



SOCIAL MEDIA TOOL KIT

WHO WE ARE

JTM (Join the Movement Events, Inc.) is a 501(c)3 non-profit organization, we work together with communities to protect our neighborhoods from human trafficking. Education and awareness were our intended mission when we formed JTM in 2017. We now also provide advocates through our CARE Team who assist all victims of violence. We work with law enforcement, health care professionals, hospitality professionals, schools, libraries, government, non-government, civil organizations, clubs, LGBTQ+, addiction support groups and private organizations.

WHAT'S INCLUDED IN THIS PACKET

This social media toolkit offers tips and resources to help you inform and educate yourselves and your family, neighbors, and community about social media's role in human trafficking.

Human trafficking is modern-day slavery and involves the use of force, fraud, or coercion to obtain some type of labor or commercial sex act. Traffickers/predators/pimps use force, fraud, or coercion to lure their victims and force them into labor or commercial sexual exploitation. Social media has made it much easier to gain access to those most vulnerable. Traffickers are counting on you not being educated. This toolkit was created as a resource for you to protect the most vulnerable people in your life. Your children, your teens, and their friends. Be a safe place for them to come and talk to about conversations on social media they may be uncomfortable with. **Education is the key to prevention.** Utilize the information in this guide to help you with difficult conversations.

Let's get started. Let's talk about how electronic media affects our lives.

54% of parents and 58% of teens feel distracted by their own mobile device at least once a day.

How many times a day do you check your phone?

Parents and teens are much more likely these days to think the other is distracted.

Do you check your phone when watching a movie?

Eating dinner?

In a conversation?

Do you feel that you are addicted to your smart phone? Parents are feeling more "addicted" to their devices (smart phone, laptop, tablet, gaming console). Whereas teens don't feel "addicted" as much as they used to because it's normal to them. Yet, in many homes everyone feels "addicted" to their device. It's so easy to lose track of time when watching videos and catching up with friends. 56% of teens with a parent who feel "addicted" to their device also feel addicted themselves.

The truth is social media was created to be fun! Now, let's keep it that way by educating ourselves how to use it safely.

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JUST HOW OLD DO THEY NEED TO BE TO HAVE A CELL PHONE?

ADAPTED FROM FAMILIESMANAGINGMEDIA.COM

Many parents jump right on the cell phone bandwagon and assume that their child needs a cell phone. They don't really think it is a great idea, but their kids are wearing them down and, they don't want their child to be the one left out. Sometimes, they even just want the convenience of reaching their child whenever they want. So, let's talk about this. Do you believe they are ready?

WHY DOES YOUR CHILD NEED A PHONE?

What is the purpose for your elementary age child to have a phone? Middle school? High school?

- Is the child in a dangerous situation daily?
- Is the child unsupervised daily?
- Are they driving?
- Are they walking to sports after school without an adult?
- Is the child moving between two homes in a divorced family? If this is the case, does he need access to his phone all through the school day or just weekends? During visitation?
- Are they socially fragile and you think a phone will help their social development?

One way to assess if your kids are mature enough for a phone is to look at how they are progressing developmentally. Maturity, impulse control, judgment, and low risk-taking are all needed for responsible cell phone use.

YOUR CHILD IS NOT READY FOR A CELL IF YOU ARE STILL:

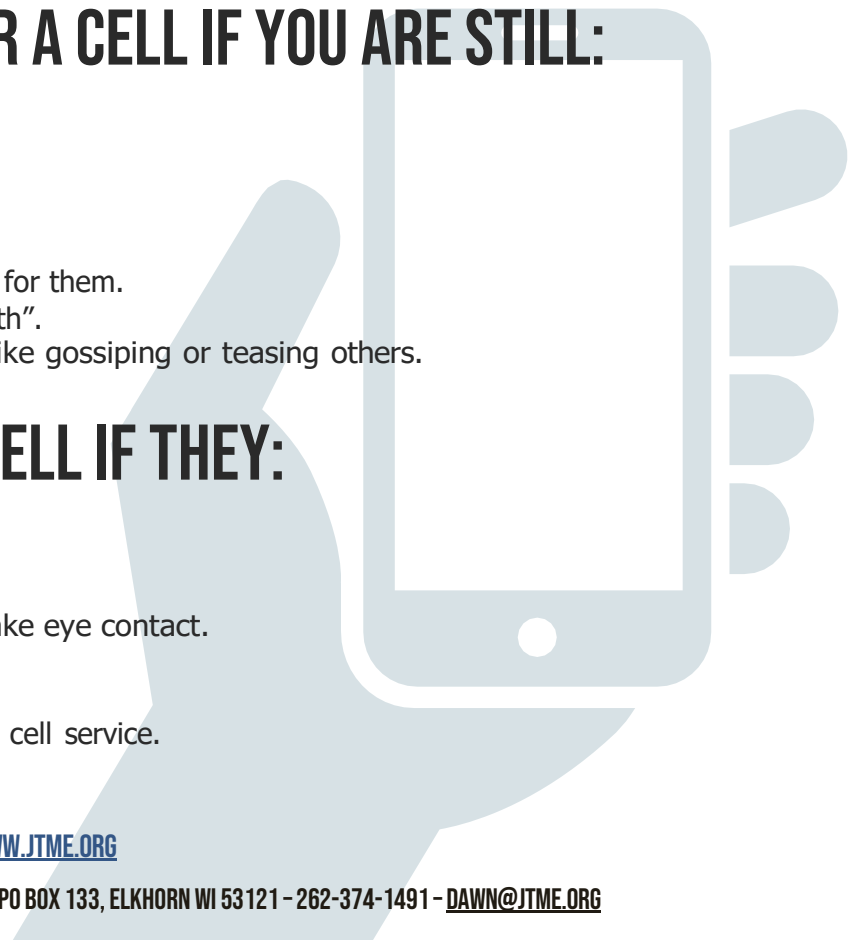
- Reminding them to brush their teeth.
- Cutting their meat at dinner.
- Listening to their inappropriate bathroom humor.
- Ordering their meals from the kid's menu.
- Cleaning their room for them.
- Retrieving their lost and found items from school for them.
- Cringing because they can't "control their mouth".
- Noticing regular social impulse control issues like gossiping or teasing others.

YOUR CHILD IS READY FOR A CELL IF THEY:

- Do their own laundry on a regular basis.
- Make their own school lunches.
- Wake up in the morning without your help.
- Speak confidently to adults and friends and make eye contact.
- Plan for events (pack for a trip).
- Get a driver's license.
- Secure an after-school job and pay for monthly cell service.

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OKAY, SO NOW THEY HAVE A CELL PHONE! WHAT DO I DO NOW?

COPPA AGE RESTRICTIONS:

Due to the Children's Online Privacy Protection Act, (COPPA) websites that collect personal information are not able to collect information from a child under the age of 13. **Thirteen is the minimum age required for anyone to access all social media sites.**

WHAT'S NEXT?

- Your youth's cell phone is a privilege not a right.
- Never "friend" someone you don't physically know.
- Just because you "friend" or "follow" your child does not mean that you have access to everything they see. You may see what they post but may not see what their friends are posting.
- Knowing your child's passwords should be mandatory. Let your child know that you may be accessing their accounts.
- Consider being the "keeper" of your child's Apple ID. If they must ask you to add an app, you'll always know what apps and social media sites they are using.
- Always keep open communication about electronics and social media. Be a safe place for them to come and talk to you.
- Set aside certain times during the day as "electronic free" times. No phones or tablets during dinner.
- Have an electronic turn-in routine at bedtime. Using electronics too close to bedtime can cause problems with sleep! At least one hour before bedtime.
- If your child wants an app that you don't know much about, check it out for yourself first.

SUGGESTIONS FOR CONVERSATION STARTERS:

- Teach Netiquette: Consider the "Grandma Rule." Encourage your child to always think about how their grandma (teacher, principal, etc.) would feel if they saw the post.
- Talk about Cyberbullying and what to do if it happens.
- Posts on the internet can last FOREVER! They are never fully deleted. (Remind your children from time to time).
- Never say anything on social media that you wouldn't share in a public setting for anyone to overhear.
- Parents should know the lingo.
- Don't skip out on face-to-face time to spend time online.
- If you allow a social media site, set privacy settings together.
- Talk about internet safety.
 - Kids should only "friend" people they know in real life. Kids
 - should never meet someone they only met online. Don't
 - share personal information.
 - Use the privacy settings!
 - Identify trusted adults they can talk to about internet safety concerns.

RESOURCES AVAILABLE:

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.)

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TECHNOLOGY AND APPS?



