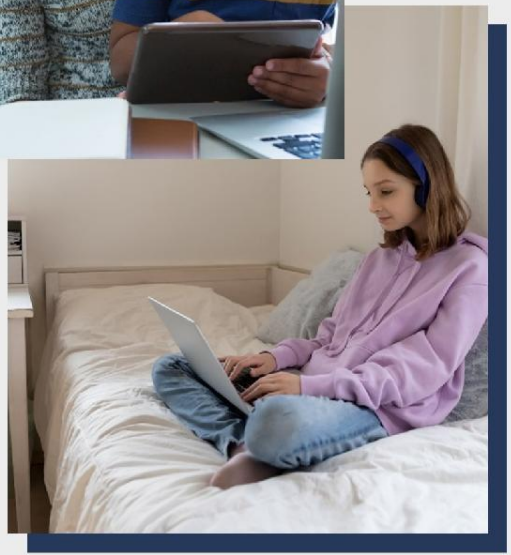




INTERNET SAFETY

PARENTS • GUARDIANS • COMMUNITIES

NetSmartz®

A program of the

NATIONAL CENTER FOR MISSING & EXPLOITED CHILDREN®

NetSmartz®

NetSmartz®

Online safety program for children and families in grades K-12.

Empower

children to report unsafe behaviors or victimization

Engage

children to take an active role in solving problems safely

Encourage

children and adults in two-way conversations about safety and risky behaviors



What do your children do online?

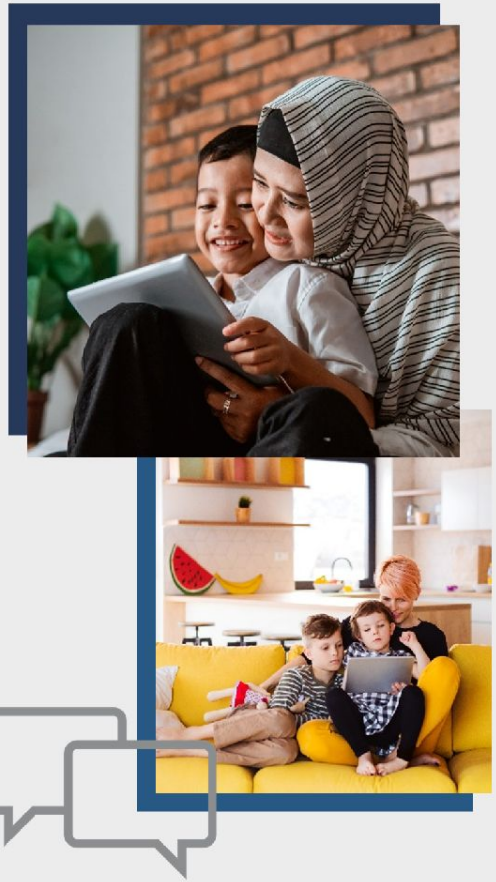
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ONLINE



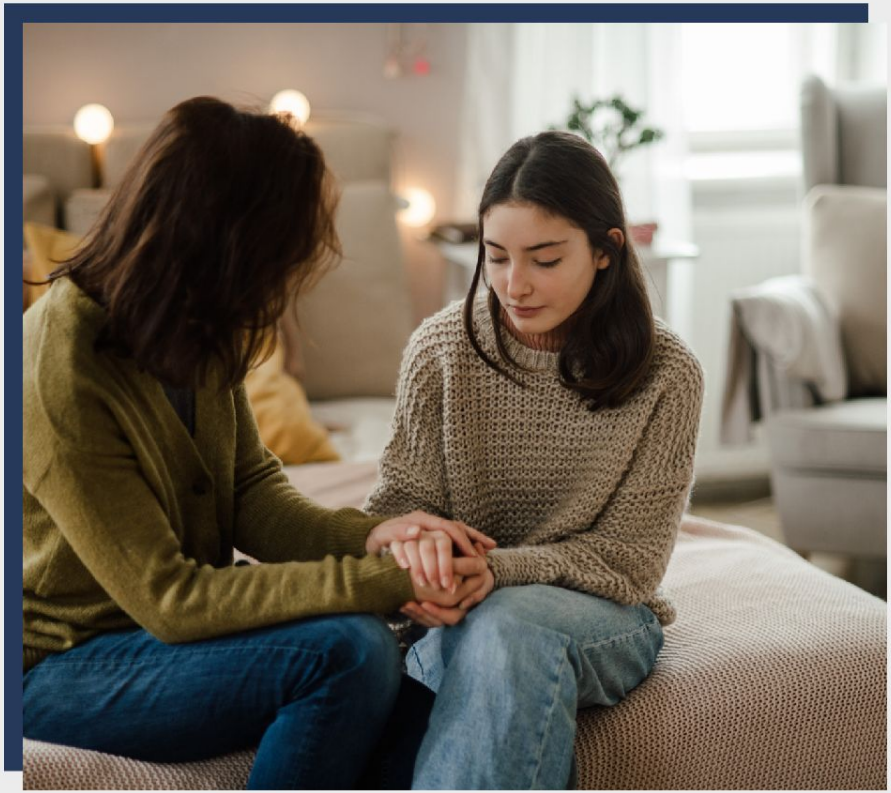
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Technology can't catch everything, so communicate.

