

Awareness

"Huggy Wuggy" as he's called has made a resurgence onto the internet after appearing in 2021. He can be seen in Virtual Reality, Rec Room, TikTok, YouTube & Roblox and his menacing features are causing a stir. There are reports of songs talking about hugging "until your last breath" although we can't find evidence of these right now

Please see some simple and easy advice below.



"Raising awareness is extremely important as part of the protection process for Online Safety UK. Often, we don't often send out directed "alerts" as we feel this often makes the situation worse, not better. Unfortunately our hand has been forced by mainstream media and Police Forces publishing this issue. I will be very clear, many children would have been playing games involving this character for almost 12 months and most will not be too bothered by him but when new crazes arise, sometimes the need to produce shocking material can mean kids will get scared of some of the newer content."

Some Easy Advice



DO NOT ask you your children directly "Have you heard of Huggy Wuggy?" if they've given you no indication that they have.



DO use this as a chance to have a conversation about what they see online and explore how things make them feel.



DO NOT search for the videos yourself on any device OR account that your child(ren) also use. The way the algorithm works will mean your children would begin to get suggested videos about what you search for.



DO block videos that you feel aren't appropriate for your child. The algorithm will recognise this and stop suggesting similar videos after a short period of time.

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