Technology changes daily, and apps are replaced as quickly as they are shut down. Parents, we urge you to be aware of what is on your youth's cell phone. It's important to remember that GPS and IP address information are automatically imbedded in images taken with your digital camera. Predators can find out where you are. Now they are trying to identify you.

What is that in the background of your latest TikTok video? What does your t-shirt say? Are you wearing a school shirt? If the predator goes to that school event, will they find you there? They now know how to find you based on your picture/video. They may also know there is a coffee shop close by, if they go to that coffee shop and wait, will they find you? They will look for any vulnerability you may have and if they can't find one, they will create one and exploit whatever works to gain your trust.

Were you aware that Snapchat has a locator feature that allows the user to see who is on Snapchat at any given time and what they are doing?

If you send an image to a friend or boyfriend/girlfriend, what will happen to it? Okay, they promised to delete it, but what if they don't? Who else can it be sent to without your knowledge? What if they did a screenshot before the picture was deleted? What happens next? Please remember that everything we put on the internet stays on the internet.

EDUCATION IS THE KEY TO PREVENTION.

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ARTIFICIAL INTELLIGENCE

WHAT IS AI EXACTLY?

AI/ChatGPT, is an informed resource of information, the problem is that it has been known for spreading inaccurate information, responding to users in ways they might find inappropriate and even enabling students to cheat. It's important to remember that chatbots are not your friend, therapist, or a trusted advisor. Always be aware of who you are interacting with and be very careful of the progression of the conversations. At this time, there aren't any federal regulations with protocols for AI companies to abide by.

HOW YOU CAN DISABLE IT?

Snapchat's integration of AI has added risks with some issues. Snapchat is really pushing MyAI to its users. It started out as a premium feature, but the company soon rolled it out to everyone across the world. Now, the reverse is happening, to remove it, you must be a Snapchat+ subscriber. This means you must pay to prevent your kid from accessing it if you allow them to use the app.

MYAI ON SNAPCHAT CONVERSATION STARTERS

If you're worried about your youth interacting with MyAI — here are a few conversation starters.

"So this new MyAI on Snapchat, how do you think it works?"

- Goal of question: See how much they already know, and then provide them with some details you learned. You'd be surprised how much kids are tuned into tech, though they may miss key points.

"What's the difference between chatting with a friend and chatting with MyAI?"

- Goal of question: Get your kid thinking about what interactions really mean, and how emotional connections are different from just getting a "reply" back on an app.

"Do you think MyAI could give bad advice? What's an example?"

- Goal of question: Help your child understand that machines aren't perfect, and that any answers should be double-checked for accuracy, if they're based on objective information.

BARK CAN HELP!

If you already have the Bark Phone or an Android device then Bark's advanced monitoring will scan the chats between your child and MyAI and will alert you to potential dangers like drugs/alcohol, suicidal ideation, sexual content, and more. This way, you can check and make sure everything's okay.

The hope is that our youth will realize that there isn't much to MyAI. But you never know, technology and trends change daily. The best way to stay on top of it all is to take a deep breath, keep up on information available, and keep the lines of communication open with your youth. Be a safe place for them to have an open conversation. What is so frustrating is that Snapchat seems to agree that My AI is not to be trusted. "My AI is an experimental product for Snapchat+ subscribers. Please do not share any secrets with My AI and do not rely on it for advice," emailed Liz Markman, a spokeswoman for Snapchat's parent company Snap.

What do we do next? Safety Tips for all:

- Sit together and find out which apps are being used. Ask if they have experienced any issues on them, such as cyberbullying or contact from strangers.
- Do not give out personal information online. This includes your name, where you live or your telephone number.
- Never agree to meet someone in person who you have met online. If you do not know the person in “real life”, tell your parents about anyone that is asking to meet you.
- Talk to each other first about pictures before posting online, whether they are of yourself or your friends and family members.
- Do not respond to messages you receive that are mean or speaking meanly about others. Talk to an adult you trust if this happens.
- Do not give out any of your passwords to friends or anyone you meet online.
- Ensure privacy settings are activated on all social media websites you use.
- Always be kind to others online. Do not do anything that may hurt others. This includes joining in conversations discussing other people’s problems.
- Be careful about discussing details about your own personal problems with your friends online. It is better to speak to them in person. Tell your parents or teacher if you are struggling with something. Remember
- that rules for online safety also apply to texting on your phone.
- Agree to computer rules set up by your parents, teachers, or guardians. With freedom and trust comes the expectation that you will act responsibly.

