

DIGITAL SAFETY

A Course for Parents



Brought to you by:
Sunnyvale Department of Public Safety
with support from Yahoo! Inc.

CAUTION:
TECH-SAVVY
TEENS
AHEAD

YAHOO!
SAFELY



Please wait!



OK!



Introduction



- Media and technology are evolving at a dizzying pace, bringing opportunities and challenges that are new to this generation.
 - Today we will give you an overview of:
 - The new media landscape
 - The impact that new media has on kids
 - How you can help your kids be safe, smart, and responsible online
- 



Today's Objectives

- Safer kids
- Educated parents



Agenda



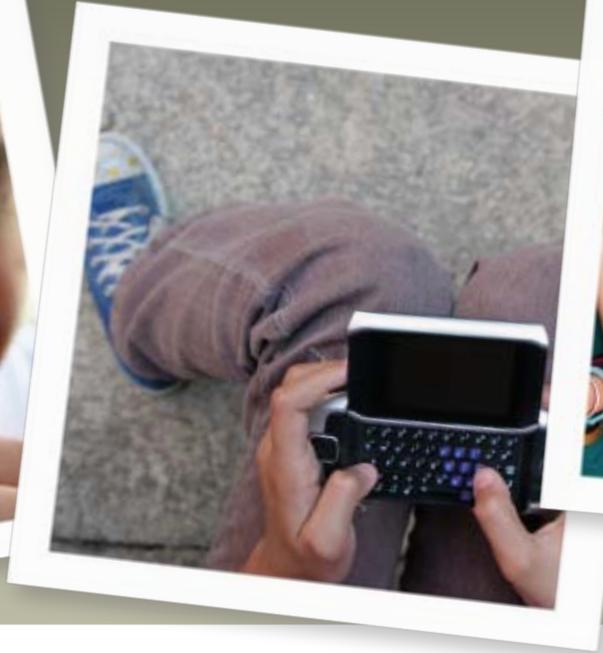
1. Media Today
 2. Mobile Media
 3. Your Kids as Publishers
 4. Digital Reputation
 5. Bullying Online and Sexting
 6. Summary and Family Media Agreement
- 



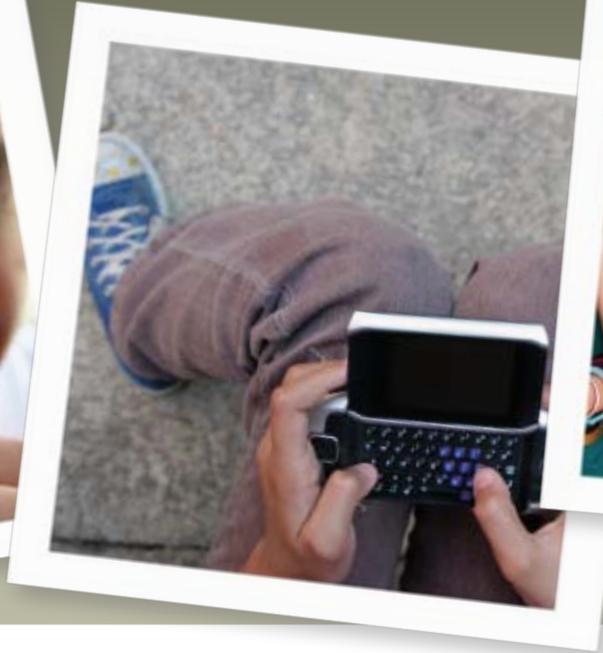
Section 1

MEDIA TODAY

Media Today: What Is It?



Media Today: What Is It?



- Social networks
- Tweeting
- Video games
- Instant messages

- Skype
- Virtual worlds
- Mobile phones
- Photo sharing

Media Today: What Is It?



- Media is not just books, magazines, and TV anymore. It can be messages and images that we consume and create, and the technology used to consume and create them.
- The average youth between 8-18 years-old spends 7.5 hours using media per day.* That's more time than they spend in school or with their parents.

