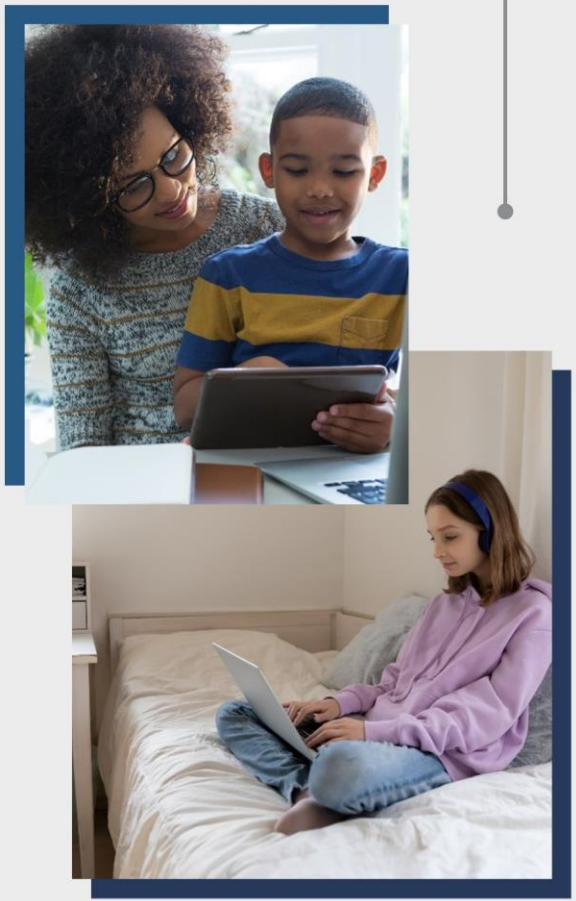


# INTERNET SAFETY

## 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

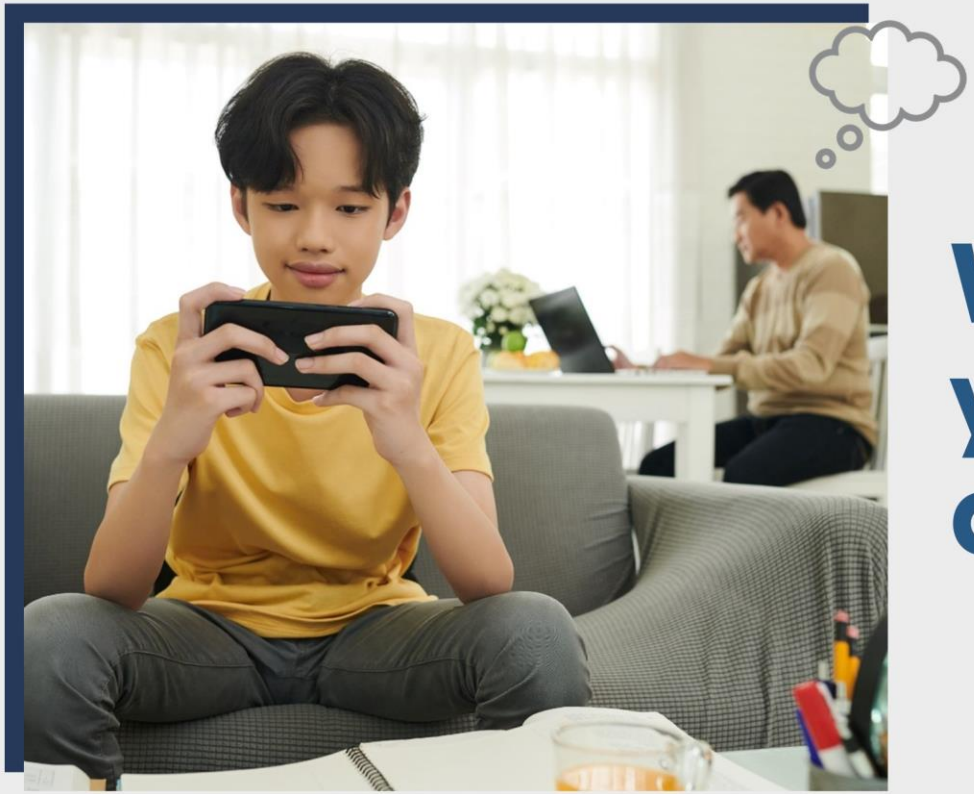
children to report unsafe behaviors or victimization

