



# ERNESTO REYES

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THIS PRESENTATION IS MADE POSSIBLE BY THE



*\*As of March 2024*

# OUR MISSION

## **Solve and Prevent** **serious crime**

in partnership with citizens, media  
and the criminal justice system.



# TIP LINE PROGRAM

## ANONYMOUS CRIME REPORTING SYSTEM

- | Open 24/7
- | Community & Campus Based Tips
- | Staffed by Law Enforcement



**HELP SOLVE CRIMES AND LOCATE WANTED FUGITIVES**



# WAYS TO REPORT



# CALL

## \*\*TIPS (8477)

The Tip Line is available **24/7**



# HOW DOES IT WORK?

When you report, we will

**NEVER**

ask you for your:

- Name
- Phone number
- Address
- Or any other information that could identify you



# HOW DOES IT WORK?

## IF IT DID

We will give you detailed instructions  
on

***HOW TO RETRIEVE YOUR***

## CASH REWARD!





# CYBER SAFETY AWARENESS



# WHAT

**Shared  
Space**

**Not Private**

**Permanent**

**Exposure**

**Impact**

**Evolving**



# TERMS & ABBREVIATIONS

## Algorithm

The set of rules a social network uses to automatically decide which posts come first in your feed.

## Lurker

Someone who watches a social media feed or belongs to a social media group but does not engage with the content with a like or reply.

## Tag

A private message sent directly to a user's inbox. As opposed to a public comment on an image or on a user's timeline.

## Virtual Reality (VR)

A simulated 3D environment that can be explored and interacted with.

## Artificial Intelligence (AI)

Software that can perform tasks that typically require human intelligence (understanding language, recognizing patterns, solving problems, learning, etc.)

## DeepFake

Fake pictures and videos that have been digitally manipulated to replace one person's likeness with that of another.



# INTERNET SAFETY CONCERNS

## Cyberbullying

**46% of US teens 13-17 report experiencing cyberbullying<sup>1</sup>**

**Older teen girls experience highest rates of online harassment<sup>1</sup>**



## Inappropriate Content

**Over 90% of kids 8-16 have seen inappropriate content online<sup>2</sup>**

**1 in 3 minors report engaging in online sexual interactions<sup>3</sup>**



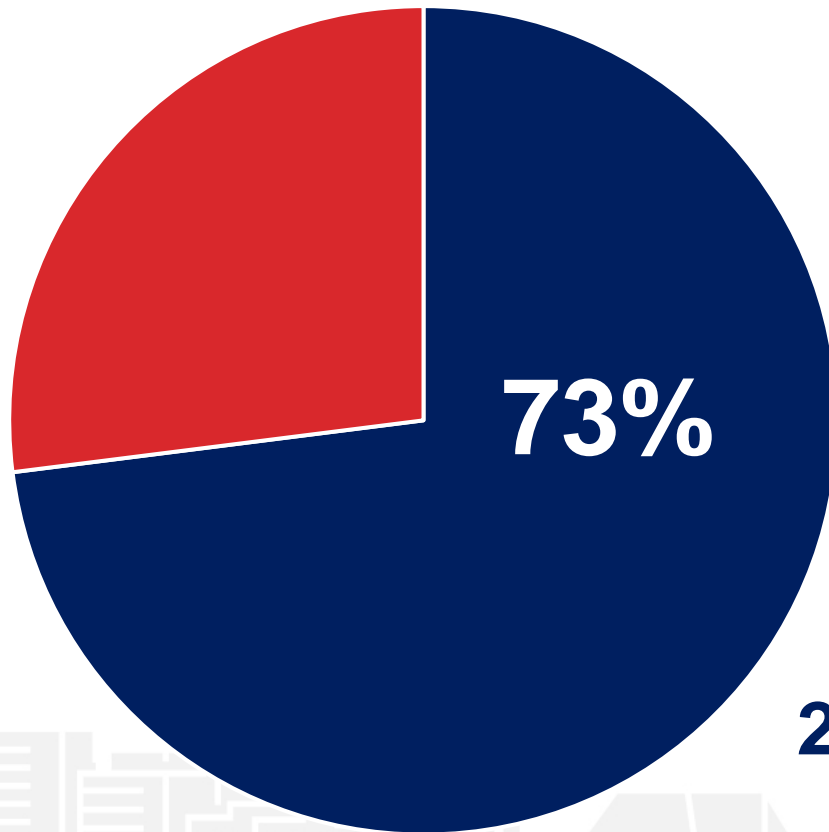
## Grooming

**10-14 years old is the average age of online victimization<sup>4</sup>**

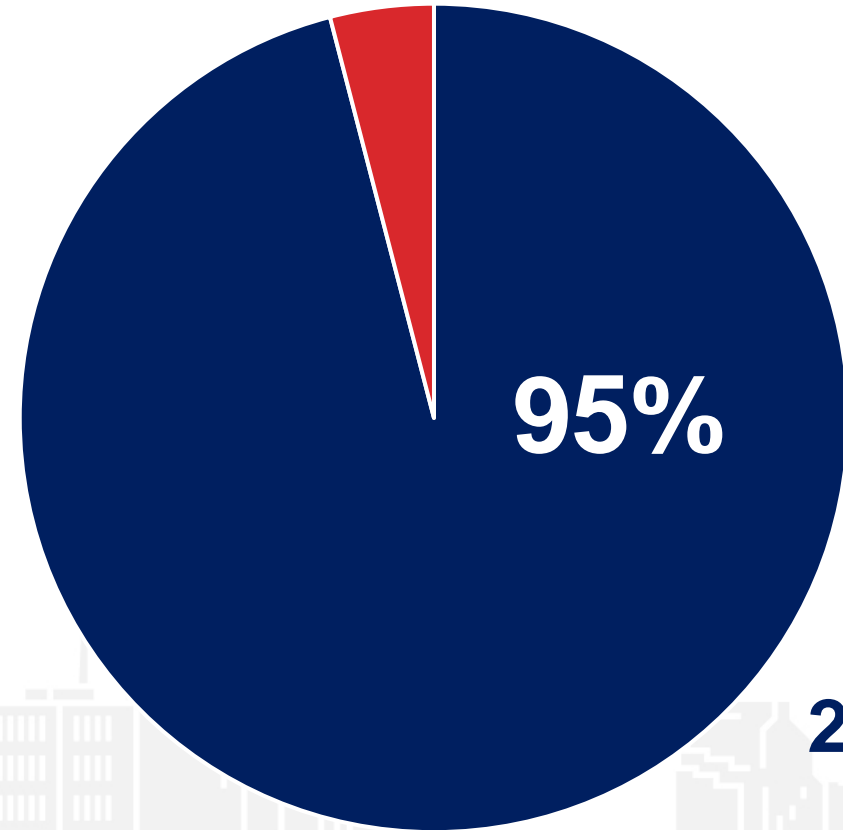
**Most children are enticed via Snapchat, Discord & TikTok<sup>5</sup>**