Media Today: It's Everywhere

- **Anywhere and anytime access**
 - Media is constantly present.
 - More than 75% of 12-through-17-year-olds own cell phones.*
 - WiFi and computer screens are everywhere.
- **Scale and reach are growing exponentially**
 - Kids interacting with media can reach a very large audience.
 - Facebook alone has more than 845 million users.** Compare that to the population of the United States, at 313 million.***

*Teens, Cell Phones and Texting, Pew Internet & American Life Project, April 2010

**Fact Sheet, Facebook Newsroom, December 2011

***US Popclock Projection, United States Census Bureau, February 2012



Section 2

MOBILE MEDIA

Mobile Media

- Mobile devices are the **No.1** form of communication for teens.
 - The typical teen sends 1,500 texts per month.*
 - Do you know how many texts your kid sends?
- In their pockets, kids have portable and private access to the online world.
 - Everything they can do on a laptop, they can do on a smartphone, and more.



Mobile Media: Potential Risks



- Your kids may be using mobile media to:
 - Communicate or share their location with strangers
 - Damage their reputations
 - Bully online
 - Send an inappropriate or risqué photo
 - Cheat on tests

Mobile Media: Considerations for Parents

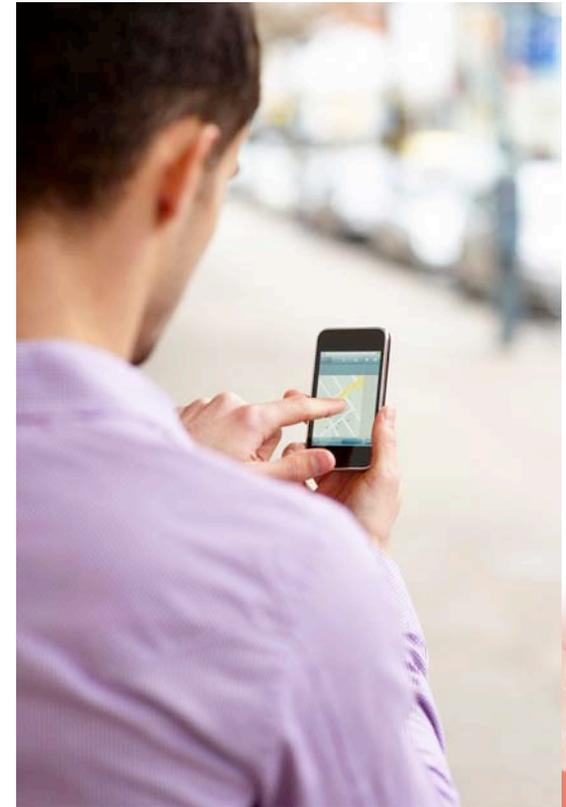
- **Necessity** – At what age does your child need a phone? Why?
- **Features** – What can your child's phone do?
 - Does it have a camera?
 - Can it run applications?
 - Does it have unlimited data?
- **Controls** – What kind of parental controls does your carrier offer?
 - Does your carrier offer transcriptions of texts?
- **Behavior** – If your child's phone is locked, do you know the passcode? Does your child answer when you call?

Remember, your kids will be one step ahead of you in learning new technologies.

Mobile Media: Location Services

Sharing your location is a popular feature in new apps. Make sure you are aware of what information your child is sharing.

- **Know your apps.** Before you download an app, figure out if it has location features, what information it shares, and how to edit the settings.
- **Kids can broadcast their location by “checking in.”** Checking in is a feature that lets kids share their physical location in real-time. Make sure they’re only sharing their location with people they trust in real life.
- **Photos and videos can have locations, too.** Some apps display locations (like the city name or a map spot) when your child uploads a photo or video. Adjust those settings appropriately.



A Phone Is a Privilege, Not a Right

To help your children think twice about what they send, set policies and consequences **before** giving them phones — and don't be afraid to withhold their phones for violating your agreements

- **Be up front** – Give your children notice that their phones can be checked.
- **Be thorough** – When monitoring your children's phones, be sure to check pictures, call log, texts, and browsing history.
- **Turn off, turn in** – Have your children turn off and turn in their cell phones before bed.
- **Talk to your kids** – Be open to learning about new technologies, and how your kids are using them.