## Engage

children to take an active role in solving problems safely

## Encourage

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

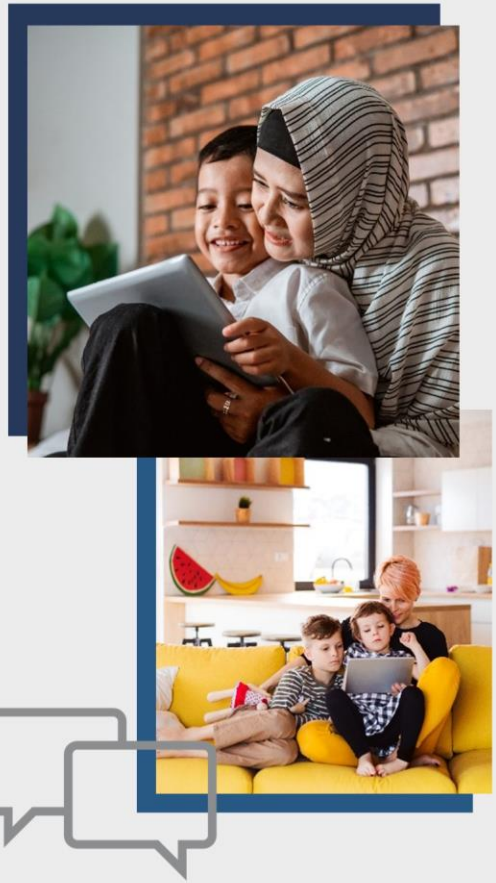


# What do your children do online?

NetSmartz®

# ONLINE

NetSmartz



# Technology can't catch everything, so communicate

NetSmartz

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

NetSmartz®

NetSmartz

# Online Risk

Inappropriate Content



Online Privacy

Online Enticement

Sexting

Sextortion



Cyberbullying

NetSmartz®

# 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®

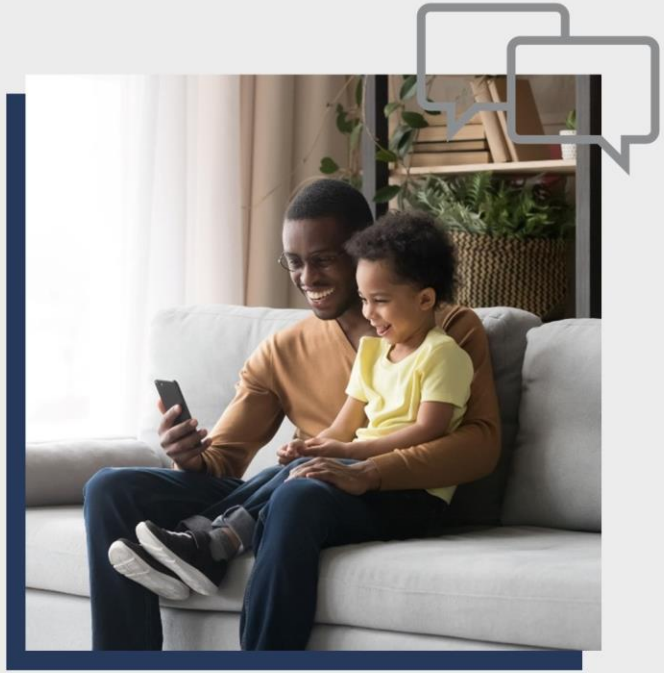
NetSmartz®
INTO THE CLOUD™
Season 2
NATIONAL CENTER FOR MISSING & EXPLOITED CHILDREN®
NetSmartz®

