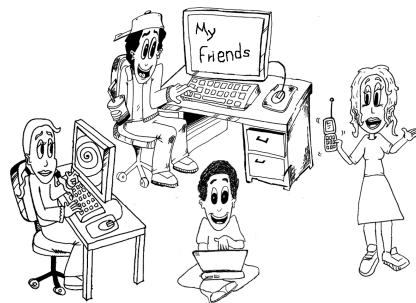


Cyber Savvy



Good Choices Online

No one has to tell you how fun the Internet is ~ or how important it is for you to connect with friends online.

Most teens make good choices online. But just like in the Real World, there are risks online and some teens make unsafe choices that hurt themselves or others. This document will show you how Cyber Savvy teens make good choices!

Cyber Savvy

- ✓ Keep yourself safe.
 - Understand how things might go wrong. Understand what you need to do to prevent something bad from happening and what to do if something is wrong.
- ✓ Do the right things.
 - Do not harm others. Respect the rights, privacy, and property of others.
- ✓ Take responsibility for the well-being of others.
 - Help others online. Report concerns to an adult or the site.

What You Do Reflects on You

Make Good Choices Online

What you do online will affect how others think about you. Act in a way that lets people know that you makes good choices. Savvy means: wise, well-informed, intelligent, smart.

Read with Your Eyes Open

- ✓ Remember anyone can post anything online ~ whether it is accurate or not.

Stop & Think

- ✓ Think about what is happening and might happen.
 - What is happening? Who is involved? What are each person trying to do?
 - What might happen to each person involved? Would this be good or bad?
 - What are the possible things you could do? what would be the best choice? If that doesn't work, what else could you do?

Ask Good Questions

- ✓ Think about what might happen.
 - Is this kind and respectful to others?
 - How would I feel if someone did the same thing to me ~ or to my best friend?
 - What would my mom or dad think or do?
 - Would this violate agreements I have made?
 - How would I feel if this was posted on the school bulletin board for everyone to see?
 - What would happen if everyone did this?
 - Would it be okay if I did this in Real Life?
 - How would this reflect on me?



Watch Out For Online "Traps"

These are reasons teens might make bad choices.

- ◆ **You Can't See Me.** Think you are invisible and so won't be caught.
 - ✓ Remember your actions can be traced ~ and you know what you did.
- ◆ **I Can't See You.** Do not recognize that your online actions could harm others or yourself ~ or recognize the deception by others.
 - ✓ Think about what might happen to you or someone else. Don't trust everything people tell you online.
- ◆ **Didn't Think.** Act fast and forget that anything you text or post online can cause harm and can easily become public and permanent.
 - ✓ Always think before you push "send." Keep your hands off the keys if you are angry.
- ◆ **Everybody Does It.** Follow others who make bad choices.
 - ✓ Think for yourself.
- ◆ **If I Can Do It, It Must Be Okay.** Think that because something is easy to do using technologies, this means it is okay to do so.
 - ✓ Remember, just because you can do something, doesn't make it right.

Keep Your Life in Balance

Avoid Addictive Access

Spending time online can be fun ~ but don't let the time you spend online take the place of all of the other activities that also can make your life happy and healthy.

Do You Spend Too Much Time Online?

- ✓ Ask yourself these questions
 - Do you frequently find that you have spent more time online than you were planning to spend?
 - Are you online late into the night and then tired?
 - Do you spend time online instead of doing homework, hobbies, chores, physical activities, or spending time with friends or family?
 - Are you always thinking about being online?
 - Do you argue about time limits your parents have set for Internet use? Or use sneaky ways to get around these limits?

Make Some Changes

- ✓ If you answered "yes," too often, make some changes.
 - Set goals for the amount of time you will spend online and keep track of your time.
 - Spend more time with your friends having fun that does not involve "screens."
 - Avoid surfing, gabbing, or gaming when doing your homework.
 - If you have a cell phone, turn it off at night.



Think Before You Post

Protect Your Personal Information & Reputation

The Internet Law of Predictable Consequences is: "The more embarrassing or damaging the material you post or send privately ~ the more likely it will become very public and be seen by people who will judge you badly."

Think about what kind of material ~ information or images ~ you are posting, where this information is posted, and who could have access. When you start using a social networking site, make sure you use the protective features to limit who has access to your personal information. But remember your profile is not "private."



If you would not post it on the bulletin board at school ~ don't put it in electronic form and send it to anyone!

Personal Interest Material

- ◆ Lets people know what you are interested in. This is generally safe to share. Web sites may use this information to show you banner ads based on what you show that you are interested in.
 - ✓ Always show the best "you." Recognize when sites show you ads based on your interests.

