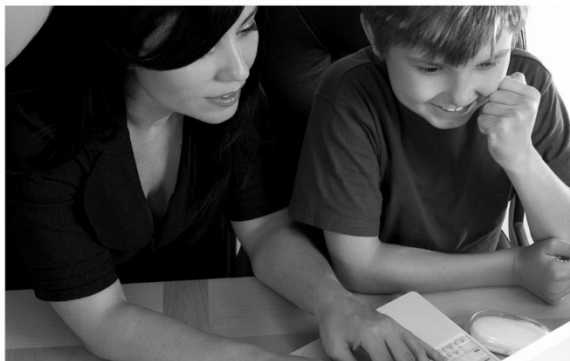




# INTERNET SAFETY

Parents • Guardians • Communities



**NetSmartz®**



NATIONAL CENTER FOR  
**MISSING &  
EXPLOITED**  
CHILDREN®

# NetSmartz®



[MISSINGKIDS.ORG/NETSMARTZ](https://MISSINGKIDS.ORG/NETSMARTZ)

# ONLINE

Computers • Cell phones  
Gaming consoles • E-readers • Tablets

# WHAT DO YOUR CHILDREN DO ONLINE?





**TECHNOLOGY CAN'T CATCH  
EVERYTHING SO, **COMMUNICATE!****



# SAFETY & SECURITY ISSUES

- Inappropriate content
- Online privacy
- Sexting
- Online enticement
- Cyberbullying