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

NetSmartz

# 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

NetSmartz®

# 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

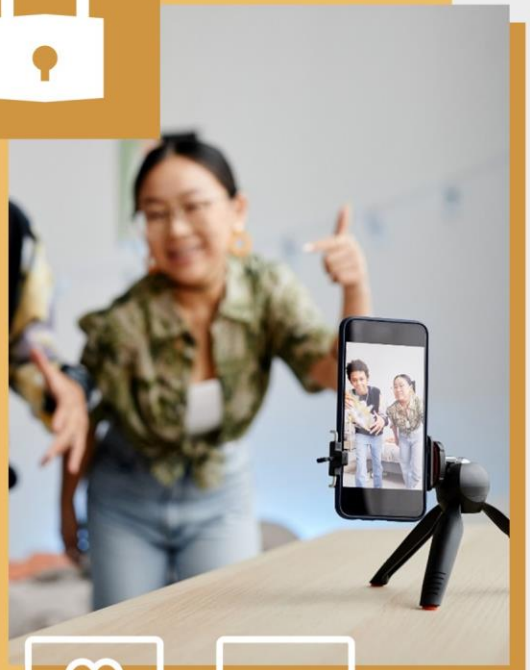
Reporting

NetSmartz®

# Inappropriate Content

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

NetSmartz®



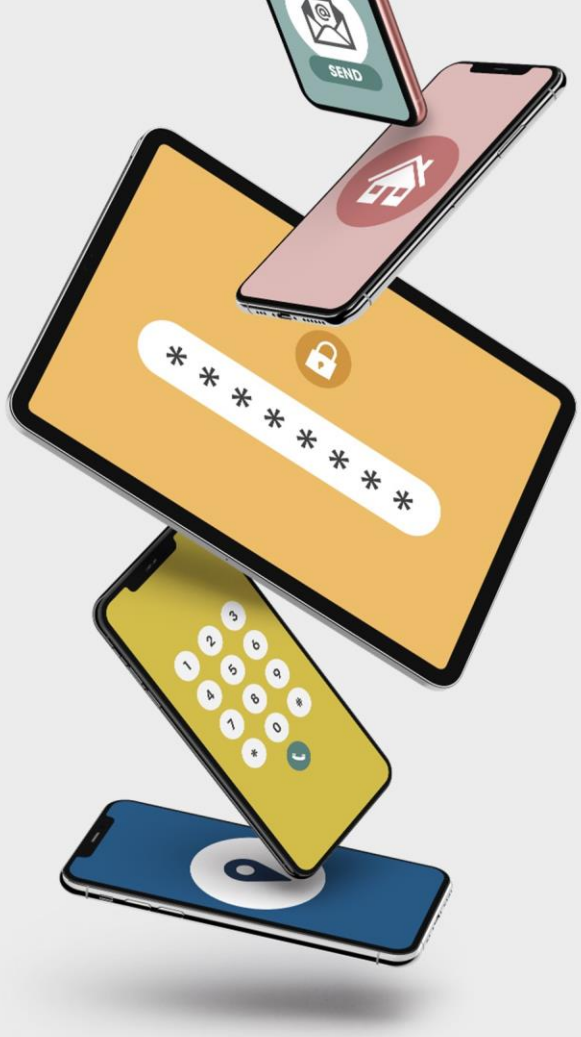
# Online Privacy

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




NetSmartz®

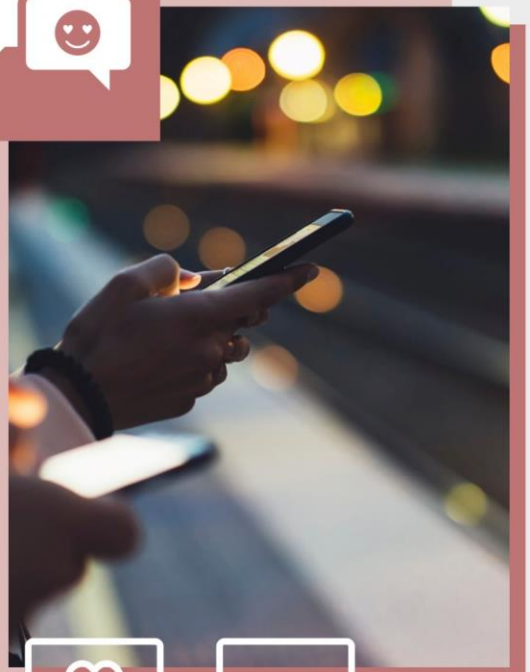
# Risks of Sharing Personal Information

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

NetSmartz®

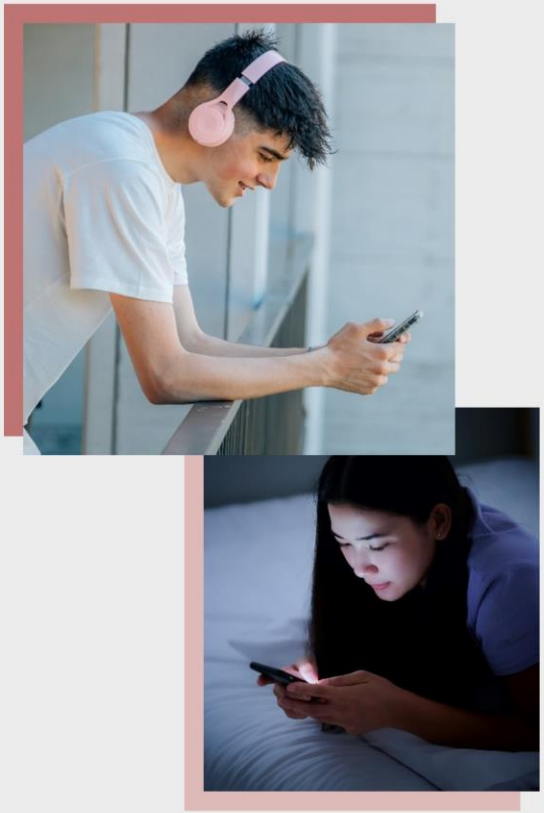
# What you can do

- 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.