Personal Contact, Financial, or Identity Information

- ◆ This includes your full name, address, phone numbers, email/IM address, passwords ~ and any identification or debit/credit card numbers. This could make it easier for an unsafe person to find you, be used to send you advertising, to obtain access to your accounts, or for identity theft.
 - ✓ Never provide this kind of information without permission from your parent.

Unsafe Personal Material

- ◆ Material that says "I am vulnerable" or "I make bad choices." Material you want to be kept a secret. This can damage your reputation, be used against you, or cause others to not want to be friends with you.
 - ✓ Never post or send ~ in public. Best not to share privately even with a friend ~ because your friend might share..

Material About Others ~ Posted By You

- ◆ Unsafe or secret personal material about other people that you post. This could harm them and cause problems for you.
 - ✓ Never post or send ~ in public or in a private message.

Material About You ~ Posted By Others

- ◆ Unsafe personal material about you that others post. This could harm your reputation and friendships.
 - ✓ Tell your parents immediately. If the person won't take it down, you or your parents can file a complaint with the site or your parents can contact the other person's parents.

Threats

- ◆ If you post something that looks like a threat ~ even if it is a joke ~ an adult might think it is a real threat. But sometimes online threats are real and someone could be hurt.
 - ✓ Never post material that looks like a threat ~ even if it is just a joke. You could get into serious trouble.
 - ✓ If you see or hear about a threat ~ always tell an adult right away. The threat could be real.

Connect Safely

Interact Safely with Others Online

You will likely connect with different kinds of people online. Anyone you connect with online could be nice or hurtful. Friend ~ someone you know really well in Real Life. Acquaintance ~ someone you know, but not that well. Friend-of-a-friend ~ someone who your friend knows in person, but you don't. Stranger ~ someone who you and your friends don't know in Real Life.



Basic Safety

- ✓ Use a username that creates a "positive image."
- ✓ Wherever you communicate, use the protective features. Make sure you know how to save harmful messages, block unwanted people, and file a complaint.

Friends for Personal Communications

- ✓ Connect with friends only when communicating through email, instant messaging, text messaging, or a social networking profile.
- ✓ Check with a parent before you establish a connection with an acquaintance or friend-of-a-friend using personal communications.
- ✓ Use protective features ~ so the only people who can send you messages are people you know. If someone is being hurtful, you can or block him or her from communicating.

Strangers on Safe Sites

- ♦ Many teens like to communicate with people on safe sites ~ frequently gaming sites. Most strangers are safe ~ but some could not be safe. So be careful.
- ♦ Someone may send you a hurtful messages or try to trick you. Sending these kinds of messages violates the Terms of Use on these sites.
- ✓ If someone sends you a hurtful or unsafe message, it is best not to respond. Leave the area and file a complaint with the site.

Online "Nasties" ~ Trick, Manipulate, Harm

- ♦ **Posers.** Post personal information that is not true.
 - ✓ Don't trust everything people tell you online.
- ♦ **Impersonators.** Pretend to be someone else online to damage the person's reputation ~ you or another.
 - ✓ Protect your passwords. Get help from your parent. Warn others if they are impersonated.
- ♦ **Griefers.** Cause grief to others.
 - ✓ Ignore or file a complaint.
- ♦ **Fakes.** A fake profile of a "stranger" ~ set up by someone you know who is trying to trick and humiliate you, frequently, a "hot" teen.
 - ✓ Do **not** "friend" someone if no one you know knows this person in person.
- ♦ **Creeps.** Try to manipulate you by being overly friendly and offering to be your new "best friend."
 - ✓ Don't trust this kind of person. Show any messages like this to a trusted adult.
- ♦ **Downers.** Encourage self-harm or harm to others.
 - ✓ Stay away from Downers.

Meeting Safely With a Friends-of-a-Friend

- ♦ You might want to meet in person with someone you have gotten to know online. There could be risks.
 - ✓ Create a safety plan. Meet in a public place ~ with your parents. Or have your parents talk with this person's parents and arrange a meeting.

Keep it Secure

Pay Attention to Security & Avoid Scams

Your parents should install security software. You need to do your part.

Essential Protections

- ✓ Ask your parent before you register on a new site.
- ✓ Use a safe password with capital and lowercase letters and numbers. Don't share your password.
- ✓ Make sure your browser blocks pop-ups and your search engine is set to "safe search."
- ✓ Download music, movies, software, and games only from sites your parents have approved.
- ✓ Never reply to email or pop-ups that ask for personal information.
- ✓ Don't open strange email messages or attachments.
- ✓ If your computer acts "weird" ~ is slow or accesses strange sites ~ tell your parent. This is a sign your computer has been infected.
- ✓ Watch out for scams that offer something cool for free or threaten that something bad will happen. Most scams seek personal information.



Abide by the Terms Follow the Terms of Use

Acceptable Use Agreements govern what you can and can't do when using the Internet at school. Terms of Use Agreements govern use on services and sites. They restrict activities that could cause harm to the service, site, or other users. If you don't abide by the terms, your use can be restricted.