# THE RISE OF SMARTPHONES



2014



2021

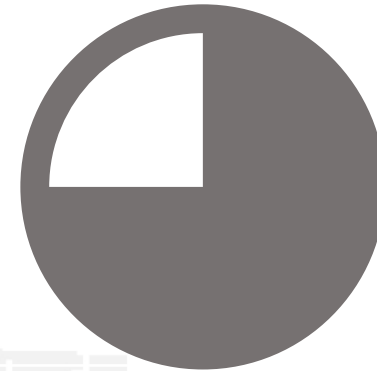
Percentage of Teens with a Smartphone



# SOCIAL MEDIA USAGE

**75% of teens have at least one active social media profile**

**54% of teens say it would be hard to give up social media**



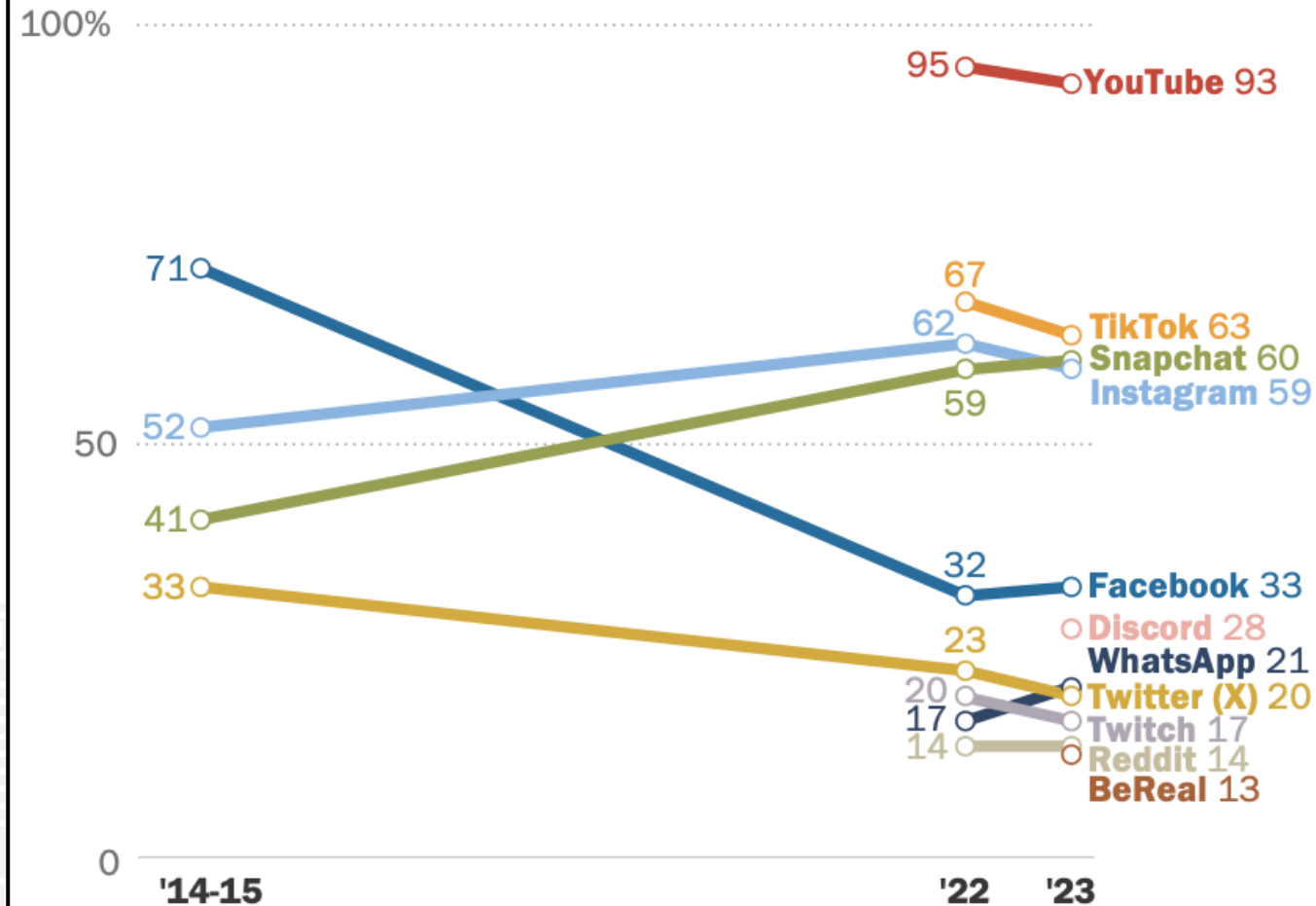
**51% visit a social media site daily**

**35% say they are on social media “almost constantly”**

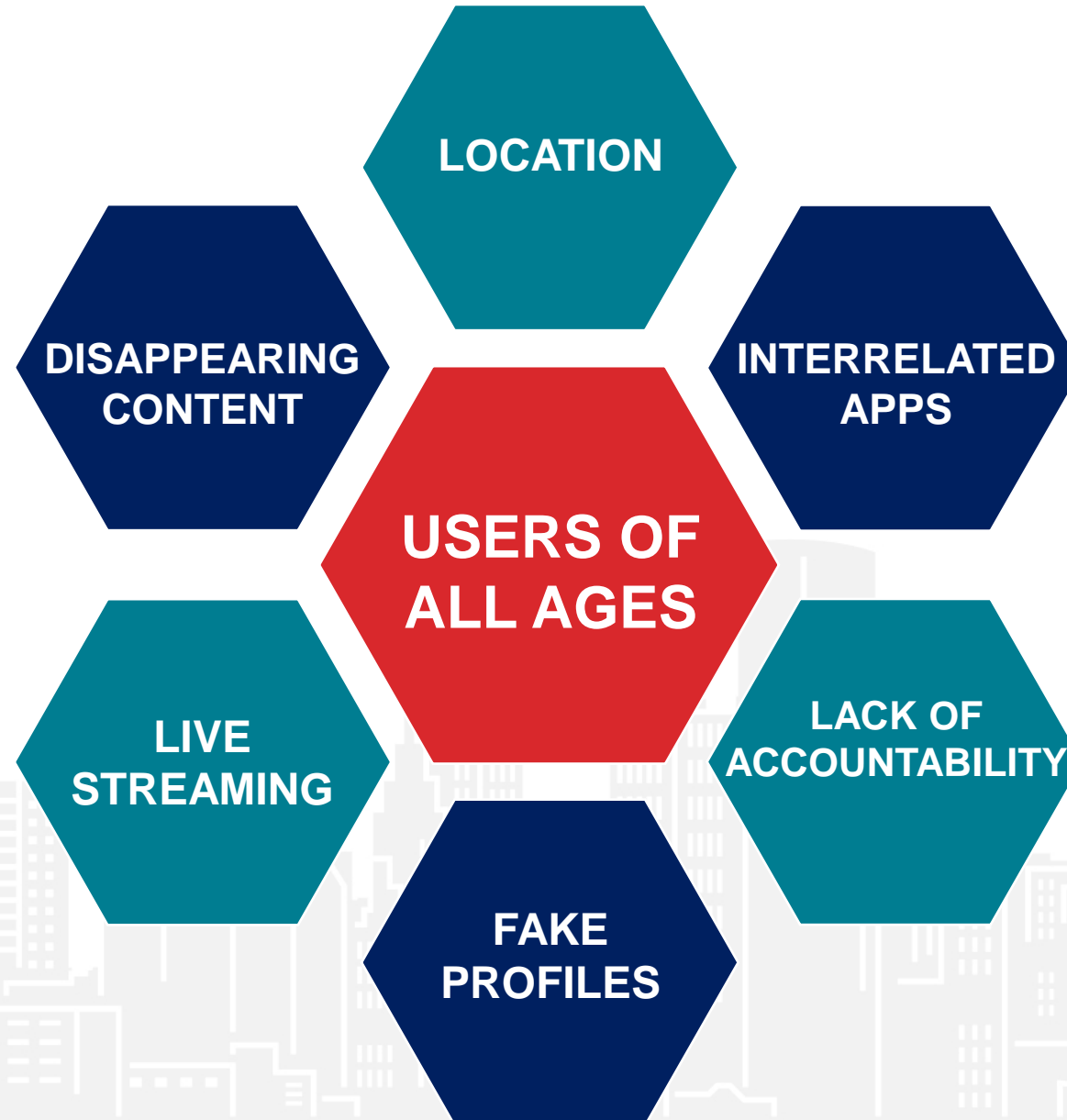
# SOCIAL MEDIA OVER TIME

## YouTube continues to be top platform among teens, followed by TikTok, Snapchat and Instagram

*% of U.S. teens ages 13 to 17 who say they ever use the following apps or sites*



# CONCERNING FEATURES





# CYBERBULLYING

**Mean  
Messages**

**Threats of  
Harm**

**Spreading  
Rumors**

**Taking or sending  
embarrassing or  
inappropriate images**

**Altering  
someone's  
image**

**Impersonating someone  
via a fake profile**



# SIGNS OF CYBERBULLYING

**Secretive  
of Online  
Activity**

Low School  
Engagement

**Changes  
in Diet**



Sudden  
Withdrawal  
From Social  
Media



**Difficulty  
Sleeping**

Avoiding  
Social  
Situations

**Nervous  
When  
Getting a  
Message**



Frequent  
Illnesses  
(Real or  
Fake)

**Multiple  
Accounts on  
One  
Platform**

# EMOJIS AND TEENS



Penis



Indicates “spiciness,” i.e., inappropriate or risqué content



Butt



Denotes a sarcastic, mean-spirited tone



Vagina



Marijuana/weed



Indicates being “ghosted” (dumped with no explanation)



Desiring someone sexually (often used in response to nudes)



Shy, nervous (usually in the context of flirting)



