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GROWING UP ONLINE

A MUST HAVE GUIDE FOR PARENTS, TEACHERS AND KIDS



PART 1

THE PARENT PRIMER



PART 1

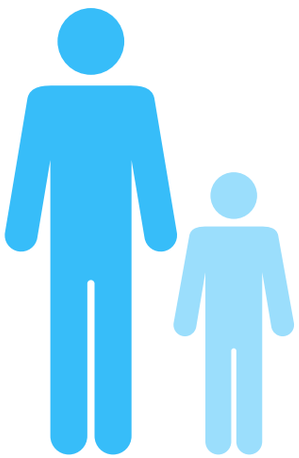
The Parent Primer

CHAPTER 1

HOW THIS E-BOOK WORKS



THIS E-BOOK IS SPLIT INTO TWO SECTIONS

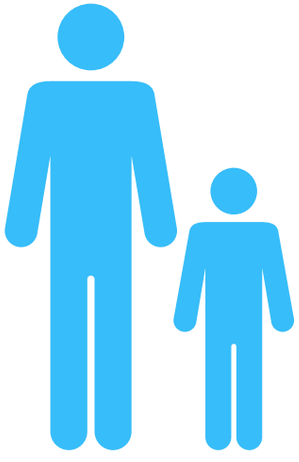


PART 1 THE PARENT PRIMER

You're reading the first part now. We call it the Parent Primer.

It's designed to help you understand more about the online world so you can better guide your child through it.

Some things you'll already know; some may be new to you. We've provided a short glossary in case there's something you don't understand. For more information, check out www.themoreyouknow.com.



PART 2 PARENTS + KIDS (KIDS STORIES)

The second part of the book, The World 'Wild' Web, is for you and your kids.

Ideally, you'll be reading and watching it with them. It's in the form of an engaging video comic book. It includes four different stories that demonstrate some of the situations that may arise when your child goes online.

Please note...

We recommend you view the video comic book before you read it with your kids. That way, you can decide what you want to read with them.

WHAT ARE TEACHABLE MOMENTS?

They'll provide a natural stopping point: a chance for you to pause for a moment and talk with your kids about the issues raised in the story.

Teachable Moments

Teachable Moments are found throughout the kids stories. You'll know one when you see this symbol:

But don't limit yourself to our suggestions. You'll probably find lots of other places where you can stop and have conversations.

At the end of the Parent Primer, we've included some suggestions that relate to each Teachable Moment found in the stories to help with these conversations.

And that's the key word:

CONVERSATION

Perhaps the most important thing you can do to help your kids in the online world is to talk with them. That's with them, not to them.

Find out what games they play, what music they like, what videos they watch, what sites they and their friends visit. Listen to their ideas and concerns. Ask lots of questions.

Once you have this information, you'll be ready to enjoy the Internet with your kids and feel more confident about where they spend their time online.

You can pause videos or view them full screen at any time by tapping the screen.

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CHAPTER 2

WHAT'S THAT MEAN?

WHAT DOES IT ALL MEAN?

Even the most experienced Internet user might have a few questions about all the technical language used in the online world. What exactly is a cache? What is your digital footprint? Here's a list of commonly used terms:

APP or application, is a software program typically used on a smartphone or mobile device. Apps may feel new, but the phrase "software application" has been around for over thirty years.

CACHE is a way your computer stores information, from either your own hard disk or online, so that it can be accessed more quickly. There is a record of your computer's cache, and you can delete items from it if they link to objectionable sites. A related term, browser history, refers to a list of all the sites you've visited online in a certain time frame. Each web browser lists these differently.

CHAT ROOMS spaces on websites where people with similar interests can communicate via instant messaging (see IM on the following page).



COOKIES files that are stored on your computer by websites They allow the website to identify you the next time you visit so that it might, for example, sign you in automatically or bring you to the last page you were on.

CYBERBULLY someone who is mean to others, often repeatedly, using online tools like chat rooms, social networking sites and smartphones. A related term, trolls, usually refers to people who post objectionable content online designed specifically to provoke. This is also known as flaming.



DIGITAL FOOTPRINT the record, or footprint, of everywhere you've gone online. This may include your visits to a web page or chat room, emails and uploaded videos. Some of this material may be publically available to anyone searching for it and can be used in ways you might not want it to be.



DIGITAL NATIVE someone who's always lived in a world with the Internet and other digital systems and devices, like smartphones.

FACEBOOK is an enormous, free social networking site with hundreds of millions of users all over the world. Users 'like', comment on and share posts with their 'friends' in the network.

FILTERING a way a program can prevent users from seeing certain websites or parts of websites.

INSTAGRAM a free photo-sharing and social networking site on which people can take pictures and then share them with other members of the Instagram community.

INSTANT MESSAGING (IM) a way of sending short, realtime messages to individuals over the Internet (as opposed to texting, which may not utilize the Internet). Although chat rooms often utilize IM, IMs commonly refer to one-on-one conversations, whereas chat rooms are many-to-many.

INTERNET a group of computers and devices around the world that communicate together using a common set of rules.

MMORPG a massive, multiplayer, online role-playing game. "World of Warcraft" is one of the more famous examples.

MULTIMEDIA MESSAGING SERVICE (MMS) a service that allows you to send text messages that include multimedia, such as photos or videos, through your smartphone.

OPERATING SYSTEM a collection of software that manages your computer or other smart device. Examples include Android, iOS, Mac OS X and Microsoft Windows.

PARENTAL CONTROLS controls provided by software programs to enable parents to restrict Internet access to their children.

PHISHING an attempt to acquire information (and sometimes, money) by pretending to be a trustworthy entity online.

POP-UPS a separate window that appears in front of a main window. Pop-up ads are forms of online advertising intended to attract web traffic or capture email addresses. They generally come in the form of new windows that allow you to enter data or click on them, which sends you to associated sites.

SCREEN SHOT (aka screen capture, screen dump, screen grab, print screen) is an image taken of what's on the screen of your computer, cell phone or smart device. Different devices have different ways to take screen shots. Check online to find out how.

SMARTPHONES mobile phones that allow users to access the Internet and use apps.

SOCIAL GAMES games played online in which multiple players in different locations can play together or against one another. These players may or may not know one another offline.



SOCIAL NETWORKING SITES websites, such as Facebook or Twitter, on which people can share information and photos and play games together.

SPAM unsolicited, often-intrusive bulk messages generally received via emails or instant messaging.

SPAM FOLDER a folder in your email program that can be set up to receive emails you would rather not receive.

TEXTING a way for people to send one another short messages by typing on cell phones or smartphones. Texting can also include video and picture messages.



THE WEB (aka the World Wide Web) a term that has come to be synonymous with the Internet.

TWEETING using the social media site Twitter to send short messages of 140 characters or less to followers who choose to receive them.



WEB BROWSER a software application that enables you to interact with resources on the web. Web browsers include Chrome, Firefox, Internet Explorer and Safari.

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CHAPTER 3

LEARN THE BASICS



IF YOUR CHILDREN AREN'T ONLINE ALREADY, THEY WILL BE SOON.

After all, they're digital natives. You may not be. And even if you're online, you undoubtedly use the Internet in a very different way.

JOIN THE DIGITAL NATIVES



The more you know about how the online world works, the easier it will be to talk with your kids. And that's the best way to keep them safe. The first thing you should do is join their world. Power up your smartphone and learn to text. Send a photo. Go on the Internet and use the features it has to offer. Play some games. Set up your own Facebook page. Upload a video.

And who better to be your online guides than your kids themselves? Have them teach you or help you. Remember: They're the digital natives!



OPEN A DIALOGUE

Talk with your kids. Ask them where they're going online... and visit those sites both with them and without them. Let them show you the programs they're using. Encourage them to come to you if they've seen something that confuses them or makes them uncomfortable.

Because the most effective tool you have in dealing with your kids is CONVERSATION.

You need to create an environment in which your kids feel safe discussing anything with you. It's important to really listen to them. Let them know that you're not judging them... that you just want to help. Try not to make them feel ashamed or bad about getting into something they shouldn't have.