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Kids want to hear about these topics from parents and caregivers.



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Online Risk



Inappropriate Content

Online Privacy



Online Enticement



Sexting



Sextortion

Cyberbullying

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Talk About the Risks at Every Age

Younger Children	Tweens & Teens
Netiquette	Cyberbullying
Looking at inappropriate content	Sexting
Pop-ups/passwords	Posting personal/inappropriate information
Not trusting everyone you meet online	Meeting offline

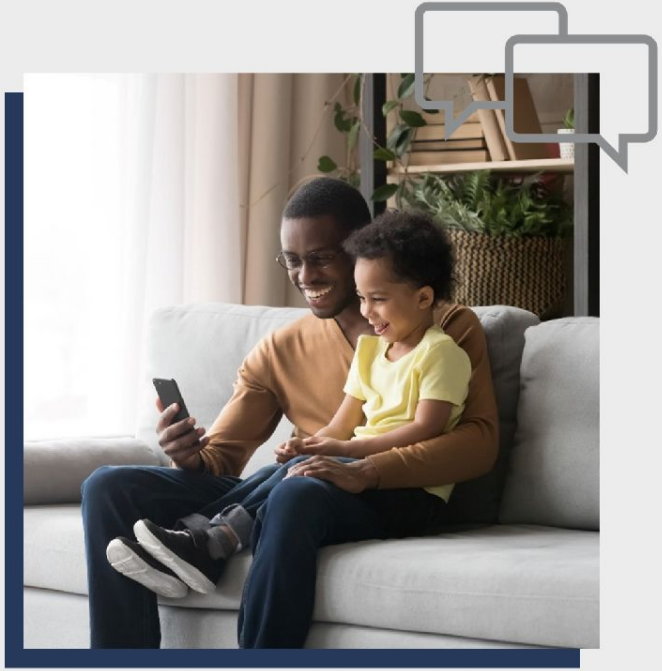

NetSmartz
INTO THE CLOUD™
Season 2
NATIONAL CENTER FOR MISSING & EXPLOITED CHILDREN


HAROLD'S GARDEN
SALE!
INTO THE CLOUD

Why start conversations when they are young?

1. Build a strong relationship foundation
2. Develop trust between you and your child
3. Be more comfortable talking about uncomfortable topics
4. Help develop your child's critical thinking and problem-solving skills
5. Support your child's development of resiliency

These conversations will help your child stay safe online and offline.