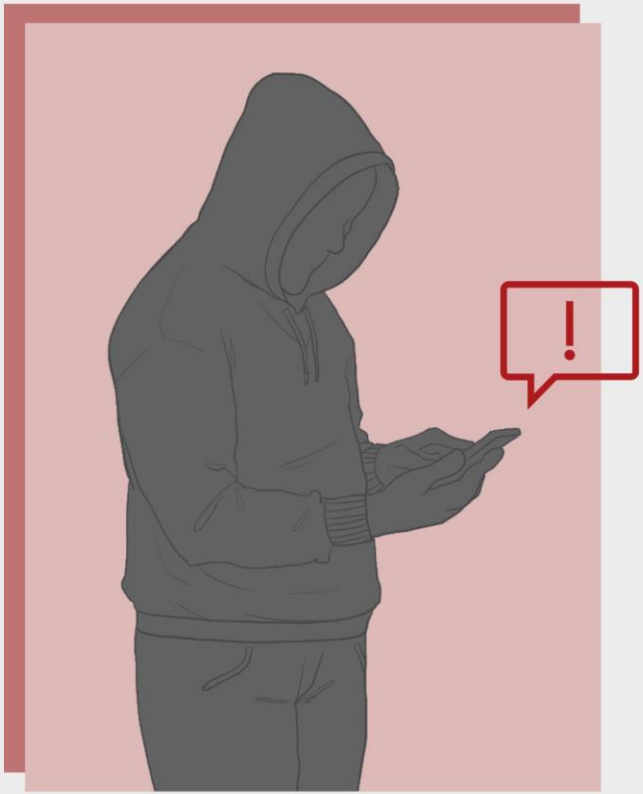


# How do solicitations occur?

- 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




# 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

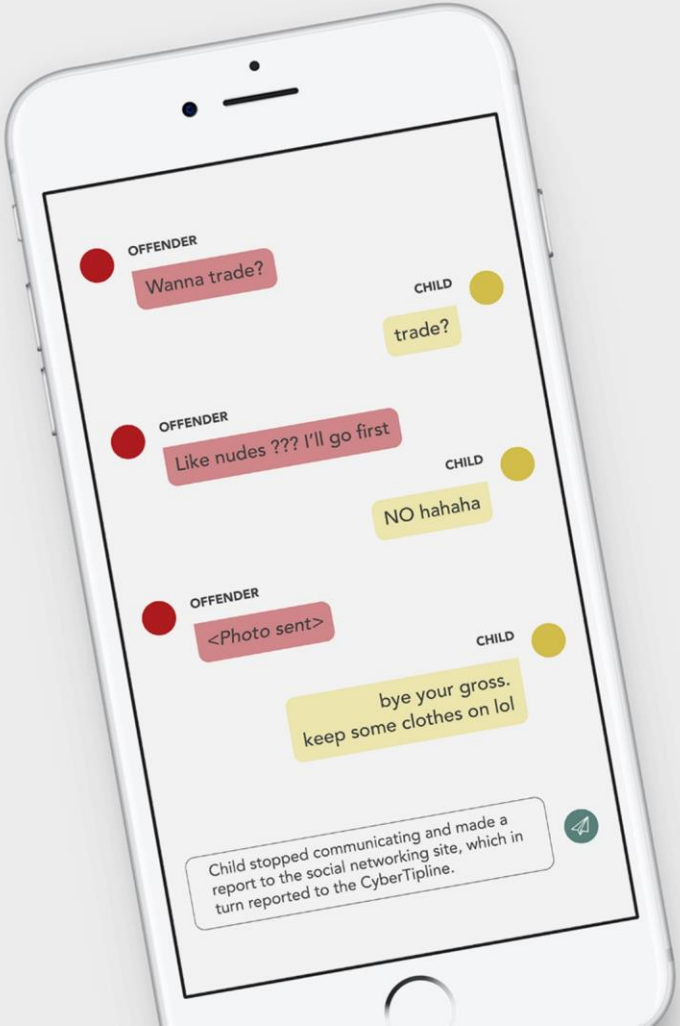
Check if your child is…

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

NetSmartz