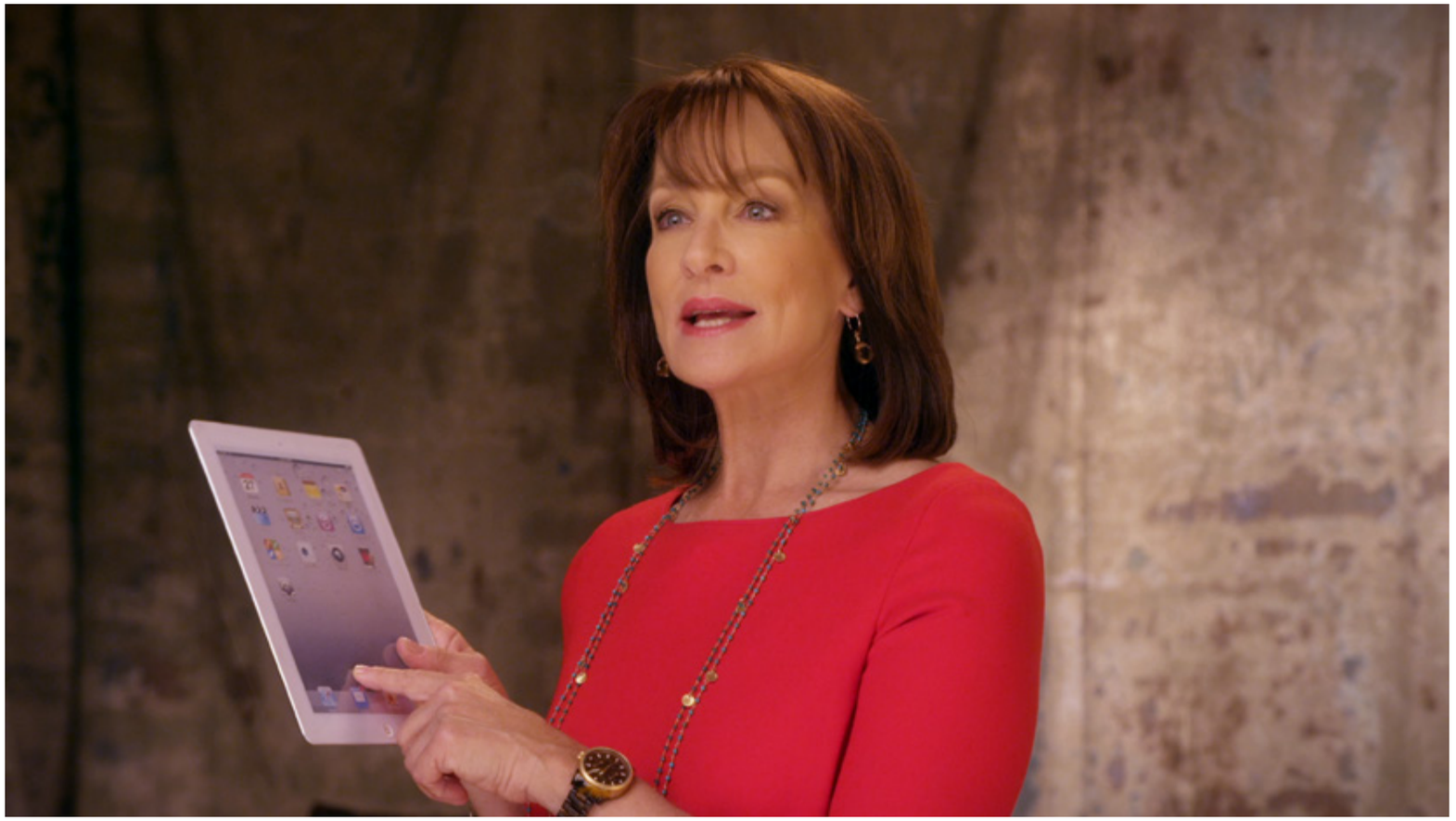
Parents have a sixth sense about their kids. Use it. If you notice any unusual behavior—closing the computer when you enter the room, spending extra time online—ask them what's up. Be patient... they might be embarrassed or ashamed. Kids today view the Internet as the number one resource to find information, and it's natural for them to look things up. They may not have meant to look for "bad" stuff— sometimes innocent searches yield age-inappropriate results.

In spite of your efforts, however, there may be times when you need to do more... to find out where your kids have been online and what they're doing there.

Be patient!

Parents have a sixth sense about their kids. Use it. If you notice any unusual behavior, be patient. They might be embarrassed or ashamed.

SO HOW DO YOU DO THAT?



*"Help your kids monitor what they post."**—Dr. Nancy Snyderman** NBC, NBC News*

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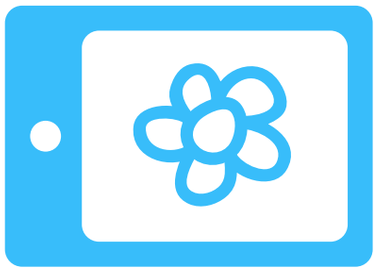
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CHAPTER 4

WHO'S ONLINE... AND WHERE?

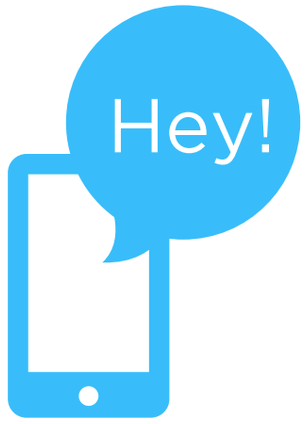


WHO'S ONLINE... AND WHERE?



TWO YEAR-OLDS

know how to use iPads and iPhones.



SIX YEAR-OLDS

are texting on smartphones.



NINE YEAR-OLDS

are on social networking sites and playing sophisticated online games.

1/2 of all kids under the age of eight use Internet connected devices.

30% of apps on parents' phones are downloaded by their kids.

7.5 million kids under the age of 13 use Facebook... even though, according to Facebook policy and Federal law, they're not supposed to.

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SEARCH ENGINES LIKE GOOGLE, BING, YAHOO! SEARCH AND ASK HAVE MADE IT EASY FOR KIDS TO NAVIGATE THE INTERNET.

Type in "cute kittens" or "ninja warriors" and hundreds of sites come up. Teachers may also suggest Internet sites that are related to school or homework assignments.

Do you know?

There are three main ways kids find websites: search engines, teacher recommendations and friends' suggestions..

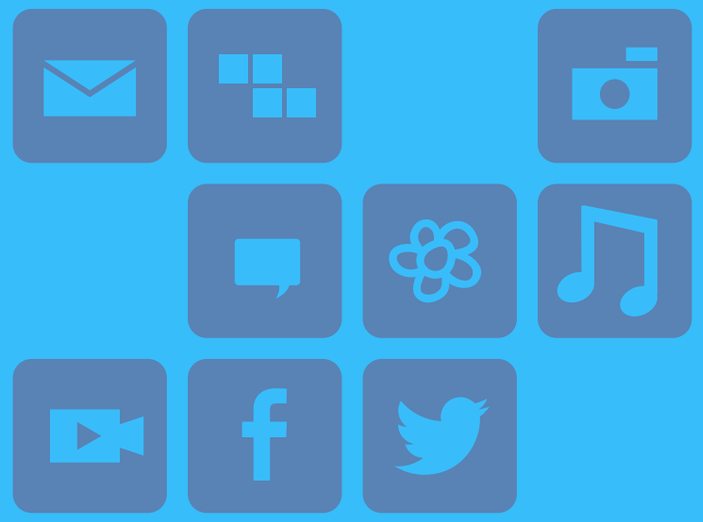
SOMETIMES, BECAUSE OF A MISSPELLED ADDRESS, AN INNOCENT WORD SEARCH, A POP-UP MENU OR A LINK IN ANOTHER WEBSITE, YOUR CHILD MAY LAND ON A SITE THAT IS UNSUITABLE.

In fact, one online site reports that seven out of ten kids have accidentally come across pornography online. Or worse, it may expose your kids to online predators.

However, some experts tell us that although predatory behavior is a concern, the majority of online safety issues involve situations where kids accidentally see online content that is inappropriate or makes them uncomfortable.

Other concerns include the spread of personal information provided by kids or adults to advertisers, con artists or marketers collecting consumer data, and cyberbullying.

KNOW WHAT APPS YOUR KIDS ARE USING



Smartphones and tablets are the newest ways to go online, through things like apps, browsers and email links.

Most kids don't get their own smartphones before the ages of 12 or 13. So it's likely that if your younger kids are playing with apps, they're using your devices. This makes it much easier for you to monitor what they're doing.

Check the appplications your kids want to download. Most app stores, including iTunes and Google Play, have age ratings to help you. Make sure you're comfortable with the apps' content. Some games have multiplayer options. If your kids are interacting with strangers, you can often limit or block those options.