Breasts/testicles/virginity



bark 

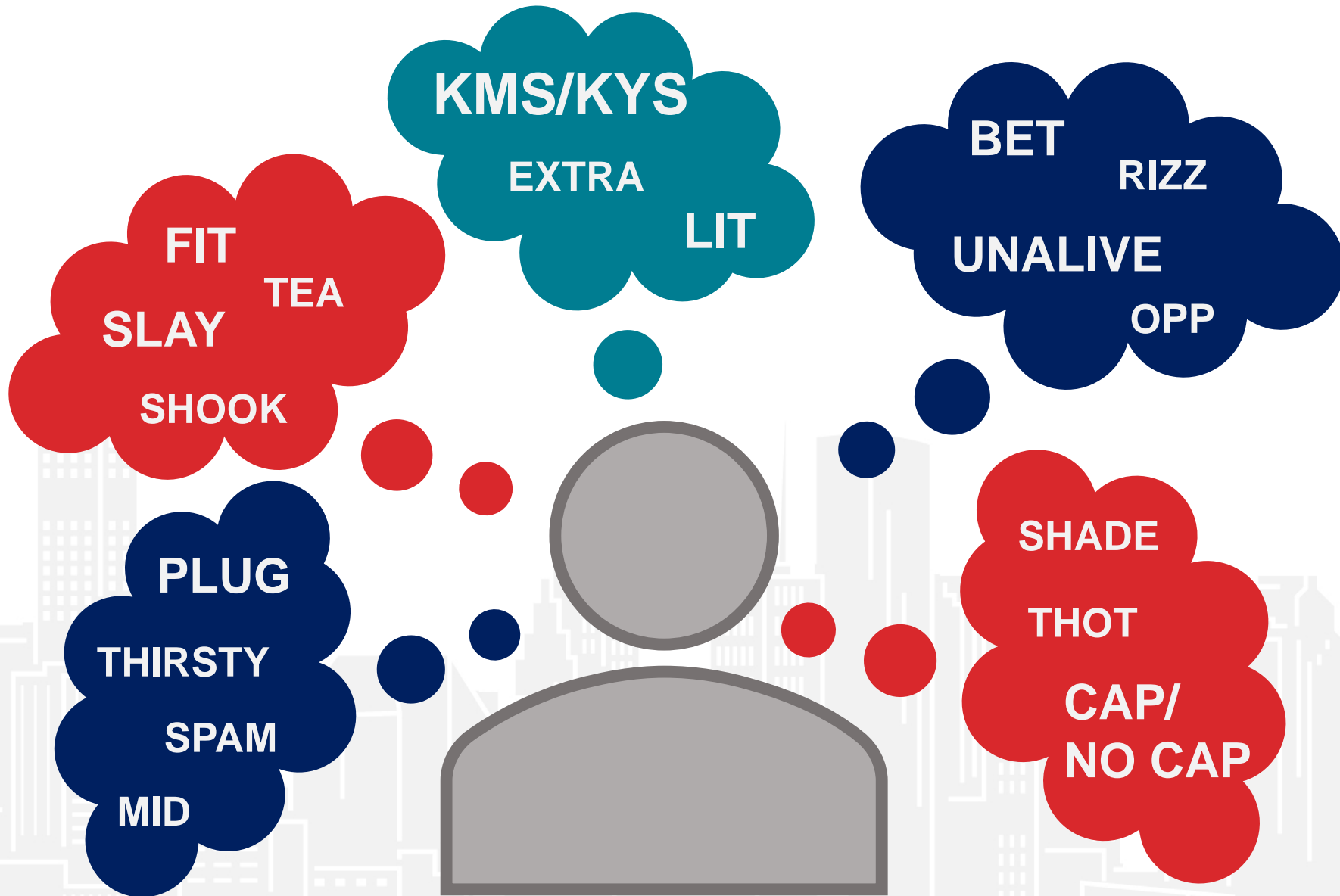


@barktechnologies



@barktechco

# TERMS AND TEENS



# SOCIAL MEDIA TIPS

**Private  
Accounts**

**Befriending  
Strangers**

**No Location**

**Don't Complain  
Online**

**Safety  
Settings**

**Keep Personal Info Private**



# VULNERABILITY



**Difficulty  
Making  
Friends**



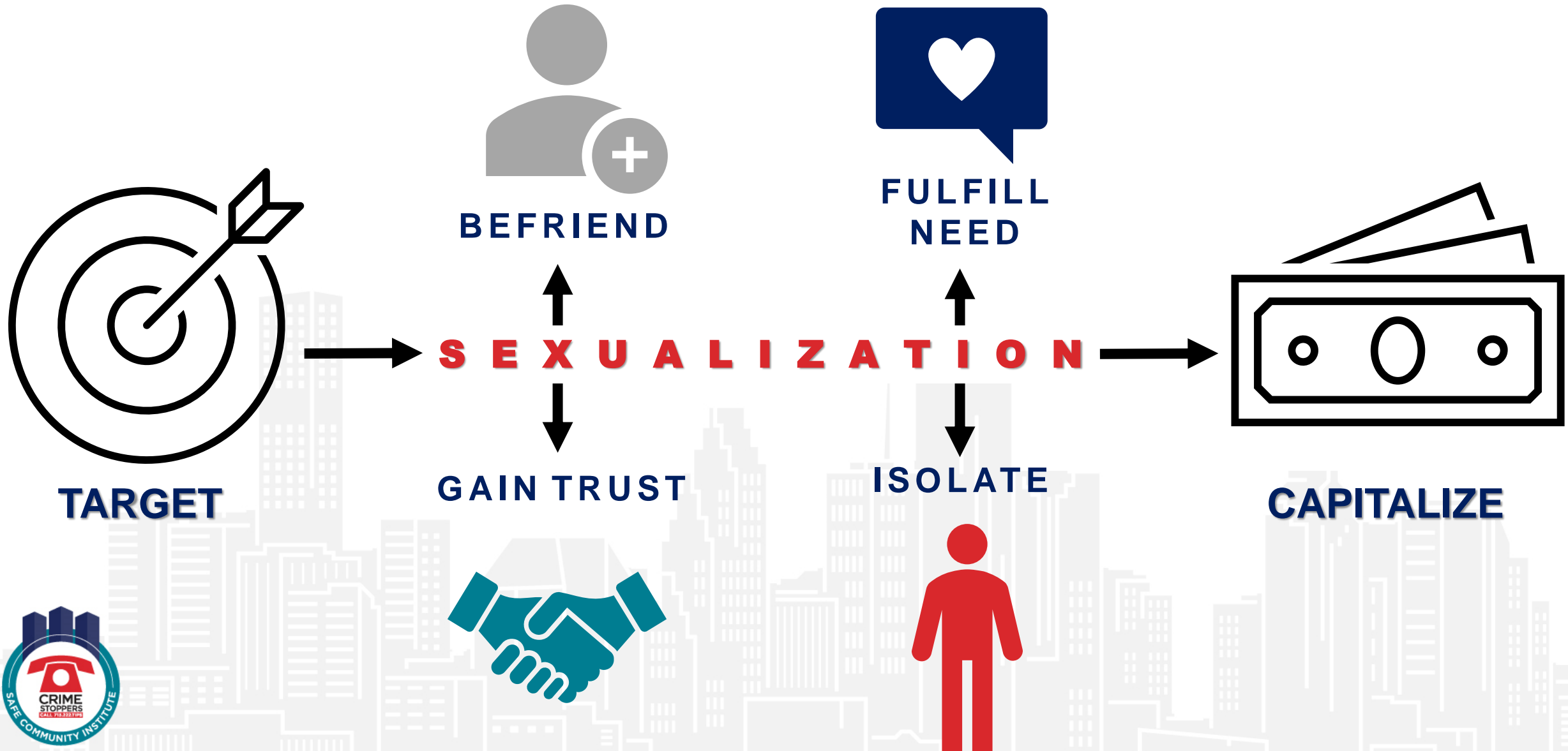
**Breakup of a  
Relationship**



**Challenging  
Home Life**



# GROOMING



# SEXTORTION



Sextortion describes a crime that happens online when an adult convinces a person who is younger than 18 to **share sexual pictures or perform sexual acts** on video. It is also a serious crime that occurs when someone **threatens to distribute your private and sensitive material** if you don't provide them images of a sexual nature, sexual favors, or money.



