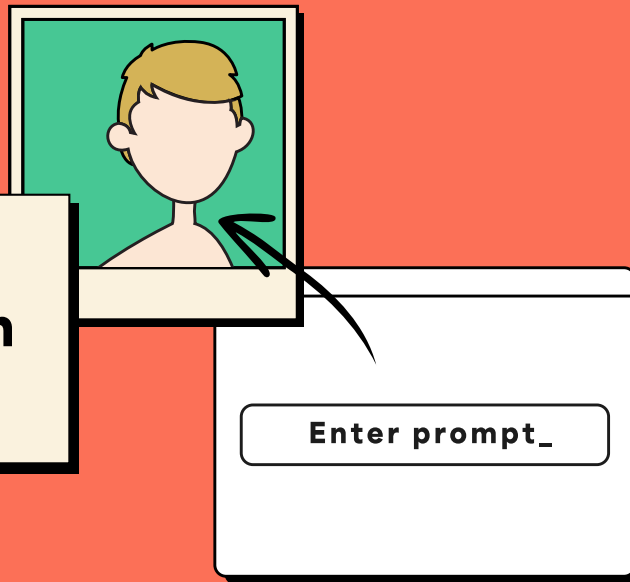# Child sexual abuse material generated by artificial intelligence

SOCIAL MEDIA PACK

An essential guide for professionals who work with children and young people

Enter prompt_

NCA National Crime Agency

CEOP Education from the National Crime Agency

IWF Internet Watch Foundation

Working together to stop child sexual abuse online

Please share our resource far and wide

Developments in artificial intelligence (AI) come with a range of benefits, including supporting learning, creativity and innovation but it has also enabled the widespread production and distribution of AI-generated child sexual abuse material (CSAM), referred to as AI-CSAM.

In 2024, the **Internet Watch Foundation (IWF)** saw a rapid increase in the number of AI-CSAM reports, both on the clear web and dark web forums.

The **NCA** and IWF have joined forces to create a new resource for professionals working with children and young people to raise awareness about this threat and provide clear guidance on how to respond to an incident.

We encourage our partners to share this resource with their audiences. To support this, we've included suggested messaging and visuals on the following pages.

The visuals are provided as separate files in the pack folder, which you're welcome to use on social media to help inform your networks.

Tags to include:

X
@CEOPEducation
@NCA_UK
@IWFhotline

Instagram
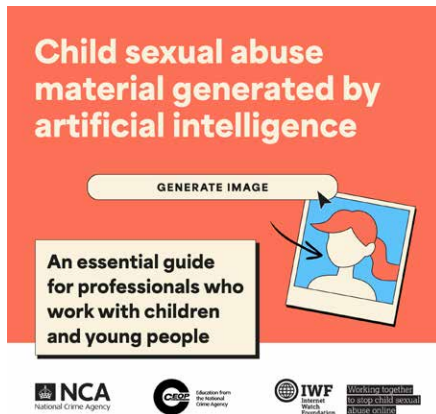@national_crime_agency
@internet.watch.foundation

LinkedIn
www.linkedin.com/company/ceop-education
www.linkedin.com/company/national-crime-agency
www.linkedin.com/company/iwf/

Facebook
@CEOPEducation
@NCA
@Internet Watch Foundation

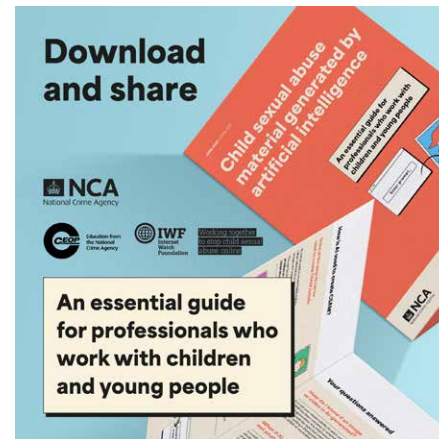**Bluesky** @iwf.org.uk

Links to include:

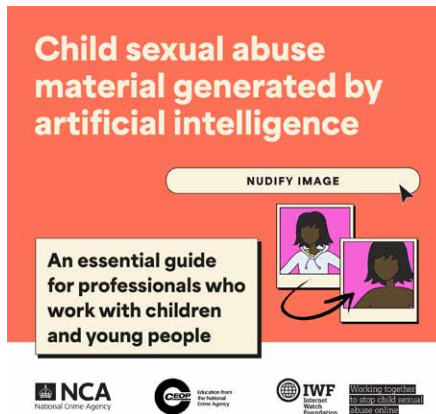ceopeducation.co.uk/professionals/guidance/ai-guidance-for-professionals/ | iwf.org.uk/ai-csam-guide
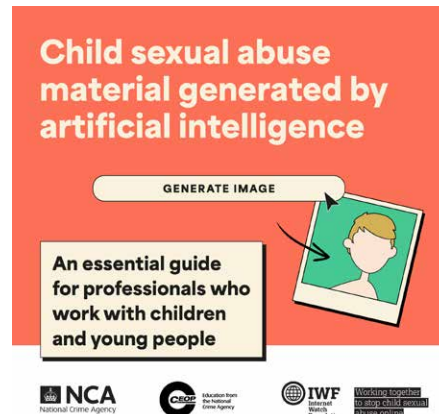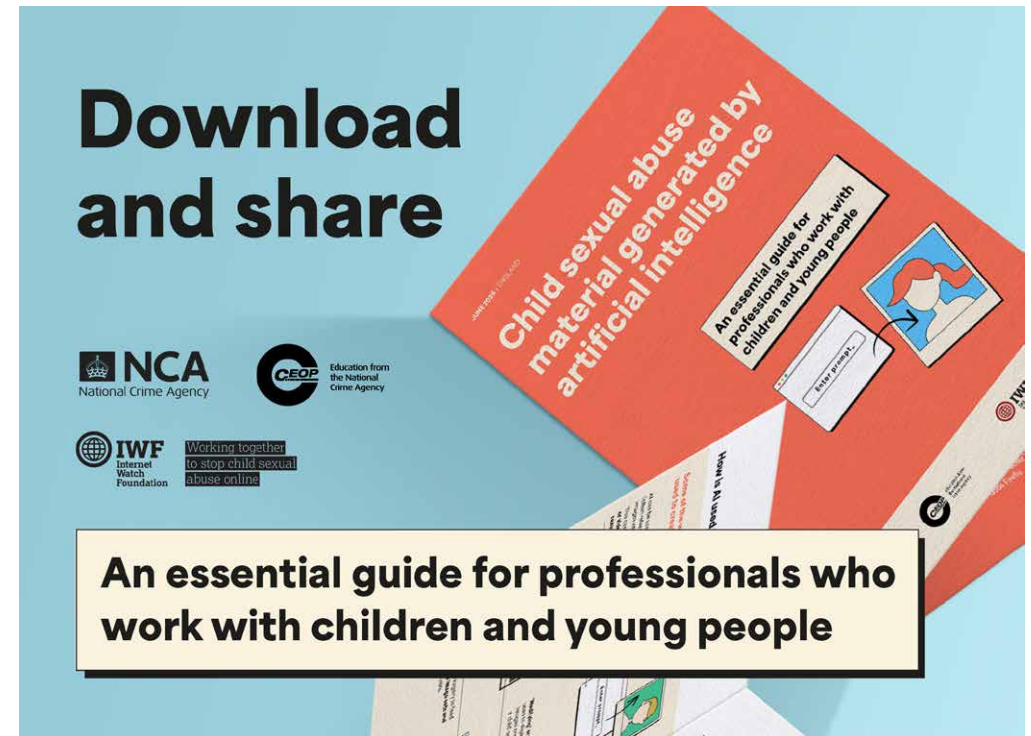
Visual options

VISUAL 1

VISUAL 2

VISUAL 3

VISUAL 4

NEWSLETTER IMAGE

These visuals can be found within the pack folder.
They are designed to be flexible and can be paired with any of the following short and long form messages.