There are also free apps like Kytephone for Android that allow parents to decide which apps and phone numbers are okay for their kids to use.

You can do your own research to find age-appropriate games for your kids. Or check out the suggestions on the websites of the Entertainment Software Rating Board or Common Sense Media.

You should also be aware that the cost of apps ranges from free to $10 and more. Plus, many of them have optional inapp purchases that can quickly add up.

Common Sense Media has a great introduction on navigating apps.

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TRACKING TECHNIQUES



BE HONEST AND OPEN WITH YOUR KIDS



Some parents may feel uncomfortable about doing something that feels like spying on their kids. Spying implies secrecy and deception.

But that's not what we're suggesting.

This is not about policing your kids. If you're going to monitor their online activity, tell them what you're doing and why. You need to know where your kids have been online. But being honest and open about it will help maintain their trust.

KEEP THE COMPUTER IN SIGHT

One thing you can do is monitor their computer use. For instance, experts suggest keeping your home or family computer in a central location. That way, you'll know where and when your kids are online and how much time they're spending there. This will also make it more natural to talk with them about what they're doing.

It is important to put some limits on the time your kids spend online. Talk with them to determine what those limits should be. How much time do they spend online every day? Do they have enough time to do their homework? Their extracurricular activities?

Be aware of cell phones, laptops and tablets, too. Even though you can't always keep those in sight, you can check in on your kids to see what they're up to.

You can also create separate login accounts for your kids that have more limited access to the web.

And you have the ability to filter your kids' search results with features like Google's SafeSearch.

DON'T MAKE PASSWORDS EASY TO GUESS!



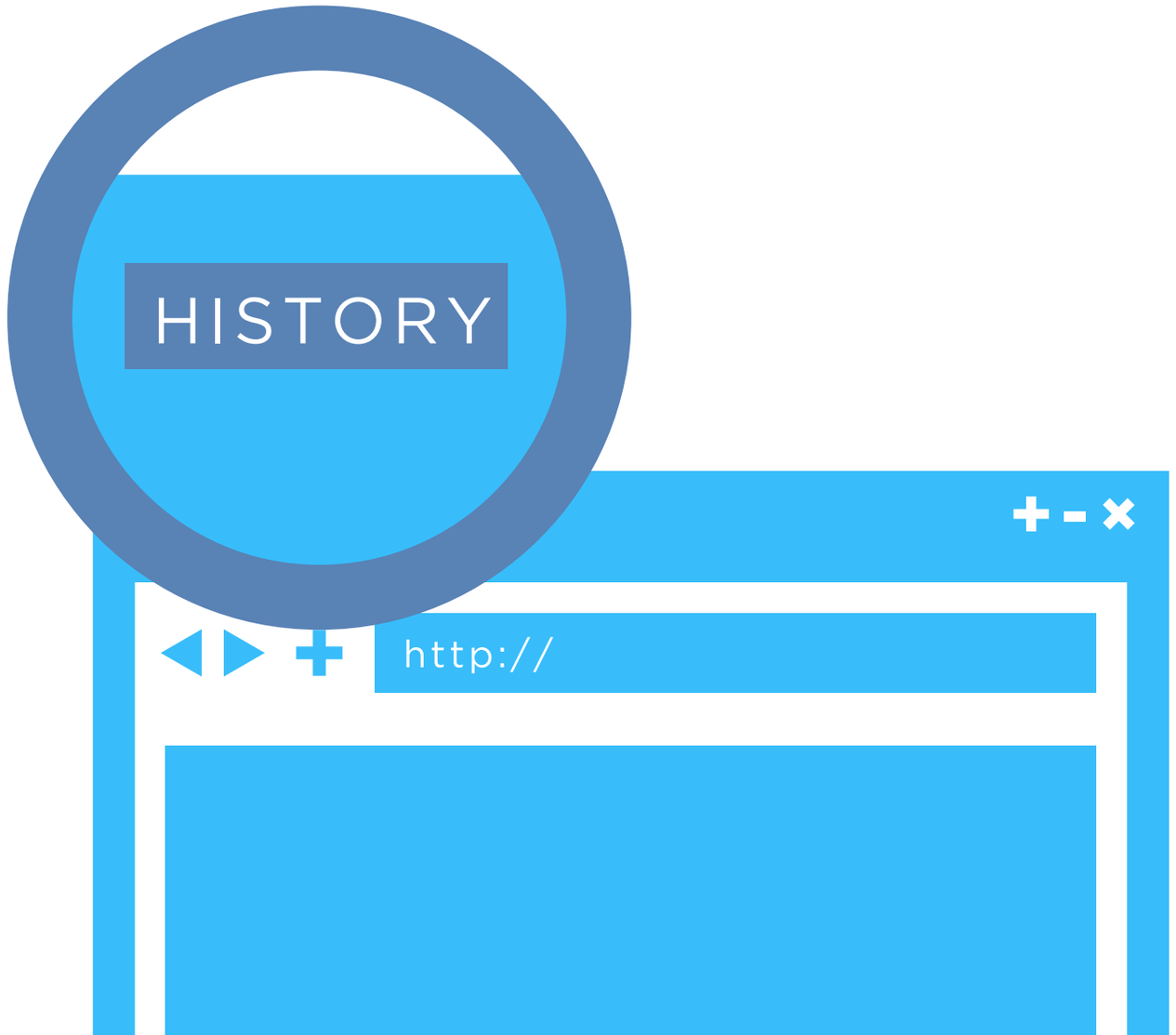
"When it comes to passwords, don't make them easy to guess." ***—Brian Williams, Matt Lauer, Savannah Guthrie, Al Roker*** *NBC, Nightly News and TODAY*

CHECK YOUR CHILD'S BROWSING HISTORY

Web browsers like Internet Explorer, Firefox, Chrome or Safari usually have a clearly marked "History" tab that allows you to see exactly where your browser has been and what has been downloaded to your computer. And new operating systems, like Windows 8, have already begun instituting parental controls that allow you to check your child's browsing history no matter which browser you use.

To figure out how to use this on your particular browser, you can check out Common Sense Media or WebWise Kids. Or, watch this NetSmartz video. Sometimes your child may use a different web browser than you do. To be thorough, check all the browsers on your computer.

Remember, though, that your kids are probably very Internet savvy and might already know how to delete their browser histories. So ask them where they've been. Encourage trust by being honest with them about your own activities in tracking their usage. Their safety is your priority.



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THE MORE YOU KNOW ABOUT... PRIVATE BROWSING

If you're using a computer your kids can access, it's easy for them to visit sites you've been on. If you want to keep your own browsing history private, most browsers allow you to engage something called Private Browsing.

In Private Browsing mode, no browsing history is visible. This can be a useful tool for parents who might want to visit sites on a shared computer that they don't want their kids to see. But... be sure to turn it off when you stop browsing, or it will also make your child's browsing invisible. Private browsing tools are usually easy to find.

- In Chrome and Firefox, they're in SETTINGS.
- In Microsoft Internet Explorer, they're under the SAFETY drop-down menus.



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WHO'S GOT THE COOKIES?

Another way to check on where your child has been online is to look at your computer's cookies. Cookies are files sent to your computer and saved there when you visit a website. This allows the website to know something about you when you return... a way for it to automatically keep track of your comings and goings.

Cookies

Cookies are files saved to your computer by a website so it knows something about you when you return.



Even if you haven't filled out a form or given the website any personal information, unless you tell your computer not to accept cookies, websites can still send them to you.

