



Keep Kids Safer Online



As children spend more time on the internet, we must together pledge to safeguard them online, now more than ever.

While we continue to develop our understanding of the impact of COVID-19 and social distancing on child safety, we already know that more time online means more direct access to children, including for those intending to harm them. From online enticement to sexting and sextortion, it is critical that we combine efforts to protect children from online risks.

In partnership with the White House, NCMEC launches the Safety Pledge campaign, with opportunities to learn, share and pledge to safeguard children online in today's increasingly virtual world. These tools and resources come from NCMEC's decades of experience in finding missing children, reducing online exploitation and preventing future victimization. Since 2001, NCMEC has created a variety of free, easy-to-use tools for children and families addressing emerging threats to children online – from cyberbullying to sexting – with short videos, discussion guides, tip sheets and activities to help keep children safer.



As soon as children begin using technology, parents and caregivers must play an active part in their online lives. Children should grow up expecting to have discussions about safe and responsible online behavior, and to learn new technology alongside trusted adults. NetSmartz®, a program of NCMEC, offers dozens of age-appropriate videos, a game, e-books and printable activity sheets that families can use to start and continue conversations about digital safety.

Check out **"Into the Cloud,"** the newest online video series from NetSmartz! Ideal for children ages 5-10, these short cartoons address important topics such as cyberbullying, online privacy and spotting bad actors online. Follow Nettie and Webster as they venture through "the cloud"!

Parents, caregivers and educators can learn more at MissingKids.org/NetSmartz.

Kids can watch, play and explore on the kid-safe site, NetSmartzKids.org.



Older children and teens likely already have their own set of digital habits, whether you like them or not. It can be difficult to allow them to maintain their online privacy and independence while also protecting them from online risks.

They need to know that they can trust you to listen and act responsibly to support them, if anything inappropriate happens to them while online, such as an unwanted sexual solicitation or extortion attempt.

Encourage older children and teens to be proactive about their online safety. Remind them to regularly check their privacy settings and friends/followers as a good first step. Better yet, engage with them in thoughtful conversations about topics like sexting, and how online actions can affect offline relationships.

Short videos like **"Your Photo Fate,"** complete with a brief discussion guide, can help you start these important conversations.



Learn more about emerging online threats to children, and get tips on how to talk about them at MissingKids.org/NetSmartz.