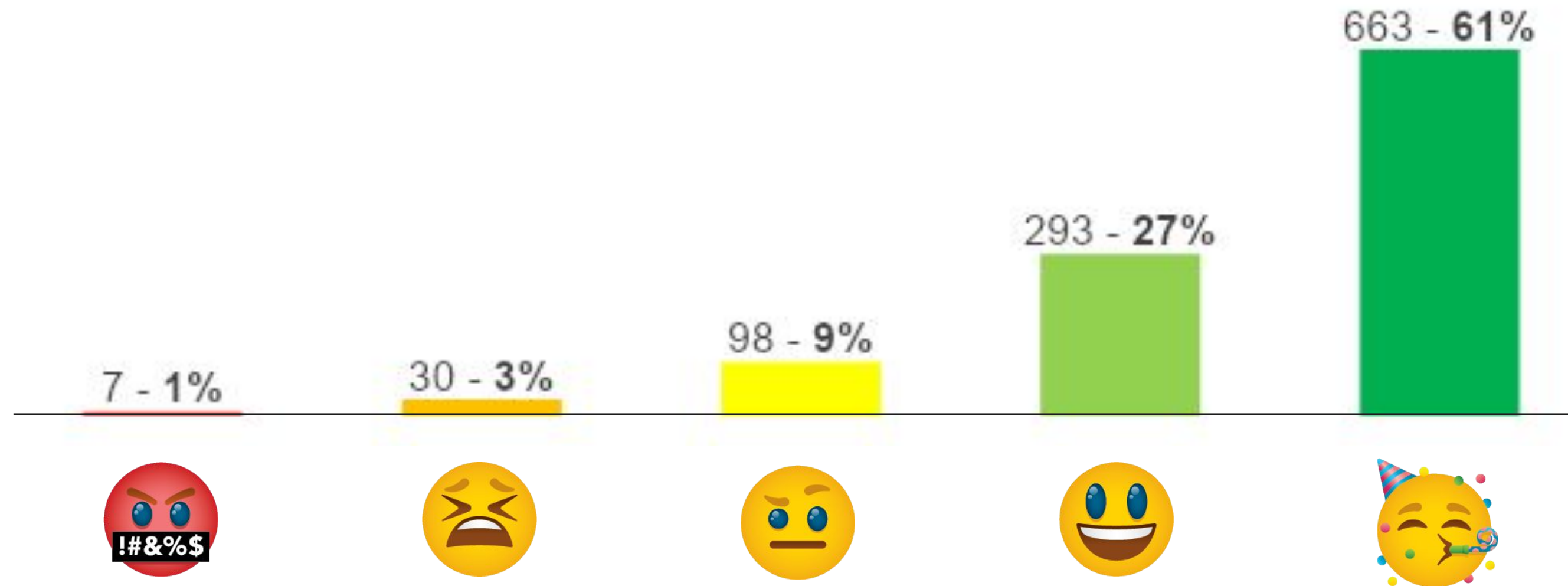


How successful was the campaign in raising awareness amongst teenagers, parents/carers and educators of 1) the issue of SG-CSAM and 2) where to go for support or how to provide support?

**“The campaign is easy to understand and helped me become more aware of the implication of posting mi[n]e or someone's nudes online”
(Teenager, female, 14 years)**

“I liked the campaign because it got the message across easily without using complicated words and jargon. It showed me where I could get help from and where I could get it and talk too” (Teenager, male, 13 years).