Inappropriate Content

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

Be a Trusted Adult



Listen
without judgment or shame



Help
and take action



Remain calm
when a child reaches out



Respect
their boundaries



Help
them identify other trusted adults they can reach out to



Be kind
to yourself; it is ok to have strong emotions, but try to remain calm

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What You Can Do

- 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 to CyberTipline.org

Together



Privacy Settings



Blocking



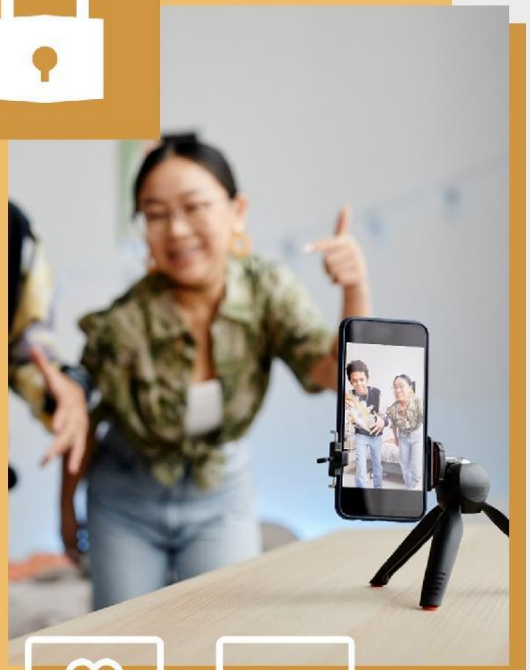
Reporting

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Inappropriate Content

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





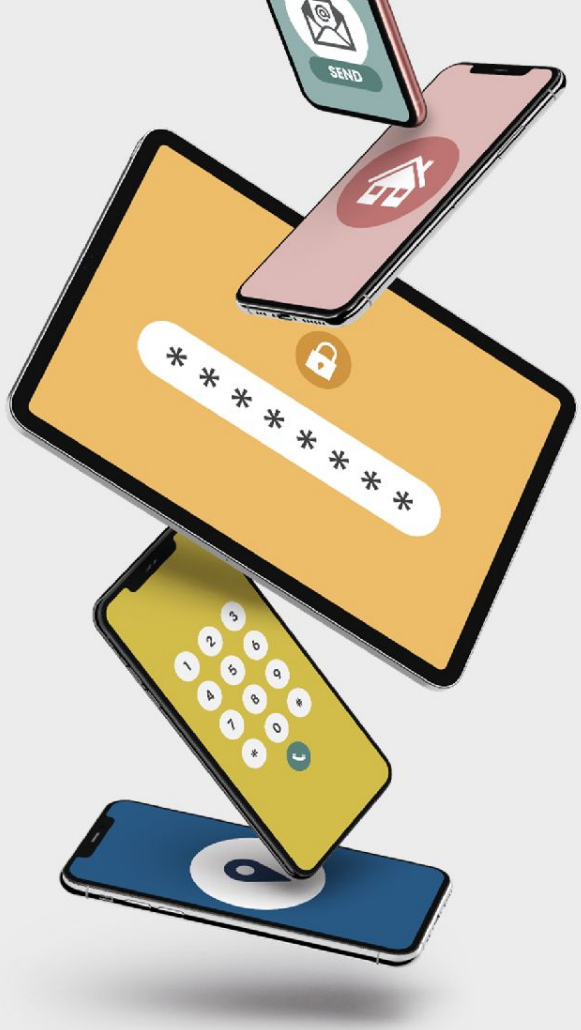
Online Privacy

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



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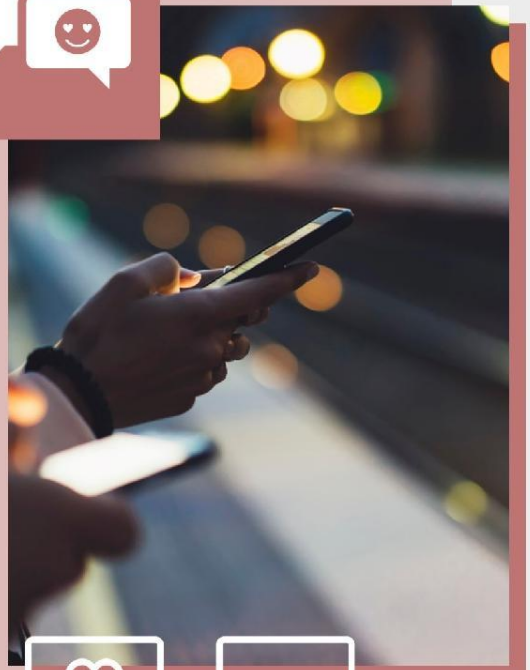
Risks of Sharing Personal Information