# TALK ABOUT THE **RISKS** AT EVERY AGE

## YOUNGER CHILDREN

Netiquette

Looking at inappropriate content

Pop-ups/passwords

Not trusting everyone you meet online

## TWEENS & TEENS

Cyberbullying

Sexting

Posting personal/  
inappropriate information

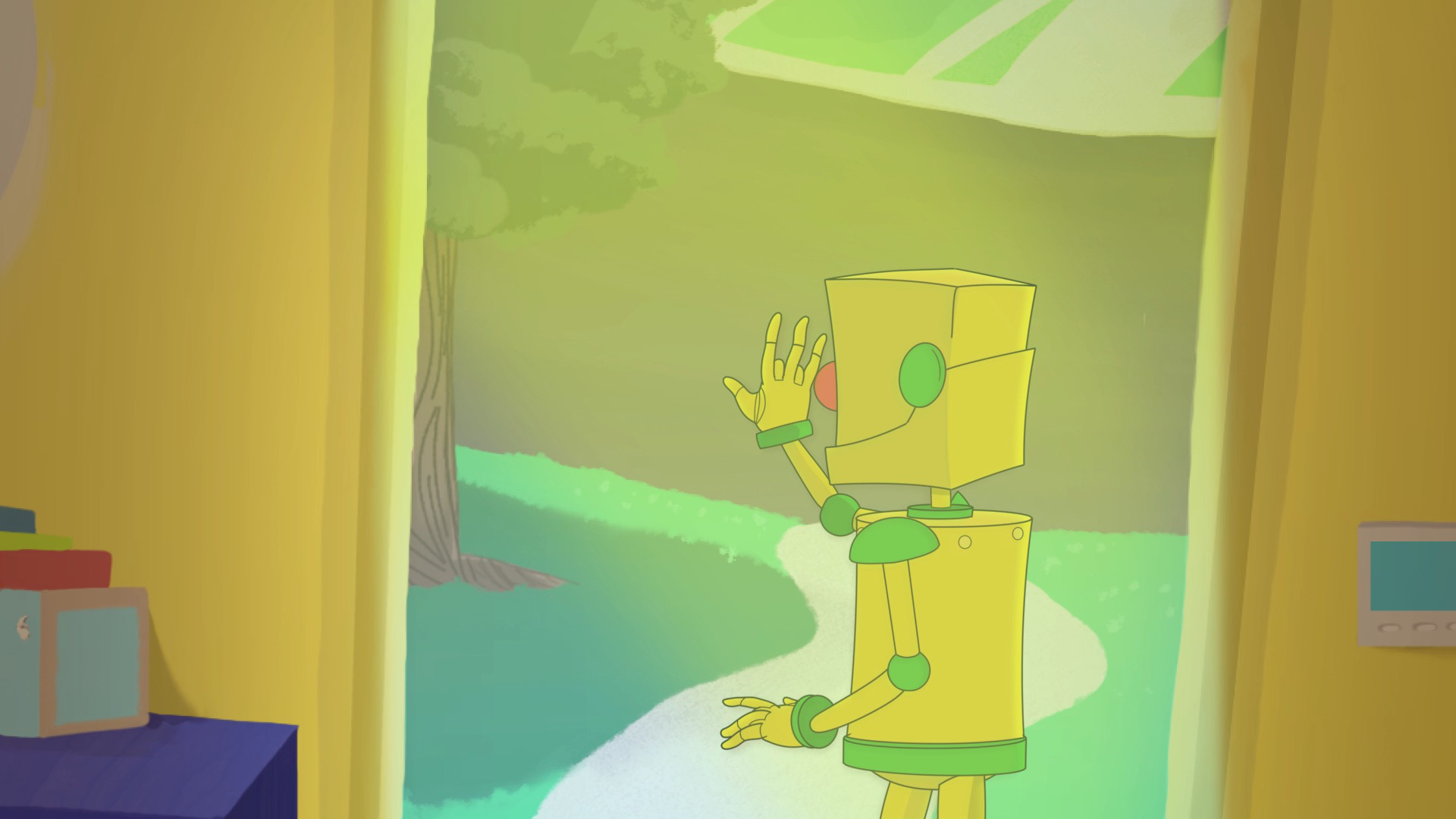
Meeting offline



Connecting with new friends







# INAPPROPRIATE CONTENT

- Pornography
- Excessive violence
- Hate speech
- Risky or illegal behaviors



# HOW TO RESPOND

- Don't frighten them
- Listen attentively and stay calm
- Tell them it's not their fault
- Answer questions
- Help them report it

# WHAT THEY SHOULD DO

- Turn off the screen
- Use the back button
- Tell a trusted adult
- Report it to the website or app
- Report it to [Cybertipline.org](https://www.cybertipline.org)



# DON'T POST



- Inappropriate or illegal behavior
- Offensive language
- Threats of violence
- Underage drinking or drug use
- Hate speech

# WHAT YOU CAN DO

**CONNECT**

**LEARN**

**ENGAGE**

# ONLINE PRIVACY

What's OK? What's Not OK?

- Pictures of family and friends
- Personal information
- Conversations with unknown people in an online game
- Creating videos on streaming services
- 'Checking in' or sharing current location online
- Sending/viewing/sharing explicit or provocative pictures



# PERSONAL INFORMATION

- Passwords
- Home address
- Location
- Home/Cell phone number
- Email address



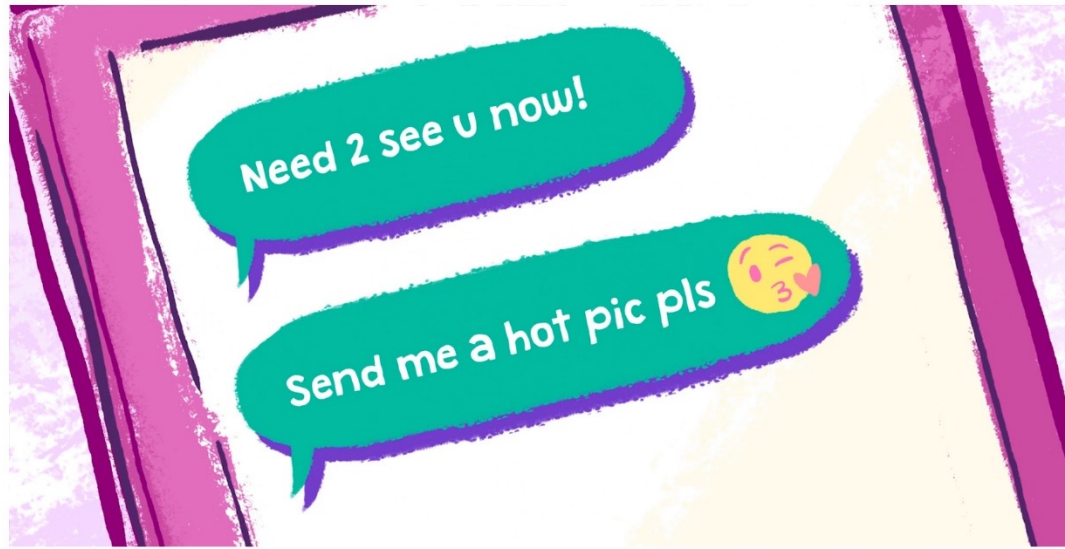
# RISKS OF SHARING PERSONAL INFORMATION



- Identity theft
- Online scams
- Hacking
- Online enticement
- Sextortion

# WHAT YOU CAN DO

- Establish rules about what they can share
- Learn about reporting options
- Help them set privacy settings
- Help them create strong passwords
- Talk about friends lists



# SEXTING

Sending or posting nude or partially nude images.

