

Safeguarding Snapshot - 24.04.26

The Hidden Dangers of Pinterest

Pinterest tends to fly under the radar. Unlike Instagram, Snapchat or TikTok, it has never attracted the same level of public concern, it's older, it's built around image collections, and most parents consider it benign, if they think about it at all.

That perception is the problem. The White Hatter, a Canadian digital safety organisation, published a blog post recently after supporting two families whose children had shared intimate images via Pinterest's direct messaging feature. In both cases, the parents had no idea the platform had a messaging function.

It's a broader pattern worth raising with parents. Platforms that present as visual or creative tools like Pinterest, VSCO, Tumblr, Lemon8, Canva, Amino, often include messaging features that aren't obvious. The question worth asking isn't "what app is my child using?" but "what can that app actually do?"

Many people categorise apps for example; Pinterest for pictures and Messenger for chatting. However, the article emphasises that modern digital platforms are designed to move users from passive consumption to social interaction.

The core message in this article is that social media functionality matters, even more so than its category. To keep children safe, we must all understand the full range of features a platform offers, as strangers and peers can use messaging tools on almost any modern app.

The full article can be found [here](#).

Additional resources

- [Internet matters - What is Pinterest?](#)
- [Pinterest - Teen safety options.](#)