Section 3

YOUR KIDS AS PUBLISHERS



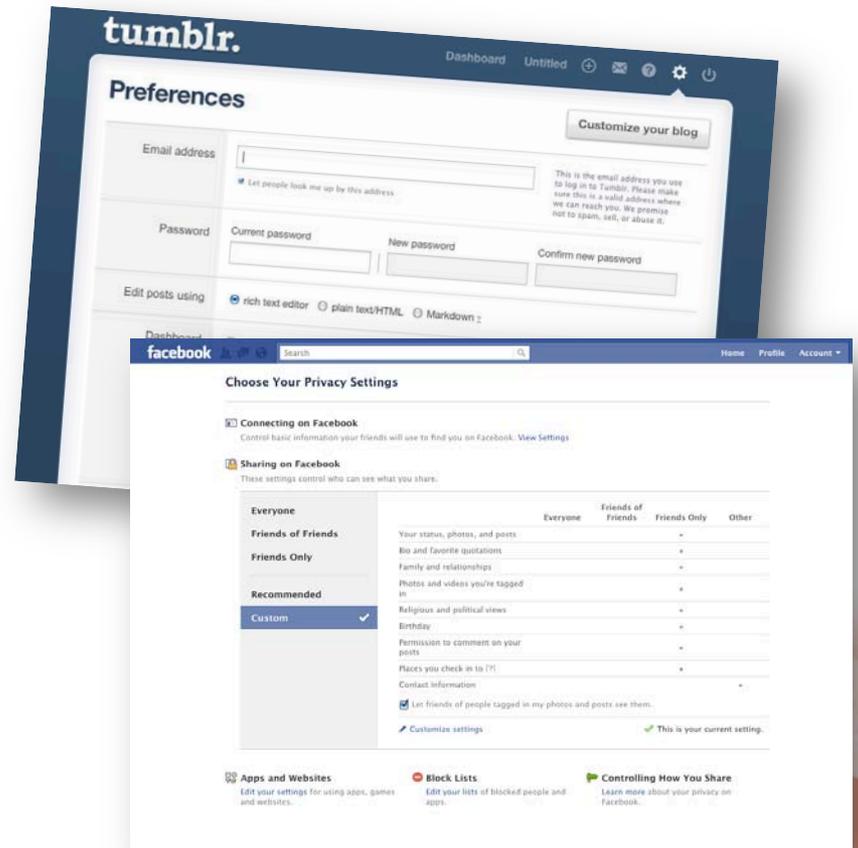
Your Kids as Publishers: Social Networking

Social networks - where kids connect with other people by posting and sharing content.

- Many underage kids lie about their age to join social networks, and parents often help them.
- If parents aren't respecting minimum age limits it sends a message that kids don't have to respect rules.
- Kids often have a “fake” page to connect with parents and a “real” page to connect with friends.

Your Kids as Publishers: What to Do About Social Networks

- **Privacy settings**
Each site has different privacy settings. Learn how to use them, and teach your children to control:
 - Who sees their information
 - Who can find and contact them
 - Who sees where they check-in
 - How they can block people
- **Keep in mind, they can block you!**



Your Kids as Publishers: Passwords

Teach them to protect their passwords

- **Don't** share them with your friends
- **Do** share them with you



Your Kids as Publishers: Report Abuse

- Don't forget to report things that are offensive. Each site has its own way to handle abuse. Find the "report abuse" link or button. If there isn't one, look for a "help" or "feedback" link.
 - If your child is worried about being a snitch, remind them that reporting abuse is confidential.
- When the abuse is happening online, it often affects what goes on in schools. Remember to report it to school officials as well.



Your Kids as Publishers: What You Can Do

Make safety the norm

- Have house rules for what your kids can post.
- Make online safety an ongoing conversation, not a one-time talk.
- Explain that once something is published, it is impossible to take it back.

Take part in their world

- Join and familiarize yourself with the social networks your kids use.
- “Friend” your kids.



Your Kids as Publishers: What You Can Do



Report abuse

- If your child finds inappropriate content, report it to the hosting site.
- If your child posts inappropriate content, remove it immediately.
- If you see other children post inappropriate content, contact their parents.