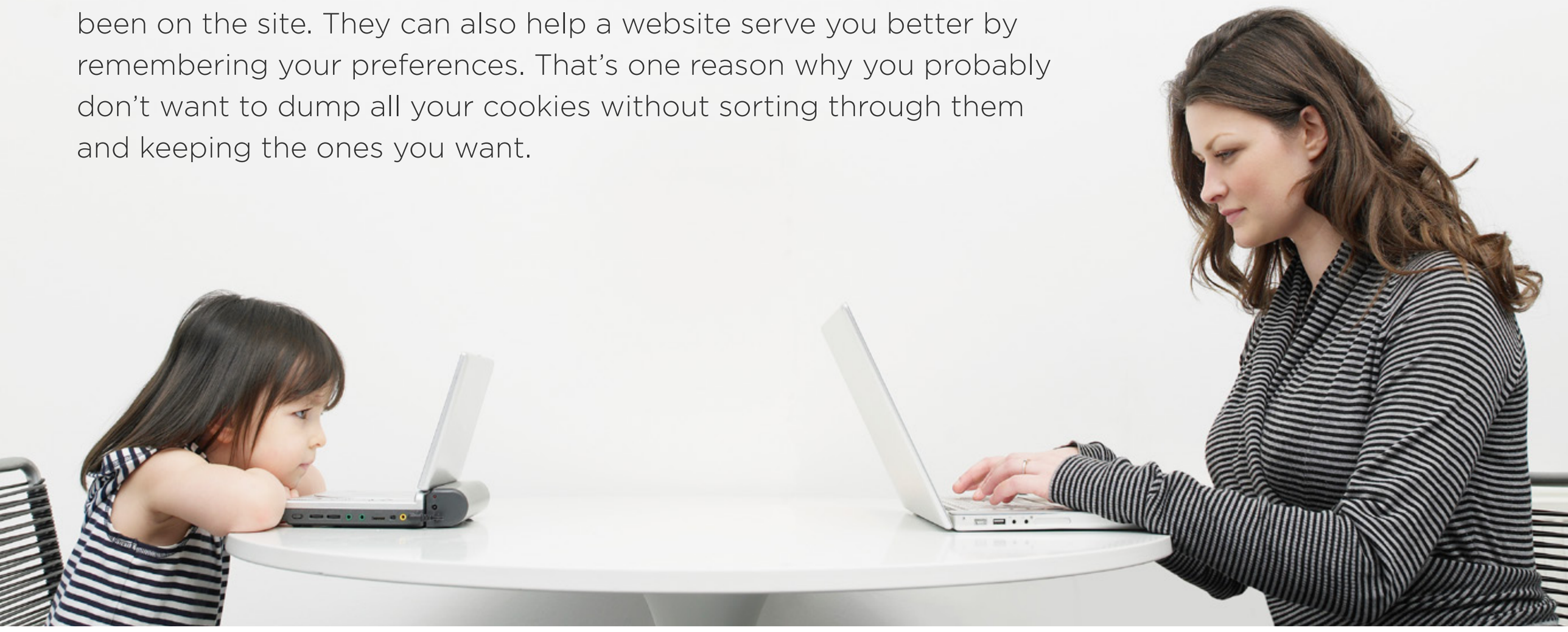
> *You can check your cookies by going on your browser and looking at your privacy settings. They will tell you which sites sent the cookies. You can also delete any cookies that were sent, either individually or en masse.*

Both New York University and Google have useful tutorials that can help.

THE MORE YOU KNOW ABOUT... COOKIES

ARE ALL COOKIES BAD?

No. Cookies can enable you to sign onto your favorite websites more easily by remembering your name and where you've already been on the site. They can also help a website serve you better by remembering your preferences. That's one reason why you probably don't want to dump all your cookies without sorting through them and keeping the ones you want.



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CHAPTER 6

FILTERING AND PARENTAL CONTROLS



DID YOU KNOW THAT YOU CAN BLOCK CERTAIN SITES OR PARTS OF SITES FROM APPEARING ON YOUR COMPUTER?

YouTube enables you to use its Safety Mode to screen out potentially objectionable content that you may prefer not to see... or don't want members of your family stumbling across. It does this by preventing many, but not all, of these videos from showing up in your children's video search.



For more information, check out this tutorial or read this YouTube informational page.

Parental controls have also been built into both the Windows and OS X operating systems. You can find out more about these on the Apple and Microsoft sites.

> *And some Internet Service Providers, like Comcast or Time Warner Cable, offer parental control apps and programs that enable you to filter what sites your kids can access and monitor what they're doing online. You can also purchase these kinds of programs independently.*

BOTH APPLE AND MICROSOFT OFFER A VARIETY OF PARENTAL CONTROL FEATURES INCLUDING:

Remember

As kids become more sophisticated, they discover the many ways they can get around these controls. None of them is foolproof... so don't rely on them to do all the work. Talk with you kids. Your relationship with them is still the best way to keep them safe online.

Giving you remote access to what your child has been doing online

Blocking specific sites

Monitoring sites for objectionable content so they can be blocked when necessary

To check out these programs, refer to getnetwise.org, which provides information that will help you select the right one for your family.

THE MORE YOU KNOW ABOUT... WHERE TO GO FOR HELP

What if you've done the best you can, but you think your kids are in danger or that a crime has been committed online? Don't hesitate. Contact your local law enforcement agency or try these resources for helpful tips and information.

Cyber Crimes Center This is a division of Homeland Security that deals specifically with cyber crimes.

Internet Crime Complaint Center It includes a hotline and instructions about how to file a complaint, as well as other useful information.

CyberTipline This is a Congressionally mandated site on which to report online crimes against children. The CyberTipline is operated by the National Center for Missing & Exploited Children (NCMEC) and accepts reports of child endangerment online.



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CHAPTER 7

DIGITAL CITIZENSHIP



THE MORE YOU KNOW ABOUT...
DIGITAL CITIZENSHIP



"It's important for you to be the first to talk with your kids about the Internet." ***—Matt Lauer*** *NBC, TODAY*

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What if you've done the best you can, but you think your kids are in danger or that a crime has Our kids are digital natives. They've never known a world without the Internet. But that doesn't mean they know how to behave online. That's what digital citizenship is all about.

Teaching kids good online values is simple. Whatever you teach them as parents—honesty, kindness, fairness, following the rules—should extend to their digital lives. Just as they behave appropriately in class or play by the rules on the field, kids need to be accountable for their behavior online.

> *But the online world, like any other place, has its own unique criteria for what's appropriate and what isn't. Understanding the online landscape will help you make rules your kids can follow and that will keep them safe and happy.*

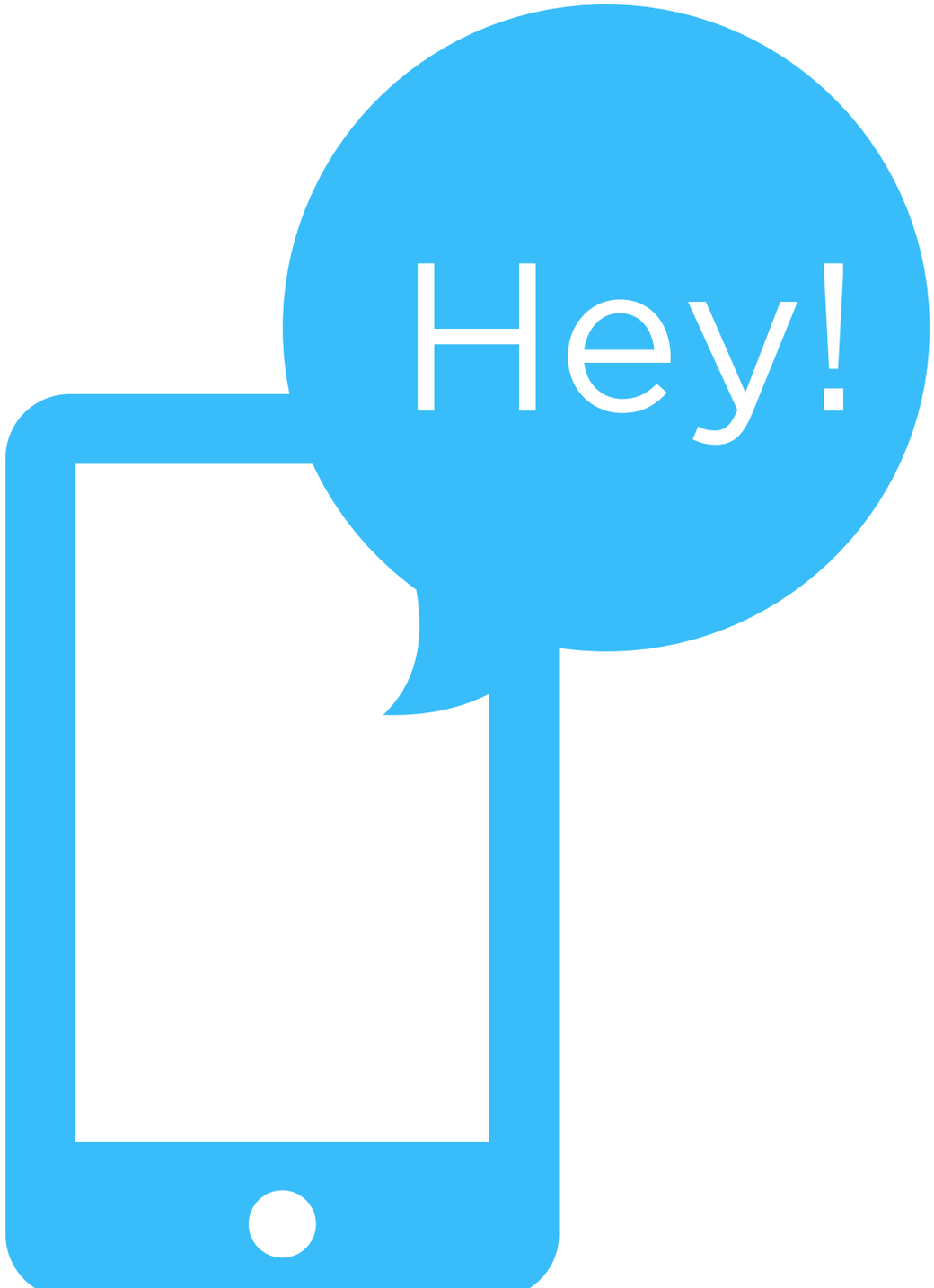
NetSmartz Workshop has a list of pledges with ready-made rules you can review with your kids if you like.