- Cyberbullying
- Online Enticement
- Sextortion
- Online Scams
- Hacking
- Identity Theft
- Stalking

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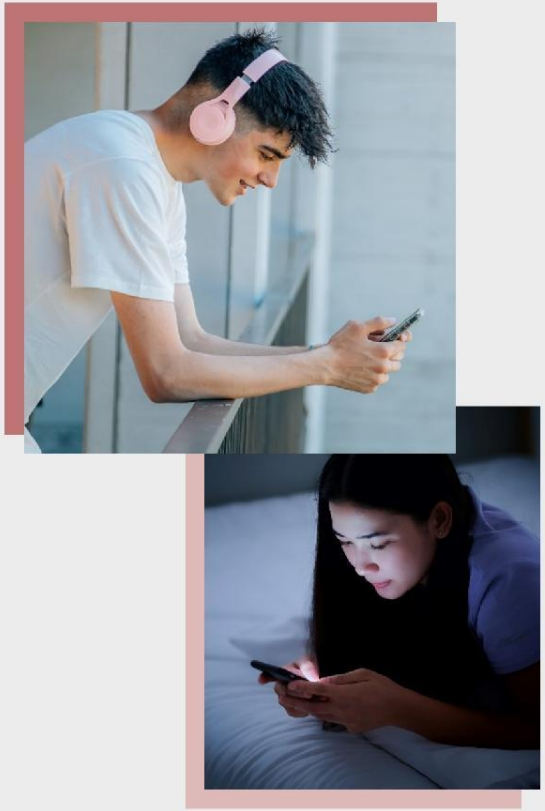
What You Can Do

- 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
- Create a safety plan



Online Enticement

Online enticement involves an individual communicating with someone believed to be a child via the internet with the intent to commit a sexual offense or abduction and includes sextortion.



How do solicitations occur?

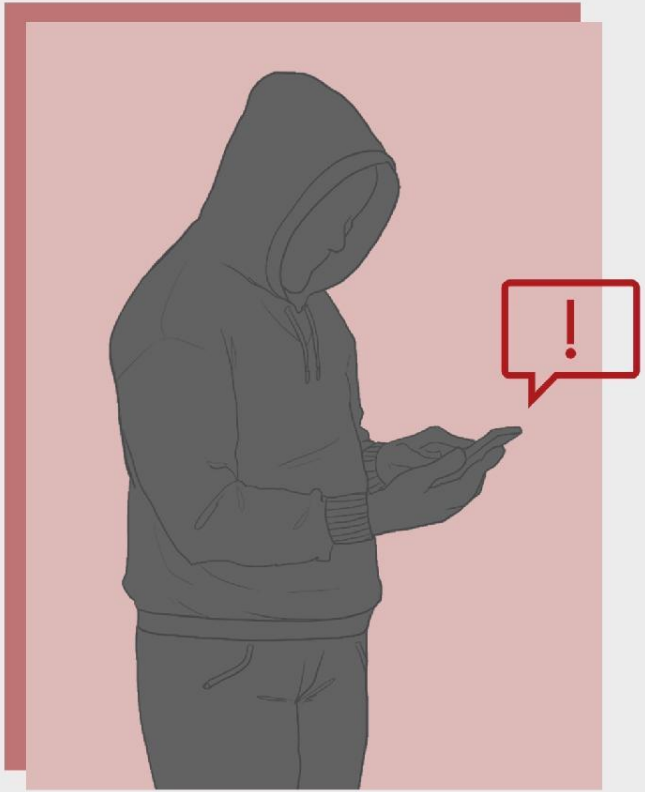
- Most occur on social networking sites
- Most occur among older teens
- Most teens are solicited by peers
- Most are not bothered by it

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



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Grooming

Someone trying to groom children might:

- Flatter them
- Send them gifts
- Discuss inappropriate adult subjects, such as dating or sex
- Ask them to keep secrets
- Turn them against their family and friends
- Share or ask for revealing images
- Blackmail them
- Make them feel guilty or ashamed
- Ask to meet face-to-face

Signs of Grooming

Check if your child is…

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

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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



Kids are Capable

Chat log as reported to NCMEC's CyberTipline.

