

SOCIAL MEDIA BAN FACTSHEET

Factsheet for **parents** about the social media ban

What's happening?

The Government has made a law raising the **minimum age for social media use** in Australia to **16 years old**. That means children under 16 won't be allowed to access social media.

Why? The Government hopes to **reduce the negative** impacts of social media like cyberbullying, seeing inappropriate content.



When will social media be banned?

The social media ban will probably start on **10 December 2025**. This lines up with the start of school holidays.

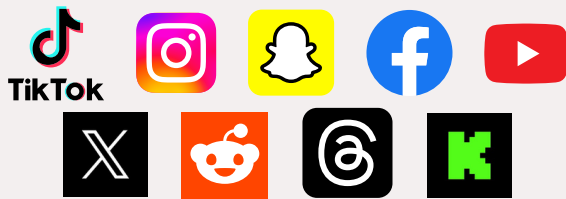


How will it work?

Social media platforms will need to check a user's age to make sure they aren't under 16. It's up to each social media platform to decide how they will verify age. That might be through ID, facial recognition or other age verification technology.



Which platforms will be banned?

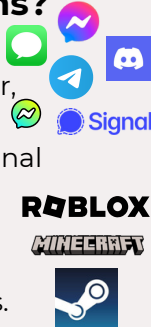


TikTok, Instagram, Snapchat, X Facebook, YouTube, Reddit, Threads and Kick will all be included in the ban.

Are there any exceptions?

Under 16s will be able to use:

- **Messaging** apps: Messenger, Messenger Kids, Discord, Telegram Messages and Signal
- **Online gaming** services (Roblox, Minecraft, Steam, Fortnite)
- **Health and education** apps.



Can I give my child permission?

Parents or guardians won't be able to give their consent for their young people to access social media before they are 16 years of age.



What if they already have social media accounts?

Even if children under 16 years old already have accounts, they **will not** be able to **access social media** once the ban comes into effect. They will be locked out until 16.

What are the penalties?

There is **no fine or punishment** for children, parents, carers or educators of children who access social media platforms despite the ban.



Strict privacy and data collection rules will apply meaning platforms **must not use** age verification data for **any other purpose**.



What about YouTube?

YouTube is a part of the ban. That means you won't be able to log into your YouTube account. You can still watch videos in as a guest in a browser.



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WHAT CAN I DO AS A PARENT?

What does this mean for my child?

The social media ban will be a big **challenge** for your child. We need to **support our children** to **transition** to life offline and help them to navigate this **significant life change**.



Practical Tips to Prepare

Before 10 December 2025:



Save their Snapchat Memories to camera roll



Get their friends' phone numbers & contact details



Save copies of their posts that they want to access



Be careful of scams promising to reactivate accounts



Cancel subscriptions to social media platforms

Empathise with your child

Imagine that the government made a law which said **you** could no longer use social media...it would be hard for any of us.

Be **open to their feelings** - the ban could feel unfair and like a punishment.

Avoid phrases like "it's for your own good" which shut down conversation.

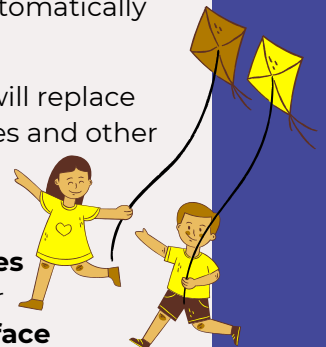


Replace social media with other activities

Just because social media is banned doesn't mean children will automatically **change their behaviour**.

Given the choice, many kids will replace that time with TV, video games and other screen-based activities.

Encourage and support your children to **build communities** offline. Collaborate with other families to schedule **face-to-face time** where kids can **learn, grow** and **play** together.

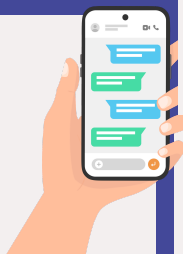


Model good phone use behaviour

Unhealthy social media habits are not limited to young people.

52% of Baby Boomers and 67% of Gen X said they **spend more time on their phone than they would like** each day.

We can't expect our children to embrace the social media ban when we spend hours each day glued to our phones.



Where can I learn more?

The eSafety Commissioner's website contains lots of resources and the latest information about the social media ban. There are resources for parents and children written in accessible language, and which are full of practical tips. Visit:
<https://www.esafety.gov.au/>