# SEXTORTION & PORNOGRAPHY

**Exposure to  
Pornography**

**Desensitization**

**Normalization**

**Sexting**

**Sextortion**



# EFFECTS OF PORNOGRAPHY

**Sexting**

**Loneliness**

**Addiction**

**Increased rates of  
victimization**

**Negative  
Body  
Image**

**Normalization of sex &  
sexual violence**



# SEXTORTION & PORNOGRAPHY

**The average age of first exposure to porn is 12 years old<sup>1</sup>**

**More than 1/3 of teens use social media to view porn<sup>1</sup>**

**Predators impersonating young girls are currently targeting boys ages 14 to 17 years old<sup>2</sup>**

**85% of teens do not disclose instances of blackmail due to embarrassment<sup>3</sup>**

**Among kids who have shared their own nudes, 43% admitted they had shared them with someone they did not know in real life<sup>4</sup>**



# HANDLING ONLINE HARASSMENT

## Preventing

- Ongoing, frequent conversations
- Monitoring online activity
- Setting limits

## Responding

- Preserve evidence
- Block & report online profile(s)

## Reporting

- Report to local police and school
- Some cases may also need to be reported directly to the FBI



# https://takeitdown.ncmec.org

Take **It** Down

Get Started

Resources and Support

About Us

Participants

FAQ

English (English) ▾

Take It Down.

Having nudes online is scary,  
but there is hope to get it taken  
down.

This service is one step you can take to help remove  
online nude, partially nude, or sexually explicit photos  
and videos taken before you were 18.

Get Started +



# KNOW HOW TO SPOT A FAKE PROFILE

- ✓ Incomplete or inconsistent profile information
- ✓ Few friends and interactions
- ✓ Profile is mostly stock photos, memes, or recycled photos
- ✓ Trust your gut!



# DATING APPS



# FRIEND MAKING/DATING APPS

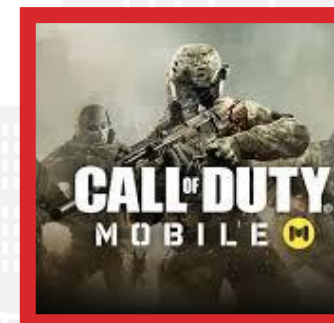
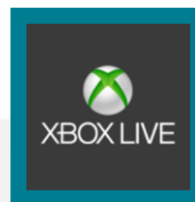
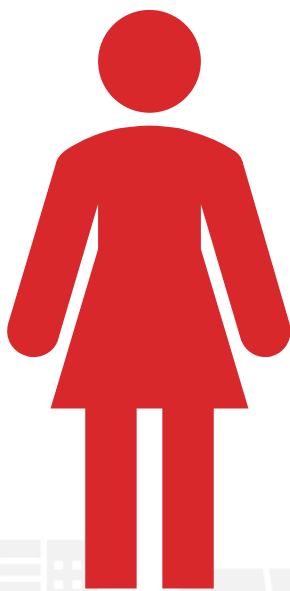
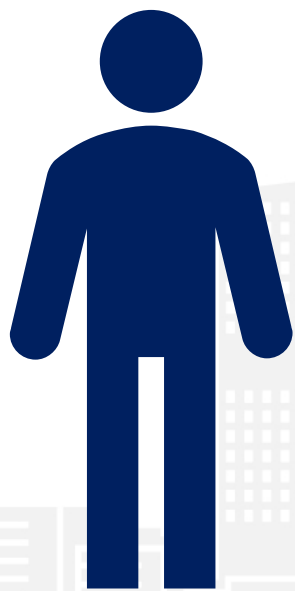




