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YOUTH SOCIAL MEDIA TOOLKIT

KEEP YOUR FEED FUN. KEEP YOUR LIFE YOURS.

START HERE

This toolkit is for you.

Social media is supposed to be fun.
This toolkit helps keep it that way — **so you stay in control of your information, your friendships, and your safety.**

No lectures. No judgement.
Just real information so you can make smart choices.

THREE THINGS TO KNOW

- People online don't always show who they really are.
- Posts and messages can spread faster than you expect.
- Knowing how manipulation works helps you avoid it.

THREE THINGS TO DO TODAY

- Check your **privacy and location settings**
- Decide who your **safe person** is (someone you trust and can talk to)
- Make a rule for yourself: **pause before you post or send**

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IF SOMETHING FEELS OFF

- Trust that feeling.
 - Stop. Take a breath. Talk to your safe person
-



THE AGE QUESTION (LET'S BE HONEST)

- Social media platforms require users to be **at least 13 years old**.
 - That rule comes from a law called **COPPA**, which is meant to protect kids' privacy online.
-



QUICK CHECK

If you're using social media, ask yourself:

- Do I know how to keep my account private?
 - Do I know what to do if someone gets pushy or weird?
 - Do I have an adult I can talk to without fear of getting in trouble?
-



SMART MOVE: BUILD A SAFE ZONE

Pick a few boundaries and stick to them:

- Keep accounts private
 - Don't add people you don't know offline
 - Don't meet up with someone you only know online
 - Keep a safe person in the loop
-



PAUSE BEFORE YOU POST

What your photos and videos might say about you

- Your post might show more than you mean to.
 - Do you really want your Grandma to read this?
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WHAT'S HIDING IN YOUR POST?

Your photo or video might reveal:

- Your school's name or mascot
- Street signs, landmarks, or buildings
- Posters, trophies, jerseys, or uniforms
- Where you hang out regularly

Someone who knows how to look can use these details to figure out **where you are or where you go**.



IT'S NOT JUST THE IMAGE

- Photos and videos can include **location data** automatically.
 - That means your post might quietly show where it was taken — even if you didn't type it.
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QUICK CHECK

Ask yourself:

- Would I be okay with a stranger seeing this?
- Would I share this in a crowded room?
- Does this show where I go to school or hang out?

If the answer feels unsure — don't post yet.



PRESSURE = RED FLAG

If someone online:

- Pushes you to send photos or videos
- Asks for your location
- Wants to meet up
- Tries to rush trust

That's not okay. You don't owe anyone access to your life.



SMART MOVES

- Keep accounts private
 - Turn off location sharing you don't need
 - Don't meet people you only know online
 - Talk to your safe person if something feels off
-



REMEMBER

Once something leaves your phone, you lose control over where it goes.



MESSAGES, PICTURES & SCREENSHOTS

**People don't always talk about if you send an image or message to someone
YOU NO LONGER CONTROL WHAT HAPPENS NEXT.**

Even if:

- They promise not to share it
- They say they'll delete it
- It feels private in the moment

Screenshots exist. Forwarding exists. Saving exists.

QUICK CHECK

Before you send:

- Would I be okay if someone else saw this?
- Would I want this showing up later?
- Am I feeling pressured?

If pressure is involved, pause.

SMART MOVES

- Don't send photos you wouldn't want shared
 - Talk to your safe person if someone asks for images
 - Remember: pressure is not love, friendship, or respect
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APPS & FEATURES

What's changing — and what stays true

- Apps change fast.
 - Safety basics don't.
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THINGS TO KNOW

- Some apps share location or activity if features are turned on
 - Photos can include hidden location info
 - Background details matter
 - Predators look for vulnerabilities — and create them if they can't find one
-

LOCATION FEATURES

Some apps (like Snapchat) include **locator features**.

If you don't know what's on — check.

If you don't need it — turn it off.

Knowing your settings = keeping control.

SMART MOVE

Review your app settings regularly and talk to a safe person if you're unsure what something does.

AI & CHATBOTS

What they are — and what they aren't

AI can sound smart, confident, and helpful. But here's the truth:

- AI doesn't know you.
 - AI doesn't protect you.
 - AI doesn't care about your safety.
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WHAT IS AI?

AI is a tool that responds to what you type.

- Sometimes it's useful.
 - Sometimes it's wrong.
 - Sometimes it misunderstands tone, slang, or context.
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REALITY CHECK

Chatbots are **not**:

- Your friend
- Your therapist
- A trusted adult

Even when they sound supportive.

PRIVACY MATTERS

There are currently **no federal rules** requiring AI companies to follow specific safety or privacy protocols. Never share:

- Personal information
 - Location details
 - Photos
 - Emotional struggles
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AI IN APPS

- Some apps include built-in AI features (like Snapchat's MyAI).
 - Know what's active on your phone and what options you have.
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 **REMEMBER**

AI can sound confident — **and still be wrong.**

 **IS SOCIAL MEDIA HELPING YOU — OR DRAINING YOU?**

No judgement. Just a check-in.

 **BE REAL WITH YOURSELF**

- How do I feel when I put my phone down?
 - Does social media boost my confidence — or lower it?
 - When I'm lonely, does it actually help?
 - Do I need better balance?
-

 **SMART MOVES**

Pick one:

- No phone during meals
- Phone charges outside your room at night
- One hour screen-free before sleep

Small changes add up.

 **WHEN SOMEONE MIGHT NEED HELP**

If you notice these changes in yourself or a friend, it might be time to talk to a trusted adult:

- Grades suddenly dropping
 - New expensive items without explanation
 - Pulling away from friends
 - Multiple secret accounts or lying about age
 - Older controlling partner
 - Unexplained injuries or fearfulness
 - More than one cellphone
 - An older boyfriend or girlfriend
 - Lack of sleep
-



CYBER HYGIENE

5 habits that protect you

Think of these like everyday safety habits.

1 CLOSE THE DOOR

Don't livestream or post from private spaces.
Location can be figured out.

2 LOCK THE DOOR

Passwords protect your accounts.
Don't share them with friends or strangers.

3 WASH YOUR HANDS

Public Wi-Fi can be risky.
Ask a trusted adult about safer options.

4 AVOID THE GROSS STALL

"Free" games or apps can include malware.

5 DON'T PEEK!

Keep devices in shared areas when possible.
Never take compromising photos of yourself.



REAL TALK

**Getting help is not “snitching.”
It’s protecting someone’s future.**

IF YOU’RE WORRIED ABOUT SOMEONE – OR YOURSELF

If something looks unsafe:

- Talk to a trusted adult
- Contact the right help line
- Local police wellness checks
- Call the *CyberTipLine* 1-800-849-5678.
- If you are unsure on how to respond. Call **JTM** at **262-374-1491** or **262-755-8707**



IF YOU REPORT, SHARE WHAT YOU CAN

You don’t need every answer. Share what you do know:

- Who is involved
 - What you saw or heard
 - Where it happened (if known)
 - Any identifying details
-



LET’S DO THIS AGAIN

Sit with your safe person and:

- Talk about which apps you use
 - Discuss any issues you’ve experienced
 - Review your boundaries together
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RESOURCES

CommonSenseMedia.org (Ratings on books, movies, apps, and games)

InternetSafetyProject.org (How-to articles)

Netlingo.com/acronyms.php (Common internet acronyms)

Netsmartz.org (Information for parents, teens, and kids)

Your cellular provider (AT&T, Verizon, T-Mobile, etc.)



ABOUT JTM / J11 INITIATIVE

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 families to assist in prevention. We also have resources for sexting/sexortion for teens and a version for families. All are available on our website.

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