We recommend the following:

If your main concerns are web browsing and social media safety, we recommend “Qustodio”. They provide a comprehensive dashboard to help you monitor your child's online activity. Their premium subscription allows you to track kids' location, block certain games and apps, monitor calls and text messages, and more.

“Bark” helps families manage and protect their children’s online lives. They monitor 30+ of the most popular apps and social media platforms, including text messaging and email, for signs of digital dangers. Screen time management and web filtering tools help you set healthy limits around how and when your kids use their devices. Bark can also be used across all online portals, cell phones, laptops, tablets, etc. Bark also now provides parents with a cellphone designed for youth.

“Life 360” – Provides safety features and services which are included in one membership:
Location Safety – Effortless daily coordination with advanced location sharing.
Driving Safety – 24/7 support with crash detection, roadside assistance and more.
Digital Safety – Protection and prevention for each family member.
Emergency Assistance – Expert assistance anytime, anywhere.

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What are some indicators to look for?

- Grades are slipping.
- Unexplained new items of clothing, or even a fancy new phone.
- Do they change their clothes or appearance when they arrive at school?
- Bruises that are unexplained.
- Pulling away from friends.
- Has an older boyfriend or girlfriend.
- Chronic runaway.
- Multiple social media accounts.
- False ID, lying about age.
- Not knowing where they are or what they are doing.
- The "need" to call in; frantic if they cannot make calls.
- A person in a vehicle, outside room or loitering in hallway or outside of the school.
- Prepaid debit cards.
- Older male or female in charge of females.
- Heavy traffic in and out of residence or business at all hours (similar in some respects to drug trafficking).
- Appears not to have eaten recently.
- Protective of their pimp or "daddy", reward boyfriend. May call him "daddy".
- Evidence of multiple cities.
- Western Union receipts.
- Sexually Transmitted Infections and obvious injuries without an explanation.
- Tattoos, which can be a form of branding, declaring ownership over a person.

If you see something, say something. Contact your local police department (911) and request a wellness check or call the CyberTipline.



Give a description: Who is with the potential victim? How many people? What were they wearing? How tall are they? How old do you suspect the potential victim is? Is there a vehicle involved that you can describe? What is the license plate on the vehicle? What type of vehicle is it? What color? Is it a 2-door or 4-door vehicle? Take notes of as much information you can.

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Screen Time: Helpful Hints for Monitoring Use

APPLE

Are you a parent, guardian, or caregiver of a child wondering how to monitor screen time? We want to make sure our kids aren't spending all day on their phones, but how do we do that? Apple came out with new updates that allow you to get a weekly report on your kids' screen time, and what they are spending it on. Apple's new app is called "**Screen Time**." This application is a new feature on the IOS 12 update. It works with iPhone, iPad and iPod touch. You will be able to find it in the settings.

Every Sunday the application sends you a report on weekly screen time. On this report, it shows how many hours per day you are on your phone, what you are spending your time doing; it also tracks how many times you pick up your phone to look at it!

After evaluating your report, you have options for change for the upcoming week. These options are:

1. **Downtime:** You can program when you would like downtime in your day from certain apps.
2. **App Limit:** This is setting a daily limit, and once hit, you can no longer use the app.
3. **Content and Privacy Restrictions:** This means you can block what you don't want to see.
4. **Always Allowed:** This setting means no matter if you have "Downtime" or "App Limit" set, you can still use those apps.

How does this correlate to your children's screen time? This application has a setting on parents' "Family Sharing" to set up the child's screen time report to be sent to their phone. You can also change the settings for Always Allowed, App Limits, Downtime and Content and Privacy Restrictions (see info above) on your child's device.

A helpful link for Apple users:

<https://www.idownloadblog.com/2018/06/14/limit-kids-screen-time/>

ANDROID

Are you a parent, guardian, or caregiver of a child wondering how to monitor screen time? We want to make sure our kids aren't spending all day on their phones, but how do we do that? Android came out with new updates that allow you to get a weekly report on your kids' screen time, and what they are spending it on. Unlike Apple, the Android option doesn't come with an automatic family share account.

Android also has a new option of getting a weekly report on how often you use your phone through an app called **Digital Wellbeing**. Unlike Apple, this app is downloaded through the Google Play Store. This application does a weekly report on how often you use different apps, how many notifications you are getting a day, and how often you pick up or look at your phone. After evaluating your report, you have the options for change in the upcoming week. These options are:

1. Total time per day you can use an app.
2. **Wind Down:** This means you can set a time when your phone will start to shut down for bedtime. There are a couple of different features in this setting:
 - a. You can set it to slowly turn to gray scale (removes the colors on your screen)
 - b. You can set your "Do Not Disturb".
 - c. You can also turn on "Night Light" (Dimming your display).
3. Manage notifications and Limit interruptions.

