



JOIN THE MOVEMENT EVENTS, INC. A 501(C)3 NON-PROFIT - PO BOX 133, ELKHORN WI 53121 - 262-374-1491 - [DAWN@JTME.ORG](mailto:DAWN@JTME.ORG)

# SOCIAL MEDIA TOOLKIT

## FOR A SAFE INTERNET EXPERIENCE

### WHO WE ARE

**Join the Movement Events, Inc. (JTM)** is a 501(c)(3) nonprofit organization dedicated to protecting individuals and communities from human trafficking and online exploitation. Founded in 2017, JTM began with a mission of education and awareness. Today, we also provide direct support through our **CARE Team**, which assists victims of violence. We collaborate with law enforcement, healthcare professionals, schools, libraries, government agencies, nonprofits, advocacy groups, and community organizations.

**Education is the key to prevention.**

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### WHAT THIS TOOLKIT IS — AND HOW TO USE IT

This Social Media Toolkit is designed to help **parents and guardians** understand how social media, technology, and online platforms can be used to exploit youth — and how you can reduce risk through awareness, communication, and boundaries. You do **not** need to be an expert in technology to protect your child. You need to be **informed, involved, and approachable**. This guide will help you:

- Understand online risks
- Decide when your child is ready for a device
- Set expectations and boundaries
- Have ongoing conversations about safety
- Recognize warning signs
- Know what to do if something feels wrong

**Your role matters. Be a safe place for your child to talk — even when the conversation is uncomfortable.**

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# A QUICK REALITY CHECK

- 54% of parents and 58% of teens report feeling distracted by their own mobile devices at least once a day.
- Parents and teens often believe the *other* is more distracted.
- Social media was created to be fun — but it must be used safely.

**The goal is not fear. The goal is awareness.**

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## WHEN IS MY CHILD READY FOR A CELL PHONE?

Many families feel pressure to give children phones early — for convenience, safety, or social reasons. Before deciding, ask yourself:

### Why does my child *need* a phone right now?

- Safety or emergencies?
- Transportation or after-school activities?
- Communication between households?
- Social pressure?

### Consider your child's age and situation:

- Elementary school
- Middle school
- High school

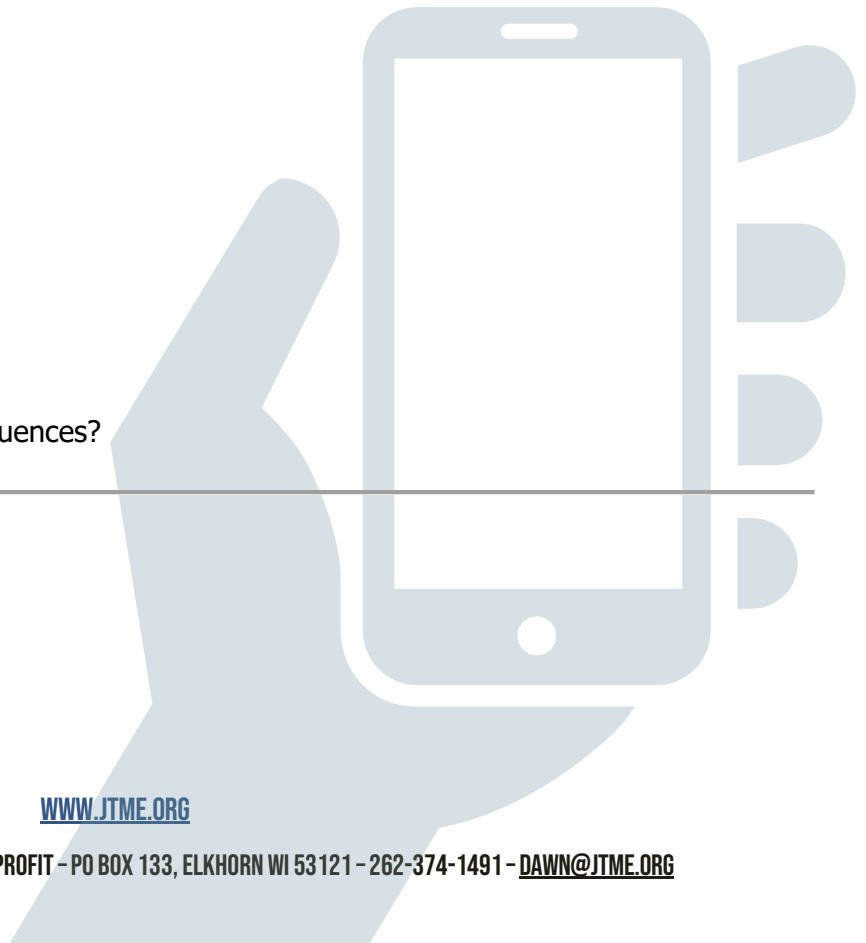
### Ask yourself:

- Is my child supervised most of the day?
- Are they responsible in daily routines?
- Can they follow rules consistently?
- Do they understand boundaries and consequences?