# 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.

NetSmartz®

# 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

NATIONAL CENTER FOR MISSING & EXPLOITED CHILDREN®

CyberTipline

CyberTipline.org • 1-800-THE-LOST®

# Sexting

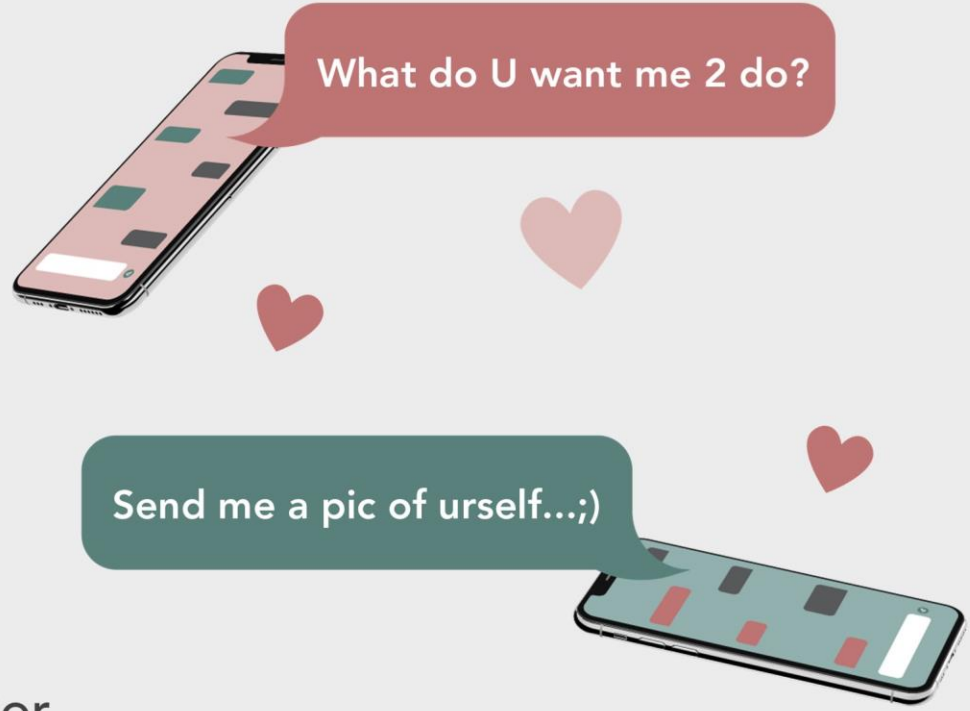
Sending or posting nude or partially nude images.