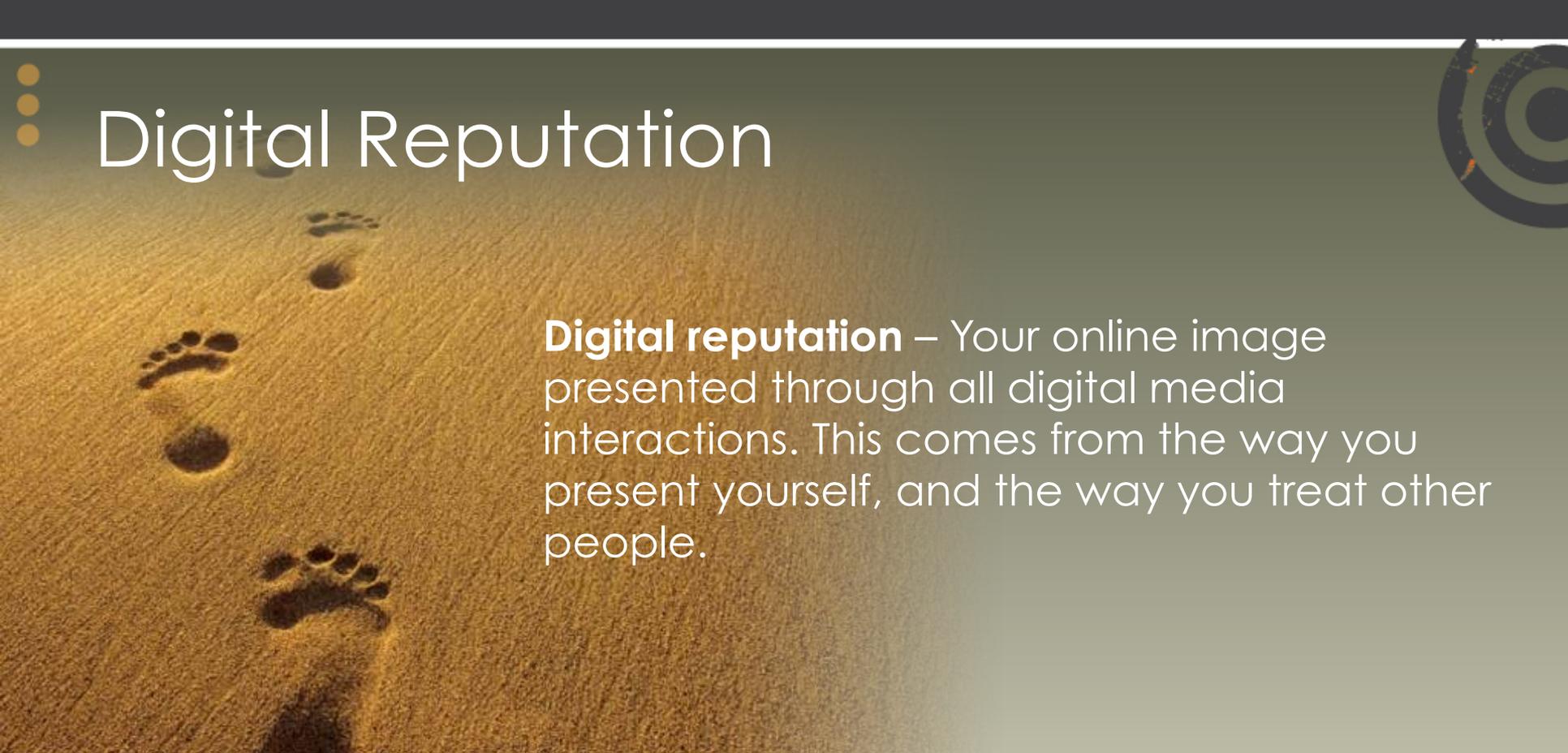
Section 4

DIGITAL REPUTATION

DIGITAL
SAFETY



Digital Reputation



Digital reputation – Your online image presented through all digital media interactions. This comes from the way you present yourself, and the way you treat other people.

- Children need to understand that they're leaving digital footprints wherever they go on the Internet.
 - When you post something, you can't take it back.
 - If kids aren't cautious, digital footprints can be damaging to their reputations.
- 

Digital Reputation: Today's New Playground



- Kids **haven't** changed. They are:
 - Exploring self-identity
 - Searching for connections and validation
 - Experimenting
 - Being mean to each other

Digital Reputation: Today's New Playground



- The environments in which kids play today **have** led to:
 - Permanent records of all their exploration.
 - Consequences that kids can't predict or control.
 - Limiting future options. Colleges and future employers have access to content on social networking sites.

Digital Reputation: What Parents Can Do to Help

- **Maintain an ongoing conversation**
 - Kids may be reluctant to talk to their parents for fear of getting their phone taken away.
 - Understand that their world is not necessarily what you think is normal.
- **Discuss accountability**

Whatever kids do online — whether they think it's anonymous or not — they need to take responsibility for their actions.





Section 4

ONLINE BULLYING & SEXTING

Online Bullying: It Hurts More



- Online, a vast audience is reached instantly, accelerating and amplifying the pain and hurt.
- Interactions aren't in person; kids may be more likely to be cruel and spread gossip, partly because they don't see immediate consequences of their actions.