Research suggests that:

- 15% of teens have sexted
- 27% of say they have recieved a sext

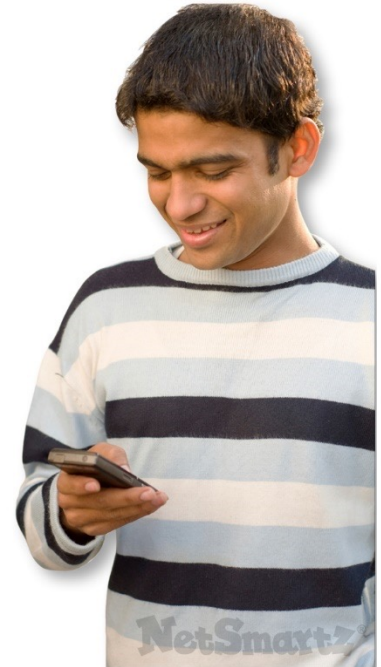
What do  
U want  
me 2  
do??



## WHY ARE THEY SEXTING?

- To be funny
- To impress a crush
- Peer pressure or threats
- Experimenting with relationships, sexual behavior, and boundaries

Send me  
a pic  
of urself...;)

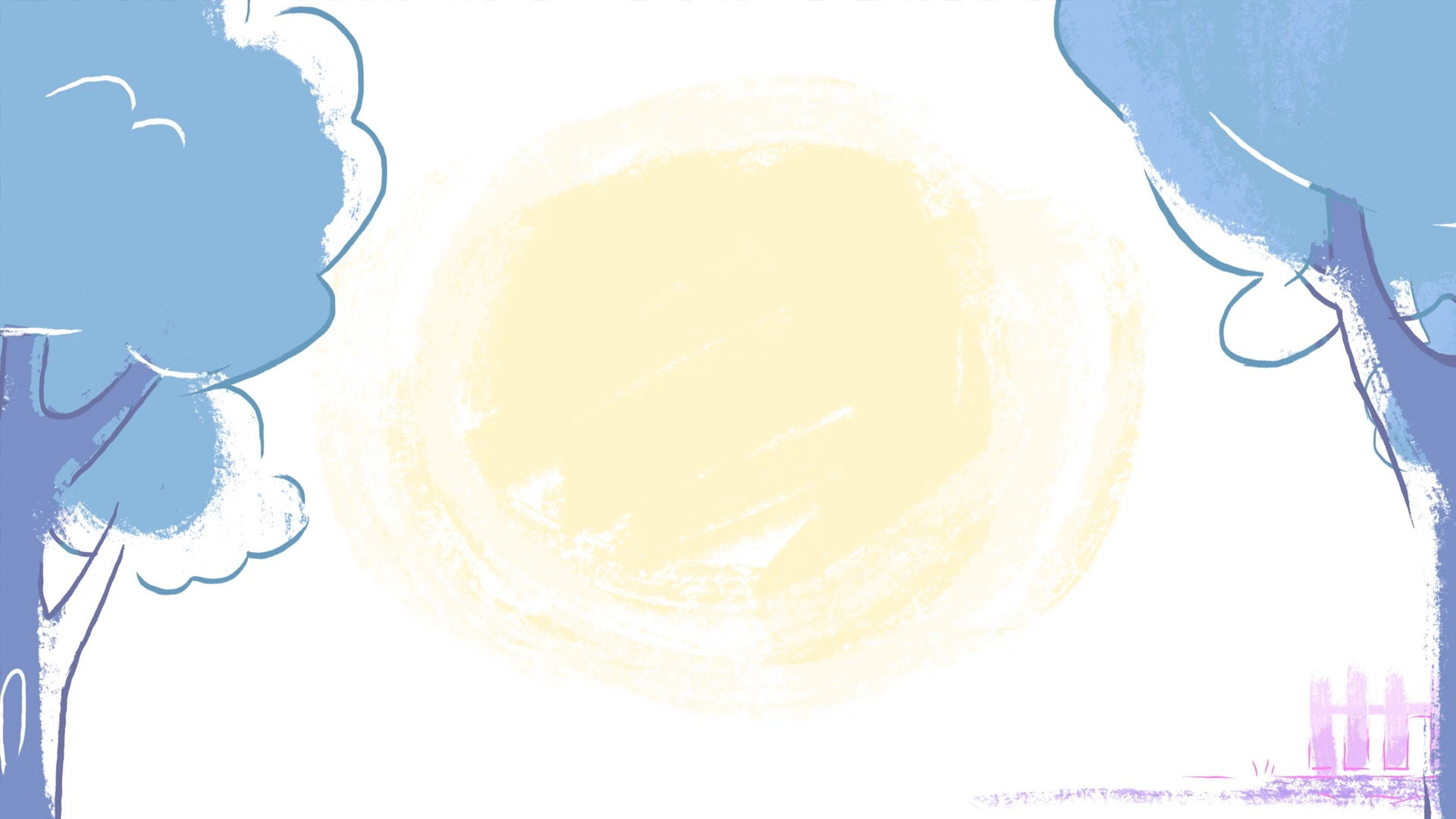




A stylized illustration featuring a large, bright yellow sun in the center. On either side of the sun are blue trees with white outlines. The text 'Your Photo Fate' is written in a bold, purple, rounded font across the sun.

# Your Photo Fate





# CONSEQUENCES OF **SEXTING**

- Humiliation
- Bullying
- Blackmail
- School discipline
- Police involvement



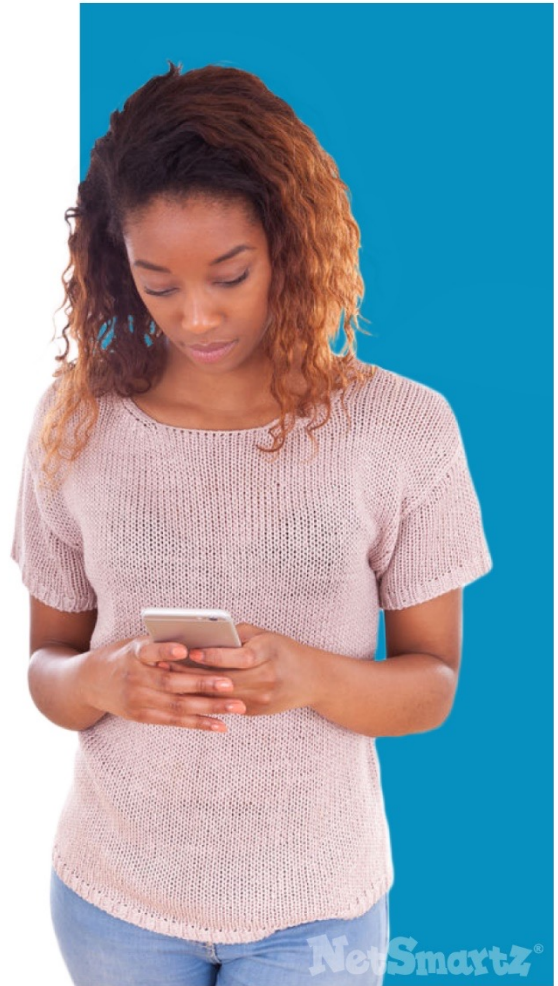
# ADDRESSING SEXTING

- Talk about the consequences
- Tell them never to forward a sexting image
- Discuss healthy relationships
- Talk about ways an image can spread online
- Report it to [Cybertipline.org](https://www.cybertipline.org)



# HOW DO **SOLICITATIONS** OCCUR?

- Most occur on social networking sites
- Most occur among older teens
- Most teens are solicited by peers
- Most are not bothered by it





# OFFENDERS GROOM CHILDREN BY:

- Exploiting their natural curiosity
- Gradually introducing explicit images
- Using adult status to control a child's behavior
- Offering gifts like cell phones and gift cards





# SIGNS OF GROOMING

Check if your child is:

- Receiving gifts
- Calling unknown numbers
- Rejecting family and friends
- Getting upset when not online
- Minimizing the screen

A black and white photograph of a man in profile, wearing a dark baseball cap and glasses, looking out of a large, curved window. The scene is dimly lit, with the light coming from the window, creating a silhouette effect on the man's face and clothing. The window frame is visible on the right side of the image.