Research suggests that:

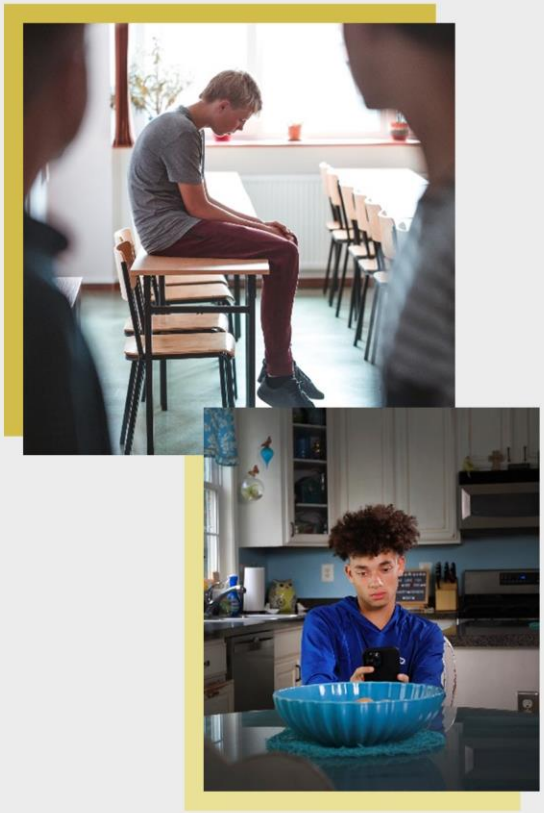
- **19.3%** of teens have sexted
- **34.8%** of teens say they have received a sext

# 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

NetSmartz®

# 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

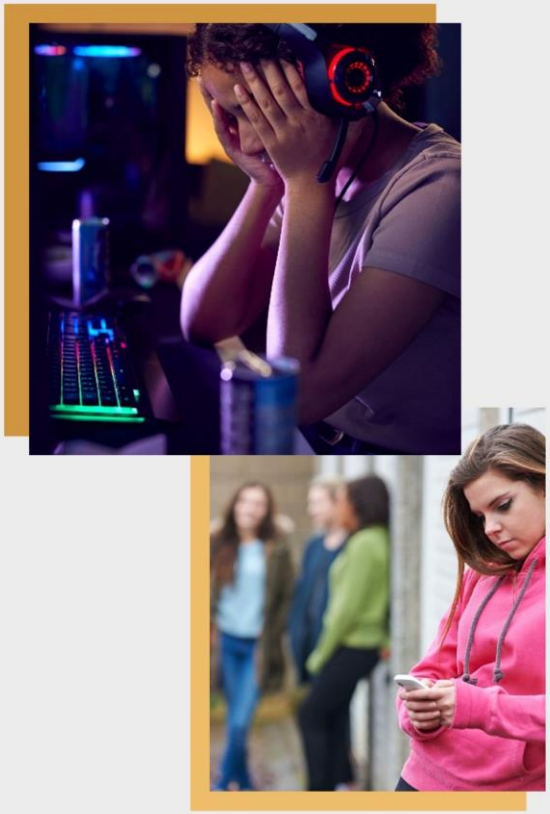
**Sextortion** is a form of child sexual exploitation where children are threatened or blackmailed, most often with the possibility of sharing with the public nude or sexual images of them, by a person who demands additional sexual content, sexual activity, or money from the child. This crime may happen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