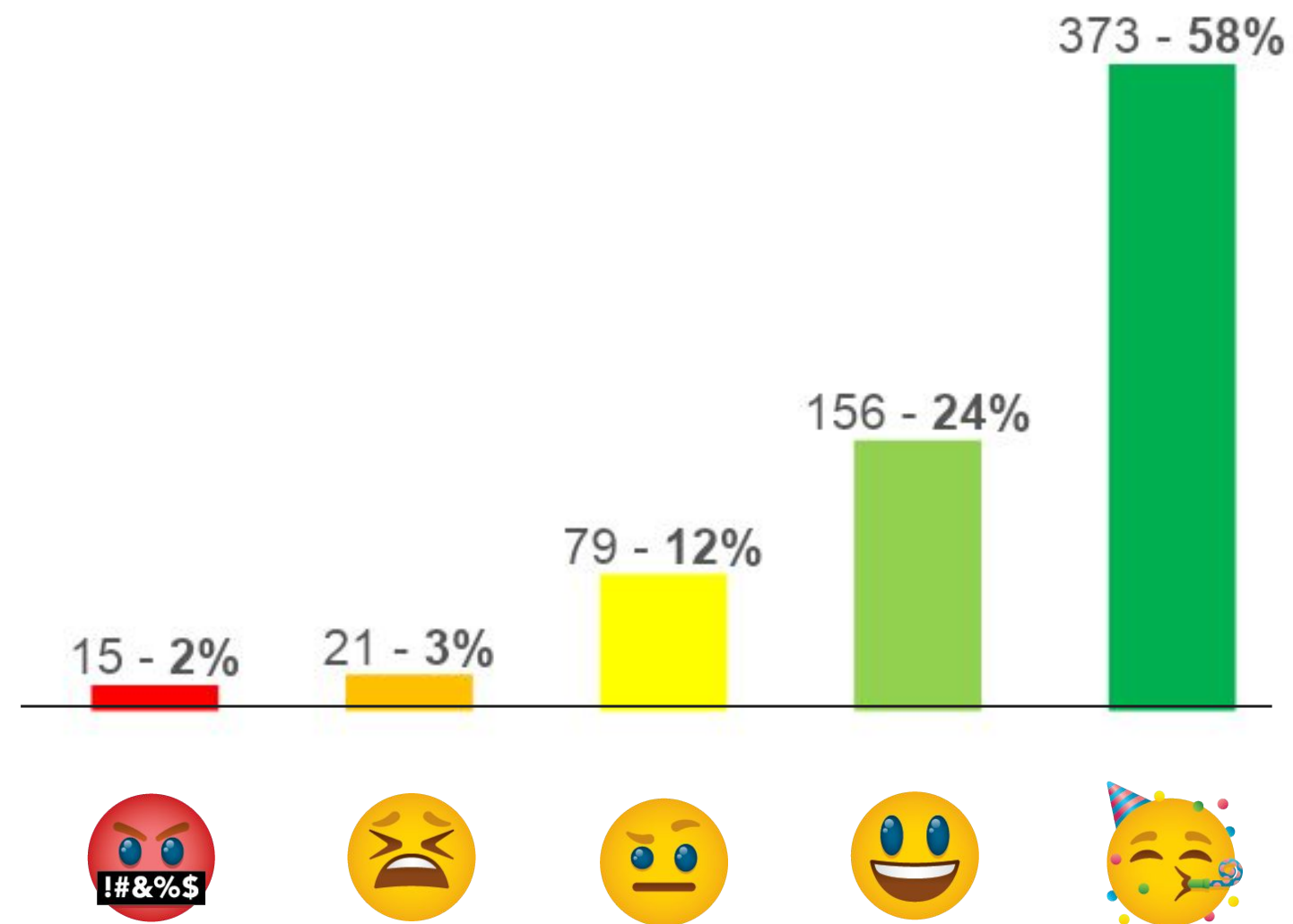
‘Because of the campaign, I understand more about the risks of sharing explicit/nude images’



