

“Momo Challenge”

The following advice is issued as guidance to schools. There is no requirement for schools to highlight the advice contained unless this is an issue which they are experiencing or they feel the need to do so.



What is it?

Momo is another one of these viral media “things” that nobody is sure what to call. Probably the best term is “viral media scares”.

Viral media scares present a bit like old-fashioned ‘chain letters’, only with a cyber-bully twist – and it can be hard to know whether they’re real, where they come from and what to do about it.

The latest of these, characterised by the disturbing image of a black-haired, bug-eyed woman, appears to be the ‘Momo Challenge’. ‘Momo’ first came to light last summer, after being allegedly linked to a number of deaths in Argentina, Columbia and India.

“Momo” refers to accounts in WhatsApp (but also seen in Reddit, YouTube and Instagram) that reportedly send a message saying something like, “you should send a message to this number _____, which will send you predictions about your future.”

According to some reports, the message might include a threat that the recipient will be cursed if they don’t reply. If someone does contact “Momo,” they reportedly get other threats, frightening photos, and/or challenges to complete harmful tasks.

Momo is more than one account because copycats often join as coverage grows, and more than one phone number associated with it has been found in WhatsApp. Momo doesn’t appear to be as widespread as “Blue Whale” was, but this could be early days.

Advice for Schools

If a teacher has been made aware of Momo as a phrase or term used in the school then it might be time to address the issue with the wider group of pupils/students.

If peers are involved, they’re likely to be messing with “Momo” together, as a kind of game. They’re not likely to invite trouble unless they’re at risk or vulnerable in other ways, in such cases adults are probably aware of their vulnerability.

Talk To Your Pupils / Students. Find out what they know about it and advise them that while the challenge may start of as fun the likelihood is that they may quickly feel uncomfortable and scared of what they might be asked to do.

Take Them Seriously

It's important that your Pupils/Student feel that they are able to come and talk to you about any issues they may be having online. Please act in a nonjudgmental manner as this will encourage young people to talk.

Further Advice

Additional Online Safety resources are available in the Online Safety room in Fronter within MySchool.

If you have any additional queries or would like to arrange an Online Safety briefing for your staff please contact...

Damian Harvey
C2k Support Manager
damian.harvey@c2kni.org.uk