# **SURVIVOR** DIARIES



A PROGRAM OF THE  
NATIONAL CENTER FOR MISSING & EXPLOITED CHILDREN\*

Copyright © 2006 National Center for Missing & Exploited Children. All rights reserved.  
Animated Characters Copyright © 2000-2010 National Center for Missing & Exploited Children and  
Boys & Girls Clubs of America. All rights reserved.

"You may not distribute, transfer, make copies, modify, create derivative works, sell, license, lease, or rent to any third party whether for profit or without charge, any portion of this material or permit anyone else to do so. Further, you may not remove any copyright, trademark, or other intellectual property notices that may appear on any part of this material."

For complete copyright and grant information, visit  
<http://www.netsmartz.org/legal>

# WHAT YOU CAN DO

- Talk to your child about relationships
- Set a policy about meeting offline for older teens
- Know your child's online friends
- Teach your child the warning signs
- Call the police
- Report to [CyberTipline.org](https://www.cybertipline.org)



# KIDS ARE CAPABLE

Chat log as  
reported to  
NCMEC's  
CyberTipline:

Offender

Wanna trade ?

Child

trade?

Offender

Like nudes ???? I'll go first

Child

NO hahaha

Offender

<Photo sent >

Child

bye your gross. keep some clothes on lol

Child stopped communicating and made a report to the social networking site, which in turn reported to the CyberTipline.

# REPORT TO CYBERTIPLINE

- Anyone who sends your child photos or videos containing obscene content
- Anyone who asks your child to send sexual images
- Anyone speaking to your child in a sexual manner
- Anyone who asks your child to meet in person

**BULLYING + TECHNOLOGY =  
CYBERBULLYING**

# EXAMPLES OF CYBERBULLYING



- Sending mean texts
- Photoshopping pictures
- Creating fake profiles
- Posting fight videos
- Spreading rumors and gossip
- Posting embarrassing pictures
- Sending threatening or harassing comments

# DIFFERENCES BETWEEN **CYBERBULLYING** & BULLYING

- Spreads faster
- Wider audience
- Follows children home





**SUICIDE AMONG CYBERBULLYING  
VICTIMS IS RARE**



**WHAT'S  
YOUR  
STORY?**



# Cyberbully



# Victim



# Bystander



# A CYBERBULLYING VICTIM MIGHT



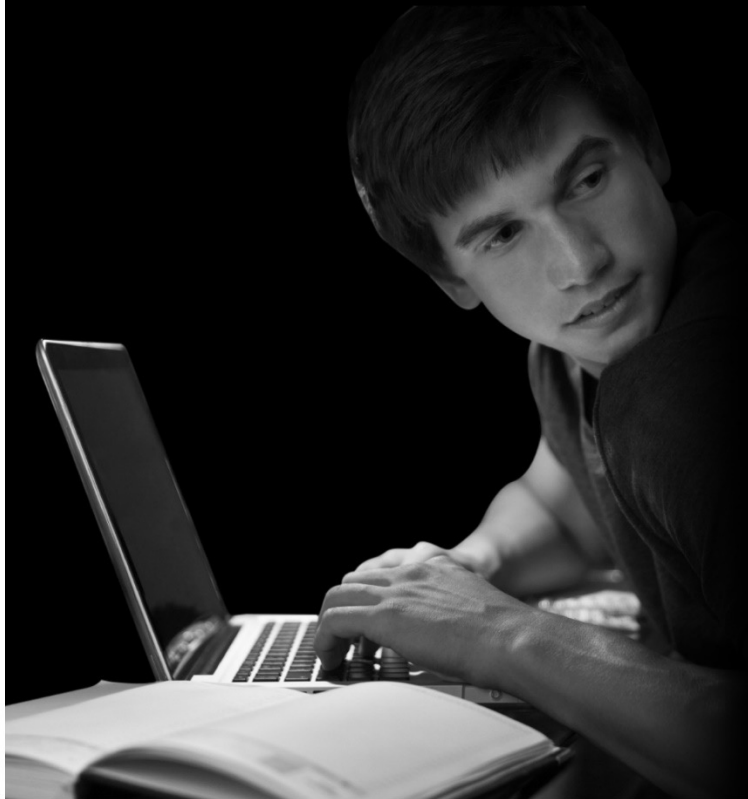
- Stop using the computer or cell phone
- Act nervous when receiving an email, IM or text
- Seem uneasy about going to school
- Withdraw from friends and family