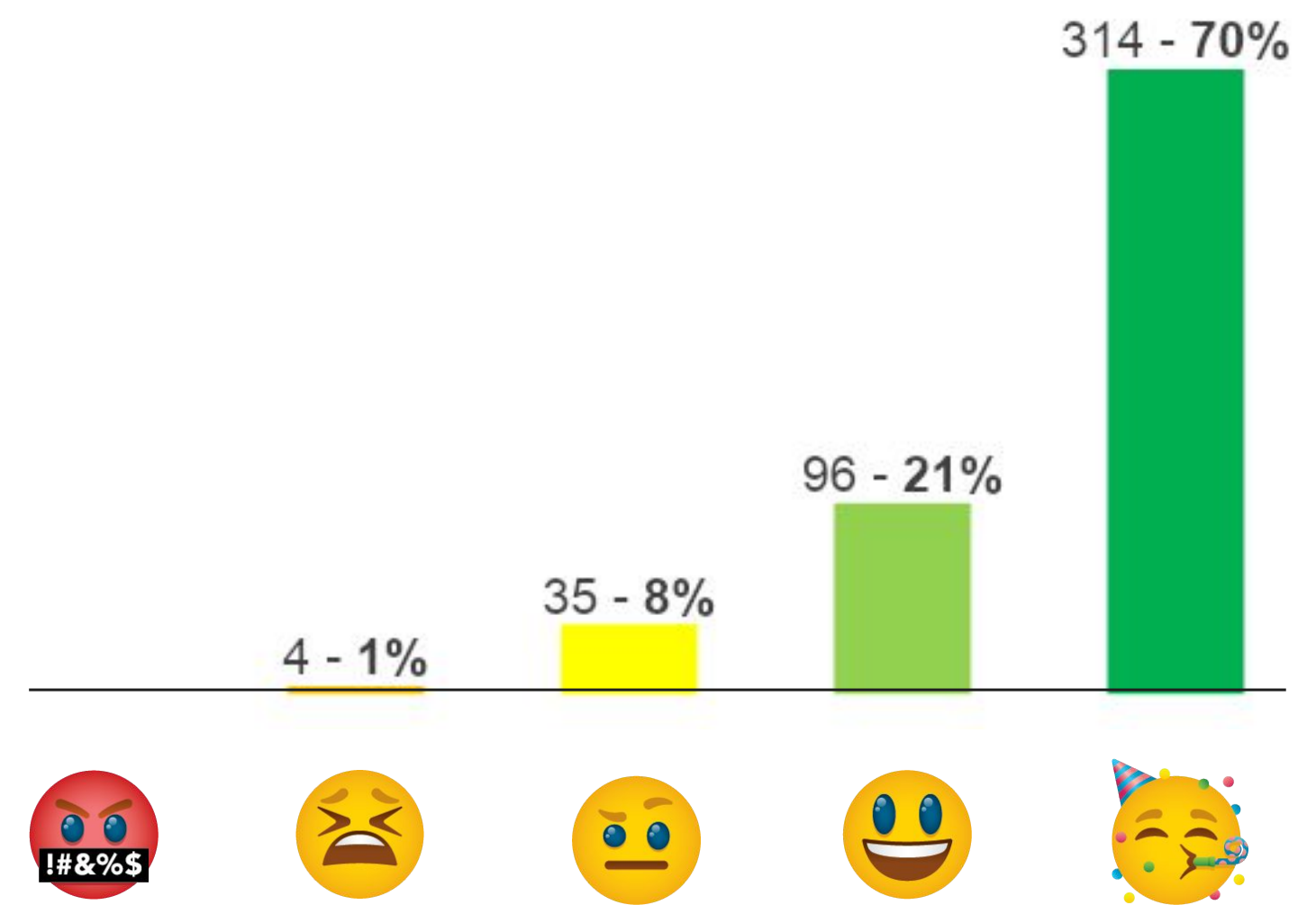
Is there evidence of potential behaviour change in relation to the key messages of the campaign?

“I would now definitely talk to my daughter about it”
(Adult, female, 58 years)

