



First 24 Hours: Deepfake Response Checklist

Step-by-step actions when a deepfake involves your child

Immediate Response (First 10 Minutes)

- ☐ Stay calm and reassure your child: 'You're not in trouble. We'll handle this together.'
- ☐ Screenshot the content, comments, usernames, URLs, and timestamps
- ☐ Save profile links of anyone sharing it (do not download explicit media)
- ☐ Report the post on the platform and keep the confirmation number
- ☐ Ask your child not to reply or forward the content
- ☐ Note which group chats or classes it appeared in

Within 2 Hours

- ☐ Create an incident log with dates, times, platforms, and usernames
- ☐ Check if the content has spread to other platforms or group chats
- ☐ Decide if this requires school involvement (check severity and spread)
- ☐ If explicit content involves a minor, report to CEOP and Internet Watch Foundation
- ☐ Contact local police if content is circulating in your community

Within 6 Hours

- ☐ Email your child's safeguarding lead if the deepfake is circulating at school
- ☐ Include: timeline, screenshots, usernames, platform report confirmation numbers
- ☐ Request: containment message, pastoral support, incident log, follow-up meeting
- ☐ Reduce your child's exposure to the platform where it appeared
- ☐ Check in with your child about how they're feeling

Within 24 Hours

- ☐ Follow up with the platform if content hasn't been removed
- ☐ Escalate to platform safety team using previous reference number
- ☐ Confirm school has received your email and taken initial actions
- ☐ Document any new instances of the content appearing elsewhere
- ☐ If needed, seek legal advice from a solicitor specialising in online harms

Ongoing Support (First Week)

- ☐ Check in daily with your child about their feelings and school experience
- ☐ Monitor for signs of ongoing distress (anxiety, sleep problems, withdrawal)
- ☐ Contact a counsellor if distress continues beyond one week
- ☐ Schedule follow-up meeting with school within 7 days
- ☐ Keep all correspondence and notes as part of your incident record

Emergency Contacts

CEOP: www.ceop.police.uk/Safety-Centre/

Internet Watch Foundation: www.iwf.org.uk

Childline: 0800 1111

NSPCC: 0808 800 5000

Young Minds (parent helpline): 0808 802 5544

More resources from Digital Safety Squad™ :

- What If My Child Is Deepfaked? A Parent's Response Guide
- How to Talk to Your Kids About Deepfakes
- What If My Teen Is Targeted by Sextortion?
- Qustodio Review (2025): Popular Free Parental Control App