THE MORE YOU KNOW ABOUT... TEXTING

Pictures and videos can be easily uploaded and quickly spread, making them just about impossible to take back.

More and more kids are texting every day... walking along the street, at mealtimes, at school, in the car, just about everywhere. In addition, with the Multimedia Messaging Service (MMS), kids can easily send pictures and videos from their phones or other smart devices. Texting doesn't require access to the Internet.

Remind your kids that texting anything—including pictures and videos—can be shared and then spread by cell phones, tablets and computers. They should think twice about what they share and how it might affect themselves and others.



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THE MORE YOU KNOW ABOUT... CYBERBULLYING



"Do your part to help stop cyberbullying." ***—Al Roker***
NBC, TODAY

Cyberbullying is an issue that many parents worry about. None of us wants to think that our kid might be a bully or be bullied himself. But sometimes, children behave badly. And often, this behavior is happening online.

Cyberbullying is becoming more widespread every day. State and local governments and schools are taking any kind of bullying very seriously, and there are a variety of laws and policies in place to address it.

> *Check with your local school district or government to find out what these are in your area, and if they cover cyberbullying as well.*

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IF YOUR CHILD HAS BEEN CYBERBULLIED

Tell your children to make sure to inform you if they've been cyberbullied. And for some tools to assist you if this has happened, you can look on the cyberbullying sections on the Common Sense Media and NetSmartz websites. Here are a few things they suggest you do:

Tell your child not to respond to rude emails, messages and comments.

Contact your Internet Service Provider (ISP) or cell phone provider. Ask the website administrator or ISP to remove any web page created to hurt your child.

If harassment is via text and phone messages, change the phone number and instruct your child to only share the new number with trustworthy people. Also, check out phone features that may allow the number to be blocked.

Save the evidence, such as email and text messages, and take screen shots of comments and images. Also, take note of the date and time when the harassment occurs.

If harassment is via email, social networking sites, IM or chat rooms, instruct your child to "block" bullies or delete your child's current account and open a new one.

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CHAPTER 8

HOW TO FIND SAFE SITES



THERE ARE PLENTY OF FANTASTIC WEBSITES ESPECIALLY FOR KIDS

Keeping your kids safe online isn't only about protecting them. There are plenty of great websites especially for kids that they will want to visit over and over again... and you can help find them. For instance, Everloop is a social network like Facebook, but Everloop has built-in safeguards for younger kids.

SEARCH FOR THEIR FAVORITE TOPICS

Start by searching for sites that feature your kid's favorite books or characters. Search for topics that interest your child, such as sports, animals and music. But be sure to check out the sites content and policies before visiting them with your kids.



VISIT WELL-KNOWN SITES

Identify some well-known organizations and sites like the Smithsonian Institution, the American Museum of Natural History, Yahoo Kids! or the National Air and Space Administration (NASA). Many of them have content-rich sites that are appropriate for younger viewers.

Common Sense Media has a comprehensive list of kids' websites for six- to ten-year-olds. For younger kids, NBC/ SPROUT has links to fun activities and games. The American Library Association is another place you can reference.

CREATE STRONG PASSWORDS

Explain how to create a strong password if your kids want to register for a website. Many sites will tell you if the password you've created is strong or weak. Or search "creating strong passwords" online for more information. NetSmartzKids has a video that can help.

EXPLORE NEW SITES

Stick around when your kids are on a new site. Ask them questions. Is that game hard or easy? Is it fun? Keep talking. This will help you understand what your kids enjoy.



"Don't make password your password." ***—Matt Lauer, Savannah Guthrie*** *NBC, TODAY*

CHAPTER 9

OTHER THINGS YOU SHOULD DO AS A PARENT



YOU ARE THEIR GREATEST ROLE MODEL

We've been talking a lot about your kids...but you are their greatest role model. If you want your children to have a good balance between their online and offline lives, here are some things you can do as a parent to show them how.



Put your phone away during mealtimes and family time. Why should your kids listen when you tell them to turn their phones off if yours is on? No texting or talking on the phone.



Use the Internet appropriately. If you're online 24/7, why would your kids do otherwise? Establish limits for your online time as well as theirs. When you're with your family, try not to go online.



Get involved in offline activities with your kids—playing sports, visiting the playground or museums. Sites like Let's Move! recommend 60 minutes of active play per day for kids. Activities that keep you moving fit the bill.

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THINGS YOUR KIDS NEED TO KNOW



HERE ARE SOME THINGS YOU SHOULD TELL YOUR KIDS ABOUT BEING ONLINE:

If people cyberbully you or make you feel scared online, let me know. We can talk about ways to make things better.

Many Internet sites have age filters (or "gates") that won't let you in if you don't meet the age requirement. These filters are there to protect you. Don't lie to get past them.

If there's something online that makes you uncomfortable, tell me.

Never give out personal information online without me or a trusted adult present. EVER. No full names, addresses, phone numbers, passwords, screen names, school name and address or any information about your family or friends.

Treat others online with respect. Don't tease or embarrass or be mean to other kids online. That's cyberbullying.

Whatever you post or write online can easily spread and be seen by others. It can be hard to get rid of. So think before you send it.

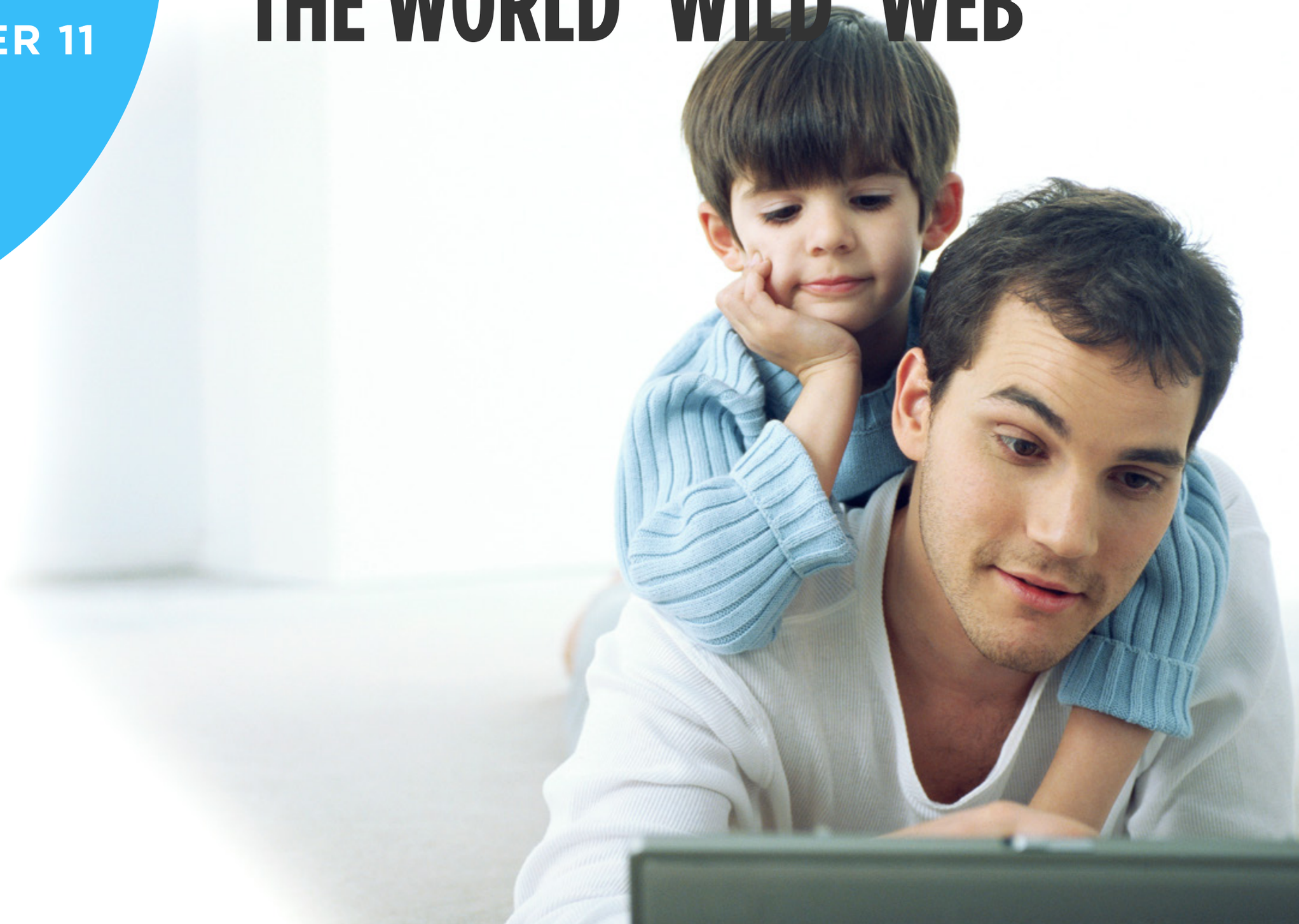
If you're angry or hurt about anything, you have every right to be upset. But think twice before you send something online to get back at someone. It could make things even worse.