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Report to the 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



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CyberTipline

CyberTipline.org • 1-800-THE-LOST®



Sexting

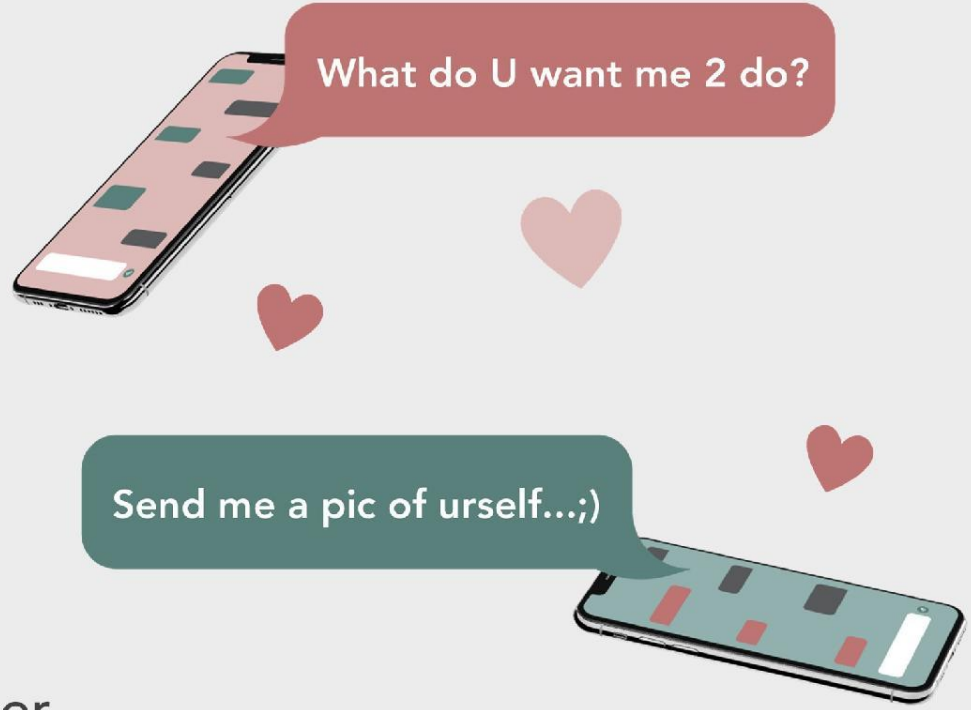
Sending or posting nude or partially nude images.

Research suggests that:

- **19.3%** of teens have sexted
- **34.8%** of teens say they have received a sext

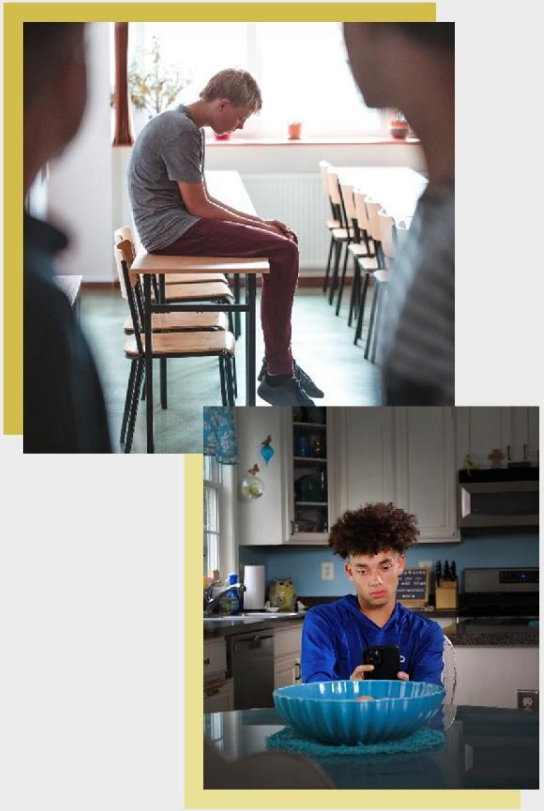
Why are they sexting?