# GAMING

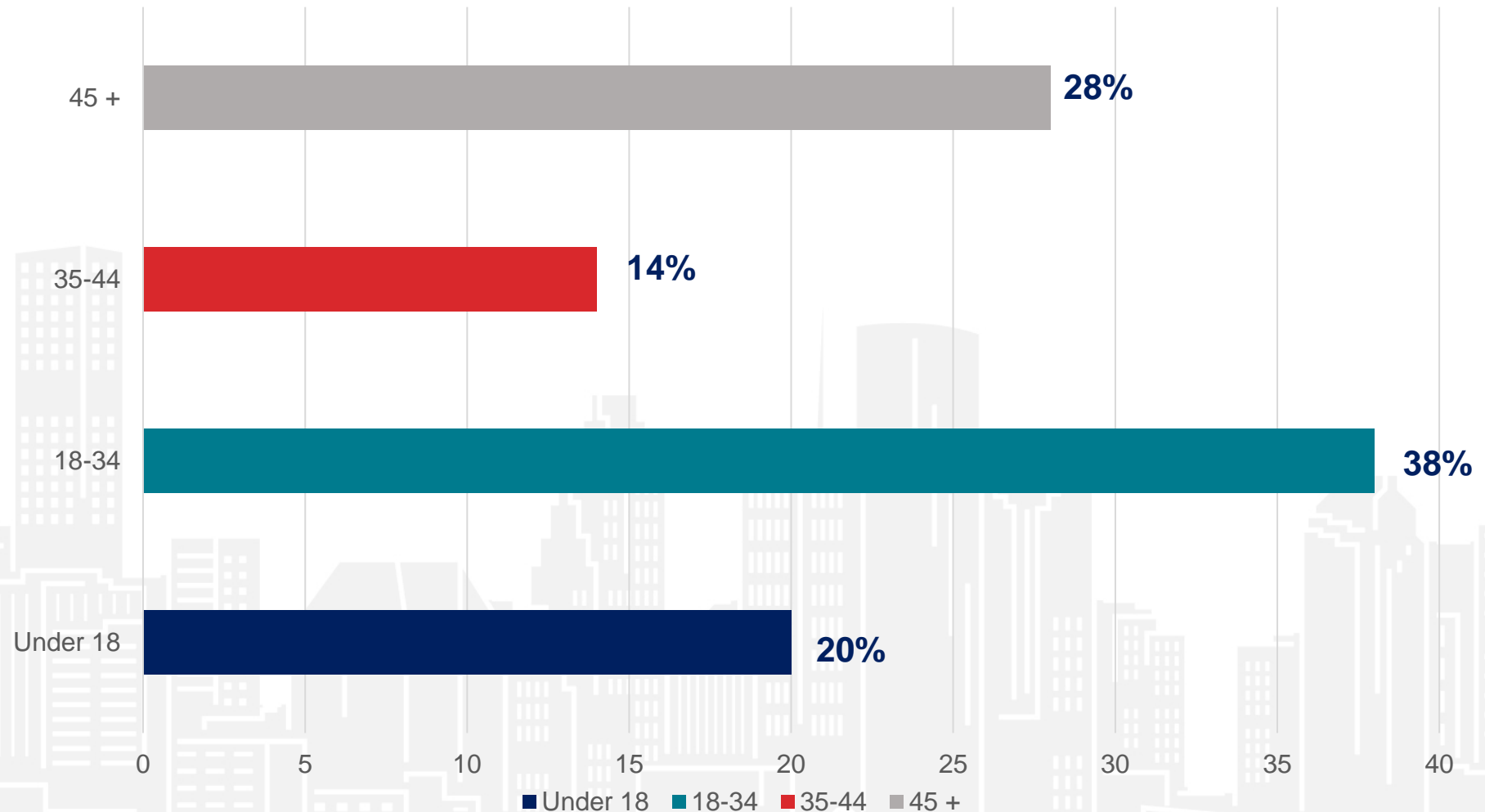
52% Male

48% Female

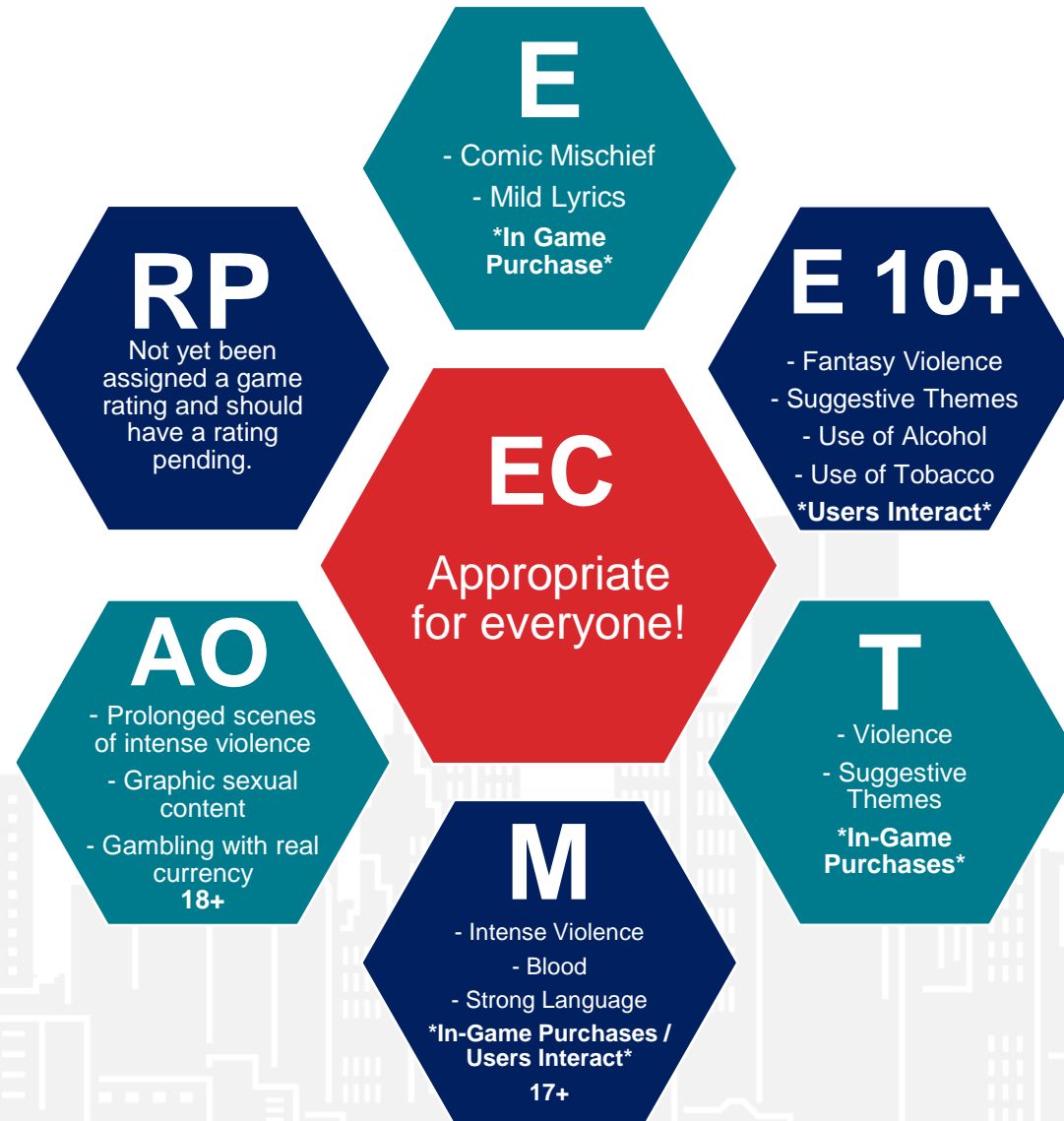


# WHO IS PLAYING

Age of Gamers



# GAME RATINGS



# GAMING TIPS

**Game  
Ratings**

**Discuss  
Emotions**

**No  
Location**

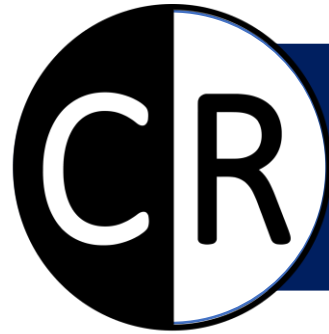
**Limit Playing Abilities**

**Private  
Messaging  
Guidelines**

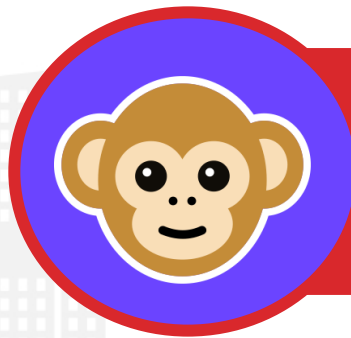
**Keep Personal Info Private**



# ONLINE CHATS



Chatroulette



Monkey



Discord

# CONVERSATION STARTERS

"I want to make sure you know how to protect your privacy online. Let's review your privacy settings and make sure they're set up correctly."



