



INITIATIVE

www.jtme.org

Join the Movement Events, Inc. (501c3 non-profit) P.O. Box 133, Elkhorn WI 53121 – dawn@jtme.org - 262-374-1491

SEXTING & SEXTORTION

A PARENT TOOLKIT

A MESSAGE TO PARENTS

Raising kids in a digital world is challenging. Technology connects our children to friends, learning, and creativity—but it also creates risks that didn't exist a generation ago.

This toolkit is designed to **inform, empower, and support you**, not to frighten you. With knowledge, communication, and practical boundaries, parents can significantly reduce risk and help children navigate social media safely and confidently.

You are not alone—and your involvement matters more than any app or filter.

WHAT IS SEXTING?

Sexting refers to sending or receiving sexually explicit images, videos, or messages through phones, tablets, or computers. This may include:

- Images or videos showing partial or full nudity
- Sexual poses or suggestive photos
- Sexual messages or descriptions
- Live video streams involving sexual behavior

Sexting can involve people of any gender or age. Among teens, it is often driven by curiosity, peer pressure, or misunderstanding of consequences—not poor judgment or bad character.

www.jtme.org

Join the Movement Events, Inc. (501c3 non-profit) P.O. Box 133, Elkhorn WI 53121 – dawn@jtme.org - 262-374-1491

HOW COMMON IS SEXTING?

Studies show that sexting does occur among teens, though reported rates vary. What's important for parents to know is this:

- Many teens believe sexting is common or “normal”
- Kids are encountering sexualized content at younger ages
- Teens often underestimate the long-term impact of sharing images

Because of this, **early and ongoing conversations** are one of the most effective protective tools parents have.

WHY DO TEENS ENGAGE IN SEXTING?

Teens may sext for many reasons, including:

- Wanting acceptance or connection
- Pressure from peers or romantic partners
- Curiosity about sexuality
- Limited understanding of consequences
- Early exposure to sexualized online content

Understanding *why* sexting happens helps parents respond with guidance rather than fear or blame.

UNDERSTANDING THE RISKS—WITHOUT PANIC

Sexting carries real risks, but knowledge gives families power.

Key Risks to Be Aware Of

Loss of control over images

Once an image is sent, it can be copied, shared, or misused without the sender's consent.

Legal consequences

Creating or sharing explicit images of minors is illegal—even if the image is of oneself. Laws vary by state, or even county the outcomes depend on circumstances.

Emotional harm

Embarrassment, shame, anxiety, and social fallout can deeply affect a teen's mental health.

Sextortion

In some cases, images are used to manipulate or blackmail teens into sending more images or money.

Knowing these risks allows parents and teens to make safer decisions together.

WHAT IS SEXTORTION?

Sextortion occurs when someone uses real or fake intimacy to pressure a person into sharing sexual content, then threatens to expose that content unless demands are met.

This can happen to **any teen**, regardless of gender, background, or family situation.

How Sextortion Typically Develops

- It often starts with friendly or romantic online conversations
- The person may appear supportive, attentive, or understanding
- Gradually, requests become more personal or sexual
- Once images are shared, threats or demands may begin

This is **manipulation**, not a mistake by the victim.

AN IMPORTANT REMINDER FOR PARENTS

If a teen is targeted or victimized by sextortion, it is not their fault.

Predators rely on deception and emotional manipulation. Teens need support, reassurance, and protection—not punishment.

IF YOUR TEEN IS AFFECTED BY SEXTORTION

If this happens, here are supportive steps you can take:

1. **Stay calm and supportive**
Your response sets the tone. Reassure your child that you are there to help.
2. **Stop contact with the offender**
Block and report the account. Change passwords on all platforms.
3. **Save evidence**
Keep messages, images, usernames, and links. This can help authorities.
4. **Seek help immediately**
Sextortion is traumatic. Professional support matters.

Support Resources

- **988 Suicide & Crisis Lifeline** – Call or text 988
- **Crisis Text Line** – Text 4HOPE to 741741
- **National Center for Missing & Exploited Children**
Image removal help: <https://takeitdown.ncmec.org/>

HOW PARENTS CAN REDUCE RISK AND BUILD SAFETY

1. Lead with Relationship, Not Fear

Your child is more likely to come to you if they know they will be met with understanding.

- Listen more than you lecture
- Stay curious, not reactive
- Normalize conversations about online experiences

2. Set Clear, Reasonable Boundaries

Phones and social media are **privileges that come with guidance**.

- Know which apps your child uses
- Set age-appropriate limits and screen-time boundaries
- Keep devices out of bedrooms at night when possible

3. Stay Involved

You don't need to know everything—just enough to stay engaged.

- Talk regularly about online interactions
- Check privacy settings together
- Use available parental tools when helpful

4. Teach Digital Awareness

Help kids understand:

- Online actions leave a digital footprint
- Images and messages can last forever
- Respect and consent matter online just as much as offline

5. Model Healthy Tech Habits

Kids notice what adults do.

- Put phones away during meals
- Show balance and intentional use
- Make technology rules family-wide when possible

CONVERSATION STARTERS THAT BUILD TRUST

Try asking:

- “Has anyone ever asked you for a picture that made you uncomfortable?”
- “What would you do if a friend shared something private?”
- “How does social media make you feel after you use it?”
- “Do you know who to talk to if something online worries you?”

These questions open doors without judgment.

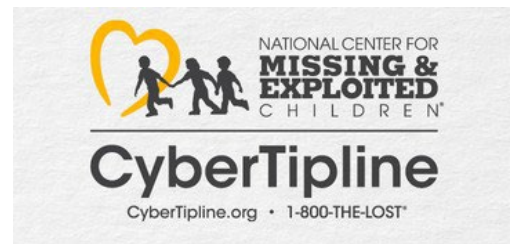
You Are Not Powerless.

You Are Not Alone.

And Your Voice Matters.

WHAT TO DO IF YOU'RE CONCERNED

1. Stay calm and listen
2. Preserve evidence (messages, images)
3. Contact local law enforcement if there is immediate danger
4. Report concerns to the **CyberTipline**
5. Seek support — for your child and yourself



If you see something, say something.

WHO WE ARE: JOIN THE MOVEMENT EVENTS (JTM)

Join the Movement Events, Inc. is a Wisconsin-based nonprofit dedicated to raising awareness of human trafficking and exploitation and supporting victims through education and advocacy. Our trained CARE Team works alongside community partners, schools, and organizations to provide education, prevention tools, and compassionate support.

We are here to help families build knowledge, confidence, and safety.

J11 Initiative provides a sexting/sextortion toolkit for teens to assist in prevention. We also have resources for social media for teens and a social media toolkit for families. All are available on our website.

www.jtme.org

Join the Movement Events, Inc. (501c3 non-profit) P.O. Box 133, Elkhorn WI 53121 – dawn@jtme.org - 262-374-1491