Short form messaging (X, Bluesky)

MESSAGE 1

📢 New resource alert! Understanding the risks of AI-generated child sexual abuse imagery is essential for professionals working with young people, to help protect them from potential harm.

📚 Check this essential guide for professionals created by @NCA_UK @CEOPEducation @IWFhotline.

ceopeducation.co.uk/professionals/guidance/ai-guidance-for-professionals/ | iwf.org.uk/ai-csam-guide

MESSAGE 2

📢 New resource alert: Help professionals protect young people from emerging online threats.

@NCA_UK @CEOPEducation and @IWFhotline have launched a vital new resource to raise awareness about the growing issue of AI-generated child sexual abuse material.

➡️ Share with your networks. ceopeducation.co.uk/professionals/guidance/ai-guidance-for-professionals/ | iwf.org.uk/ai-csam-guide

MESSAGE 3

🔍 All you need to know about child sexual abuse imagery generated by AI.

Help raise awareness of a growing online threat. Share this new resource, created by @NCA_UK @CEOPEducation and @IWFhotline, and designed for professionals working with young people.

➡️ ceopeducation.co.uk/professionals/guidance/ai-guidance-for-professionals/ | iwf.org.uk/ai-csam-guide

These supporting visuals can be found within the pack folder. They are designed to be flexible and can be paired with any of the short and long form messages.

Long form messaging options

Long form messaging options (LinkedIn, Facebook, Instagram)

MESSAGE 4

📣 New resource alert: Help professionals protect young people from emerging online threats.

@national-crime-agency @ceop-education and @IWFhotline have launched a vital new resource to raise awareness about the growing issue of AI-generated child sexual abuse material (AI-CSAM).

Created for those working with children and young people, this guide helps professionals understand the risks and steps to take if they encounter suspected AI-CSAM or an instance is reported to them.

➡️ Share with your networks and partners working in safeguarding, education, youth services or law enforcement.

👉 ceopeducation.co.uk/professionals/guidance/ai-guidance-for-professionals/ | iwf.org.uk/ai-csam-guide

#Safeguarding #OnlineSafety #ChildProtection #AI #DigitalSafety #Resource #AIGCSAM

MESSAGE 5

🚨 Important new resource for professionals working with children and young people.

AI-generated child sexual abuse material (AI-CSAM) is an emerging threat – difficult to detect, yet increasingly prevalent.

In 2024, the Internet Watch Foundation saw a rapid increase in the number of AI-CSAM reports, both on the clear web and dark web forums.

📚 @national-crime-agency @ceop-education and @IWFhotline have created a new guide to support professionals in understanding and responding to AI-CSAM, with practical advice on how to act when it's encountered.

If you work with children or young people in any capacity – or support those who do – please share this resource with your colleagues and networks.

👉 ceopeducation.co.uk/professionals/guidance/ai-guidance-for-professionals/ | iwf.org.uk/ai-csam-guide

#OnlineHarms #ChildProtection #OnlineSafety #AI #Safeguarding #Resource #AIGCSAM

MESSAGE 6

📕 New safeguarding resource for professionals working with young people – by @national-crime-agency @ceop-education and @IWFhotline.

AI-generated child sexual abuse material (AI-CSAM) is a growing concern – and professionals working with young people need to be prepared.

This new guide explains what AI-CSAM is, how it's spreading, and what professionals should do if they encounter it.

Please share with safeguarding leads, pastoral staff, educators and youth service partners in your network.

👉 ceopeducation.co.uk/professionals/guidance/ai-guidance-for-professionals/ | iwf.org.uk/ai-csam-guide

#Education #Safeguarding #OnlineSafety #ChildProtection #AIinSchools #AIGCSAM

If you have any questions or need more information about this Social Media Pack, please reach out to media@iwf.org.uk