Read the Fine Print

- ✓ Read the terms.
- ✓ Note how all of these agreements restrict similar kinds of harmful activities.
- ✓ When at school, use the Internet only for educational activities ~ not entertainment.

Stay Out of the Garbage

Avoid "Gross Stuff" Online

You can avoid accidentally access "gross stuff" online through effective security and safe strategies. Watch out. Often this kind of material comes with malware that can really mess up your computer.

Safe Surfing Strategies

✓ Set it "Safe."

- Make sure your parents have installed security software, your browser blocks pop-ups, and your search engine is set to "safe search."

✓ Read, think, then click.

- Don't click on suspicious links.

✓ Don't fall for traps.

- Don't type URLs ~ your mistake could take you to a bad place. Type the name of the site in a search engine and then look carefully at the results before you click.

✓ Delete the spam.

- Don't open suspicious email messages. Never click a link in an email message unless you know the link is safe.

✓ Turn it off and tell

- If "yucky stuff" appears on the screen, turn off the monitor, force quit the browser, or simply turn off the computer.
- Always tell your parent or a teacher that this happened so that the adult will know this was a mistake and you will not get into trouble.
- If this ever happens, someone should look at the computer and how the accident happened to make sure it won't happen again.



Don't Sell Yourself

Be a Wise Consumer

Kids and teens are "hot prospects" online. Advertisers know you spend lots of money and convince your parents to spend even more. Whenever you are online you are being:

- ◆ Tracked to determine who you are, who your friends are, and what you like to do.
- ◆ Possibly tricked into providing more information ~ especially what you like to buy and your name and address.
- ◆ Targeted with ads to encourage you buy ~ or "nag" your parents to buy things for you.

Tracked

- ◆ Market profilers track people online.

- ▶ They create a database file that includes all the information they can find about you. They track this personal information so they can show you ads related to your interests.

- ◆ They track your registration information, the material you post, the sites you visit, and who your friends are.

- ✓ Protect your privacy as well as you can.

- Create an email used only for registrations.
- Don't provide personal contact information.



Targeted

- ✓ Watch for these online advertising techniques:

- **Banner ads.** Ads for things the site thinks you will be interested in based on what they know about you.
- **Advergaming.** Ads that are part of online games and activities.
- **Permission marketing.** Ask you to sign up to receive ads. This is generally in the form of email newsletters of social networking profiles.
- **Buzz marketing.** Encourage you to send ads to your friends.



Tricked

- ◆ Profilers try to trick you into disclosing more information through interest surveys, contests and offers for gifts, and personality quizzes. What looks like fun and games for you is serious information gathering for the sites.

- ✓ Read the privacy policies. Recognize when sites try to trick you into telling them about your interests. Ask your parents about how much you should share.

Be a Wise Consumer

- ◆ You can use the Internet to make good decisions about what to buy.
- ✓ Research products or services. Find companies that provide helpful information.
- ✓ Avoid sites and advertisers that try to tell you that you have to buy their stuff in order to be "cool" and for people to like you.

Effectively Handle Mean Kids Online ~ Don't Be One

Prevent Cyberbullying

Cyberbullies use the Internet or cell phones to send hurtful messages or post information to damage people's reputation and friendships. Cyberbullying is not "cool" ~ it's cruel. You have the power to stop it!



Don't Put Yourself at Risk

- ✓ Don't post material others could use against you.
- ✓ Pay attention to how you are communicating. Be careful not to accidentally insult others.
- ✓ Don't hang around online places where people treat you badly. Find friends who like you for who you are. Don't waste your time with people who hurt others.

If You Are Cyberbullied

- ✓ Calm down before you respond.
- ✓ DON'T RETALIATE! The bully wants to make you mad. Don't give the bully a "win." Being mean back isn't going to help.
- ✓ Save the evidence. Try to figure out who it is.
- ✓ Decide whether you can handle the situation by yourself. But if what you try does not work, be sure to get help from an adult. Getting help is a sign of strength. It means you will not accept this kind of abuse.
- ✓ Steps to try first ...
 - If you are on a public site ~ simply leave or ignore the person.
 - **Calmly and strongly** tell the person to stop and to remove any harmful material.
 - Block the person from communicating with you.
 - File a complaint with the site or service.
- ◆ Ways that adults can help ...
 - ▶ An adult can help you figure out how you can best deal with the cyberbully.
 - ▶ Your parents can talk to the cyberbully's parents to demand it stop.
 - ▶ If the person cyberbullying you goes to your school ~ your counselor or principal can help.

- ▶ If the cyberbullying is really bad or includes threats ~ your parents can contact an attorney or the police.