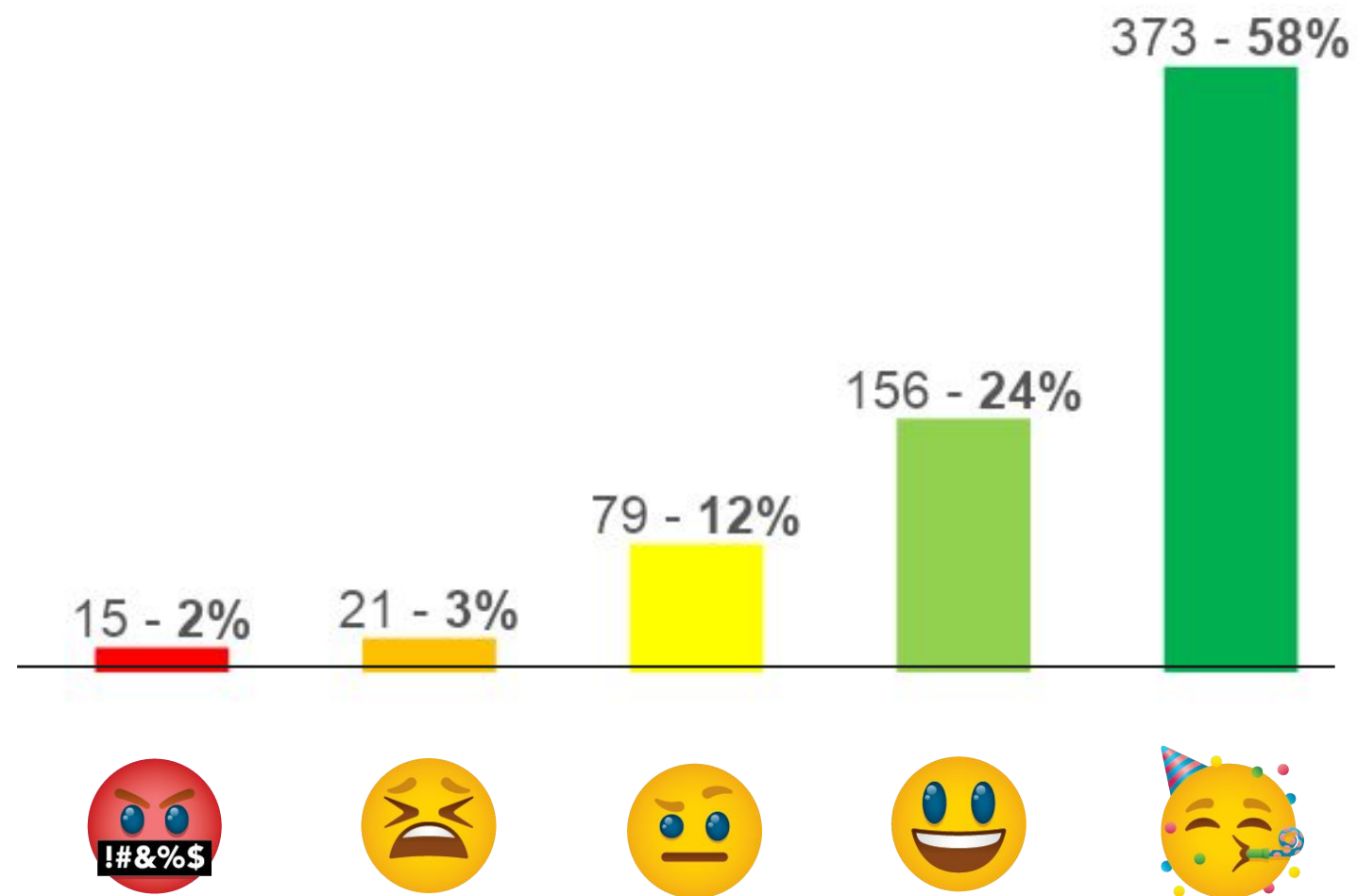
‘Because of the campaign, I would think before I shared any images of myself in the future’