"Do you know what to do if someone you don't know tries to contact you online? Let's discuss some strategies for handling those situations."



"I'm going to start using parental controls to help keep you safe online. Let's talk about why it's important and how it works."

"Are there things your friends do online that you think are unsafe?"



"Who do you feel most comfortable talking to about serious things?"



# MONITORING TOOLS



**Best for social  
media monitoring**



**Best for teens**



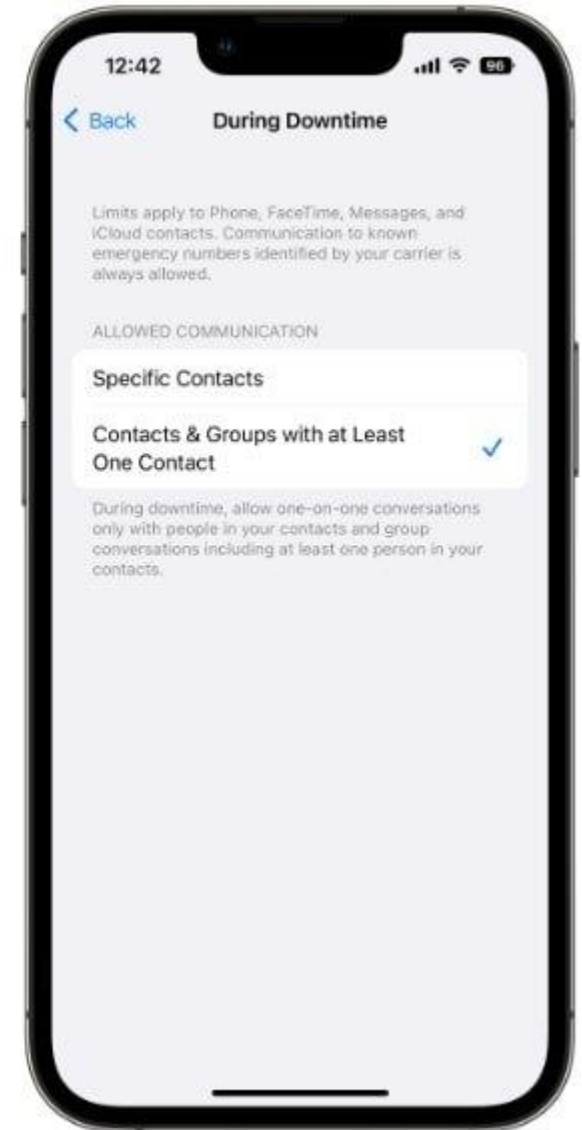
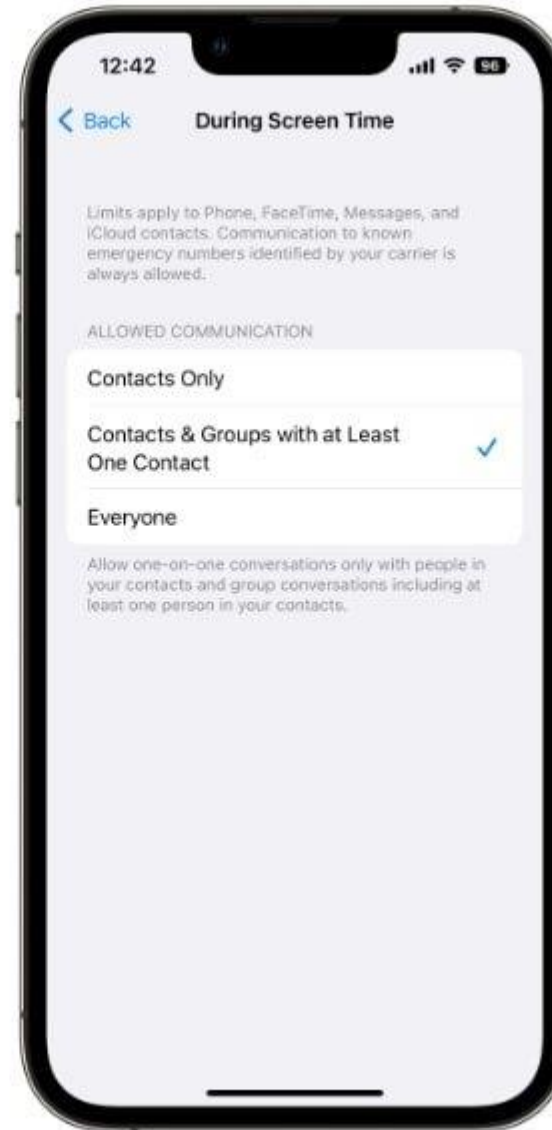
**Best for young  
kids**

