Online Information Advisory Committee minutes 10(26)

Publication Minutes of the tenth meeting of the Online Information Advisory Committee held on 10 April 2026 at Riverside House, London SE1 9HA

Present

Richard Allan	Chair and Ofcom Board Member
Elisabeth Costa (online)	Committee Member
Jeff Howard (online)	Committee Member
Will Moy	Committee Member
Devika Shanker-Grandpierre	Committee Member

In attendance

Colleagues from the Online Safety Group (OSG)
Colleagues from the Strategy and Research Group
Governance Manager

Item 1: Welcome and declaration of members' interests

1. The Chair welcomed Members and attendees to the tenth meeting of the Committee. The Committee noted a new declaration from the Chair.

Item 2: Minutes of the meeting held on 27 February 2026

2. The Committee **APPROVED** the minutes of the meeting held on 27 February.

Item 3: Chair's update

3. The Chair explained that for future meetings Members would be updated on Ofcom's online safety (OS) work programme along with any other relevant updates.

4. As a focussed update for this meeting, the Committee was briefed on work led by the OS Supervision team. Members noted that Ofcom had written on 12 March to the major sites and apps that children use – Facebook, Instagram, Roblox, Snapchat, TikTok and YouTube – asking them to explain what they were doing to enforce minimum age checks, tackle grooming, make feeds safer and test products rigorously. On the same day Ofcom's Chief Executive, Melanie Dawes, and Oliver Griffiths, Group Director of Online Safety, met

senior leaders and helpline counsellors at the NSPCC and Childline headquarters.

5. The letters set out clear demands for further action, the tech firms were asked to respond by the end of April and Ofcom would report on this in May.

6. Members welcomed this initiative, which provided opportunities to understand how different service providers might respond and to assist parents to make choices; they noted the statement from the ICO on the same day on enforcing minimum age requirements to comply with data protection law; and recognised the importance of public debates about the protection of children.

Item 4: Consultation document: How to promote Media Literacy

7. The Online Safety Act 2023 requires Ofcom to publish a statement recommending ways in which regulated services and others might develop, pursue and evaluate activities or initiatives relevant to media literacy. The OSA also includes a requirement for the Committee to provide advice to Ofcom on its duties to promote media literacy.

8. In September 2025, Ofcom published How to promote Media Literacy: Consultation on recommendations for online platforms, broadcasters and services. The consultation closed in December and responses were available on the Ofcom website.

9. Members were taken through relevant Ofcom's duties, scope and applicability; the proposed recommendations; consultation respondents; and the range of views expressed, with varying degrees of consensus and divergence. The Committee was asked to provide additional feedback.

10. Points raised by Members included the priority given to media literacy and incentives for platforms, reputational or otherwise; they could be asked to evaluate the media literacy of an average user and seek to improve in this area; behavioural insights[1] and typical user journeys on different platforms; the importance of evidence and understanding the population and its level of media literacy, to assess risks that could lead to harms, e.g. at critical times like elections; platform naming and faming (not shaming) and Ofcom's role as a convenor, to share best practice; AI labelling, its efficacy, and meaningful context for the source of online material; and media literacy initiatives for minorities, diverse groups and communities and understanding their online experiences.

11. The Committee and the Executive **NOTED** the discussion that had taken place.

Item 5: Discussion on elections – advice note and Ofcom updates

12. Members and OSG Group colleagues were currently engaged in the Committee's second and third work areas, on online information-based threats to elections and on the role of false information and unsubstantiated rumours during moments of crisis, respectively. The Committee decided to

[1] Elisabeth Costa flagged that her team at BIT (Behavioural Insights Team), where she is Chief of Innovation and Partnerships, worked with Ofcom to develop and run online randomised controlled trials, with findings published in May 2024 (prior to the Committee being established) and referred to in the consultation.

work on its advice note on elections before the other topic. At the beginning of April, Ofcom published an open letter to online service providers operating in the UK about how duties under the Online Safety Act relate to elections in the UK and the actions it expects providers to take. The letter had been shared with the Committee for information.

13. As a preliminary to discussion and for the purposes of the literature review, the Committee discussed the context around UK elections due to take place on 7 May 2026, in Scotland, Wales and England, and what a taxonomy of information-based threats to elections might look like. Members discussed that any literature review covering this should be broad in nature rather than going deeper into specific areas.

Item 6: Any other business

14. The next Committee meeting would be of longer duration, and the Group Director for Online Safety would also be invited to attend part of the day.

15. The Chair reported that recruitment to the Committee would be advertised shortly and follow the same process as existing appointments. Members were encouraged to share details with their networks where appropriate when the recruitment process begins.

Item 7: Date of the next meeting

16. The next Committee meeting would be held on 8 May 2026.