# How To HELP

- Support your child and problem solve together
- Consider saving the evidence
- Block cyberbullies
- Set up new accounts
- Talk to the school
- Report it to [CyberTipline.org](https://CyberTipline.org)

# CYBERBULLYING BEHAVIORS



- Quickly switches screens or closes programs
- Uses the computer at all hours
- Gets unusually upset if they cannot use the computer
- Avoids discussions about what they are doing
- Uses multiple online accounts

# HOW TO PREVENT IT

Monitor and intervene in your child's online behavior in the same way you would "offline" behavior.

- Establish expectations for online behavior
- Set consequences for cyberbullying
- Model good online behavior

# TALK TO YOUR CHILD ABOUT **NOT** BEING A BYSTANDER.



- Establish expectations for reporting
- Encourage them to stand up for the victim
- Help them report the cyberbullying to an adult or teacher

# TECH OPTIONS

- Install filtering and monitoring software
- Consult your cell phone provider
- Research options for other mobile devices
- Look at individual apps
- Explore built-in security features





**TECHNOLOGY CAN'T CATCH  
EVERYTHING SO, **COMMUNICATE!****

Subscribe Get updates from NCMEC.

NetSmartz®

TOPICS VIDEOS RESOURCES INTO THE CLOUD BLOG

English Home

Save

SEASON 1 NOW AVAILABLE!

# NetSmartz®

## INTO THE CLOUD™

Watch the Full Season  
30 Minute Video  
[Watch Now](#)

### About NetSmartz

Since 1998, NCMEC has operated the CyberTipline, a place where the public and electronic service providers can report suspected online and offline child sexual exploitation. The millions of reports made each year uniquely situate NCMEC to identify trends and create prevention resources to address the evolving needs of kids and teens online.

NetSmartz is NCMEC's online safety education program. It provides age-appropriate videos and activities to help teach children be safer online with the goal of helping children to become more aware of potential online risks.

[MissingKids.org/NetSmartz](https://MissingKids.org/NetSmartz)

- Discussion starters
- Information about the issues
- Tip sheets
- Videos



## Into The Cloud

New episodes are here! The final 2 episodes of INTO THE CLOUD  
Season 1 are here! Will Nettle and Webster...

Welcome to NetSmartzKids. Watch videos, play games,  
and have fun!

**Discover**

# NetSmartzKids.org

- Activities
- E-books
- Games
- Videos

**THANK YOU!**

**NetSmartz®**



## Endnotes

<sup>1</sup>Cross, Pam. WCVB, “Students holding replica guns suspended after Facebook post.” Last modified October 28, 2014. Accessed January 5, 2015. <http://www.wcvb.com/news/students-holding-replica-guns-suspended-after-facebook-post/29391774>.

<sup>2</sup>Helsel, Phil. NBC News, “Student Suspended Over ‘Sarcastic’ Tweet Sues School.” Last modified June 17, 2014. Accessed January 5, 2015. <http://www.nbcnews.com/news/us-news/student-suspended-over-sarcastic-tweet-sues-school-n133941>.

<sup>3</sup>Martin, Brooke. WANE-TV, “Cyber crime snapped teen’s photo while online.” Last modified December 12, 2012. Accessed December 14, 2012. <http://www.wane.com/dpp/news/indiana/cyber-crime-snapped-teens-photo-while-online1355326051426>.

<sup>4</sup>Birks, Karen. Examiner, “Online scam targeting kids this holiday.” Last modified November 12, 2012. Accessed December 18, 2012. <http://www.examiner.com/article/online-scam-targeting-kids-this-holiday>.