# 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

# Bullying + Technology = Cyberbullying

NetSmartz®



# 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**

NetSmartz®

Depression

Inability to Think Clearly

Anxiety

# Cyberbullying may cause...

Low Self-Esteem

Loneliness

Substance Abuse

Social Isolation

Running Away

NetSmartz®

# A cyberbullying victim might

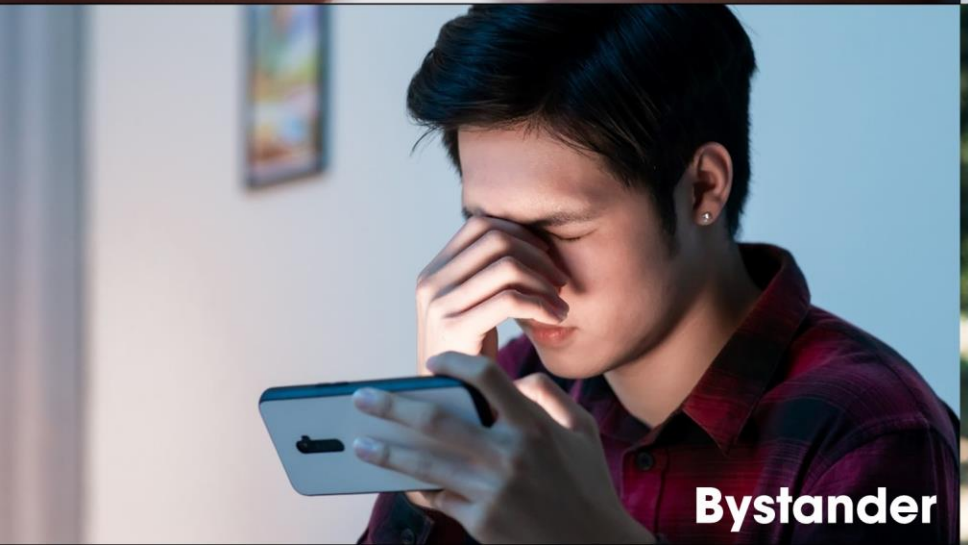
- Stop using the computer or cell phone
- Act nervous when receiving an email, IM or text
- Seem uneasy about going to school
- Withdraw from friends and family

# WHAT IS BULLYING?

amaze

Kill yourself
Cyberbully

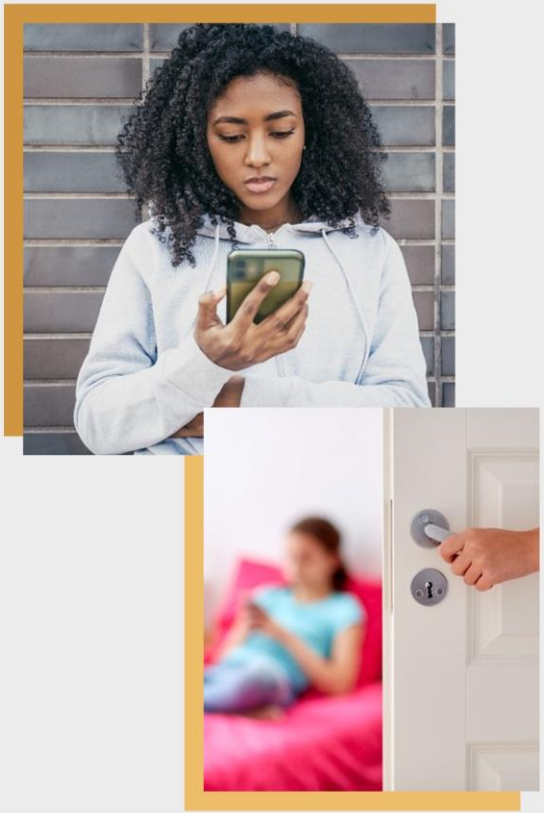
Victim


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.