Online Bullying: Consequences

Discipline at school

School administrators have the authority to discipline students for bullying others offline or online. The bullying doesn't have to happen at school.

Loss of friendships

Online bullying can ruin real life friendships.

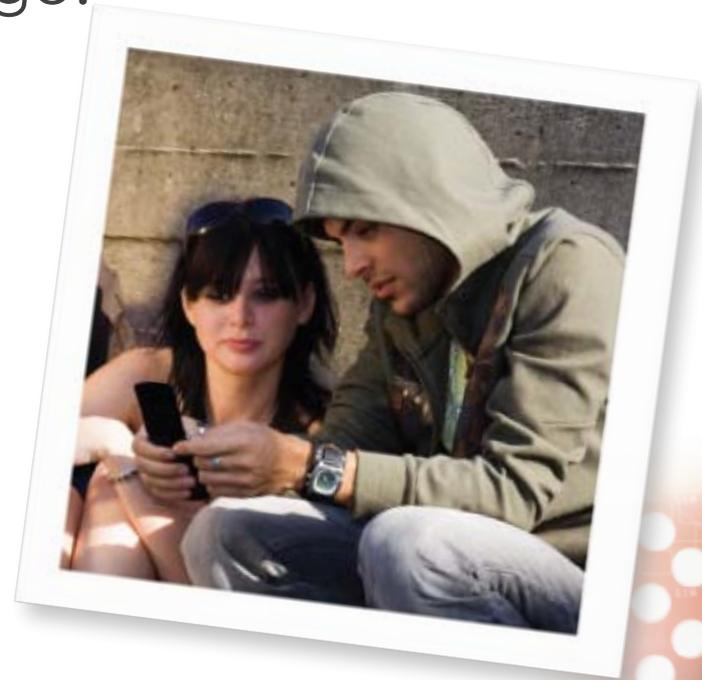


What is Sexting?

Sexting – the act of sending sexual texts or sexually revealing photos via text message.

Why do kids sext?

- To entice someone
- To show interest in someone
- To prove commitment





Sexting: Consequences



Legal: There are crimes associated with nude pictures of minors. Police involvement is more likely in instances of underage sexting.

Reputation: Would you want a naked picture of your child coming up in an online search, or sent around their school?

Online Bullying and Sexting: What Parents Can Do to Help

- Monitor your child's media use, including text messages, photos, and posts.
- Teach your kid to respect themselves and others by:
 - **Not asking** anyone for sexy or naked pictures
 - **Not sending** these types of photos if someone asks for them
 - **Not passing** along compromising pictures if anyone sends them
 - **Reporting** any incidents to a trusted adult
- Help other parents. If you're aware of any victimization or abuse from other kids, tell their parents.



Section 5

SUMMARY



Raising Media-Smart Kids



- **Impart wisdom**
 - Just because kids are fluent in new technologies doesn't mean that they understand the implications of their actions.
 - Parents have the life experience and skill set to guide their children's media choices.
 - **Embrace their world**
 - Explore social networks and set up an account.
 - Learn how to share pictures and videos.
 - Download and play around with apps.
 - Know what your gaming system can do.
 - **Maintain an ongoing communication.**
 - Keep an open door to discuss what is going on in their lives.
- 

Learn the Lingo

A/S/L	Age, sex, location	MorF	Male or Female
PIR	Parents in Room	SorG	Straight or Gay
PAW	Parents are Watching	KPC	Keeping Parents Clueless
P911	My parents are coming/Parent Alert	TDTM	Talk Dirty to Me
POS	Parents over shoulder	IWSN	I Want Sex Now
TOM	Time of the Month	NIFOC	Nude in Front of Computer
KOL	Kiss on lips	GYPO	Get Your Pants Off
LMIRL	Let's meet In real life	ADR	Address (also "Addy")
MYOB	Mind your own business	WYCM	Will You Call Me?
BRB	Be right back	KFY	Kiss For You
WUF	Where you from?	MOOS	Member of the Opposite Sex
NALOPKT	Not a lot of People Know That	MOSS	Member of the Same Sex



Raising Media-Smart Kids



- **Keep media in public spaces**
Only allow kids to use computers, laptops, and phones in areas that are easy to monitor. Collect devices at bedtime.
- **Encourage balance**
The amount of time kids spend with media and technology should be equivalent to time they spend doing other activities.
- **Establish rules, enforce consequences**
If rules are broken, remove access to internet and cell phones.