<sup>5</sup>Madigan S, Ly A, Rash CL, Van Ouytsel J, Temple JR. Prevalence of Multiple Forms of Sexting Behavior Among Youth: A Systematic Review and Meta-analysis. *JAMA Pediatr.* 2018;172(4):327–335. doi:10.1001/jamapediatrics.2017.5314.

<sup>6</sup>Elam, Stephanie, and Julie Brayton. NBC 4 KNBC, “Study: Sexting Teens More Likely to Engage in Risky Sex.” Last modified September 18, 2012. Accessed December 14, 2012. <http://www.nbclosangeles.com/news/local/Sexting-Study-170117576.html>.

<sup>7</sup>Mitchell, Kimberly, Lisa Jones, David Finkelhor, and Janis Wolak. “Trends in Unwanted Sexual Solicitations: Findings from the Youth Internet Safety Studies.” *Crimes Against Children Research Center*, 2014.

<sup>8</sup>Ibid.

<sup>9</sup>“Cyberbullying Facts.” Cyberbullying Research Center. Accessed January 5, 2015. <http://cyberbullying.us/facts>.

<sup>10</sup>Hinduja, Sameer, and Justin Patchin. Cyberbullying Research Center, “Cyberbullying research summary: Bullying, cyberbullying, and sexual orientation.” Last modified 2011. Accessed January 29, 2013. [http://www.cyberbullying.us/cyberbullying\\_sexual\\_orientation\\_fact\\_sheet.pdf](http://www.cyberbullying.us/cyberbullying_sexual_orientation_fact_sheet.pdf).

<sup>11</sup>Wood, Janice. PsychCentral, “Cyberbullying rarely sole factor in teen suicides.” Last modified October 29, 2012. Accessed December 17, 2012. <http://psychcentral.com/news/2012/10/20/cyberbullying-rarely-sole-factor-in-teen-suicides/46407.html>.

<sup>12</sup>Ryan’s Story Presentation LTD., “Ryan’s story.” Last modified 2010. Accessed December 17, 2012. <http://www.ryanpatrickhalligan.org>.

<sup>13</sup>Murray, Rheana. Daily News, “Cyber-bullying, social media blamed after Florida teen commits suicide.” Last modified December 12, 2012. Accessed January 5, 2015. <http://www.nydailynews.com/news/national/social-media-blamed-teen-suicide-article-1.1218550>.

<sup>14</sup>Celizic, Mike. TODAY, “Her teen committed suicide over ‘sexting’.” Last modified March 6, 2009. Accessed December 17, 2012. [http://today.msnbc.msn.com/id/29546030/ns/today-parenting\\_and\\_family/t/her-teen-committed-suicide-over-sexting/](http://today.msnbc.msn.com/id/29546030/ns/today-parenting_and_family/t/her-teen-committed-suicide-over-sexting/)

<sup>15</sup>Hinduja, Sameer, and Justin Patchin. Cyberbullying Research Center, “Cyberbullying warning signs: Red flags that your child is involved in cyberbullying.” Last modified 2009. Accessed December 17, 2012. [http://www.cyberbullying.us/cyberbullying\\_warning\\_signs.pdf](http://www.cyberbullying.us/cyberbullying_warning_signs.pdf).



NetSmartz Workshop would like to extend our gratitude to the following organizations for allowing their mention or the mention of their product in this presentation:

Activision®

Facebook®

Microsoft®

Twitter®

Amazon®

Google®

Mojang Ltd®

Viacom®

Apple Inc.®

Jagex Ltd®

Nintendo®

Whisper®

Barnes & Noble®

Kik®

Pinterest®

Yik Yak®

Disney®

MetroCard®

Sony®

The persons depicted in this presentation are models.  
Their likenesses are for illustrative purposes only.



Copyright © 2015 National Center for Missing & Exploited Children. All rights reserved.  
Animated Characters Excluding Tad and Tera Copyright © 2000–2019 National Center for  
Missing & Exploited Children and Boys & Girls Clubs of America. All rights reserved.

"You may not distribute, transfer, make copies, modify, create derivative works, sell, license, lease, or rent to any third party whether for profit or without charge, any portion of this material or permit anyone else to do so. Further, you may not remove any copyright, trademark, or other intellectual property notices that may appear on any part of this material."

For complete copyright and grant information, visit  
[MissingKids.org/legal](http://MissingKids.org/legal)