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CHAPTER 11

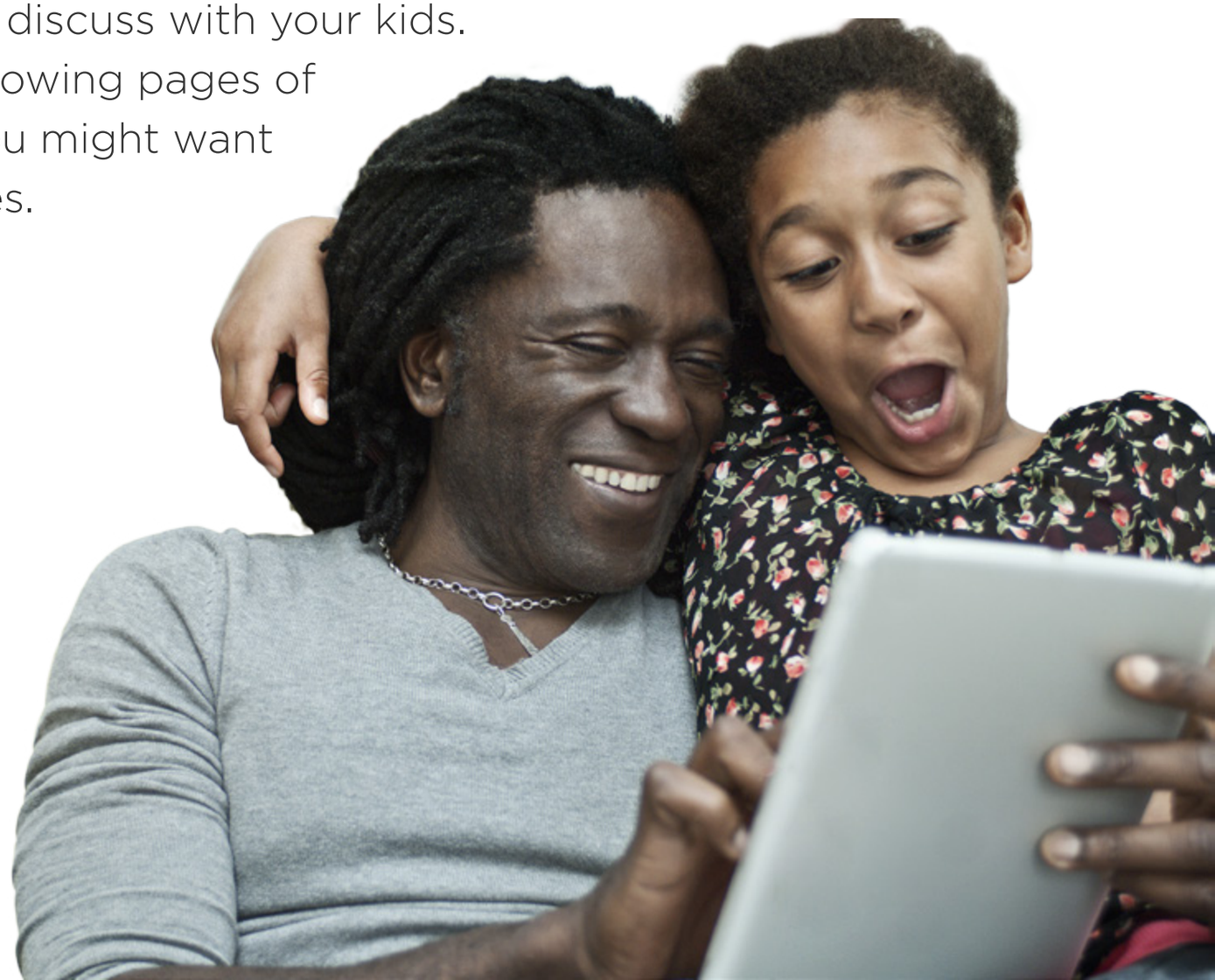
TEACHABLE MOMENTS IN "THE WORLD 'WILD' WEB"



TEACHABLE MOMENTS

Now it's time for you to take a look at the video comic book that accompanies this primer. We suggest you look through it before you read it with your children so that you're familiar with the content.

As you and your kids enjoy the stories, watch for the TEACHABLE MOMENT ICONS in the panels. They indicate key takeaways to discuss with your kids. We're providing some suggestions on the following pages of where you can pause the stories and what you might want to say. But don't limit yourself to our examples.



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STORY 1
SOOOOOO GROUNDED!



TEACHABLE MOMENT 1 Talk about the fact that your child should only go on sites that are allowed by you... and Facebook is for older kids.

TEACHABLE MOMENT 2 Do not give out private information on the web without permission. Discuss what that means. What is private? Answers might be your child's name, email address, home address, phone, age, anything about their school, and parents' or siblings' information like passwords or birthdays.

TEACHABLE MOMENT 3 Talk about not using cell phones at the table. Mealtime is family time. Avoid talking or texting during meals.

TEACHABLE MOMENT 4 If there are younger siblings in the house, remind your kids not to leave sites open that are okay for them to see but not for their younger brothers and sisters.

TEACHABLE MOMENT 5 Explain that they actually can delete posts on Facebook "fan" or "app" pages. Go to the upper right corner of your post and click on the X. The "delete" option will come up. Just click on it and the post will disappear.

TEACHABLE MOMENT 6 Explain that everything your kids share, even with a friend, can be shared over and over again with other people. Whatever you put online—your telephone number or address, advice, mean remarks, embarrassing photos—spreads much faster and further than it can offline. This includes information about friends and family. If something is shared with them online, your kids should not re-share it without permission.

STORY 2

PIN THE TAIL ON THE TEACHER'S PET!



TEACHABLE MOMENT 7 Ask your kids what they think is going on here. What is Jeff doing? Do they think he's being a cyberbully? (Cyberbullying means someone who is mean to others, often repeatedly, using online tools like chat rooms, social network sites and smartphones.) Ask them what they think will happen next.

TEACHABLE MOMENT 8 Talk about how it feels to be cyberbullied. When embarrassing things happen online, it can be hard to react appropriately. Encourage your kids to come to you or a trusted adult for help. If the bullying happens in school, you can also suggest your kids go to a trusted teacher or guidance counselor … or you can approach the school with your child.

TEACHABLE MOMENT 9 Talk with your child about bullying. He or she might think that bullying is just about threatening someone, stealing money or hurting someone physically. Explain that bullying can also involve hurting someone's feelings, embarrassing them or scaring them, even if it's just with words. Cyberbullying can be even worse because whatever you say or show online can spread to hundreds of people in minutes. And once something is out there, you can't take it back.

TEACHABLE MOMENT 10 Remind your kids that acting in a moment of anger can lead to serious consequences. If someone is mean to them or hurts their feelings, they shouldn't react impulsively… especially online. They should take a few minutes to think before they do something they'll regret.