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




Your
Photo
Fate



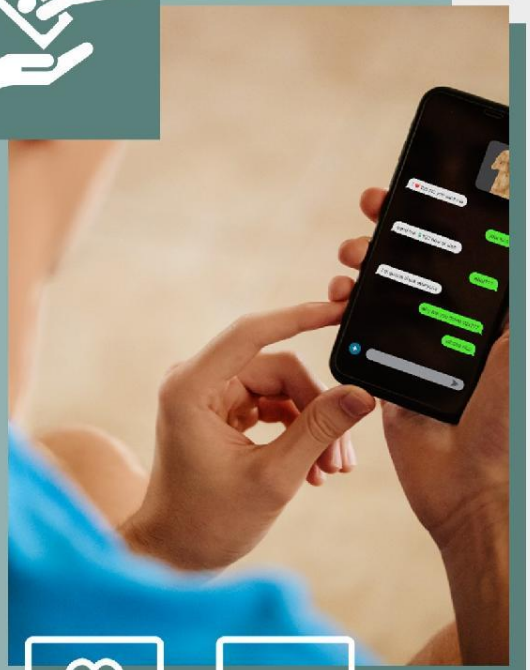


Consequences of Sexting

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

Addressing Sexting

- Start these conversations early
- Give real-life examples
- Discuss healthy sexual relationships
- Talk about ways an image can spread online
- Talk about resharing
- Report to CyberTipline.org



Sextortion

Sextortion is a form of child sexual exploitation where children are threatened or blackmailed, most often with the possibility of sharing with the public nude or sexual images of them, by a person who demands additional sexual content, sexual activity, or money from the child. This crime may happen when a child has shared an image with someone.


It's Called Sextortion



What Can You Do

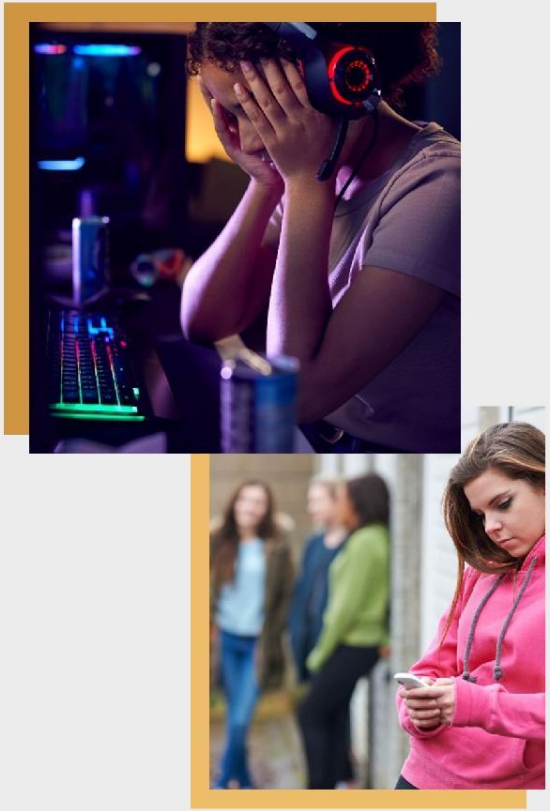
- Do not comply with the demands
- Report it to the app
- Do not delete account
- Visit: MissingKids.org/gethelpnow/isyourexplicitcontentoutthere
- Report to CyberTipline.org


I am a Survivor of Sextortion



Bullying + Technology = Cyberbullying

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Examples of Cyberbullying

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

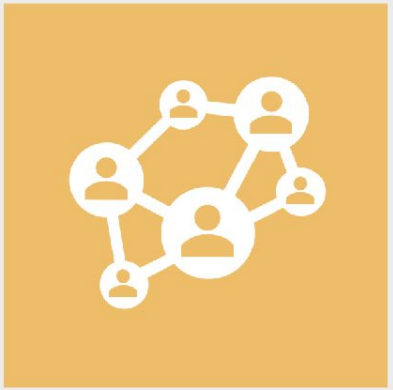
Differences Between Cyberbullying and Bullying