# GOOGLE FAMILY LINK

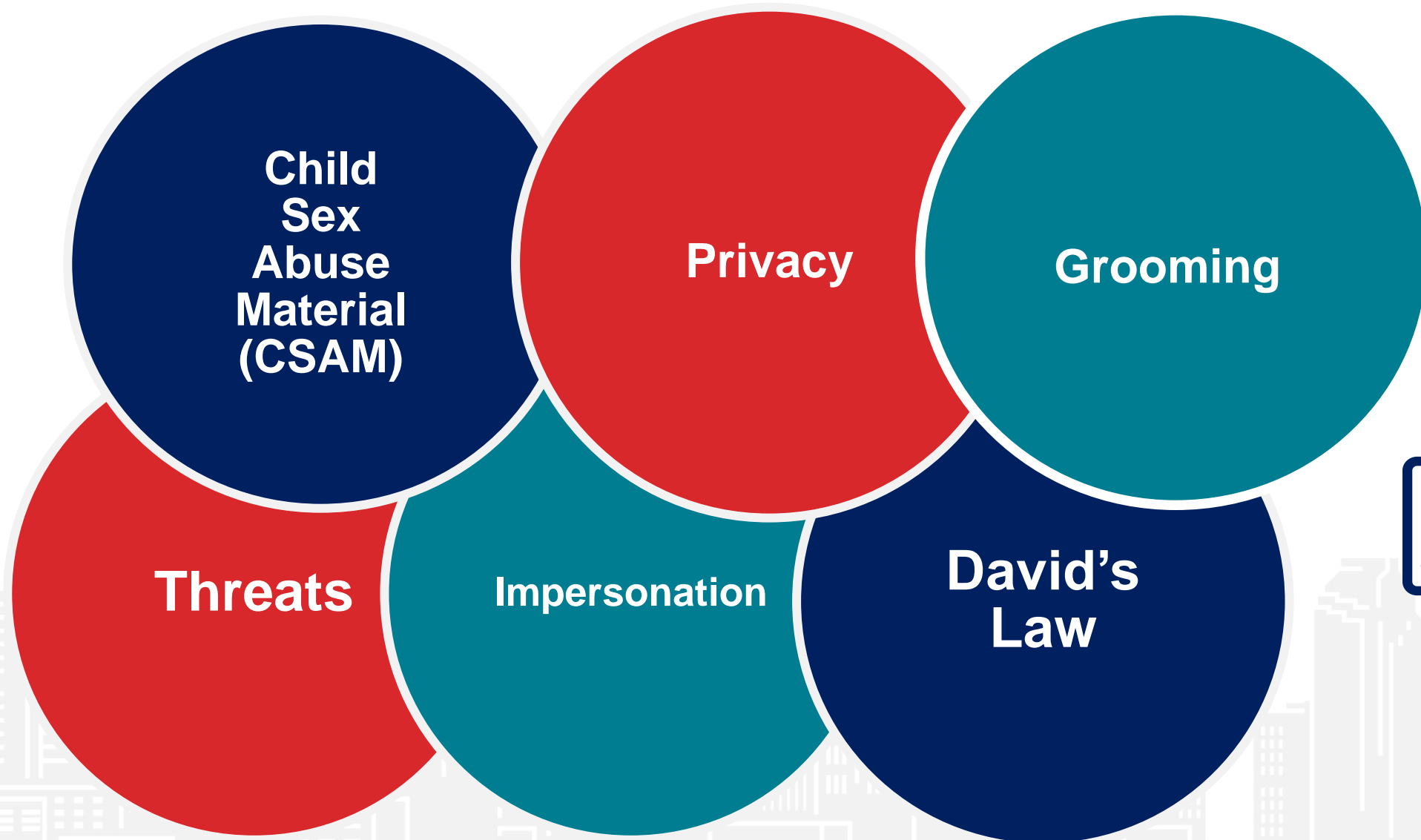




# APPLE PARENTAL CONTROLS



# CURRENT LAWS



Did you know  
you can be  
arrested at 10?



# REMINDERS

1

**Ongoing Conversation is Key to Personal Safety**

2

**Take Action – Research New Apps and Games**

3

**Victimization is Never the Victim's Fault – Keep Telling**



# ADDITIONAL RESOURCES

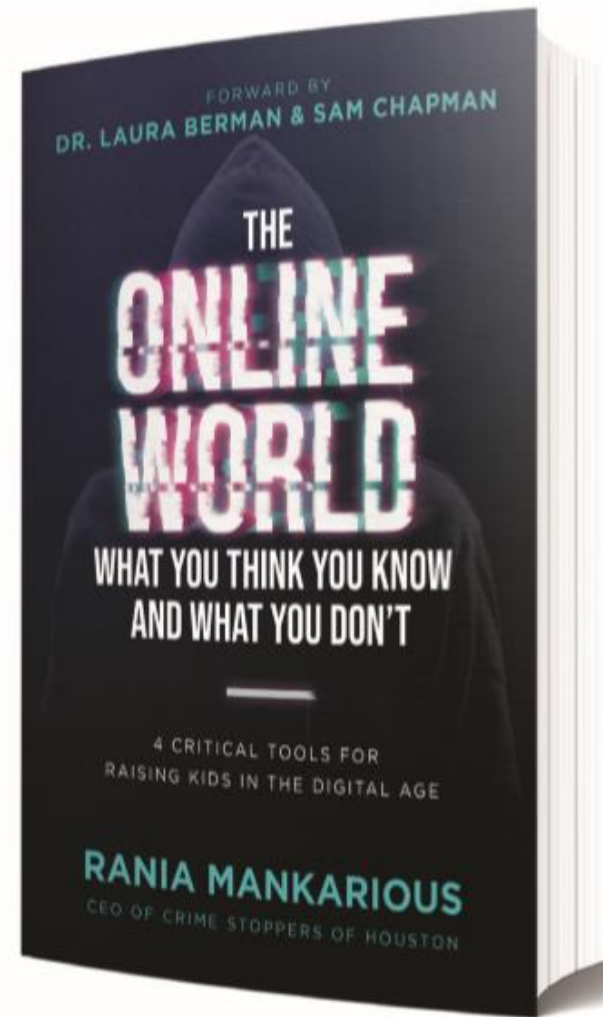


# HELP KEEP KIDS SAFE ONLINE



[www.TheOnlineWorldBook.com](http://www.TheOnlineWorldBook.com)

A portion of all sales will be donated to  
Crime Stoppers of Houston.



## THE ONLINE WORLD

# THE ONLINE WORLD BOOK

- **Parenting Styles and Top 7 Parenting Myths**
- **Family Exercises** (never before conversations)
- **Brain science & physical development (8+)**
- **Reality Check:** What does the online world really look like?
- **Rules** including my ***Golden Rule***: How to talk to children? When to talk children? When are kids ready for a phone?
- **2.2 million apps? Never ending challenges?**
- **Four Power Tools:** (1) Brand (2) Community (3) Exit Strategy (4) Post Like a Celebrity/Influencer



**THE ONLINE  
WORLD**