STORY 3
TOO "COOL" FOR SCHOOL



TEACHABLE MOMENT 11 Explain to your kids that sites like YouTube can be filtered. This allows parents to control what kids see on their home computers. Your family may already have these filters in place. Computers outside your home may not. That's why you have rules about going online outside of the home. Your kids need to understand and respect those rules because there's a lot of content online that isn't appropriate for younger kids.

TEACHABLE MOMENT 12 Talk with your kids about other rules you have in place regarding going online or using smart devices. Since access to the Internet can happen almost anywhere—at a friend's house, at school, on a mobile device—guidelines for what they can and cannot do must be clear. Remind them that just because their peers watch something, it doesn't mean they should.

STORY 4
YOU WIN, YOU LOSE!!



TEACHABLE MOMENT 13 Talk about meeting new people online. Remind your kids that people can easily lie about who they are. Your kids should always ask you for permission to share information with anyone online.

TEACHABLE MOMENT 14 Remind your kids never to give out their email addresses—whether to a game site, a pop-up ad or anyone else—without your knowledge and approval.

TEACHABLE MOMENT 15 Also, talk with them about the difference between ads and content. How can they recognize an ad? Here are a few things that should alert them:

- *Strobe effects*
- *Flashy graphics*
- *Shaky windows*
- *Pop-ups (a window that appears on a site suddenly)*
- *Prices or the word "Free"*
- *Contests or the word "Win"*
- *Automatic downloads or the words "download now"*
- *The word "ad" may appear, but it's often in tiny type at the bottom of the pop-up or page.*

TEACHABLE MOMENT 16 Tell your kids that their personal information can be used and reused if they give it out. Remind them about appropriate behavior on gaming and other sites. They should never share information with any players they don't know personally and always treat other players with respect.

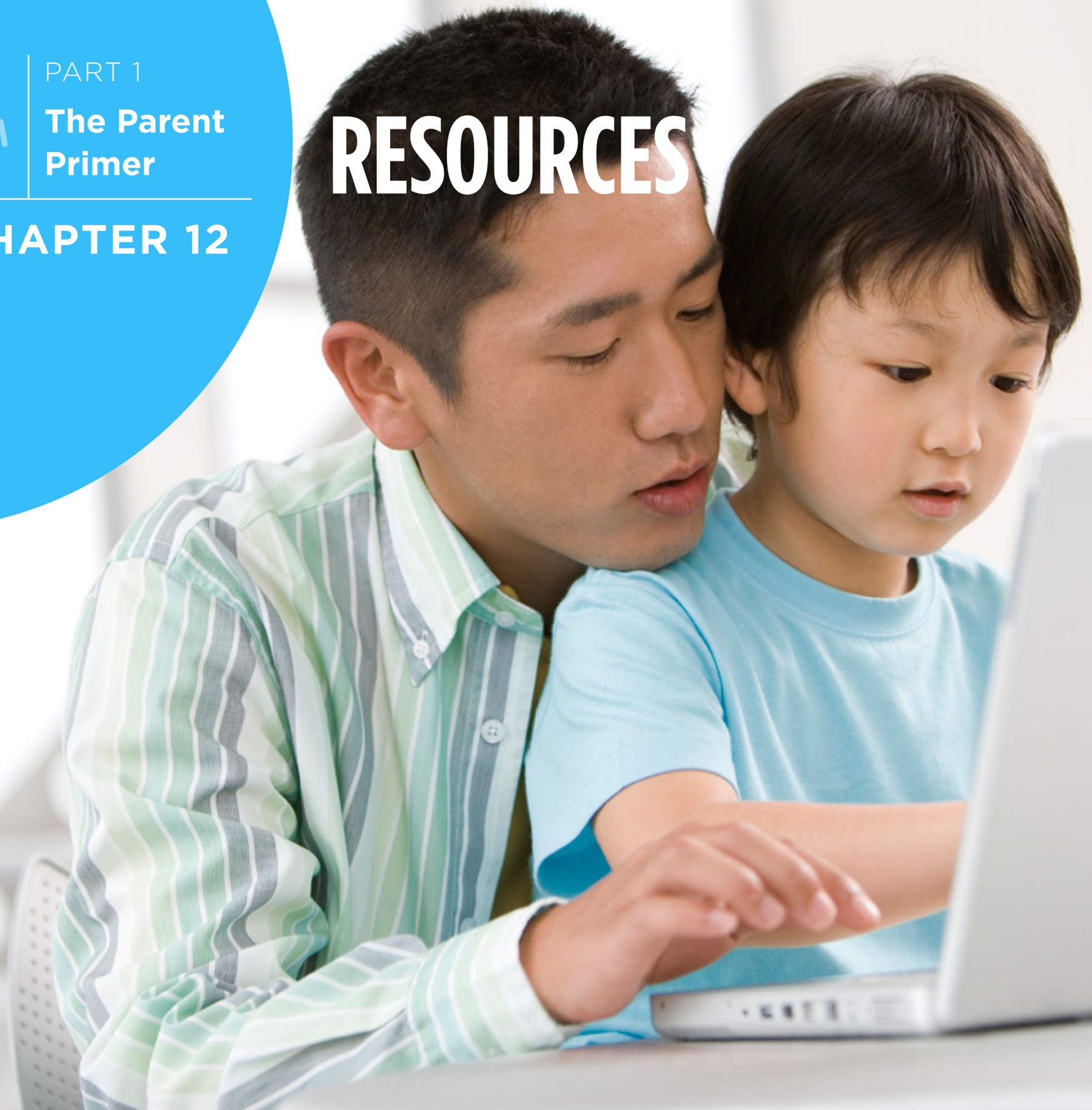
TEACHABLE MOMENT 17 Talk about trust. Remind your kids that they have agreed to what they are and are not allowed to do online. Your responsibility as a parent is to monitor them. Assure them that they'll always know what you're doing and that you won't spy on them.

PART 1

The Parent Primer

CHAPTER 12

RESOURCES



WANT TO KEEP READING?

The following websites provide useful information.

www.commonsensemedia.org A national nonprofit organization dedicated to improving the lives of kids and families by providing the trustworthy information, education and independent voice they need to thrive in a world of media and technology. Common Sense Media envisions a world in which every kid knows how to make safe, responsible and respectful choices and harness the learning potential of digital media in a 24/7 connected world.

www.netsmartz.org/parents This is the website for NetSmartz Workshop, a program of the National Center for Missing & Exploited Children. NetSmartz provides Internet safety information and resources to parents, educators and law-enforcement officers.

www.netsmartzkids.org Is the children's website from NetSmartz Workshop, providing videos, games, e-Books and other activities for children ages 5-10.

www.nsteens.org Is a website for tweens (children between the ages of 8 and 12), also run by the NetSmartz Workshop.

the more you know | NBC NEWS

www.cybertipline.com This is a Congressionally mandated site on which to report online crimes against children. The CyberTipline is operated by the National Center for Missing & Exploited Children.

www.esrb.org The Entertainment Software Rating Board, according to its site, "assigns the age and content ratings for video games and mobile apps, enforces advertising and marketing guidelines for the video game industry, and helps companies implement responsible online privacy practices."

www.getnetwise.org Is an informational site created by both Internet industry corporations and public interest organizations.

www.google.com/goodtoknow/familysafety/advice/ Advice accumulated by Google from sources like Common Sense Media and the Center for Media Literacy.

www.ice.gov/cyber-crimes/ This is a division of Homeland Security that deals specifically with cyber crimes.

www.ic3.gov/default.aspx This is the Internet Crime Complaint Center. It includes a hotline and instructions about how to file a complaint, as well as other useful information.

www.onguardonline.gov This is a Federal Trade Commission site. It has excellent tips as well as some fun games for kids.

www.webwisekids.org Empowers today's youth to make wise choices online and provides resources to equip kids and parents to safely use and enjoy the latest technologies.

PART 1

The Parent Primer

CHAPTER 13

ABOUT OUR CONTENT PARTNERS



ABOUT OUR CONTENT PARTNERS

To ensure that this e-Book is of the highest caliber, we collaborated with two distinguished content partners, Common Sense Media and NetSmartz Workshop, to develop this material. They are the leading organizations in the areas of digital literacy and Internet safety for kids, educating parents, teachers and children about how to behave safely and responsibly in the digital world.

