

Shipping and ‘ship or dip’

Shipping is when a student links two classmates/ teachers online in a romantic relationship - whether or not they’re actually involved.

Ship or dip is a type of shipping when a student names two people and asks others to vote if they would be a good couple or not.

What’s the harm?

- **Embarrassment and shame** – Being judged or voted on in front of peers can be humiliating.
- **Bullying and pile-ons** – Comments, memes and direct messages can escalate quickly.
- **Rumours and reputational damage** – False stories feel “real” once shared and screenshotted.
- **Peer pressure** – Young people may feel forced to join in or “pick a side”.
- **Unsafe boundaries** – Involving teachers or staff crosses professional/ethical lines and can seriously affect wellbeing.
- **Lasting impact** – Content spreads fast, can be saved, and may resurface later.

What rangatahi can do to reduce harm

When people like, comment, or share a shipping post, they become part of the problem and add to the harm. Instead, rangatahi can take steps to be part of the solution.

If your child sees a shipping or ship or dip post:

- **Don’t engage:** Don’t like, vote, comment, or reshare.
- **Check in** on the person(s) targeted to offer support.
- **Speak up** in the group to ask for the post to be taken down, and redirect attention to a new topic.
- **Report** harmful posts to the platform, a trusted adult, and Netsafe.

Tips to protect your digital footprint

- **Protect privacy:** Help your child to set social media and gaming accounts to private, limit who can tag them, and turn off location sharing.
- **Think before you post:** Once you share something online, it can spread quickly and be hard to remove. Encourage your child to consider, “Would I be okay if a teacher, future boss, or family member saw this?”
- **Ask consent before sharing photos of someone else online:** What you share becomes part of their digital footprint.

What parents can do

Chat with rangatahi about what’s going on for them online. What are they enjoying, and what’s worrying them? Relaxed and regular conversations encourage young people to seek help from trusted adults when they need it.

Conversation starters at home

Use curiosity, not blame. Try these:

- “I’ve seen ‘shipping/ship or dip’ online – what have you noticed at school or on your feeds?”
- “How would you feel if people voted on you or a friend? What would you want others to do?”
- “If you saw a post like this, what’s the safest response – engage, ignore, report, or check in with the people named?”
- “Who would you talk to if this happened – me, a teacher, a coach, someone else?”
- “Let’s check your privacy settings together and set a plan for blocking, reporting and saving screenshots.”

Quick plan if your child is targeted

- Stay calm, listen, and avoid taking devices away.
- Work together to save evidence.
- Use in-app safety tools together and review privacy settings, report and block.
- Tell the school if it involves students or staff.
- Contact Netsafe for advice on next steps.

Contact Netsafe for free and confidential advice about online harm:

Call 0508 638 723 | Text ‘Netsafe’ to 4282 | Visit report.netsafe.org.nz

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