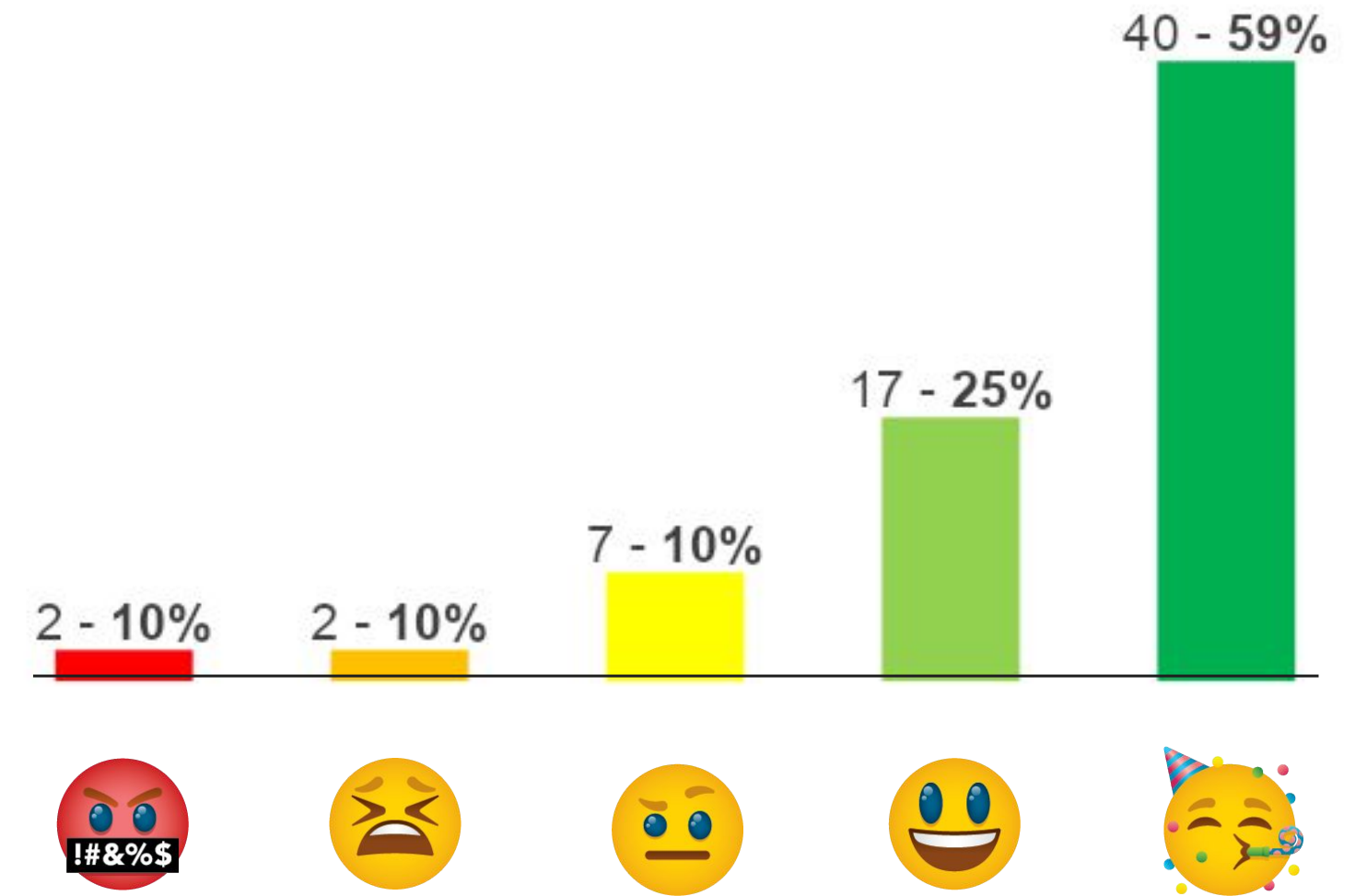
‘Because of the campaign, I would think before I shared any images of other people in the future’



'The campaign will encourage me to talk to my child/ren and/or students about this issue'



'The campaign will encourage me to address this issue within my school'



Summary of findings



Influence on awareness, attitudes and potential behaviour change.



The campaign **appealed to** both **males and females** alike.



Positive feedback from **teens** on campaign clarity, information and creative elements.



Visits to **Report Remove** service **increased**.



Positive feedback from **parents and educators**.



Many participants expressed a wish to see **the campaign continue**.

THANK YOU

hello@considercreative.co.uk
020 3397 3816