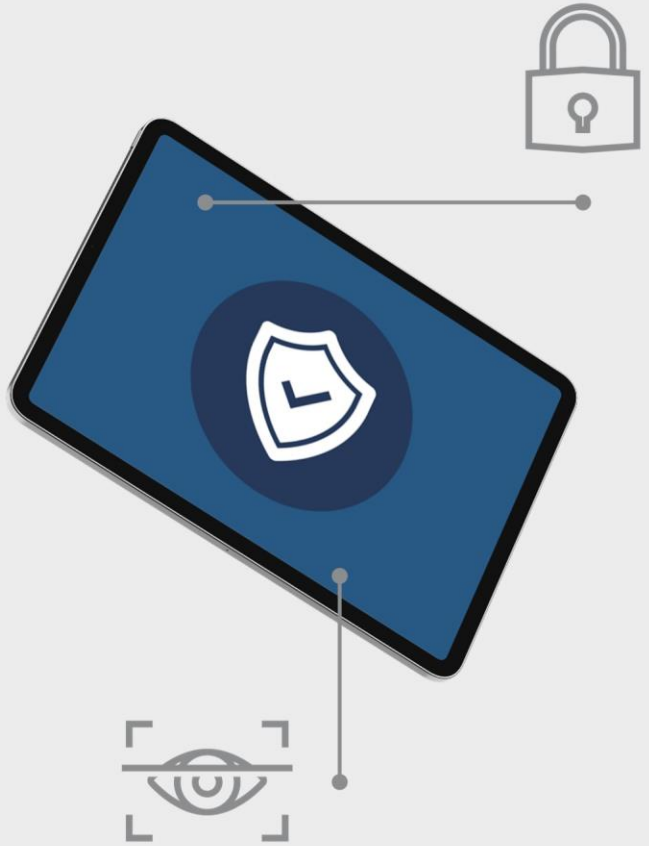
- Establish expectations for online and offline behavior
- Set consequences for cyberbullying
- Model good online and offline behavior

# 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



NetSmartz®

# Remember what you can do

**Connect**

**Learn**

**Engage**

NetSmartz®

# 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.

NetSmartz®

# THANK YOU!

# Endnotes


Assistant Secretary for Public Affairs (ASPA). (2019, December 5). *Cyberbullying tactics.* StopBullying.gov. Retrieved February 6, 2023, from https://www.stopbullying.gov/cyberbullying/cyberbullying-tactics

Assistant Secretary for Public Affairs (ASPA). (2021, May 21). *Effects of bullying.* StopBullying.gov. Retrieved February 6, 2023, from https://www.stopbullying.gov/bullying/effects/

Centers for Disease Control and Prevention. (2021, September 28). *Violence prevention home page.* Centers for Disease Control and Prevention. Retrieved February 6, 2023, from https://www.cdc.gov/violenceprevention/index.html

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, from http://www.nbclosangeles.com/news/local/Sexting-Study-170117576.html

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

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

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.

Mori, C., Park, J., Temple, J.R., Madigan, S. *Are Youth Sexting Rates Still on the Rise? A Meta-analytic Update.* Journal of Adolescent Health 70 (4). April 2022.

November 2021 self-generated child sexual abuse material: Youth ... (n.d.). Retrieved February 6, 2023, from https://info.thorn.org/hubfs/Research/SGCSAM_Attitudes&Experiences_YouthMonitoring_FullReport_2021.pdf

Patchin, J. W. (n.d.). 2021 *cyberbullying data.* Cyberbullying Research Center. Retrieved February 6, 2023, from https://cyberbullying.org/2021-cyberbullying-data

*Personal safety: What is bullying?* amaze / USA. (2022, August 12). Retrieved February 6, 2023, from https://amaze.org/video/what-is-bullying/

*we wanna live in a world where u can go to their parents for anythi...* TikTok. (n.d.). Retrieved February 6, 2023, from https://www.tiktok.com/@thisisnofiltr/video/6989356471569976582?lang=en

NetSmartz®

MissingKids.org/NetSmartz

Copyright © 2023 National Center for Missing & Exploited Children. 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

NATIONAL CENTER FOR
MISSING & EXPLOITED
CHILDREN®