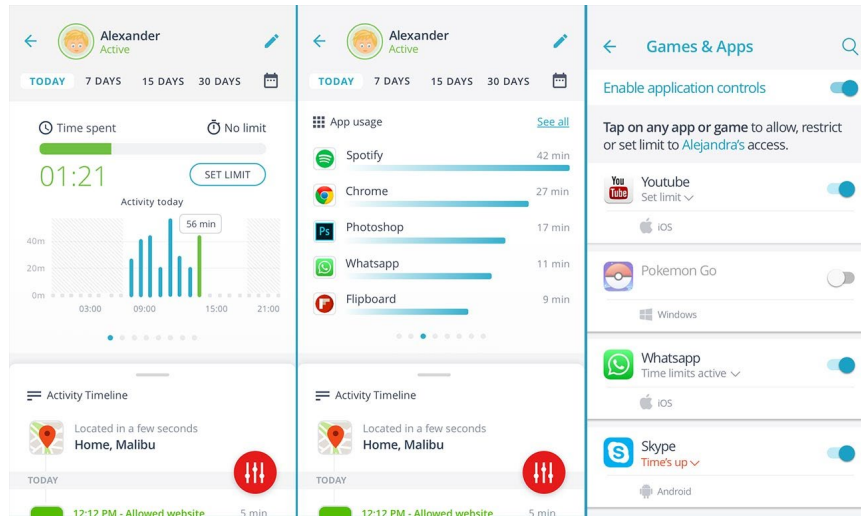
A helpful link for Android - Digital Wellbeing:

<https://support.google.com/googlehome/answer/9141219?hl=en>

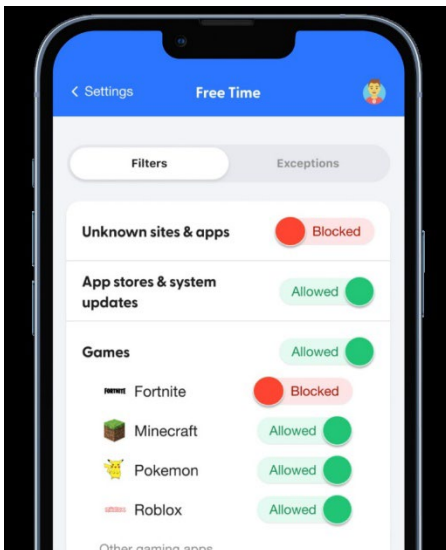
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Additional Information on Monitoring Services: What do they look like?

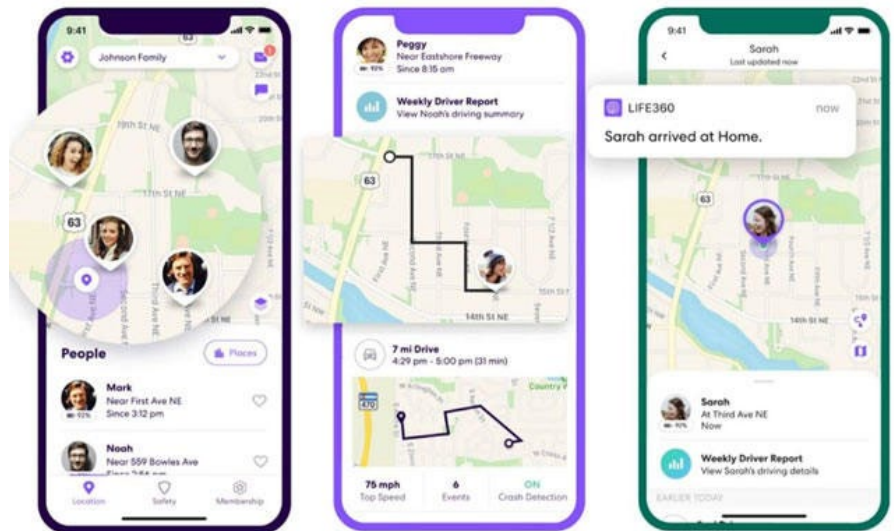
QUSTODIO:



BARK:



LIFE 360:



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