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# A HELPFUL GUIDELINE

Your child may **not** be ready for a phone if you are still regularly:

- Reminding them to brush teeth or clean their room
- Managing their belongings for them
- Addressing frequent impulse-control issues
- Monitoring inappropriate humor or behavior

Your child may be **more ready** if they can:

- Manage personal responsibilities independently
- Communicate respectfully with adults
- Follow rules without constant reminders
- Take responsibility for mistakes
- Understand privacy and consequences

**A phone is a PRIVILEGE, not a right.**

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## OKAY – MY CHILD HAS A PHONE. NOW WHAT?

**Know the Law: Children’s Online Privacy Protection Act (COPPA):**

- By law, social media platforms require users to be **at least 13 years old**
  - Age limits exist for a reason — they are not arbitrary
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### Core Rules for Parents

- Know your child’s passwords
- Let your child know you may check their accounts
- Keep communication open and judgment-free
- Set device-free times (meals, bedtime, family time)
- Review apps *together*
- Never assume “following” your child gives you full visibility

**Trust grows through transparency — not secrecy.**

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### Conversation Starters for Ongoing Dialogue

Use everyday moments to talk, not lectures.

- “What apps are your friends using right now?”
  - “Has anything online made you uncomfortable lately?”
  - “What would you do if someone asked you for a picture?”
  - “What do you think lasts forever once it’s posted?”
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### Teach Digital Etiquette

Use the “**Grandma Rule**”:

Would you be okay if a trusted adult saw this post?

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# SOCIAL MEDIA SAFETY BASICS

- Only connect with people you know in real life
  - Never share personal information
  - Never meet someone you only know online
  - Use privacy settings on every platform
  - Think before posting photos or videos
  - Remember: screenshots exist — even on “disappearing” apps
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## Technology Changes Fast — Risks Don't

Apps come and go. Risks remain. Photos and videos can reveal:

- Location data
- School names
- Daily routines
- Personal vulnerabilities

**Predators look for PATTERNS AND ACCESS, not just images.**

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# ARTIFICIAL INTELLIGENCE (AI): WHAT PARENTS NEED TO KNOW

AI tools (like chatbots) may:

- Sound friendly or trustworthy
- Provide inaccurate or inappropriate responses
- Encourage emotional reliance

AI is **not**:

- A friend
- A therapist
- A trusted advisor

Encourage kids to:

- Question AI responses
  - Talk to a trusted adult
  - Never share personal information
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## Monitoring Tools (Optional Supports)

Monitoring tools are not replacements for parenting — they are supports.

Common options include:

- **Google Family Link** is a **free** service and user friendly.
- **Qustodio** – activity monitoring and controls
- **Bark** – alerts for concerning content and offers an internet safe cell phone.
- **Life360** – location and safety features

**Use tools WITH TRANSPARENCY, not secrecy.**

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# WARNING SIGNS TO WATCH FOR

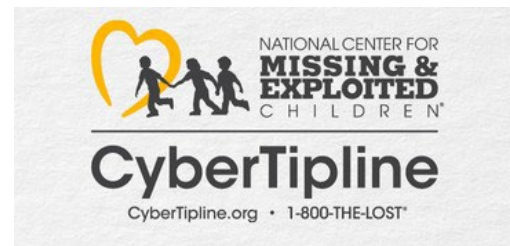
Be alert to patterns such as:

- Sudden changes in behavior or grades
- New items without explanation
- Secretive phone use
- Multiple social media accounts
- Older romantic partners
- Isolation from friends or family
- Fear of losing phone access
- Unexplained injuries or absences

**One sign alone may not mean exploitation — patterns matter.**

## 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.**

## FINAL REMINDER

Technology will keep changing.  
Your relationship with your child is the strongest protective factor.

Be present.  
Be informed.  
Be a safe place.

**Education is the key to prevention.**

### Join the Movement Events, Inc.

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**J11 Initiative** is a division of JTM (Join the Movement Events, Inc.) is a 501(c)3 non-profit organization.

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

**J11 Initiative also has a social media toolkit for youth. Visit [www.jtme.org](http://www.jtme.org) for details.**

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