Above all, don't be afraid to parent.

Family Media Agreement



FAMILY MEDIA AGREEMENT

TEENS

- I will not give out any personal information to strangers, like my age, last name, address or phone number
- I will not meet someone in real life that I met online
- I will block and report any creepy messages from people I don't know
- I will tell my parents or an adult I trust if anything happens online that makes me uncomfortable
- I will only share my password with my parents
- I will use privacy controls and discuss with my parents when I want to create a social networking profile
- I will not put anything on my profile that I wouldn't want my parents, teachers, college admissions officers or future bosses to see
- I agree not to bully anyone online or on my cell phone by sending pictures, spreading gossip, setting up fake profiles, or saying cruel things about people
- I know that not everything I read or see is true and I will think about whether a source is credible
- I agree not to use technology to cheat in games or on schoolwork
- I recognize that to my parents my safety is more important than anything else

Signed by Me _____

Signed by my Parents _____

YAHOO!
SAFETY

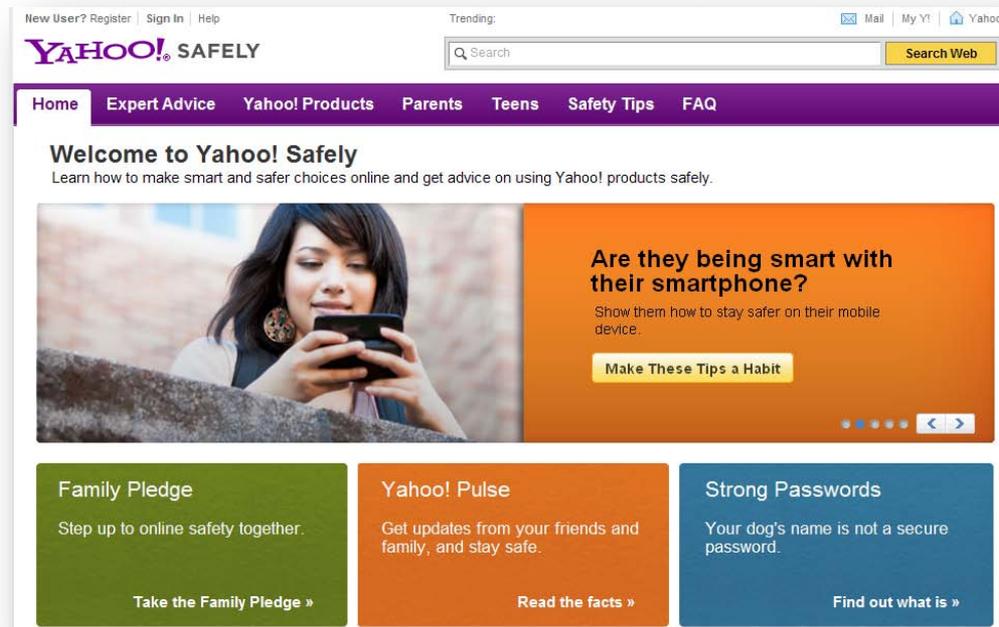
Work together

Sit down with your kids and go over a Family Media Agreement, making sure they understand what is expected of them.

DIGITAL
SAFETY

Yahoo! Safely

- For tips and advice about staying safe online, visit safely.yahoo.com.



The screenshot shows the Yahoo! Safely website interface. At the top, there are links for 'New User? Register | Sign In | Help' and 'Trending:'. The main header features the 'YAHOO! SAFELY' logo and a search bar with a 'Search Web' button. Below the header is a navigation menu with links for 'Home', 'Expert Advice', 'Yahoo! Products', 'Parents', 'Teens', 'Safety Tips', and 'FAQ'. The main content area starts with a 'Welcome to Yahoo! Safely' message and a sub-headline: 'Learn how to make smart and safer choices online and get advice on using Yahoo! products safely.' A large featured article titled 'Are they being smart with their smartphone?' includes a photo of a woman using a smartphone and a 'Make These Tips a Habit' button. Below this are three smaller article tiles: 'Family Pledge' (green), 'Yahoo! Pulse' (orange), and 'Strong Passwords' (blue), each with a brief description and a call-to-action button.



THANK YOU!