Cyberbullies Aren't Cool

- ✓ Don't be a cyberbully. People do not "deserve" to be treated badly. It is not "funny."
 - And also, nobody really likes bullies. So in addition to hurting someone else, you are hurting yourself.
- ✓ Don't become a cyberbully to get back at someone who is bullying you. This will just make the problem worse.
- ✓ If you made a mistake and hurt someone ~ apologize.

Friends Don't Let Friends Get Hurt Online

- ✓ Be a helpful friend.
 - Help your friend figure out what to do.
 - File an abuse report or complaint on the site.
 - Show a trusted adult what is happening.
 - If it is safe to do so, **calmly and strongly** tell the cyberbully to please stop.
- ✓ Don't retaliate against the cyberbully yourself. That will only make things worse.

Stop the Flame War

- ◆ Sometimes an online fight ~ a "flame war" ~ starts with just a "spark" ~ this leads to "return fire" ~ then others might start "throwing flames" ~ and everyone "gets burned."
 - ✓ Be a "fire extinguisher." If you see a "spark," ask people to calm down so no one "gets burned."
 - ✓ It is very important to report "flame wars" to adults because they often lead to real fights.

Relate Safely ~ Avoid the Hurt

Avoid Risky Relationships & Activities

You can get to know people through online communications. Avoid actions that could lead you to get hurt or damage your reputation.



Online Relationship Concerns

- ◆ An adult or older teen could try to get you to talk about sex and ask you for sexy pictures ~ in the hope that you will agree to meet in person.
 - ✓ **Tell a trusted adult!** This person is dangerous.
- ◆ "Fantasy" relationships. If you are getting to know someone online, it feels great to receive cool messages ~ but watch out, it might not be "real."
 - ✓ If you find it is not "real," don't let your disappointment lead you to attack.
- ◆ Having an abusive partner use cellphones or the Internet to try to control you ~ always checking who you are with and what you are doing.
 - ✓ Get help to get out of an abusive relationship.
- ◆ Create and send ~ or ask for ~ a sexy nude image.
 - ✓ Never create or send such an image. The image will likely become public.
 - ✓ Never ask for or trick someone into providing such an image. This could lead to big trouble.
 - ✓ Don't forward such images, if you receive one.

Cyber Savvy

What You Do Reflects on You Make Good Choices Online

- ✓ Think carefully about your choices online. What is happening and what might happen? Make choices that will reflect well on you.

Keep Your Life in Balance Avoid Addictive Access

- ✓ Don't let the time you spend online take the place of all of the other activities that also can make your life happy and healthy.

Think Before You Post Protect Your Personal Information & Reputation

- ✓ If you would not post it on the bulletin board at school ~ do not put it in electronic form and send it to anyone!
- ✓ Ask your parents before providing personal contact information.

Connect Safely Interact Safely with Others Online

- ✓ Connect with friends only when using email, instant messaging, and social network messaging.
- ✓ Watch out for people who use the Internet to trick, manipulate, and harm others.

Keep it Secure Pay Attention to Security & Avoid Scams

- ✓ Ask your parents before you register on a site. Use a safe password.
- ✓ Make sure your computer has security, your browser blocks pop-ups, and your search engine is set to filter results.
- ✓ If your computer acts "weird," tell an adult.

Don't Sell Yourself Watch Out For Aggressive Profilers & Advertisers

- ✓ Wherever you go online you are tracked, tricked, and targeted by market profilers and advertisers.
- ✓ Protect your privacy as best as you can. Spot the ways profilers try to find out what you like to buy and do. Spot the advertising.

Stay Out of the Garbage Avoid Online "Gross Stuff"

- ✓ Set it "safe" ~ filter set to "safe search."
- ✓ Read, think, then click ~ don't click on suspicious links.
- ✓ Don't fall for traps ~ don't type URLs, use a search engine.
- ✓ Delete the spam ~ never click on links in suspicious messages. Turn it off and tell if "gross stuff" appears.

Effectively Handle Mean Kids Online ~ Don't Be One Prevent Cyberbullying

- ✓ Keep yourself safe. Don't post material people could use against you. If targeted, never retaliate. You can leave the site or ignore the person, calmly and strongly say "stop," block the person, or file a complaint. Get help from an adult if this does not work.
- ✓ Don't be a cyberbully. It's not cool ~ it is cruel. People don't deserve to be hurt. Don't retaliate online. If you made a mistake, apologize.
- ✓ Be a helpful friend. Help the person being hurt. File a complaint. Tell an adult.

Relate Safely ~ Avoid the Hurt Avoid Risky Relationships and Activities

- ✓ If anyone tries to get you to talk about sex online, tell an adult.
- ✓ Watch out for relationships based on "fantasy."
- ✓ Don't allow someone to use cellphones or the Internet to control you.
- ✓ Don't create and send ~ or ask for ~ nude sexy images.