COMMON SENSE MEDIA is a national nonprofit organization dedicated to improving the lives of kids and families by providing the trustworthy information, education and independent voice they need to thrive in a world of media and technology. They envision a world in which every kid knows how to make safe, responsible and respectful choices and harness the learning potential of digital media in a 24/7 connected world. To do that, Common Sense Media rates, educates, advocates, and investigates as follows:

- Provides the largest, most trusted library of media ratings and reviews, covering nearly all kids and family media—more than 18,000 reviews across all media types. They rate for age-appropriateness, quality and learning using a detailed rubric designed by leading child development and learning experts.
- Provides advice and education for parents, educators and policymakers, ranging from digital citizenship to limiting violence and commercialism. The Common Sense K-12 Digital Literacy and Citizenship curriculum has been implemented in more than 50,000 schools across the globe.
- Serves as an authoritative and respected non-partisan voice to policymakers, the industry, legislators and thought leaders—supported by a unique grassroots movement from concerned citizens.
- Provides reliable, independent data on children's use of media and technology and the impact it has on their physical, emotional, social and intellectual development.

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NETSMARTZ WORKSHOP is an educational program of the National Center for Missing & Exploited Children® that creates online safety resources for children ages 5-17 as well as parents/guardians, educators and law-enforcement officials. Through activities, games, videos and safety presentations, NetSmartz prepares children to behave responsibly when confronted with online issues such as cyberbullying, inappropriate content, predators, revealing too much information, sexting and scams. These age-appropriate materials are developed to educate, engage and empower children to make safer decisions about their personal safety. NetSmartz operates three websites, each designed for a specific audience:

- NetSmartz.org serves the adults responsible for teaching children how to be safer online. Parents, educators and law-enforcement officers can read information and tips about a variety of Internet safety issues, watch videos and download multimedia teaching materials.
- NetSmartzKids.org introduces younger children (ages 5-10) to basic Internet safety concepts through animated videos, games and interactive activities.
- NSTeens.org engages tweens (ages 8-12) and teens (13-17) in an ongoing dialogue about issues such as cyberbullying and online predators. This website houses two video series: the animated NSTeens simplifies complicated Internet safety concepts for tweens, while the documentary-style Real-Life Stories encourages teens to recognize risky behaviors and evaluate their online choices.

common sense media

NetSmartz® Workshop
A PROGRAM OF THE
NATIONAL CENTER FOR MISSING & EXPLOITED CHILDREN®

For more information about Common Sense Media and NetSmartz Workshop, visit www.commonsensemedia.org *and* www.netsmartz.org

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PART 2

KIDS STORIES



STORY 1

SOOOOOO GROUNDED



STORY 2

PIN THE TAIL ON THE TEACHER'S PET!



STORY 3

TOO "COOL" FOR SCHOOL



STORY 4

YOU WIN, YOU LOSE

PART 2

Kids Stories

STORY 1

SOOOOOO GROUNDED



THINGS TO REMEMBER FROM THIS STORY!

Everything you share, even with a friend, can be shared over and over again with other people—sometimes even people you don't know.

Once personal information is out there, you can't take it back.

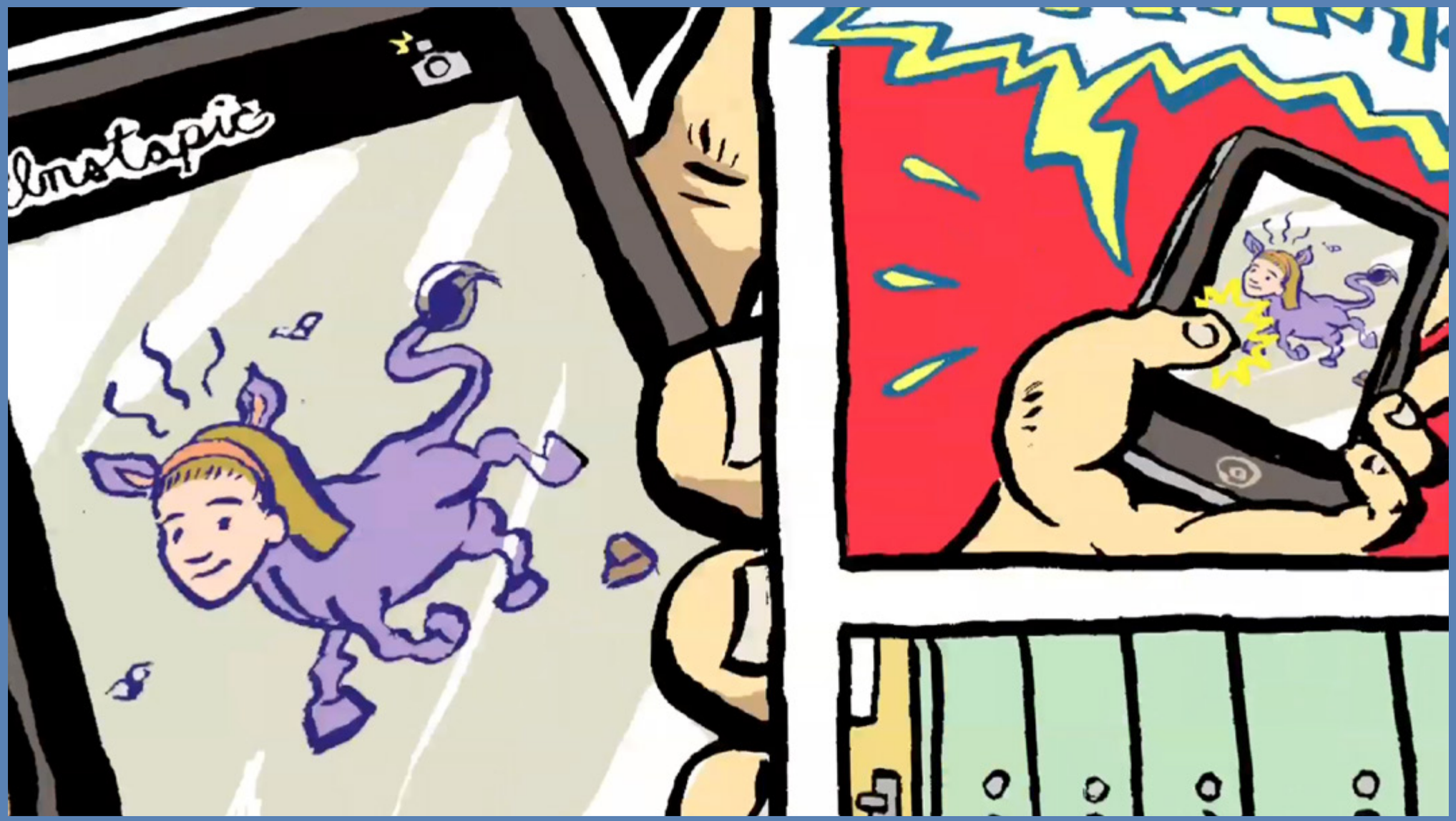
Do not give out private information on the web without permission.

PART 2

Kids Stories

STORY 2

PIN THE TAIL ON THE TEACHER'S PET!



THINGS TO REMEMBER FROM THIS STORY!

Acting in a moment of anger can lead to serious consequences. Take a few minutes to think before you do something you'll regret.

Bullying isn't just physical, it can also involve hurting someone's feelings, embarrassing them or scaring them, even if it's just with words.

Cyberbullying is being mean to others, often repeatedly, using online tools like chat rooms, social network sites and smartphones.

PART 2

Kids Stories

STORY 3

TOO “COOL” FOR SCHOOL



THINGS TO REMEMBER FROM THIS STORY!

Your parents want you to be safe and have fun online. They will talk to you about what they think is appropriate for your age and you should feel free to ask them if you have questions.

Remember, just because your friends watch inappropriate content, doesn't mean you should.

When it comes to rules for going online, the same rules apply whether you are at home, at a friend's house, at school or on a mobile device.

PART 2

Kids Stories

STORY 4

YOU WIN, YOU LOSE



THINGS TO REMEMBER FROM THIS STORY!

In games, never share information about yourself with any players you don't know personally and always treat other players with respect.

Never give out any personal information or buy anything online without asking your parent first.

Don't provide your email addresses—whether to a game site, a pop-up ad or anyone else—without your parents' knowledge and approval.

AND THAT'S A WRAP!

Take a behind-the-scenes look at what the stars of NBCUniversal have to say about digital literacy and Internet safety



Visit themoreyouknow.com

Contact us to provide feedback and follow us on Facebook and Twitter

CREDITS

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