Follows children home



Spreads faster



Wider audience

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Depression
Inability to Think Clearly
Anxiety
Cyberbullying may cause...
Low Self-Esteem
Loneliness
Substance Abuse
Social Isolation
Running Away
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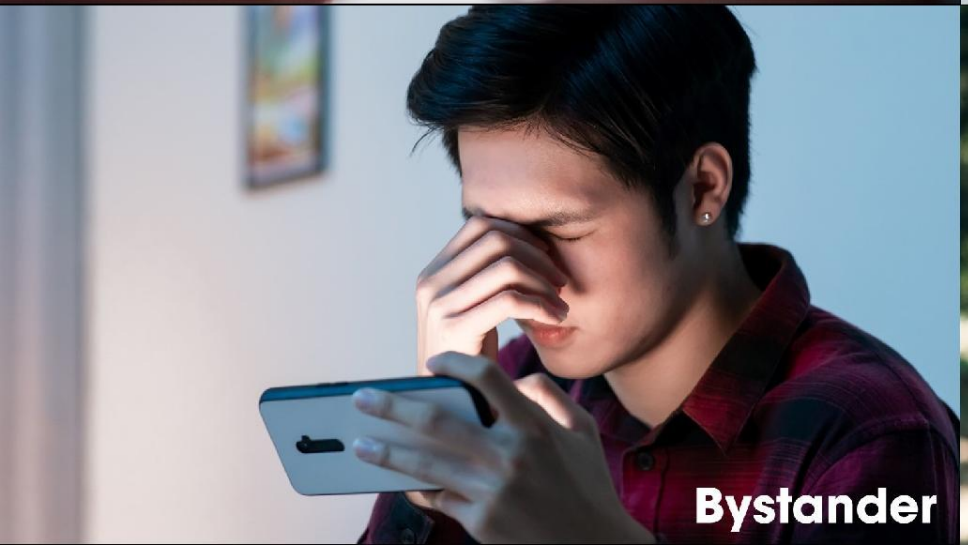
A cyberbullying victim might:

- 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




Kill yourself
Cyberbully

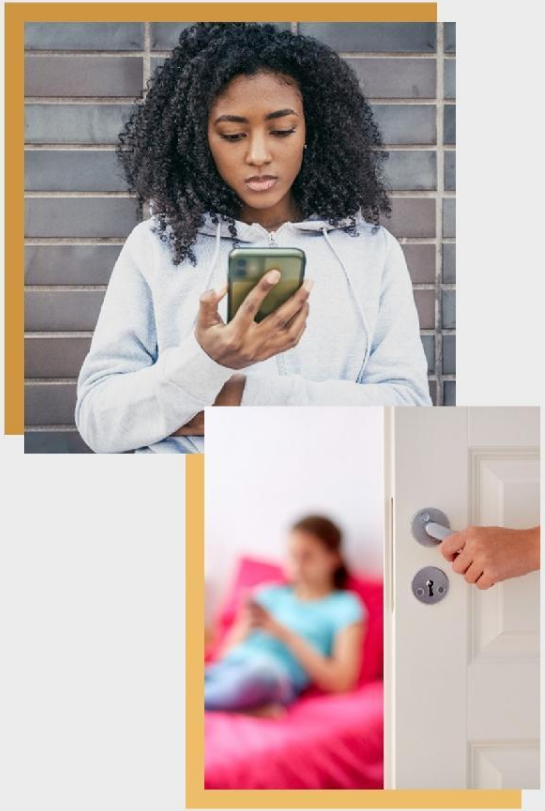

Victim


Bystander


Upstander

What You Can Do

- Support your child and problem solve together
- Consider saving the evidence
- Block cyberbullies
- Set up new accounts
- Talk to the school
- Report to CyberTipline.org



Cyberbullying Behaviors

- Quickly switches screens or closes program
- 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 and offline behavior
- Set consequences for cyberbullying
- Model good online and offline behavior

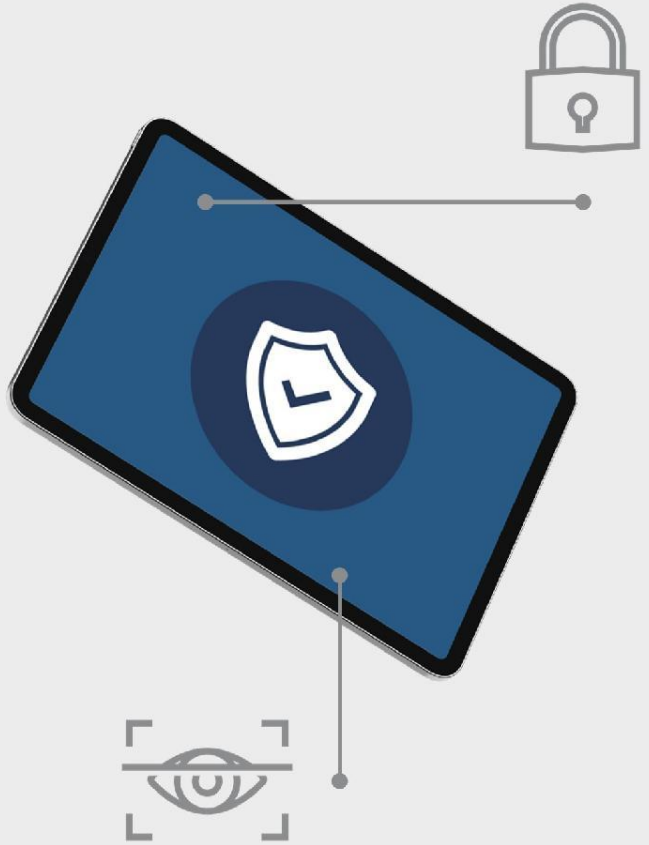
Talk to your child about being an upstander.

- Establish expectations for reporting
- Encourage them to stand up for the victim
- Help them report the cyberbullying to an adult or teacher
- Talk to your child about not forwarding mean or inappropriate content about another person



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



Remember What You Can Do



Connect



Learn



Engage

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NetSmartzKids.org



Activities



E-books



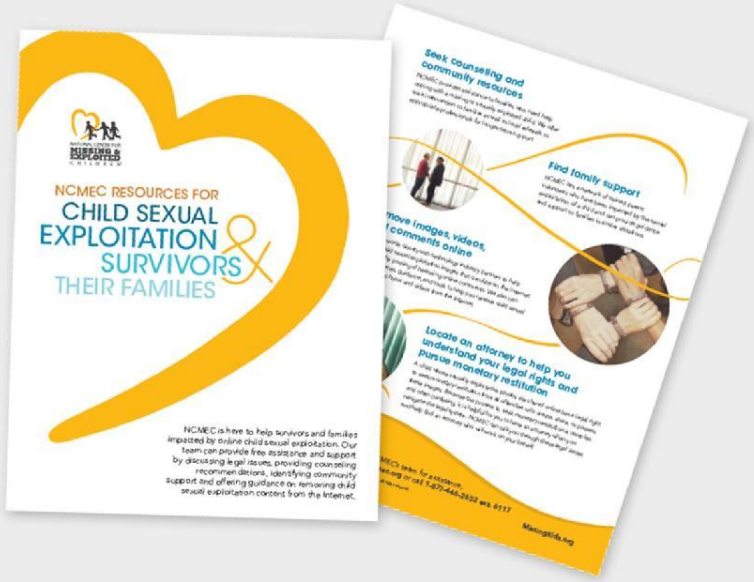
Games



Videos

NCMEC's Family Advocacy Division

- Crisis Intervention
- Peer support network
- Mental health & community support referrals
- Reunification assistance
- Long-term emotional support
- Prevention strategies
- Legal referrals



All services are free. Families do not have to have an active case to be eligible.

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Resources





TakeItDown.NCMEC.org

Is Your Explicit Content Out There?
NCMEC.org/isyourexplicitcontentoutthere

Sextortion - Learn More
NCMEC.org/sextortion

Get Help / Victim & Family Support
NCMEC.org/support

Resources for Survivors of Sexual Abuse Material
NCMEC.org/csam-resources



THANK YOU!



End Notes

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